

Marketing Collateral Checklist

A simple checklist for choosing the right marketing collateral

You have many marketing collateral choices. Do you use a more traditional option like white papers or an ebook? This checklist guides you through various options. But these are suggestions only. You know what works best for your business and customers.

1. Consider your objective

Objective		Marketing collateral
Demonstrate thought leadership	√	White paper, ebooks, webinars/presentations
Generate more leads	√	White paper, newsletters, social media
Close a sale	√	Landing page, case studies
Increase online visibility	√	Social media, webinars/presentations
Create brand awareness	√	Social media, audio/video
Provide consumer education	√	Web pages, social media, audio/video, brochures

2. Know your budget

Higher cost	√	White paper, case studies, brochures/print
Lower cost although greater time investment	√	Social media, do-it-yourself video, audio, website
Mix of both	√	Adjust collateral to objective and budget needs

3. Understand your customer

C-Suite	√	Generally, more traditional /less social media (unless part of the tech or related industry)
Technical	√	Technical white papers, case studies, data sheets
Financial focus	√	White paper, reports, data sheets
Front-line	√	Social media, video
Social, early adapter	√	Social media, video, apps