

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 the emerging trend of an e-Book? Use this checklist for guidance. These are suggestions only as you know what's best for your business and customers.

1, Consider your objective

Objective		Marketing collateral
Demonstrate thought leadership	√	White paper, e-Books, 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, 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
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



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