



Marketing Materials Check-List

Your marketing materials are one of the most important elements of your marketing program. Consider ALL of your materials as an extension of your sales team. Do they project the image you want to give your prospects and clients?

We recommend gathering ALL your marketing materials so you can review the items side by side. Then take a critical look at these pieces:

- Look for consistency in colors, branding, typefaces, etc.
- Are all materials current?
- Are there gaps in your materials?

The checklist below will help you gather your materials and can help you identify possible gaps.

Tip . To make future audits easier and keep your materials current AND in use, create a central materials folder on your server and send a desktop shortcut to everyone in your company.

Company Information

- Company Fact Sheet. Overview of your organization, names & backgrounds of key personnel, contact information and mission statement.
- Industry Specific Fact Sheets. Keep a fact sheet for each of your services by industry. This can incorporate elements of your fact sheet but should have a vertical focus in copy and any design and include names of customers in that vertical. Don't forget to include any association memberships that are appropriate for that vertical.
- Current list of clients and partners.
- Do you have any media clips, mentions, rewards or other information about your company? Put them all into the same format (can be copied onto an 8 ½ x 11 second page letterhead for example) and make sure they are being used in communications to prospects and clients. Scan them in and have electronic copies available as well.

Offers and Credibility Pieces

- Whitepapers, reports and articles (List Below:

- Assessments & Evaluations. If you offer any assessments or evaluations take the time to write up the process and benefits. Make the assessment a written report and create a “snapshot” of that for your marketing. Free evaluation, free assessment, etc. are generally considered sales calls by anyone in the know so make yours stand out.
- Case References. You should have a minimum of two case references per target market. Unlike a technical case study, a case reference is one to two pages and targeted at the business decision maker, CEO or CFO.
- Do you work with other partners or are you part of a channel? Consider those offers as well. Can you team with a partner to create a more integrated (and valuable offer?)

Tips . Freelance writers can create case references, write articles for your by-line or just edit and refresh the pieces you have. We have listed our favorite writers on our website. The freelance marketplace - www.elance.com, is also an excellent source of great writers. A 2 page non-technical case reference should cost \$350 - \$500.

- . Keep an updated sheet of all current offers in market. Outline the offer the target audience and any restrictions. Send it out to your partners and internal staff after each update.

- . Re-Purpose – use and re-use your materials. Case references are a good source of pull-out quotes for your web or brochure. Excerpts from whitepapers are good newsletter material.

Letter Library

One of the simplest and most cost-effective things you can do, creating a letter library ensures your customer messages are consistent and reflect your style and brand.

The below is a list of standard letters used by most businesses. Take the time to look at your own letters to see what else should make this list.

- Introduction to Company
- Introduction to Company Per Vertical
- Follow-Up to Event
- Follow-Up to Prospect Inquiry
- Presentation templates with basic company info and company branding.
- Thank you for Your Business
- Customer Satisfaction Survey
- Others

Tips . Personal thank you notes. Thank you cards with your logos are inexpensive and make an impact. Consider having these printed up for use by your sales, marketing and technical teams.

. Check out Microsoft <http://office.microsoft.com/en-us/templates/default.aspx> for some good business letters. Also – a Letter Toolbar that integrates with Microsoft Office and gives your users a drop-down menu of your company's most frequently used letters: <http://office.microsoft.com/en-us/templates/TC011461341033.aspx?pid=CT101470581033>

On Line Presence

Compare your on-line presence to the materials you've already reviewed. Is the information and format consistent?

Some specific things to look at for your on-line presence are:

- Website
- E-Newsletter
- Banner Ads
- E-Mail Auto Signatures

Other Materials

Letterhead Set

- Business Cards
- First Page Letterhead
- Second Page Letterhead
- Envelopes
- Labels
- Other



If you need assistance in reviewing your materials, creating a materials plan or sourcing vendors to help with your writing and creative needs, please contact Mile Square Marketing at 201-222-7452 or info@milesquaremarketing.com. A complete marketing materials audit and assessment is available for \$750. View our other offerings: www.milesquaremarketing.com