

Use this matrix to organize and optimize your development, production, and usage of marketing collateral materials.

Before you produce any literature, think about all the possible uses -- one piece may serve multiple purposes.

Creating new and different marketing material is time consuming -- conceiving, designing, writing, editing, etc.

Create tools or templates that remain relevant over time, or that you can reuse over and over again.

When necessary, you can update them with fresh, new topical content.

Eliminate redundancies and find new uses for existing collateral.

Replace the sample data in the unprotected BLUE cells with your own ideas.

Collateral Planning Matrix

Usage	Full-Size Catalog	Mini Catalog	8.5 x 11 Flier	News- letter	Coupons	Book	Training Guide	P-O-P Display	Explainer Video	Sample/ Demo	Calendars
Respond to Inquiries		x			x	x					
Bounce Backs						x					
Competitive Information							x				
Co-Marketing	x	x									
Contests					x					x	x
Distribution Information			x			x	x				
Consumer Info Requests	x		x			x					
Evangelism*				x					x	x	x
Point-of-Sale		x			x			x	x	x	
Product Info Update				x							
Reseller Training		x					x		x	x	
Seminar Handouts	x	x				x			x	x	
Trade Show - Consumers	x			x	x	x			x		x
Trade Show - Resellers	x					x			x	x	
Prospectus				x							

*Evangelism is the ongoing 'spreading the word' without a direct sale necessarily being tied to it (e.g. to the people who may influence your customers to buy).

© Copyright 1995-2019 JIAN - Business Power Tools All rights reserved.

Powered x JIAN / Business Power Tools - Marketing Builder. [Click to learn more >>](#)