

SALES & MARKETING

Collateral



What are the most common Sales and Marketing Collateral

Once you have answered the Win Theme question with a batch of impressive Value-telling Content, then it must be converted into something useful, like Sales and Marketing Collateral, ready to be shared with the decision-maker. These are the most common ways to present Value-telling Content.

How-to-guides

Case Studies

Testimonials

Helpful tip

Teaser

Behind the scenes look

Worksheet

Blog

Image

Ebooks

Charts, Graphs or Infographics

Email Newsletter

Illustration (drawings/cartoons)

Summaries

Reviews

FAQs

Challenges

Q&A Sessions

Webinar

Guides

A day in the life of

Interview

List

Mindmap

Diagram

Flowchart

Cheat sheet

Myth / Fact

Recipe / how to card

Poster

Brochure

Tutorial

Scripts

Sneak-peak

Training

Workshop material

Meme

Opinion Post

White Paper

Vlog

Video

Template

Survey

Slideshow/Slideshare

Quotes

Quizzies

Podcast

Pinboard

Research

Press Release

Photos

Predictions

News

Timelines

Stories

