

COMMUNICATING SALES & MARKETING

Collateral

What are the best ways to communicate Sales and Marketing Collateral?

Once the Value-telling Content has been converted into something compelling, like Sales and Marketing Collateral, it must be shared with the decision-maker. Picking the right methods of communication will have an impact on the way the message lands. These are the most common ways to communicate Sales and Marketing Collateral.

- 1.Conferences
- 2.Events
- 3.Magazine
- 4.Newsletter / Mailshot
- 5.Webinar
- 6.Social Media
- 7.Website
- 8.Training Course
- 9.Client meeting
- 10.Kick-off meetings
- 11.Presentations
- 12.Account Reviews
- 13.Performance Reviews
- 14.Plans
- 15.Emails
- 16.Intranet
- 17.Video
- 18.Audio / Podcast
- 19.Notice boards
- 20.Text Message
- 21.Forums
- 22.Site Visits
- 23.Roadshows
- 24.Sales Pitches
- 25.Bids and Tenders

