

Use this matrix to organize and maximize your development, production and usage of marketing collateral materials.
 Eliminate redundancies and find new uses for existing collateral.
 Before you produce any literature, think about all the possible uses -- one piece may serve multiple purposes.
 Replace the sample data in the unprotected BLUE cells with your own information.

Collateral Planning Matrix

Usage	Full-Size Catalog	Mini Catalog	8.5 x 11 Flier	News- letter	Coupons	Rolodex Card	Training Guide	P-O-P Display	Vid Ta
Respond to Bingo Leads		x			x	x			
Bounce Backs						x			
Competitive Information							x		
Co-Mktg	x	x							
Contests					x				
Distribution Information			x			x	x		
Consumer Info Requests	x		x			x			
Evangelism*				x					x
Point-of-Sale		x			x			x	x
Product Info Update				x					
Reseller Training		x					x		x
Seminar Handouts	x	x				x			x
Trade Show - Consumers	x			x	x	x			x
Trade Show - Resellers	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 c

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