

Blackblot® PMTK

Collateral Matrix



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1. Introduction

1.1. Document Objective

This document describes the various marketing communications collateral that may be produced to support marketing the product/company.

2. The Collateral Matrix

2.1. Section Objective

This section describes the marketing communications collateral matrix.

2.2. Marketing Communications Collateral Matrix Glossary

- Collateral: Name of the collateral document.
- Audience: Intended audience of the collateral document.
- Key MarCom Objectives: Directives of what the collateral document aims to achieve and is measured by.
- Key Messages: The argument, idea, or information the collateral document aims to convey to the intended audience.
- Format: The commonly accepted print format in North America.

3. Marketing Communications Collateral Matrix

3.1. Section Objective

This section presents the marketing communications collateral matrix.

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
Case studies	<ul style="list-style-type: none"> Journals and newspapers Prospects Sales channel 	Communicate success in stages: <ul style="list-style-type: none"> Complete story Post-implementation benefits Why did a beta client select the product 	<ul style="list-style-type: none"> Distinctive competence Key messages to be honed as work is initiated on each piece Unique Selling Proposition (USP) 	Casual collateral on company letterhead until the product is 75% complete, then a four-color glossy version		
Company executive biographies	<ul style="list-style-type: none"> Journals and newspapers Prospects Sales channel 	<ul style="list-style-type: none"> Establish company credibility Impress the audience with the skill set and level of executive experience Inform the audience about the company 	<ul style="list-style-type: none"> Distinctive competence Present key executives and provide biographical information that supports business strategy 	Front and back on company letterhead		
Company presentation (PowerPoint) (PMTK)	<ul style="list-style-type: none"> Analysts Industry experts Journalists Prospects Sales channel 	<ul style="list-style-type: none"> Establish the company as a successful entity with a purpose (vision, mission, leadership, and value) Establish company credibility Inform the audience about the company 	<ul style="list-style-type: none"> Company background Corporate mission statement Distinctive competence Key products and services 	PowerPoint and printed handouts		
Company presentation folder	<ul style="list-style-type: none"> Journals and newspapers Prospects Sales channel 	<ul style="list-style-type: none"> Establish the company as a successful entity with a purpose (vision, mission, leadership, and value) Establish company credibility Inform the audience about the company 	<ul style="list-style-type: none"> Distinctive competence Graphical articulation of new company identity and brand 	Four-color pocket presentation folder		

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
Company profile (PMTK)	<ul style="list-style-type: none"> Journals and newspapers Prospects Sales channel 	<ul style="list-style-type: none"> Establish the company as a successful entity with a purpose (vision, mission, leadership, and value) Establish company credibility Inform the audience about the company 	<ul style="list-style-type: none"> Company background Corporate mission statement Distinctive competence Key products and services 	Front and back on company letterhead		
Company reference client list	<ul style="list-style-type: none"> Journals and newspapers Prospects Sales channel 	<ul style="list-style-type: none"> Establish company credibility 	<ul style="list-style-type: none"> Company is successful because it solves market problems in target markets 	Front and back on company letterhead		
Interactive demo: <ul style="list-style-type: none"> CD-ROM version Web-version 	<ul style="list-style-type: none"> Journals and newspapers Prospects Sales channel Web surfers 	<ul style="list-style-type: none"> Clarify any areas of confusion about the product <p>For both versions of the demo:</p> <ul style="list-style-type: none"> Generate interest in learning more Present product key features and benefits 	<ul style="list-style-type: none"> Distinctive competence Key messages to be honed as work is initiated on each piece Unique Selling Proposition (USP) 	<ul style="list-style-type: none"> CD-ROM Website 		
Non-technical white paper	<ul style="list-style-type: none"> Business decision-makers (BDM) 	<ul style="list-style-type: none"> Generate strong interest in implementing this solution 	<ul style="list-style-type: none"> Distinctive competence Product value and Return On Investment (ROI) Unique Selling Proposition (USP) 	Company Letterhead		

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
<ul style="list-style-type: none"> • Presentations for a press tour • Presentations to introduce the product to the sales channel 	<ul style="list-style-type: none"> • Journals and newspapers • Sales channel 	<ul style="list-style-type: none"> • Inform and excite journals and newspapers about the product, resulting in press willingness to do a product review or write an article about the product • Inform and excite sales channel about the product and potential sales it can generate for them 	<ul style="list-style-type: none"> • Distinctive competence • Key messages to be honed as work is initiated on each piece • Unique Selling Proposition (USP) 	PowerPoint and printed handouts		
Press releases: <ul style="list-style-type: none"> • Sales channel relationship • Product launch announcement 	<ul style="list-style-type: none"> • Journals and newspapers • Sales channel 	<ul style="list-style-type: none"> • Alert sales channel to product • Clarify relationship • Create media hype around the product launch 	<ul style="list-style-type: none"> • Distinctive competence • Key messages to be honed as work is initiated on each piece • Unique Selling Proposition (USP) 	Company Letterhead		
Product backgrounder (PMTK)	<ul style="list-style-type: none"> • Analysts • Industry experts • Journalists • Prospects • Sales channel 	<ul style="list-style-type: none"> • Inform of key features and benefits • Overview of market, product, and company 	<ul style="list-style-type: none"> • Distinctive competence • Product value and Return On Investment (ROI) • Unique Selling Proposition (USP) 	Company Letterhead		

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
Product brochure	<ul style="list-style-type: none"> • Business decision-makers (BDM) • Journals and newspapers • Prospects • Sales channel 	<ul style="list-style-type: none"> • Create product awareness • Create an understanding of the market gap filled by the product • Establish credibility • Satisfy questions on basic features and benefits from business and Technology Decision Makers 	<ul style="list-style-type: none"> • Basic specifications and technical requirements • Company information • Key features and benefits • Market problem solved • Positioning statement • Unique Selling Proposition (USP) 	Brochure – four-color, double-sided, printed in four colors on gloss paper and folded		
Product datasheet	<ul style="list-style-type: none"> • Engineers • Technology Decision Makers (TDM) 	<ul style="list-style-type: none"> • Demonstrate product's overall technical compatibility with customer technical needs and technical environment 	<ul style="list-style-type: none"> • Advanced specifications and technical requirements • Product architecture 	Brochure – four-color		
Product presentation (PowerPoint) (PMTK)	<ul style="list-style-type: none"> • Analysts • Industry experts • Journalists • Prospects • Sales channel 	<ul style="list-style-type: none"> • Create product awareness • Create an understanding of the market gap filled by product • Establish credibility • Satisfy questions on basic features and benefits from business and Technology Decision Makers 	<ul style="list-style-type: none"> • Basic specifications and technical requirements • Company information • Key features and benefits • Market problem solved • Positioning statement • Unique Selling Proposition (USP) 	PowerPoint and printed handouts		

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
Reviewer's guide	<ul style="list-style-type: none"> Analysts Industry experts Journalists 	<ul style="list-style-type: none"> Create a clear understanding of how the product works Demonstrate key features and benefits Provide hands-on experience with the product (subject to need) 	<ul style="list-style-type: none"> Key points of differentiation from competing products Product features and benefits Product Overview Unique Selling Proposition (USP) 	Spiral-bound on company letterhead with cover		
Sales channel recruitment tools: <ul style="list-style-type: none"> Proposal template Qualifier form 	<ul style="list-style-type: none"> Product sales representatives Prospective sales channels 	Tell a consistent product story to prospective sales channels: <ul style="list-style-type: none"> Answer all potential questions and objections Determine if the sales channel is a good fit with the product and has a good chance for success Educate sales channel about the product, potential revenues, market 	<ul style="list-style-type: none"> Benefits to sales channel Competitive landscape Market size and trends Product Summary 	<ul style="list-style-type: none"> Company letterhead for qualifier form and proposal template PowerPoint 		

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
Sales channel sales tools: <ul style="list-style-type: none"> • Competitor Analysis matrix • Direct mail • PowerPoint • Proposal template • Qualifier form • Regional launch seminar • Return On Investment (ROI) report • Return On Investment (ROI) survey • Seminar-in-a-box 	<ul style="list-style-type: none"> • Selected sales channels 	All tools will provide some flexibility for customization while ensuring consistent product messages are communicated to prospects: <ul style="list-style-type: none"> • Clearly identify how the product stands above the competition • Direct mail to generate leads for seminars • Maintain a consistent way of proposing the product to prospects – use what works best in the field • Motivate regional sales • Provide sales channels with standardized tools to sponsor their own seminars • Qualify best prospects for the product • Return On Investment (ROI) report • Return On Investment (ROI) survey 	<ul style="list-style-type: none"> • Distinctive competence • Key messages to be honed as work is initiated on each piece • Unique Selling Proposition (USP) 	<ul style="list-style-type: none"> • Company Letterhead • PowerPoint 		

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
Technical white paper with technical illustrations	<ul style="list-style-type: none"> Technology Decision Makers (TDM) 	<ul style="list-style-type: none"> Answer TDM's technical questions Create a clear understanding and appreciation for the technical level of sophistication the product has and for its capabilities Generate strong interest in implementing this solution 	<ul style="list-style-type: none"> Benefit of the technology behind the product (possibly include a very concise high-level technology description if the technology is dramatically new) Unique Selling Proposition (USP) 	Company Letterhead		
Web-based educational tools (subject matter test)	<ul style="list-style-type: none"> Journals and newspapers Prospects Sales channel Web surfers 	<ul style="list-style-type: none"> Educate prospects about their level of knowledge regarding the product, leading them to the conclusion that they need to consider the product as a solution 	Test to help prospects determine: <ul style="list-style-type: none"> How they compare with their peers Their readiness for the product 	Web-based education tool using multiple choice questions and instant feedback		