Blackblot® PMTK
Collateral Matrix

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Table of Contents

1. <u>Introduction</u>
   1.1. <u>Document Objective</u>
   This document describes the various marketing communications collateral that may be produced in support of marketing the product/company.

2. <u>The Collateral Matrix</u>
   2.1. <u>Section Objective</u>
   This section describes the marketing communications collateral matrix.

   2.2. <u>Marketing Communications Collateral Matrix Glossary</u>
   - 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. <u>Marketing Communications Collateral Matrix</u>
   3.1. <u>Section Objective</u>
   This section presents the marketing communications collateral matrix.

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
Case studies	• Journals and newspapers • Prospects • Sales channel	Communicate success in stages: • Complete story • Post-implementation benefits • Why a beta client selected the product	• Distinctive competence • Key messages to be honed as work is initiated on each piece • Unique Selling Proposition (USP)	Casual collateral on company letterhead until product 75% complete, then four-color glossy version		
Company executive biographies	• Journals and newspapers • Prospects • Sales channel	• Establish company credibility • Impress the audience with the skill set and level of executive experience • Inform audience about the company	• Distinctive competence • Present key executives and provide biographical information which supports business strategy	Front and back on company letterhead		
Company presentation (PowerPoint) (PMTK)	• Analysts • Industry experts • Journalists • Prospects • Sales channel	• Establish the company as a successful entity with a purpose (vision, mission, leadership, and value) • Establish company credibility • Inform audience about the company	• Company background • Corporate mission statement • Distinctive competence • Key products and services	PowerPoint and printed handouts		
Company presentation folder	• Journals and newspapers • Prospects • Sales channel	• Establish the company as a successful entity with a purpose (vision, mission, leadership, and value) • Establish company credibility • Inform audience about the company	• 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)	• Journals and newspapers • Prospects • Sales channel	• Establish the company as a successful entity with a purpose (vision, mission, leadership, and value) • Establish company credibility • Inform audience about the company	• Company background • Corporate mission statement • Distinctive competence • Key products and services	Front and back on company letterhead		
Company reference client list	• Journals and newspapers • Prospects • Sales channel	• Establish company credibility	• Company is successful because it solves market problems in target markets	Front and back on company letterhead		
Interactive demo: • CD-ROM version • Web-version	• Journals and newspapers • Prospects • Sales channel • Web surfers	• Clarify any areas of confusion about product For both versions of the demo: • Generate interest in learning more • Present product key features and benefits	• Distinctive competence • Key messages to be honed as work is initiated on each piece • Unique Selling Proposition (USP)	• CD-ROM • Website		
Non-technical white paper	• Business decision-makers (BDM)	• Generate strong interest in implementing this solution	• 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
• Presentations for a press tour • Presentations to introduce the product to sales channel	• Journals and newspapers • Sales channel	• 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	• Distinctive competence • Key messages to be honed as work is initiated on each piece • Unique Selling Proposition (USP)	PowerPoint and printed handouts		
Press releases: • Sales channel relationship • Product launch announcement	• Journals and newspapers • Sales channel	• Alert sales channel to product • Clarify relationship • Create media hype around the product launch	• Distinctive competence • Key messages to be honed as work is initiated on each piece • Unique Selling Proposition (USP)	Company letterhead		
Product backgrounder (PMTK)	• Analysts • Industry experts • Journalists • Prospects • Sales channel	• Inform of key features and benefits • Overview of market, product, and company	• 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	• Business decision-makers (BDM) • Journals and newspapers • Prospects • Sales channel	• Create product awareness • Create understanding about market gap filled by product • Establish credibility • Satisfy questions on basic features and benefits from business and Technology Decision Makers	• 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	• Engineers • Technology Decision Makers (TDM)	• Demonstrate product's overall technical compatibility with customer technical needs and technical environment	• Advanced specifications and technical requirements • Product architecture	Brochure – four-color		
Product presentation (PowerPoint) (PMTK)	• Analysts • Industry experts • Journalists • Prospects • Sales channel	• Create product awareness • Create understanding about market gap filled by product • Establish credibility • Satisfy questions on basic features and benefits from business and Technology Decision Makers	• 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	• Analysts • Industry experts • Journalists	• Create a clear understanding of how the product works • Demonstrate key features and benefits • Provide hands-on experience with the product (subject to need)	• 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: • Proposal template • Qualifier form	• Product sales representatives • Prospective sales channels	Tell a consistent product story to prospective sales channels: • Answer all potential questions and objections • Determine if the sales channel is a good fit with the product and has good chances for success • Educate sales channel about the product, potential revenues, market	• Benefits to sales channel • Competitive landscape • Market size and trends • Product summary	• Company letterhead for qualifier form and proposal template • PowerPoint		

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
Sales channel sales tools: • 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	• Selected sales channels	All tools will provide some flexibility for customization while ensuring consistent product messages are communicated to prospects: • 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	• Distinctive competence • Key messages to be honed as work is initiated on each piece • Unique Selling Proposition (USP)	• Company letterhead • PowerPoint		

Collateral	Audience	Key MarCom Objectives	Key Messages	Format	Owner	Deadline
Technical white paper with technical illustrations	• Technology Decision Makers (TDM)	• 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	• 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)	• Journals and newspapers • Prospects • Sales channel • Web surfers	• 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: • How they compare with their peers • Their readiness for the product	Web-based education tool using multiple choice questions and instant feedback		