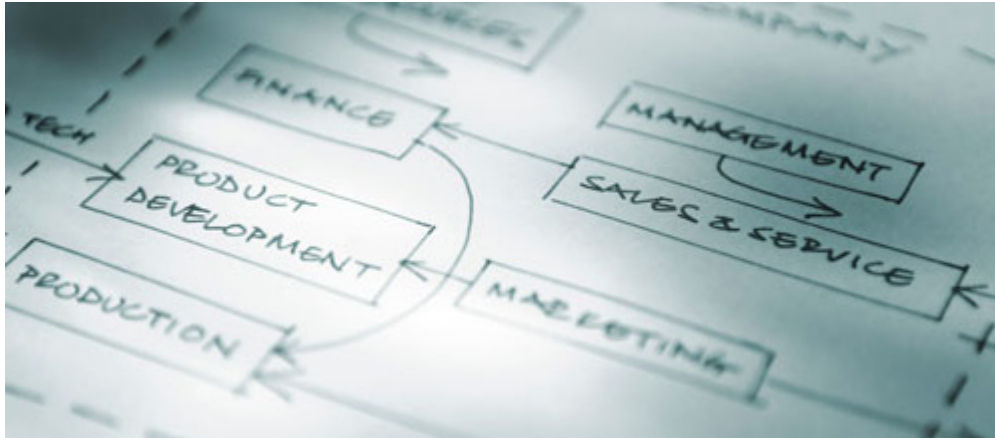


## CREATING MARKETING MATERIALS EDUCATION OVER SELLING RULES THE DAY

John Jantsch | Duct Tape Marketing | February 20th, 2009



Hopefully, by now you've concluded that today's marketing requires lots of content, lots of education, and lots of trust-building via expertise sharing.

The tri-fold brochure just doesn't cut it anymore.

Today's smart marketers think in terms of information products more than marketing collateral — education over selling rules the day.

The best way to tap this necessary marketing shift is to think in terms of kits or suites of information. The most practical approach for the typical small business is the creation of on-demand, flexible and personal marketing kits, press kits and new customer kits.

These multiple page-documents, often housed in a pocket of a custom file folder, allow small business marketers to tell the entire story in a range of formats that take in the learning styles and personalities of a broad range of prospects.

A typical marketing kit might include the following pages:

- Your core differences: Use one page to outline 3 or 4 key ways that your organization is different. Make these the most important value benefits and not sales mumbo jumbo.
- Your products/services: You do need to tell your audience what it is you have to offer.
- Success stories: Profile a number of successful customer engagements and try to involve your customer as much as possible and share specific results if you can.

- **FAQs:** You know the kinds of questions that get asked or should get asked — list them for those readers that are looking for a specific bit of information.
- **Processes and checklists:** Show proof of how you get the work done in a professional manner by sharing your process maps and checklists as marketing documents.
- **Your company story:** Everyone loves a good story and everybody has one. Share your personal story, why you do what you do, and make a deeper connection with prospects.
- **Testimonials:** Let your customers sing your praises and let your prospects see this third-party validation.
- **Articles:** If you've published articles or received some great press, include copies of these in your kit.

A new customer kit can include information on:

- **Key contacts:** List everyone that your customer might need to contact.
- **How your process works:** Set the expectation for what will happen next so that there are no surprises.
- **What you need from the customer:** If you need information from a customer or need to set a meeting, let them know what to do to get started.
- **How your billing works:** Let them know how your billing works, how you expect to be paid. This demonstrates your professionalism and can help avoid misunderstanding after the work is done.

A basic press kit should include:

- **Overview:** This should be solid background information, not a sales pitch.
- **Key staff bios:** Let journalists know the key facts about people in your organization that they may need to interview ( with photos).
- **Suggested questions:** In some cases if you are noted expert, author or inventor or a unique process you can aid journalists by listing important questions.
- **Potential story ideas:** You should be thinking of these at all times internally, but you may also want to develop some key story ideas that tie into themes and industry trends.
- **Customer stories:** Journalists love success stories, so profiling your customers and offering their success stories to journalists can be a win for all parties.

The flexible nature of these kinds of information products make them easy to change, grow and personalize almost on a case by case basis.

In addition, this is exactly the type of education-based content that should be going on your website in an effort to build visitor trust and search engine attention.