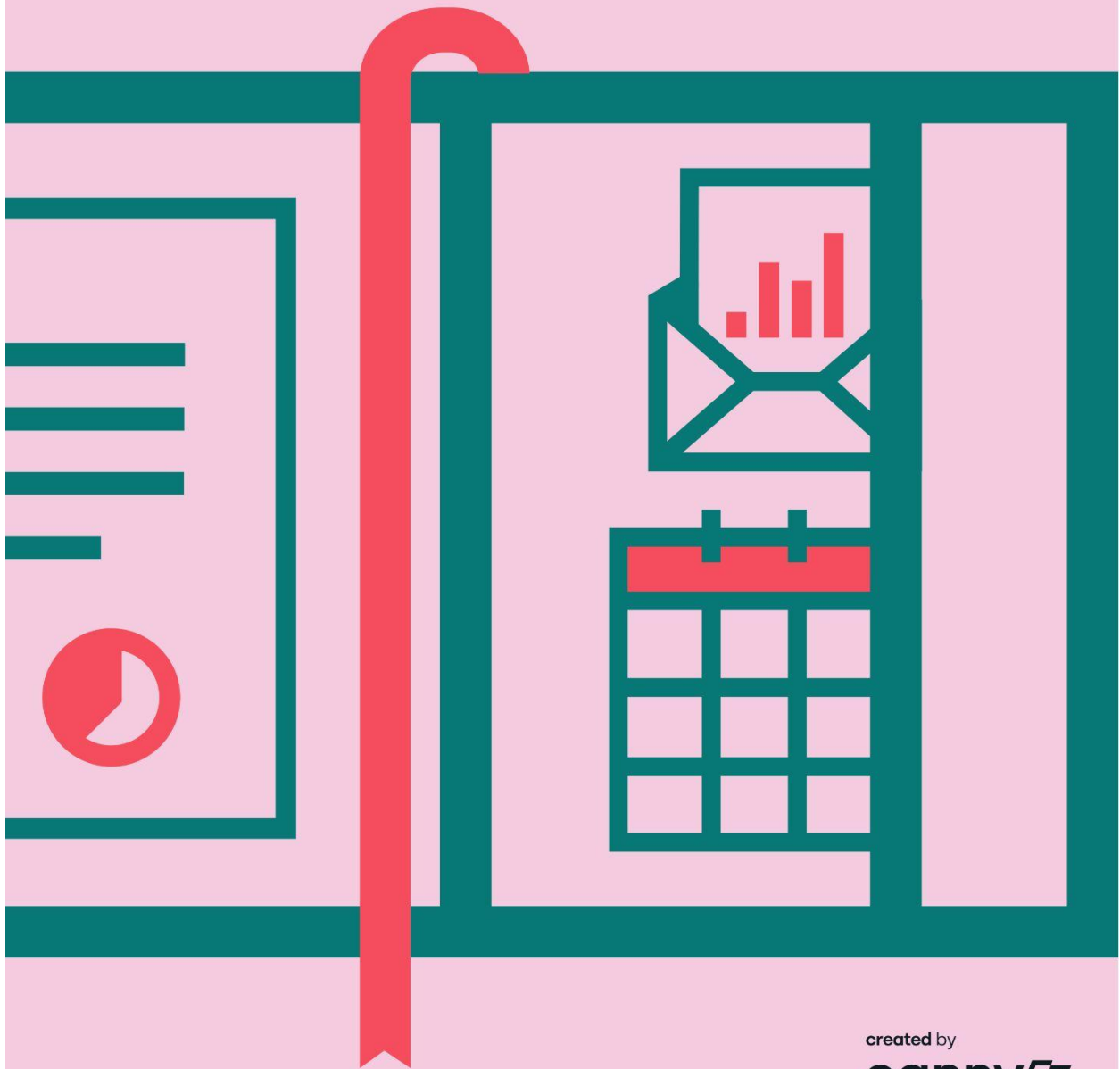


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The Marketing Kit Template



created by
canny 

Marketing Kit Template For: [Insert Company Name]

Know your objectives

Before creating your marketing kit, you need to understand the purpose behind it. What are you hoping to achieve with this resource and what action do you want people to take after reading it?

Objectives could include:

- Promoting a new product
- Promoting an event
- Educating your audience
- Hiring new employees
- Building a new business partnership
- Selling advertising space

Define your audience

Your marketing kit will be consumed by a variety of people. Knowing who your audience is will help you select the right marketing resources to make an impact.

You should tailor your marketing kit to the end user to make sure it is beneficial and valuable to them.

Your audience could include any of the below:

- Existing customers
- New customers
- Potential employees
- Advertisers
- Business Partners
- The press
- Journalists

Once you know who is consuming your marketing kit, you can select the right marketing resources to show them.

It's no use creating a load of eye catching, creative marketing materials if your end user isn't going to pay attention to them and take action.

Identify the Problem You're Solving

For your product/ service to work, it needs to be helping people to do something. You need to provide something useful that customers care about and need, otherwise they have no reason to invest in you.

Think about the top 5 frustrations that your customers have and then identify how you're helping them solve that problem.

- Frustration 1
- Frustration 2
- Frustration 3
- Frustration 4
- Frustration 5

By pinpointing the reasons why customers should choose your product over someone else, you're differentiating yourself from the competition.

You effectively understand your position in the marketing and you can use these points to help sell your product/ service.

Draft Messages that Speak to Your Audience

Always keep your writing focussed on the needs of your audience. Throughout any marketing materials you should be 'speaking' to your audience and engaging them in what you have to offer.

To do this, make sure you use words and phrases such as:

- 'You'
- 'You can'
- 'You will be able to do x'
- 'This helps you do x'
- 'You will save x'

This helps you focus on the benefits to the customer and keeps your messaging simple and to the point.

Consider Where the Marketing Kit is Used

You will need different marketing collateral for your marketing kit depending on where it is being used.

It makes no sense handing out your complete marketing kit all at once, as some resources will be much more useful to people than others.

For example:

- Trade show/ exhibition - Hand out a website brochure or two sided flyer.
- Networking event - Give delegates your business card so that they can reach out to you at a more convenient time.
- Stakeholder meeting - Present your client list to give stakeholders confidence that you are a worthy investment.
- Client meeting - Show potential clients testimonials and case studies to demonstrate your experience helping other businesses.
- New employees - A list of your services and product is useful for potential employees as it gives them an insight into what your business does.

As you can see, you don't need to use the same marketing materials from your kit all at one. You should tailor your marketing kit to fit the needs of your audience.

Set your budget

Before you start creating any marketing materials you need to consider your budget.

If you're building a digital marketing kit then this is less of an issue, but if you're creating physical assets then you will have some costs to take into consideration.

For example:

- Professional printing
- Graphic design
- Distribution
- Logistics
- Quantity of printed resources
- Cost of representing for amends/ updates

Remember the more resources you need to print, the more expensive your digital marketing kit becomes.

Digital Marketing Kit vs Print Marketing Kit

Before creating your marketing materials, you need to decide between digital and print.

Both have their own set of advantages and can be used for different reasons depending on what you're trying to achieve.

Before deciding on which type of marketing materials to choose, you should ask yourself the following questions:

- Who is the marketing kit for?
- What types of content do they consume best?
- Where will this marketing kit be used?
- How much budget do I have?
- Am I going to be changing my product/ service in the near future?
- Can I design the assets myself or do I need to hire a designer?
- Can I print the resources in-house?

By taking the above questions into account, you can decide which route is better for your business - print or digital.

A digital marketing kit is cheaper and can be amended much quicker if you add a service or change your contact details, but a physical marketing kit is more tangible.

The solution? Have a range of print and digital assets to cover all bases.

Things to Include in Your Marketing Kit

A marketing kit isn't a one-size-fits-all, it's about tailoring the contents of your kit to meet the needs of your audience.

What you include in your kit depends on your audience and your objectives.

When building your marketing kit, you should be considering the following:

- Presentation folder
- Business card
- Case studies
- Promotional products
- Testimonials
- Client list
- List of services/ products you offer

And remember it's perfectly fine to cherry pick what you do/ don't need from your marketing kit depending on where it is being used.

Keep in mind that whatever you choose should be useful for the person reading it.