

“marketing collateral is an essential part of your overall marketing strategy”

SHARKEY
ADVERTISING



Online strategies are so important for modern day marketing that marketing collateral is often overlooked. However, marketing collateral is an essential part of your overall marketing strategy. Marketing collateral is part of your company's image, and quality collateral will help to promote your brand to interested customers.

Whether it's a marketing kit, direct mail piece, brochure, presentation deck or trade show support, you need well-designed branded collateral that reflects your corporate brand for prospects and customers.

All these forms of collateral serve to give an impression of your company, and if the collateral is on point, extending your brand and beautifully designed, it will ensure that your business presents a professional image.

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Corporate Capabilities/ Product Brochures

From large scale to small sizes, brochures can give overviews of your company as a whole or of specific products. Both types of brochures should be both eye catching and informative.



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Marketing Kits

A marketing kit is a tool to give potential customers in-depth information about your products or services and in-depth details about them. It may include a folder, brochure, independent sales sheets, or other promotional print pieces that brings it all together in an effective kit.



Multi-Focused PowerPoint Decks.

In an important sales presentation, you want to have a custom, branded and well-designed PowerPoint deck that highlights your company's products and services. The decks should always be saved as a PDF so the deck cannot be manipulated and it can be sized down for easy emailing as a leave behind.



Sell Sheets/Promo Sheets

Individual sell sheets, either one-sided or two-sided, are a great vehicle to promote a specific product or service. They can consist of multiple versions that can be collated as part of a series as stepped inserts in a marketing kit or as a simple single sheet hand out.





Direct Mail Postcards

Direct mail postcards are a great way to get your message in front of potential customers. Big visuals, creative copy and an effective call-to-action are the key to getting results. You will achieve the best ROI when the direct mail postcard is coupled with a well-timed email blast of the same content to the same list of prospects.

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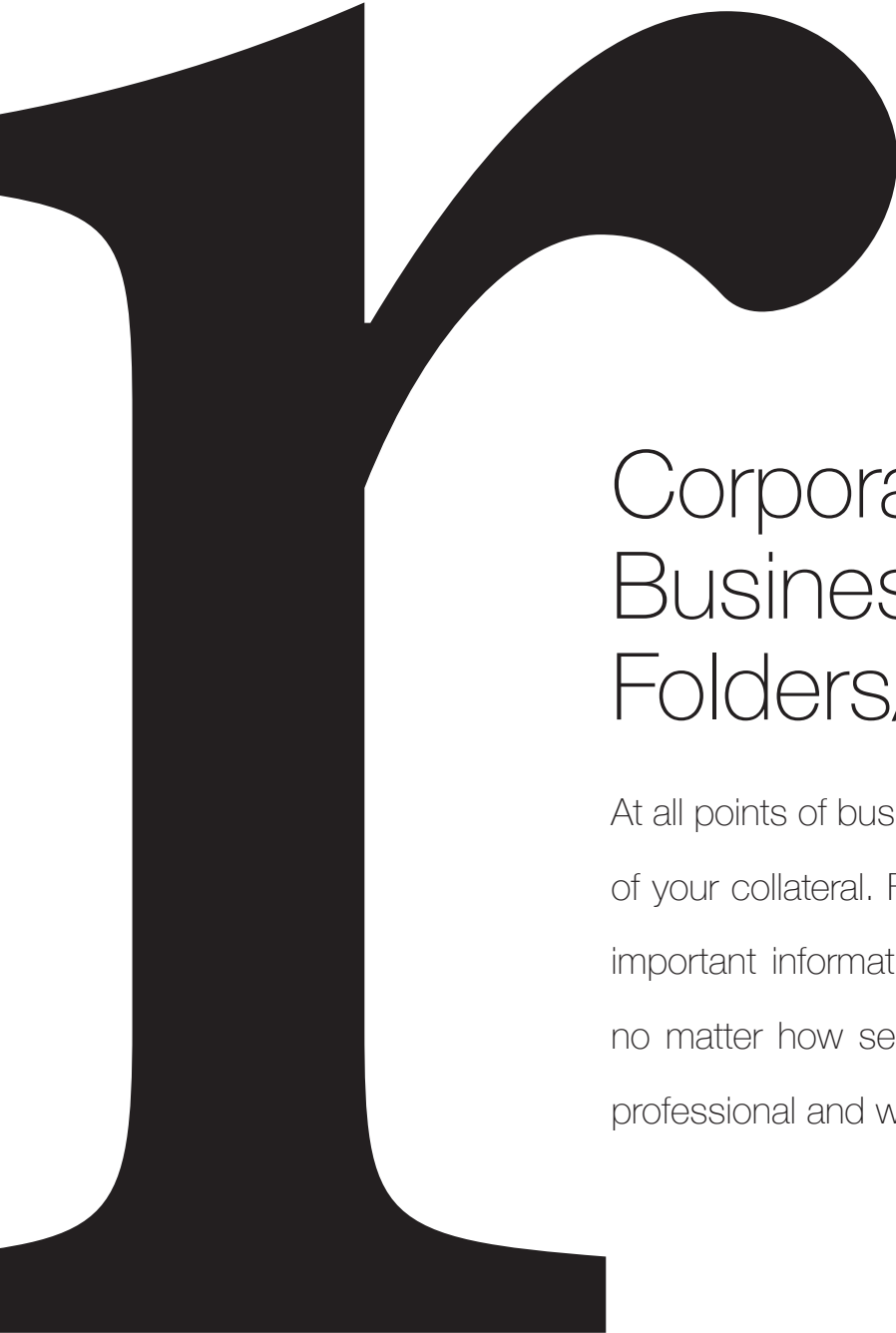
A large, bold, black stylized letter 'E' graphic that frames the central text. The 'E' has a thick, rounded top bar and a curved bottom bar, with a white space in the center.

Tradeshow Support Materials and Premiums



Well-designed and branded booth graphics are a key attention-getter at any tradeshow. Well-designed collateral is important to give out before and during the show in order to get traffic to your booth. Creative premiums are essential to peak prospects' interest in your company's products and services.

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Corporate Stationery/ Business Cards/ Folders/Style Guide

At all points of business, you'll be judged on the quality of your collateral. From handing out business cards to important information on stationary, all your collateral, no matter how seemingly inconsequential, should be professional and well designed.

Brand Continuity

Equally important to giving your company a sense of professionalism is the ability to ensure brand continuity through your marketing collateral. None of your collateral should be independent from your brand image. A well-crafted brand strategy will be consistent at all points through which your company interacts with potential customers or business partners. This means that your brand is constantly reinforced in your customer's perceptions. Collateral can influence potential buyers' views on your company, and if your collateral is closely tied to your brand, it can create a positive view of your brand as a whole.



How Sharkey Advertising can help you with your marketing collateral

Your marketing needs to provide insight along the way, steering prospects down the path to your products and solutions. Collateral, like brochures, powerpoint decks and direct mail, is the beginning step in telling a story about your product or service. In marketing collateral you don't just want to tell your feature/benefit story, you want show the value that your product or service will bring to your customers.

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- Marketing Kits
- Multi-Focused PowerPoint Decks
- Sell Sheets/Promo Sheets
- Direct Mail Promos and Postcards
- Tradeshow Support Materials and Premiums
- Corporate Stationery/Business Cards/Folders/Style Guide

Contact Sharkey Advertising to create inspired marketing collateral. We can help you create meaningful stories that spark the imagination, appeal to the senses, and inspire action.



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S H A R K E Y
A D V E R T I S I N G

We Do Lots of Things:

Brand Strategy, Corporate Identity, Corporate & Product Logo, Design, Advertising Campaigns, Direct Mail Collateral, Brochures, Web Design and Integration, Email Marketing, Banner Ads, E-Commerce sites, Marketing Promotional Pieces, Catalogs, Flyer Insert Programs, Magazine Special Sections Design & Total Print Production, Newsletters, Multimedia Presentations, Packaging, Media Planning & Placement.

