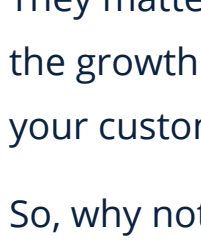


Measure What Matters: Why You Should Track Your Marketing Collateral



From your sales and your headcount to your invoices and your expenses, these numbers—the processes and assets that they represent—matter.

They matter because they represent the hard work of your team, the growth of your organization, and how you are adding value for your customers.

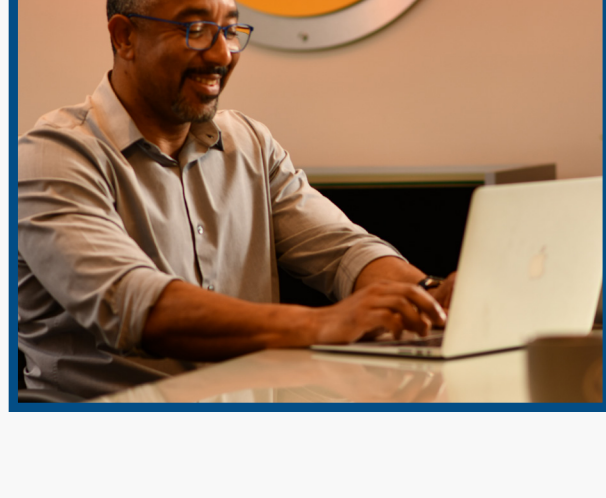
So, why not track one of the most important elements of your marketing and development efforts: your marketing collateral?

Not only does tracking your collateral matter because your marketing team has put a lot of effort into creating amazing content that represents your brand and resonates with your customers, but also because it is another way to measure what is actually helpful to your sales teams and what is being used.

But there is more to tracking your marketing collateral than these reasons. Let's dig into the value of knowing what happens to your marketing collateral once it's created.



3 Reasons Why Tracking Your Marketing Efforts Is Important



As with other elements of your marketing program, data truly is king.

With the right data, your organization can make data-driven decisions, streamline marketing efforts, save costs, and maximize the return on your investments.

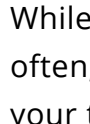
Here's how:



1. Amplify sales impact.

With the right reporting tools, your marketing team and leaders will have the technology and the data to directly correlate between sales figures and sales collateral and, ultimately, how the collateral reflects in sales performance.

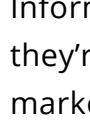
With the right data, your marketing and sales teams can then drill down and better collaborate on design, messaging, and media, so you're only using the marketing collateral that is delivering the biggest impact. With [67 percent of B2B buyers](#) that responded to a survey saying they are relying more on content to research and inform their buying decisions, your organization can then move to ensure that each of your sales representatives has the collateral they need to bring prospective clients over the finish line.



2. Increase marketing collateral utilization.

Do you know with confidence what marketing collateral your team has and, perhaps more importantly, what collateral is performing better than others?

While it's important to know which marketing collateral is being ordered, how often, and which sales reps are using which assets, these numbers also allow your teams to know which materials are resonating with customers, which ones need to be produced to keep up momentum, and which materials are, well, just sitting on the shelf.



3. Streamline operations.

In a time of tightening budgets and careful accounting, finding the right balance between marketing impact and production costs couldn't be more important.

Information on which marketing assets are being used, where, and how well they're performing can be used to save operational costs as well as your marketing team's time. Instead of creating content and hoping that it's effective, your company resources are going toward content that you *know* is effective.



How to Track Marketing Collateral



Now that you know *why* you should be tracking your marketing collateral, let's talk about *how* you should track your marketing collateral.

Here are a few key steps:



INVENTORY YOUR BRANDED COLLATERAL.

Identify your digital assets, templates, and other marketing materials from across your enterprise and find the source files.

IDENTIFY KEY METRICS.

Begin with a few key performance indicators (KPIs), such as the number of assets produced, the number of assets utilized, production dates, and assets by category, to gain a high-level overview of your collateral footprint.



CONSOLIDATE DATA SOURCES.

Pull together the key sales, production, and resource utilization data to bring life to your KPIs.

IMPLEMENT A LEADING BRAND AND MARKETING COLLATERAL PLATFORM.

Leave spreadsheets and manual tracking behind and leverage a leading brand collateral management platform, such as [brandstash](#), that can:

- ✓ Manage access control.
- ✓ Assist with approval workflows.
- ✓ Generate personalized reports and dashboards.
- ✓ Aid with searching and filtering.



CUSTOMIZE DASHBOARDS AND REPORTING.

Jump-start your marketing collateral tracking program by customizing user dashboards, onboarding key users, and generating the reports your operational teams need.



Evolve Your Marketing Collateral Management with Southeastern



Don't spend another day creating marketing collateral that you just hope performs well. Get the insights you need with precise marketing collateral tracking with the bonus benefit of inventory management. All of this and more is available through our marketing collateral platform, [brandstash](#).

Ready to take the next step and learn just how much the right brand collateral management platform can maximize your marketing impact?

▶ LET'S TALK

