

Marketing Collaterals



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Marketing collateral is any media material used to promote a company's products or services. This includes everything from print materials like posters and flyers to digital content like catalogs and digital magazines.

Multiple types of Marketing Collaterals :-

- * Blog posts – long-form articles
- * Case studies – the success of others working with you
- * E-books – they increase the user base
- * Landing pages – for specific messages
- * Newsletter – best way to tackle the inbox
- * Testimonials and reviews – the real opinion
- * Whitepapers – content that solves problems
- * Your website – biggest owned media

