

What are Marketing Assets?

Marketing assets are defined as anything used by an organization to promote its products, services, or brand.

These different forms of collateral can be broken up into two categories, internal and external. Narrowing down which assets are best to have on hand can be a daunting task, so we did the work for you!

INTERNAL ASSETS

Focus: Brand Management
Provides your team with promotional tools such as logos, colors, fonts and languages.

- Training Guides**
 - Company guidelines for new hires, include: vacation policies, benefits packages and HR policies.
- Cheat Sheets**
 - Centralized, simple brand overview document to ensure your brand consistency.
- Brand Guides**
 - Step-by-step brand guide that includes logo usage, brand colors, font types and other crucial company assets.

EXTERNAL ASSETS

Focus: Customer Buy-in
Provides potential customers visual assets that make them aware of what your business or product does.

- Brochures**
 - Promote your company, product or service to potential customers through tangible handouts.
- Business Cards**
 - Easily provide contact info.
- Videos**
 - Visually showcase your company through video placement online.
- Blog Posts**
 - Display industry expertise through up-to-date blog posts.
- Landing Pages**
 - Promote your company with branded website pages.



Simplify Your Marketing Distribution

Looking for the perfect platform to house marketing assets to equip your team with the tools they need, when they need them?

The AXIS solution provides marketing teams full control over their assets and helps organize valuable data content. It's a simple solution to increase brand consistency and reduce time wasted on trying to dig out assets or their source files.