

# Marketing Content Lifecycle

Learn how sales and marketing can collaborate to get higher quality content into the hands of sales teams at the right time and the right context.

## DISCOVER

Can sales instantly find the content they need?

Can marketing control the content that can be used?

## LEARN

Can marketing spot important content usage trends?

Can marketing see what content is generating business?

## ENHANCE

Can marketing adjust based on feedback and insight?

Can content be reviewed and approved fast?

Marketing needs to quickly identify the gaps in the marketing materials - videos and printed collateral. Sales operations must weed out ineffective content. And the team must collaborate to ensure the best quality content for a given situation surfaces and put to work quickly.

**FREE**  
Branding Evaluation

**FREE**  
Marketing Assessment

**FREE**  
Quotes

### Let's talk.

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