

Resources Guide

Explore our 1,000+ Member-Only Resources:
Research Reports, Training Courses, Tools & Templates

TOPICS

- 3** ABM, Strategy & Branding
- 4** Agile Marketing & Project Management
- 5** Content Marketing
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- 7** Demand Gen, Email & Marketing Automation
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- 14** Sales Training
- 15** Shopper Marketing
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- 18** Webinar & Event Marketing
- 19** Website, Blog & SEO

FEATURED RESOURCES

Playbook & Toolkits

Marketing Strategy Playbook & Toolkit

Frameworks

Marketing Strategy Framework
Digital Marketing Framework

Popular Tools & Templates

Marketing Plan Presentation
ABM Capabilities Grader App

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Digital Marketing
Training Course: Marketing Communications
Training Course: Marketing Strategy
eWorkshop: 12 Signs Your Brand Needs Help
eWorkshop: 5 ABM Strategies To Rock Your Next Campaign
eWorkshop: B2B Personalization: How SAP Uses ABM
eWorkshop: ABM, A Look Around The Corner
eWorkshop: Account-Based Marketing Hacks
eWorkshop: Account-Based Nurturing
eWorkshop: Creating Brand Loyalists
eWorkshop: Definitive ABM Success Guide

Benchmark and Technology Research Reports

Digital Marketing Best Practices Report
Digital Marketing Landscape Benchmark Report
Account Based Marketing (ABM) Consortium Report
Brand Consistency Benchmark Report
The State and Impact of Content Consistency Benchmark Report
Account-Based Marketing Capabilities Framework

How-To Guides

Communicating Social Value Improves Brand How-To Guide
Increase your Presence with Infographics How-To Guide
Brand Loyalty Advantage How-To Guide
Communicating Social Value Improves Brand How-To Guide
Increase your Presence with Infographics How-To Guide
Selecting an Org Structure for Marketing How-To Guide
Developing Content Strategy from Journey Maps How-To Guide
Entering the European Market Successfully How-To Guide

PRACTICAL TOOLS & TEMPLATES

Brand Assessment Tool
Brand Loyalty Dashboard
Brand Perception Survey
Brand Selection Tool
Brand Strategy Scorecard
Campaign Impression Calculator
Case Study Template
Communications Touch Point Diagram

Creative Director Job Description
Creative Strategy Survey Tool
Digital Marketing Roles Matrix
Graphic Use Policy
Graphics Policy Exemption Form
Marcom Objectives Worksheet
Marketing Calendar Template
Marketing Channel Gantt Chart Template

Marketing Channel Ranking Tool
Marketing Collateral Management Tool
Marketing Communications Budget Template
Marketing Communications Calendar
Marketing Communications Plan Template
Marketing Coordinator Job Description
Marketing Plan Presentation
Message Mapping Tool

FEATURED RESOURCES

Playbook & Toolkits

Project Management Playbook & Toolkit
Agile Marketing Playbook & Toolkit

Frameworks

Project Management Framework
Agile Marketing Framework

Popular Tools & Templates

Agile Kanban Chart
Project Prioritization Tool

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Project Management

Benchmark and Technology Research Reports

Employee Engagement Benchmark Report

How-To Guides

Advanced Project Management Techniques How-To Guide
Enabling Enterprise Change Management How-To Guide
Examine Buy-In with Stakeholder Analysis How-To Guide

PRACTICAL TOOLS & TEMPLATES

Agile Backlog Tool
Agile Content Marketing Calendar
Agile Kanban Chart
Agile Scrum Master Checklist
Agile Sprint Planning Tool
Agile Sprint Retrospective Checklist
Agile Sprint Review Checklist
Agile Standup Checklist
Agile User Story Prioritization Tool
Change Management Readiness Assessment
Change Management Plan
Change Management Strategy Scorecard
Deliverable Approval Template
Earned Value Analysis Template
Feasibility Study Template
Issue Log Template
Lessons Learned Knowledge Base
PMO Charter Template
Post Project Evaluation

Procurement Management Plan
Professional Development Plan
Project Management Template
Project Acceptance Document
Project Approval Form
Project Budget Template
Project Change Request Form
Project Change Request Log
Project Charter Template
Project Closure Checklist
Project Communications Matrix
Project Management Maturity Assessment
Project Management Policy
Project Management Portfolio
Project Manager Job Description
Project Milestones Template
Project Plan Template
Project Portfolio Template

Project Prioritization Tool
Project Priority & Status Report
Project Schedule GANTT Chart
Project Schedule Template
Project Status Report Template
Project Tracking System
Project Work Breakdown Structure
Quality Assurance Manager Job Description
Quality Log Template
Quality Management Plan Template
Responsibility Assignment Matrix (RACI)
Risk Analysis Fishbone Tool
Risk Assessment Tool
Risk Management Plan Template
Risk Mitigation Checklist
Time Management Schedule
Time Management Tool
Work Breakdown Structure Template

FEATURED RESOURCES

Playbook & Toolkits

Content Marketing Playbook & Toolkit

Frameworks

Content Marketing Framework

Popular Tools & Templates

Content Marketing Maturity Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Content Marketing

eWorkshop: Building a Content Factory

eWorkshop: Content for the Buying Process

eWorkshop: Create and Deliver Great Presentations

eWorkshop: Creating Sales Messages That People Will Read

eWorkshop: Fix the Content Problem - For Real This Time!

eWorkshop: How to Optimize Content to Accelerate Lead Gen

eWorkshop: Impact of Content Effectiveness on Sales & Marketing

eWorkshop: The State and Impact of Content Consistency

Benchmark and Technology Research Reports

Content Marketing Solutions Study

Content Marketing Benchmark Report

Content & Buyer's Journey Benchmark Report

Content Effectiveness Benchmark Report

The State and Impact of Content Consistency Benchmark Report

Content Personalization Benchmark Report

How-To Guides

Developing Content Strategy from Journey Maps How-To Guide

Enhancing Content with Video Marketing How-To Guide

Optimizing Asset Management How-To Guide

Increasing Presence with Infographics How-To Guide

Nurture Leads with Podcasts How-To Guide

PRACTICAL TOOLS & TEMPLATES

Agile Content Marketing Calendar

Buyer Persona Template

Buying Process Stage Template

Case Study Template

Content Mapping Template

Content Marketing & Distribution System RFP Template

Content Marketing & Distribution Vendor Evaluation

Content Marketing Assets Database

Content Marketing Budget Template

Content Marketing Contributors Database

Content Marketing Editorial Calendar

Content Marketing Maturity Assessment

Content Marketing Maturity Model

Content Marketing Metrics Dashboard

Content Marketing Strategy Scorecard

Content Marketing Vendors Matrix

Content Monitoring Tool

Content Quality Checklist

Editorial Calendar Template

White Paper Template

Word of Mouth Marketing

FEATURED RESOURCES

Playbook & Toolkits

CRM Playbook & Toolkit
Customer Engagement Playbook & Toolkit

Frameworks

CRM Program Framework
Customer Engagement Framework
Customer Engagemet Roles Matrix

Popular Tools & Templates

CRM Program Maturity Assessment
Customer Journey Map Template
Customer Lifetime Value Calculator

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Customer Engagement
Training Course: CRM Program
eWorkshop: Customer Lifecycle Marketing
eWorkshop: Lifecycle Marketing
eWorkshop: Referral Marketing Benchmarks

Benchmark and Technology Research Reports

Advocacy and Loyalty Vendor Landscape
CRM Solution Study
Customer Lifecycle Marketing Benchmark Report
Lifecycle Marketing Benchmark Report
Referral Marketing Benchmark Report

How-To Guides

Are You Prepared for CRM? How-To Guide
Calculating Customer Lifetime Value How-To Guide
Customer Engagement Best Practices Report
Customer Profile Management How-To Guide
The Importance of Social CRM How-To Guide
Transforming from Call Center to Contact Center

PRACTICAL TOOLS & TEMPLATES

Advocacy and Loyalty System RFP
Advocacy and Loyalty Vendor Evaluation
Advocacy and Loyalty Vendor Matrix
CRM Administrator Job Description
CRM Business Case Template
CRM Consulting Services RFP
CRM Maturity Assessment
CRM Maturity Map
CRM Program Methodology
CRM Program Metrics Dashboard
CRM Program Prioritization Tool
CRM Program Strategy Scorecard
CRM Project Charter Template

CRM Project Schedule
CRM Readiness Assessment Tool
CRM Requirements Roadmap
CRM System RFP Template
CRM Vendor Evaluation Matrix
CRM Vendors Matrix
Customer Advocate Database
Customer Centricity Checklist
Customer Engagement Budget Template
Customer Engagement Business Case
Customer Engagement Map
Customer Engagement Maturity Assessment
Customer Engagement Maturity Model

Customer Engagement Metrics Dashboard
Customer Engagement Project Plan
Customer Engagement Strategy Workbook
Customer Experience Management Assessment
Customer Journey Map
Customer Lifetime Value Calculator
Customer Profile Template
Customer Satisfaction Index Calculator
Customer Satisfaction Survey
Net Promoter Score Calculator
Voice of the Customer System RFP
Voice of the Customer Vendor Evaluation
Voice of the Customer Vendor Matrix

FEATURED RESOURCES

Playbook & Toolkits

Demand Generation Playbook & Toolkit
Lead Generation Playbook & Toolkit
Online Advertising Playbook & Toolkit

Frameworks

Demand Generation Framework
Lead Generation Framework
Online Advertising Framework

Popular Tools & Templates

Lead Generation Maturity Assessment
Marketing Automation ROI Calculator
Advertising Calendar & Budget Template

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Demand Generation
Training Course: Lead Generation
Training Course: Online Advertising
eWorkshop: 10 Steps to Balance Lead Quantity and Quantity
eWorkshop: A Marketing Revenue Process That Never Fails
eWorkshop: B2B Demand Generation & Predictive Marketing
eWorkshop: B2B Email Marketing Effectiveness
eWorkshop: Email Marketing Best Practices
eWorkshop: How to Optimize Content to Accelerate Lead Gen
eWorkshop: Integrated Demand Generation
eWorkshop: Lead Scoring - Five Steps to Getting Started

Benchmark and Technology Research Reports

Online Advertising Technology Overview
Email Marketing Solution Study
Marketing Automation Solution Study
B2B Demand Gen and Predictive Analytics Benchmark Report
B2B Email Marketing Benchmark Report
Content Personalization Benchmark Report
Email Marketing Benchmark Report
Funnel Flow Benchmark Report
Inbound Marketing Benchmark Report
Lifecycle Marketing Benchmark Report
Online Advertising Benchmark Report

How-To Guides

Assess Advertising Concept Effectiveness How-To Guide
B2B Display Advertising How-To Guide
B2B Marketing Automation How-To Guide
Building Effective Landing Pages How-To Guide
Creating Email Marketing Lists How-To Guide
Driving Value with Marketing Automation How-To Guide
Effective Email Marketing Campaigns How-To Guide
Finding ROI with Online Ad Campaigns How-To Guide
Implement a Marketing Automation Solution How-To Guide
Improving Campaign Conversion with Journey Maps How-To Guide
Marketing Automation Software Selection How-To Guide

PRACTICAL TOOLS & TEMPLATES

Advertisement Evaluation Matrix
Advertising Calendar & Budget Template
Demand Generation Roles Matrix
Email Marketing Maturity Assessment
Email Marketing Metrics Dashboard
Email Marketing ROI Calculator
Email Marketing System RFP
Email Marketing Vendor Evaluation
Email Marketing Vendors Matrix

Lead Acquisition Model
Lead Generation Maturity Assessment
Lead Generation Metrics Dashboard
Lead Generation Objectives Scorecard
Lead Generation Prioritization Tool
Lead Qualification Process Diagram
Marketing Automation Business Case
Marketing Automation Consulting RFP
Marketing Automation Maturity Assessment

Marketing Automation Metrics Dashboard
Marketing Automation ROI Calculator
Marketing Automation System RFP
Marketing Automation Vendor Evaluation
Marketing Automation Vendors Matrix
Online Advertising Plan Template
Online Advertising ROI Calculator
Online Advertising System RFP
Qualified Lead Definition Tool

FEATURED RESOURCES

Playbook & Toolkits

Agency Management Playbook & Toolkit

Frameworks

Agency Management Framework

Popular Tools & Templates

Agency Onboarding Framework
World Class Marketing Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Marketing Strategy
Training Course: Agency Management
eWorkshop: Proving Marketing's Impact
eWorkshop: Positioning for Marketing Success

Benchmark and Technology Research Reports

Employee Engagement Benchmark Report
Marketing Performance Management Benchmark Report
Marketing Report Card Benchmark Report
Modern Marketing Center of Excellence Report
Sales & Marketing Alignment Benchmark Report

How-To Guides

Developing Stronger Leaders How-To Guide
Getting Started with Agile Marketing How-To Guide
Marketing Resource Management How-To Guide
The Modern Marketing Organization How-To Guide

PRACTICAL TOOLS & TEMPLATES

Ad Agency Agreement Template
Agency Alignment Strategy Workbook
Agency Compensation Audit Template
Agency Compensation Evaluation Checklist
Agency Compensation Model
Agency Onboarding Checklist
Agency Onboarding Framework
Agency Performance Review
Agency Selection Tool
Agency Termination Letter Template
Agency Transition Assets Acquisition Database
Agency Transition Creative Assignment Transfer Plan
Agency Transition Model
Brand Assessment Tool
Brand Marketing Agency RFP Template
Brand Strategy Scorecard
Business Case Template

Consultant Evaluation Matrix
Core Values Worksheet
Creative Brief Template
Decision Maker Influencer Map
Design Agency RFP Template
Direct Marketing Agency RFP Template
Employee Holiday Calendar
Employee Satisfaction Survey
Full Service Marketing Agency RFP Template
GAP Analysis Tool (Advanced)
Internet and Digital Agency RFP Template
Management & Leadership Assessment
Marketing and Business Alignment Tool
Marketing Plan Presentation Template
Marketing Skills Matrix
Marketing Strategy Scorecard
Media Planning and Buying Agency RFP Template

Performance Review Template
Positioning Statement Worksheet
PR Marketing Agency RFP Template
Product Management Skills Assessment
Professional Development Plan
Promotion Agency RFP Template
Sales & Marketing Alignment Tool
Sales Enablement Skills Assessment
Steering Committee Charter
Succession Management Matrix
Supplier & Vendor Evaluation
Sustainability Report Template
Vendor Consolidation Checklist
Vision Statement Worksheet
VP Marketing Job Description
World Class Marketing Assessment

FEATURED RESOURCES

Playbook & Toolkits

Mobile Marketing Playbook & Toolkit

Frameworks

Mobile Marketing Framework

Popular Tools & Templates

Mobile Application Type Assessment Tool

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Mobile Marketing

Benchmark and Technology Research Reports

Mobile Marketing Solutions Study

How-To Guides

Launching a Mobile App How-To Guide

Building a Mobile Friendly Website How-To Guide

PRACTICAL TOOLS & TEMPLATES

Mobile Application Development System RFP

Mobile Application Development Vendor Evaluation

Mobile Application Type Assessment Tool

Mobile Content Development System RFP

Mobile Content Development Vendor Evaluation

Mobile Device Policy Template

Mobile Marketing Business Case

Mobile Marketing Channel Selection Tool

Mobile Marketing Competitive Tracking Tool

Mobile Marketing Manager Job Description

Mobile Marketing Maturity Assessment

Mobile Marketing Metrics Dashboard

Mobile Marketing Planning Checklist

Mobile Marketing Project Charter

Mobile Marketing RFP Template

Mobile Marketing Risk Assessment

Mobile Marketing Strategy Scorecard

Mobile Marketing Usage Survey

Mobile Marketing Vendor Selection Tool

Mobile Marketing Vendors Matrix

Top Mobile Marketing Resources Database

FEATURED RESOURCES

Playbook & Toolkits

Online Community Playbook & Toolkit

Frameworks

Online Community Framework

Popular Tools & Templates

Online Community Readiness Assessment
Online Community ROI Calculator

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Online Community
eWorkshop: Leveraging Public Communities
eWorkshop: 5 Reasons to Consider an Online Community

Benchmark and Technology Research Reports

Online Communities for Customer Support Benchmark Report
Online Community Performance Benchmark Report
Online Communities Benchmark Report

How-To Guides

Driving Online Community Adoption How-To Guide
Engaging Users with Gamification How-To Guide
Hiring an Online Community Manager How-To Guide

PRACTICAL TOOLS & TEMPLATES

Community Manager Job Description
Gamification System RFP Template
Gamification Vendor Evaluation
Gamification Vendor Landscape
Gamification Vendor Matrix
Online Community Budget Template
Online Community Business Case

Online Community Consulting RFP
Online Community Governance Document
Online Community Launch Checklist
Online Community Metrics Dashboard
Online Community Policies & Guidelines
Online Community Project Plan

Online Community Readiness Assessment
Online Community Risk Assessment
Online Community ROI Calculator
Online Community Strategy Scorecard
Online Community System RFP Template
Online Community Vendor Evaluation

FEATURED RESOURCES

Playbook & Toolkits

Market Research Playbook & Toolkit
Product Development Strategy Playbook & Toolkit
Product Marketing Plan Playbook & Toolkit

Frameworks

Go-To-Market Framework
Market Research Framework
Product Development Framework

Popular Tools & Templates

Market Requirements Document
Product Features Prioritization Tool
Product Development Process Diagram

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Product Marketing
Training Course: Product Development
Training Course: Market Research
eWorkshop: Conducting Effective Surveys
eWorkshop: Product Business Case
eWorkshop: Positioning for Marketing Success

Benchmark and Technology Research Reports

Market Research Benchmark Report

How-To Guides

Performing Exploratory Research How-To Guide
Engage Targets with Market Research How-To Guide
Facilitating Insightful Focus Groups How-To Guide
Conducting Successful Product Launches How-To Guide
Creating a Product Business Case How-To Guide

PRACTICAL TOOLS & TEMPLATES

Break Even Analysis
Build vs Buy Decision Matrix
Case Analysis Research Report
Exploratory Research Plan Template
Focus Group Facilitator Evaluation
Focus Group Facilitator Selection Tool
Focus Group Report Template
Hypothesis Testing Tool
In-Depth Interview Guide
Market Requirements Document
Market Research Analysis Template
Market Research Capabilities Assessment
Market Research Decision Problem Template
Market Research Firm Selection Tool
Market Research Problem Template
Market Research Project Schedule
Market Research Report
Market Research RFP Template

Market Research Strategy Scorecard
Market Segmentation and Analysis Tool
Marketing Research Benchmark Report
Positioning Statement Worksheet
Pricing Strategy Template
Product Applications Worksheet
Product Business Case Template
Product Development Assessment
Product Development Budget
Product Development Charter
Product Development Evaluation Matrix
Product Development Metrics Dashboard
Product Development Prioritization Tool
Product Development Process Diagram
Product Feature Competitive Analysis
Product Feature Release Schedule
Product Feature Request Form
Product Features Prioritization Tool

Product GAP Analysis Tool
Product Launch Checklist
Product Launch Plan Template
Product Launch Team Charter
Product Lifecycle Matrix (Boston Square)
Product Management Skills Assessment
Product Marketing Manager Job Description
Product Marketing Objectives Scorecard
Product Profitability Analysis
Product Roadmap Template
Product Sales Analysis Tool
Product Success Drivers Quadrant
Research Conclusion Prioritization Tool
Research Consensus Ranking Tool
Research Proposal Template
Research Request Agreement Template
White Paper Template
Win Loss Analysis Tool

FEATURED RESOURCES

Playbook & Toolkits

Public Relations Playbook & Toolkit
Crisis Communications Playbook & Toolkit

Frameworks

Public Relations Framework
Crisis Communications Framework

Popular Tools & Templates

PR Agency Selection Tool
Media Relations and PR Audit
Press Kit Checklist

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Public Relations
eWorkshop: Building a PR Program

Benchmark and Technology Research Reports

Public Relations Solution Study
Public Relations Maturity Model

How-To Guides

Building Successful PR Campaigns How-To Guide

PRACTICAL TOOLS & TEMPLATES

Crisis Communications Plan Template
Crisis Communications Review Chart
Crisis Communications Schedule
Crisis Communications Team Organizational Chart
Crisis Communications Team Roles Matrix
Crisis Communications Team Roles Matrix
Crisis Coverage Checklist
Crisis FAQ Template
Crisis Inquiry Journal Template
Crisis Level Chart
Crisis Messaging External Notifications List
Crisis Messaging Internal Notifications List

Crisis Messaging Map Tool
Crisis Procedure for Family Members Template
Crisis Procedure for the Media Template
Holding Statement for Media Template
Key Audience and Groups Crisis Template
Key Audiences and Groups Questions Template
Media Relations and PR Audit
Media Specialist Job Description
PR Agency Selection Tool
Press Kit Checklist
Press Release Template
Public Relations Agency RFP

Public Relations Budget Template
Public Relations Calendar
Public Relations Metrics Dashboard
Public Relations Strategy Scorecard
Public Relations System RFP Template
Public Relations System Vendor Evaluation
Public Relations Vendors Matrix
Spokesperson Designation Template
Spokesperson Procedures Guide Template
Story Trends and Stakeholder Issues Checklist
Topic Matter Expert Contact List

FEATURED RESOURCES

Playbook & Toolkits

Sales Enablement Playbook & Toolkit

Frameworks

Sales Enablement Framework
Sales Enablement Roles Matrix

Popular Tools & Templates

Sales Playbook Template
Sales Operations Maturity Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Sales Enablement
eWorkshop: 10 Ways Marketing Can Drive Efficiencies for Sales
eWorkshop: Sales Enablement Benchmarks & Best Practices
eWorkshop: Integrating Sales Tools Accelerates Sales
eWorkshop: Jumpstart Growth with Sales & Marketing Alignment
eWorkshop: Marketing & Sales Alignment Best Practices
eWorkshop: Sales Enablement Best Practices
eWorkshop: Striking it Rich with Sales Enablement

Benchmark and Technology Research Reports

CPQ Solution Study
Enablement KM Solution Study
Sales Communication Solution Study
Sales Enablement Benchmark Report
Sales Experience Quality Benchmark Report
Sales Intelligence Solution Study
Sales Tools Benchmark Report
Sales Enablement Solutions Matrix

How-To Guides

Developing Sales Playbooks from Journey Maps How-To Guide
Formalizing the Sales Support Function How-To Guide
Sales Compensation Solution Acquisition How-To Guide
Sales Enablement Best Practices Report
Starting Out with Sales Enablement How-To Guide
Developing Sales Playbooks from Journey Maps How-To Guide
Formalizing the Sales Support Function How-To Guide

PRACTICAL TOOLS & TEMPLATES

CPQ Program Metrics Dashboard
CPQ Readiness Assessment
CPQ Strategy Scorecard
CPQ System RFP Template
CPQ Vendor Evaluation Matrix
CPQ Vendors Matrix
Enablement KM Maturity Assessment
Enablement KM Metrics Dashboard
Enablement KM Strategy Scorecard
Enablement KM System RFP Template
Enablement KM Vendor Evaluation
Enablement KM Vendors Matrix

Sales Communication Metrics Dashboard
Sales Communication Strategy Scorecard
Sales Communication Vendors Matrix
Sales Enablement Metrics Dashboard
Sales Enablement Readiness Assessment
Sales Enablement RFP Template
Sales Enablement Skills Assessment
Sales Enablement Strategy Scorecard
Sales Intelligence Maturity Assessment
Sales Intelligence Metrics Dashboard
Sales Intelligence Strategy Scorecard

Sales Intelligence System RFP Template
Sales Intelligence Vendor Evaluation Matrix
Sales Intelligence Vendors Matrix
Sales Operations Maturity Assessment
Sales Operations Metrics Dashboard
Sales Operations Prioritization Tool
Sales Operations Strategy Scorecard
Sales Playbook Template
Web Conferencing Vendor Evaluation Tool

FEATURED RESOURCES

Playbook & Toolkits

Sales Training Playbook & Toolkit

Frameworks

Sales Training Framework

Popular Tools & Templates

Sales Playbook Template
Sales Skills Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Sales Training

eWorkshop: Create and Deliver Great Presentations

eWorkshop: Not all proposals end in Marriage

Benchmark and Technology Research Reports

Sales Tools Benchmark Report

How-To Guides

Achieving Corporate Sales Targets How-To Guide

Adopting Consultative Selling How-To Guide

Documenting Sales Call Opportunities How-To Guide

PRACTICAL TOOLS & TEMPLATES

Account Executive Job Description

Account Scoring Template

Bid or No Bid Assessment

Competitive Products Sales Reference

Feature Advantage Benefit Tool

Inside Sales Manager Job Description

Key Account Analysis

Key Account Planning Tool

Key Account Reporting Tool

Non Compete Agreement Template

Non Disclosure Agreement NDA

Objection/Response Tool

Sales Analysis Tool

Sales Analyst Job Description

Sales Call Reporting Tool

Sales Forecasting Chart

Sales Forecasting Tool

Sales Growth Team Charter

Sales Playbook Template

Sales Presentation Template

Sales Productivity Metrics (Daily)

Sales Productivity Metrics (Monthly)

Sales Productivity Metrics (Quarterly)

Sales Proposal Template

Sales Recruiting Assessment

Sales Script Template

Sales Skills Assessment

Sales Support Effectiveness Survey

Sales Training Assessment

SPIN Selling Questions Tool

Stakeholder Analysis Matrix

Territory Management Checklist

Unique Selling Proposition Template

FEATURED RESOURCES

Playbook & Toolkits

Shopper Marketing Playbook & Toolkit

Frameworks

Shopper Marketing Framework

Popular Tools & Templates

Shopper Marketing Coupon Best Practices Checklist

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Shopper Marketing

Benchmark and Technology Research Reports

Shopper Marketing Vendors Matrix

How-To Guides

The Definitive Shopper Marketing Guide

Shopper Marketing Glossary

PRACTICAL TOOLS & TEMPLATES

Shopper Marketing Profile Template

Shopper Marketing Roles Matrix

Shopper Marketing Maturity Model

Shopper Marketing Budget Template

Shopper Marketing Metrics Dashboard

Shopper Marketing Strategy Workbook

Shopper Marketing Program Strategies

Shopper Marketing Manager Job Description

Shopper Marketing Profile Interview Questions

Shopper Marketing Vendor Selection Tool

Shopper Marketing Vendors Matrix

Shopper Marketing System RFP

Shopper Marketing Project Plan

Shopper Marketing Maturity Assessment

Shopper Marketing Signage Best Practices Checklist

Shopper Marketing Competition Tracking Database

Shopper Marketing Mobile Best Practices Checklist

Shopper Marketing Business Case

Shopper Marketing Coupon Best Practices Checklist

Shopper Marketing Partnership Prioritization Tool

Shopper Marketing Contest Best Practices Checklist

Shopper Marketing Insights Database

Shopper Marketing Journey Stages Template

Trade Promotion Evaluation Matrix

Trade Promotion ROI Calculator

FEATURED RESOURCES

Playbook & Toolkits

Social Media Marketing Plan Playbook & Toolkit

Frameworks

Social Media Marketing Framework
Social Business Maturity Model

Popular Tools & Templates

Social Media Opportunity Assessment
Social Media Governance Document

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Social Media Marketing
eWorkshop: 2016 State of Social Media Marketing
eWorkshop: Building a Social Enterprise
eWorkshop: Leveraging Pinterest for Business
eWorkshop: Social Media Metrics

Benchmark and Technology Research Reports

Social Media Marketing Solution Study
Social Media Analytics Benchmark Report

How-To Guides

Strategizing for Myspace's Comeback How-To Guide
Successful Newsjacking How-To Guide
Understanding Twitter for Business How-To Guide
Using Google+ for Business How-To Guide
Creating a Social Media Policy How-To Guide
Effective Use of Instagram for Business How-To Guide

PRACTICAL TOOLS & TEMPLATES

Facebook Page Checklist
Google+ Implementation Checklist
Instagram Implementation Checklist
LinkedIn Company Page Checklist
LinkedIn Group Checklist
Pinterest Implementation Checklist
Social Analytics System RFP Template
Social Analytics Vendor Evaluation
Social CRM Best Practices
Social Engagement System RFP Template
Social Engagement Vendor Evaluation
Social Experience System RFP Template
Social Experience Vendor Evaluation

Social Listening System RFP Template
Social Listening Vendor Evaluation
Social Media Business Case
Social Media Channel Map
Social Media Channel Selection Tool
Social Media Competitor Tracking Template
Social Media Consulting Services RFP
Social Media Governance Document
Social Media Implementation Checklist
Social Media Manager Job Description
Social Media Marketing Budget Template
Social Media Marketing Calendar 2017
Social Media Maturity Assessment

Social Media Metrics Dashboard
Social Media Monitoring
Social Media Opportunity Assessment
Social Media Policy and Guidelines
Social Media Project Charter
Social Media Risk Assessment
Social Media Specialist Job Description
Social Media Strategy Scorecard
Social Media Strategy Workbook
Social Media Usage Survey
Social Media Vendors Matrix
Top Social Media Sites Database
Twitter for Business Checklist

FEATURED RESOURCES

Playbook & Toolkits

Video Marketing Playbook & Toolkit

Frameworks

Video Marketing Framework

Popular Tools & Templates

Video Script Template

Video Marketing Maturity Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Video Marketing

eWorkshop: Using Video to Engage, Score, and Qualify Leads

Workshop: Video Content Marketing & Metrics

Benchmark and Technology Research Reports

Video Marketing Solution Study

Video Content Metrics Benchmark Report

State of Video Marketing Benchmark Report

Video Marketing Benchmark Report

How-To Guides

Selecting Content Types for Video How-To Guide

Enhancing Content with Video Marketing How-To Guide

Creating Successful Online Videos How-To Guide

PRACTICAL TOOLS & TEMPLATES

Post-Production Workflow Model

Pre-Production Planning Checklist

Recording Live Video Checklist

Recording Video Presentations Checklist

Video Marketing Assets Database

Video Marketing Budget Template

Video Marketing Business Case

Video Marketing Manager Job Description

Video Marketing Maturity Assessment

Video Marketing Maturity Model

Video Marketing Metrics Dashboard

Video Marketing Posting Calendar

Video Marketing Project Plan

Video Marketing RFP Template

Video Marketing Strategy Scorecard

Video Marketing System RFP Template

Video Marketing Vendor Evaluation

Video Marketing Vendors Matrix

Video Production Project Schedule

Video Production Stages Map

Video Script Template

Video Topic Prioritization Tool

YouTube Posting Checklist

FEATURED RESOURCES

Playbook & Toolkits

Event Marketing Playbook & Toolkit
Webinar Program Playbook & Toolkit

Frameworks

Event Marketing Framework
Webinar Program Framework

Popular Tools & Templates

Social Media Opportunity Assessment
Social Media Governance Document

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Event Marketing
Training Course: Webinar Program
eWorkshop: 5 Ways to Improve Your Webinar Leads
eWorkshop: 7 Ways to Enhance Webinar Promotions
eWorkshop: Better Webinars - Content Mapping Edition
eWorkshop: Streamlining the Sales Cycle with Webinars
eWorkshop: The Anatomy of a Great Webinar
eWorkshop: Using Mobile and Social for Events

Benchmark and Technology Research Reports

Event Engagement Benchmark Report
Event Marketing Benchmark Report
Online Event Marketing Technology Overview

How-To Guides

Collect Leads with City Tours How-To Guide
Executing an Event Marketing Plan How-To Guide
Fundamentals of Event Marketing How-To Guide
Generate Leads with Webinars How-To Guide

PRACTICAL TOOLS & TEMPLATES

Competitive Webinar Tracking Tool
Conference Agenda Checklist & Timeline
Conference Budget Template
Conference Management Database
Conference Planning Checklist
Event Management Vendor RFP Template
Event Marketing Maturity Assessment
Event Marketing Metrics Dashboard
Event Marketing Plan Methodology
Event Marketing Strategy Scorecard
Event Planning Checklist
Events Tracking Database
Events Manager Job Description

Online Event Marketing System RFP
Post Conference Survey
Tradeshow Evaluation Checklist
Tradeshow Evaluation Matrix
Tradeshow Lead Capturing Form
Tradeshow Program ROI Calculator
Tradeshow ROI Calculator
Webinar Budget Template
Webinar Checklist Template
Webinar Consulting Services RFP
Webinar Evaluation Template
Webinar Metrics Dashboard
Webinar Plan Template

Webinar Presenter Evaluation Tool
Webinar Program Business Case Template
Webinar Program Manager Job Description
Webinar Program Maturity Assessment
Webinar Program Methodology
Webinar Program Strategy Workbook
Webinar Project Management Tool
Webinar Promotions Calendar
Webinar Risk Assessment Tool
Webinar ROI Calculator
Webinar Speakers Database
Webinar Strategy Scorecard
Webinar Topic Mapping Tool

FEATURED RESOURCES

Playbook & Toolkits

Website Redesign Playbook & Toolkit
Blogging for Business Playbook & Toolkit
Search Engine Optimization Playbook & Toolkit

Frameworks

Website Redesign Framework
Blogging for Business Framework
Search Engine Optimization Framework

Popular Tools & Templates

Website Program Maturity Assessment
Website Design Budget
UX Testing Process Template

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Website Redesign
Training Course: Blogging for Business
Training Course: Search Engine Optimization
eWorkshop: Trends in Personalization
eWorkshop: Building A Data Driven Website
eWorkshop: Learning to Love SEO

Benchmark and Technology Research Reports

SEO Technology Overview Guide
Website Optimization Benchmark Report
Demand Generation & SEO Benchmark Report
SEO Marketing Benchmark Report

How-To Guides

Build An RFP For Web Design How-To Guide
Creating Agile SEO Campaigns How-To Guide
Evaluating Website Effectiveness How-To Guide
Preparing for a Website Redesign How-To Guide
Tag Management Best Practices How-To Guide
Creating a Blog for your Business How-To Guide

PRACTICAL TOOLS & TEMPLATES

Blog Platform Database
Blog Policy Template
Blog Post Inspiration List
Blog Post Syndication Calendar
Blogging Maturity Assessment
Blogging Metrics Dashboard
Blogging Promotion and Engagement Checklist
Blogging Topic Prioritization Tool
Competitive Website Analysis Tool
Personalization System RFP Template
Personalization Vendor Evaluation
Personalization Vendor Matrix
Privacy Policy Template
SEO App Store Optimization Checklist
SEO Blog Post Optimization Checklist
SEO Keyword Database
SEO Keyword Value Estimator

SEO Maturity Assessment
SEO Mobile Optimization Checklist
SEO On-Page Optimization Checklist
SEO System RFP Template
SEO Vendor Evaluation
SEO Vendors Matrix
Terms of Use Policy Template
UX Testing Process Template
Web Content Audit Tool
Web Content Management System RFP Template
Web Content Management Vendor Evaluation
Web Infrastructure Checklist
Web Metrics Reporting Tool
Web Requirements Document
Web Requirements Priority Index
Webmaster & SEO Expert Job Description
Website Design Budget

Website Design RFP Template
Website Governance Document
Website Launch Checklist
Website Page Map Template
Website Program Maturity Assessment
Website Program Metrics Dashboard
Website Program Prioritization Tool
Website Program Strategy Scorecard
Website Project Charter Template
Website Reporting Template
Website Requirements GAP Analysis
Website Roadmap Template
Website ROI Calculator
Website Usage Survey Template
Website Vendor Selection Tool
YouTube Posting Checklist