



# MARKETING HUB Reference

## Marketing Hub Content Policy

All marketing digital assets that have been created or purchased with the intention of reuse or repurposing and critical deliverables that might be referenced at a future date are required to be published to the Marketing Hub. Other marketing digital assets that may be useful to the broader marketing community are recommended to be published. Price lists and third party logos are the few types of digital assets that should never be published.

The below table lists the types of digital assets that must be published to the Marketing Hub.

Asset Type	Asset Type Details
Advertising	<ul style="list-style-type: none"><li>• Out of home</li><li>• Print ads</li><li>• Web banners (animated &amp; static)</li></ul>
Art	<ul style="list-style-type: none"><li>• Buttons</li><li>• Campaign imagery</li><li>• Diagrams &amp; info graphics</li><li>• Endorsement signatures</li><li>• Events graphics</li><li>• Icons</li><li>• Illustrations</li><li>• Logos</li><li>• Logotypes</li><li>• Mnemonics</li><li>• Photography</li><li>• Product box shots</li><li>• Product/program identity</li></ul>
Collateral	<ul style="list-style-type: none"><li>• Brochures</li><li>• Case studies</li><li>• Channel copy</li><li>• Comparison guides</li><li>• Corporate profiles</li><li>• Corporate fast facts</li><li>• Datasheets</li><li>• Licensing program info</li><li>• Postcards</li><li>• Posters</li><li>• Program overviews</li><li>• Product family overviews</li><li>• Quick reference guides</li><li>• Sales enablement</li><li>• Solution briefs</li><li>• Success stories</li><li>• Telesales guides</li><li>• Webcast guides</li><li>• White papers</li></ul>
Direct marketing	<ul style="list-style-type: none"><li>• Direct mail</li><li>• Emails (announce, consideration, trial)</li><li>• Landing pages</li></ul>

Asset Type	Asset Type Details
Demos	ALL demo scripts & assets
Guidelines	ALL
Interactive	<ul style="list-style-type: none"> <li>• Content players</li> <li>• Feature tours</li> <li>• Featurettes</li> <li>• Marquees</li> <li>• Tools (ROI, Analysis, Product Selectors)</li> </ul>
Presentations	<ul style="list-style-type: none"> <li>• Corporate presentation modules</li> <li>• Corporate presentation templates</li> <li>• Customer facing decks</li> </ul>
Public relations	<ul style="list-style-type: none"> <li>• At-a-glances</li> <li>• Customer stories</li> <li>• Keynote presentations</li> <li>• Reviewer's guides</li> <li>• What's new</li> </ul>
Templates	ALL
Videos	ALL

