COMPANIES - SECTION 12

**EXPORT GROWTH IN A VIRTUAL WORLD:
A STEP-BY-STEP GUIDE**

Digital Assets
Checklist

Digital Assets Checklist

Digital assets should be high quality, well designed, and branded consistently with your corporate identity, your website and your physical collateral such as brochures, sample letters, and packaging. Web formats should be used to reduce file size (and load times) while preserving quality.
See sources (overleaf) for more information.

Company & Product Logos: have versions that work for social media sites, VT platforms - png format, often 200 x 200 pixels square.

Photos: high quality product shots in format most suitable for web: png. Also have head shot (.png or .jpg) of each delegate for registration profile. 150 x150 pixels; 100 x 150 px

Videos: 30-second–2-minute promo, longer video brochure, video tour. On your site/YouTube or Vimeo channel

Digital Brochure: Designed for web interface, readable. pdf

Infographics: Complex issues explained by creative illustrations

Presentations: PowerPoint style Slide Shows; Webinars; Ted Talks from industry leaders

Social Media Posts: LinkedIn Articles; well received Tweets; Podcasts

E-books & Guides: Detailed information setting context for your product

FAQ and Answers: Set all the details on small and big issues

White papers: Discussions on technology exploration or solution finding that relates to your product

Testimonials from customers: Short quotes with person's name & title, company name, photograph. Link to extended assessment where available

Arms' length product evaluations: Journalists, industry magazines, Capterra Rating

Certifications: Industry; Standards Boards like CSA, UL, or market specific like EU Marking

Research: Ideally research that shows how customers have used the product successfully

Newsletters, news releases, company newsletters or industry publications that feature your product

Surveys: Prospects Contribute their views and measure versus industry response

Quality assurance programs: How are you systematically/proactively addressing product performance?

Diagrams, schematics, technical specifications: Details on the production & performance

Security audits, relating to in-house systems, product technology, traceability of product/inputs

Industry events page: How your company supports the industry

Pricing Sheets: Could be actual pricing or value indicators with contact for details on pricing

Digital assets should be exchanged for additional information about the prospective customers who are downloading them. Once captured, a name and email address should be automatically filled in, so that the focus can be on gathering incremental information. Transactions like downloading information should be clean and quick. Throughout the website, prospective customers should encounter clear calls to action, proposing the next step in the sales cycle. Customized email follow-up should be mapped out so that the conversation can be resumed where it left off, with follow-up coming quickly and intensely over the ensuing two weeks in order to be most effective at generating sales.

Consider: Do you also need versions translated into other languages for follow-up purposes?

Some web sources of information about Digital Assets - Images and Video:

"All About Images." University of Michigan Library Research Guides,
https://guides.lib.umich.edu/c.php?g=282942&p=1885348
Accessed 22 Nov. 2020.

Chi, Clifford. "6 of the Best Video Formats for 2020." Hubspot, Dec 2019,
https://blog.hubspot.com/marketing/best-video-format
Accessed 22 Nov. 2020.

Dadfar, Kav. "Understanding all the Different Image File Formats." Digital Photography School, 2015,
https://digital-photography-school.com/understanding-all-the-different-image-file-formats/
Accessed 22 Nov. 2020.

Maayan, Gilad. "8 Best Video File Formats for 2020." IEEE Computer Society,
www.computer.org/publications/tech-news/trends/8-best-video-file-formats-for-2020
Accessed 22 Nov. 2020.

"Image File Formats." Wikipedia,
https://en.wikipedia.org/wiki/Image_file_formats
Accessed 22 Nov. 2020.

"YouTube vs Vimeo" articles:

https://howsociable.com/blog/vimeo-vs-youtube/

https://www.foximusic.com/youtube-vs-vimeo-corporate-videos/

https://blog.hootsuite.com/vimeo-vs-youtube-business/

Vimeo plans and pricing: https://vimeo.com/upgrade