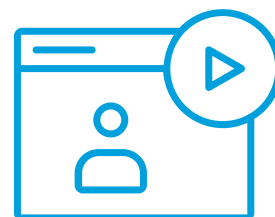


How to Use the CTAP Marketing Toolkit

Getting educated

- 1 Check out the CTAP sales cheat sheet
- 2 See the CTAP sample report
- 3 Go through the CTAP customer datasheet
- 4 Check out the Comprehensive Network Strategy Guide



Creating awareness

- 1 Use suggested social posts on your networks
- 2 Leverage the email templates to reach out to customers and prospects
- 3 Co-brand our Network Strategy Guide and share it with your customers & prospects
 - If you have a newsletter, you can feature it there
 - You can add it to your social media posts
 - Feature it on your website



Working the deals

- 1 Leverage the CTAP Powerpoint slides
- 2 Re-read the CTAP sales cheat sheet
- 3 After the meeting, share the sample report



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