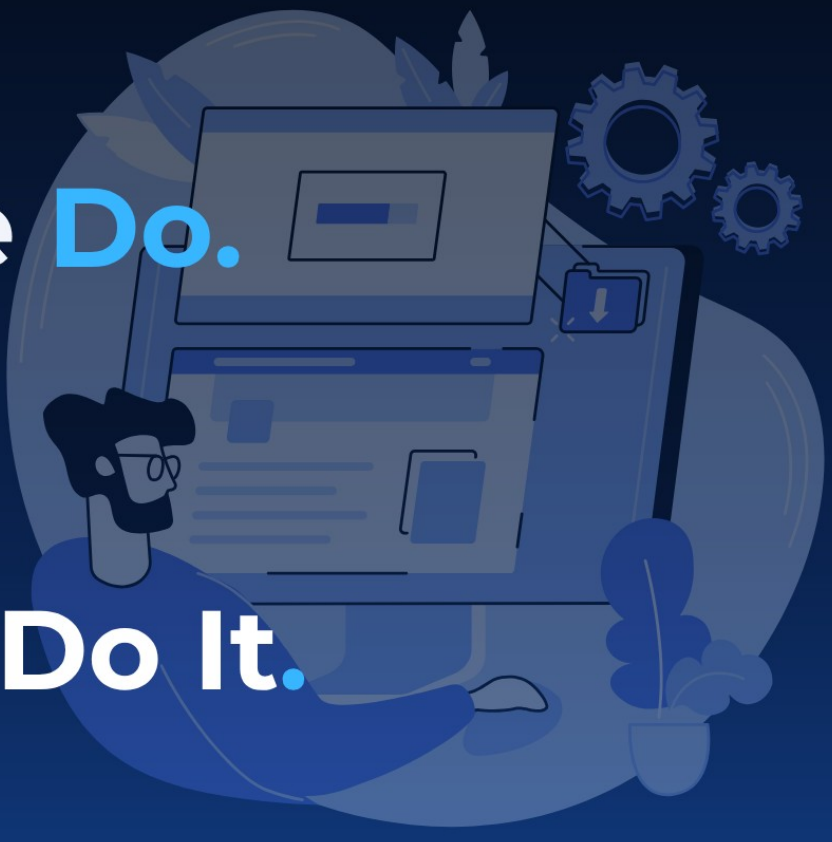
THE DECISION SEQUENCE
MARKETING BUILT AROUND HOW PEOPLE DECIDE

Marketing Assets and Decision Support

07

Creating marketing assets for a complete marketing ecosystem.



What We Do.

&

How We Do It.

J.R. WORDEN · thedecisionsequence.com

Marketing Assets and Decision Support

Building the Evidence Each Buyer Needs at the Moment It Matters

Why a firm with shelves of collateral still cannot answer the question in the room.

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Most professional-services firms have plenty of collateral. What almost none of it has is a job.

The usual collection accumulated gradually. A website written during an earlier strategy, a deck updated whenever somebody notices an old slide, several one-pagers, a few case studies and a proposal assembled from whatever survived the last engagement. Each piece may be professionally produced. Together they answer the same three questions over and over while leaving the buyer's harder uncertainties untouched.

Process 04 identified the proof required at each gate. Process 05 defined the interactions that deliver it. Process 06 established the roles of the channels carrying it. Marketing Assets and Decision Support builds the evidence, the explanations and the tools those systems need.

Start with the buyer question that's still unresolved, and pick the format after the decision job is understood. The work doesn't begin from a shopping list of websites, brochures and videos.

Format Was Never the Point

You have a folder of collateral nobody can fully account for. Somebody made each piece for a reason, and the reason is no longer written down anywhere.

The value of an asset comes from the uncertainty it resolves and the evidence it lets the buyer carry forward. Format has never had anything to do with it.

Marketing Assets and Decision Support gives physical and digital form to the Decision Sequence. It turns the architecture built in the earlier processes into material that buyers, advocates and clients can pick up and use.

How the Work Gets Done

Auditing the Existing Asset System

Map every existing asset against the audience it serves, the journey rung it supports, the gate it's meant to clear and the evidence it supplies.

That surfaces duplication, contradiction and absence all at once. A firm may have six pieces describing its services and nothing that helps a buyer understand implementation risk. It may have several case studies that celebrate outcomes without explaining the judgment or the process that produced them. Its website and capabilities deck may describe two firms that happen to share a logo.

Every asset then gets classified for retention, revision, replacement or retirement. Age alone doesn't decide it. An older case example carrying strong evidence is worth more than a new brochure built on unsupported claims.

This audit is worth running without any of the rest of the process. Three columns: the asset, the single buyer question it answers, and the gate that question belongs to. It takes an afternoon. The uncomfortable part is the number of rows where the second column stays empty.

Writing the Asset Requirement

Before anything gets produced, each new asset gets a defined requirement. The brief names the priority audience, the adoption segment, the trust rung, the gate, the unresolved question, the evidence source, the intended channel and the proportionate next step.

It also names what the asset isn't expected to do. A Recognition-stage article shouldn't be burdened with explaining every service. A case study built to establish Proof shouldn't get rewritten into a general firm brochure. A committee-defense summary should help an internal advocate explain the decision, not hand that person a sales presentation to forward.

This is the discipline that keeps format from becoming strategy. “We need a video” is a production preference waiting for a reason. We’ve taken that brief...we made the video.

Building by Decision Function

Assets get organized by the decision function they perform.

Recognition assets create Relevance by helping the buyer see a problem, condition or opportunity more clearly. Market perspectives, issue analyses, diagnostic observations and useful interpretations of change all qualify.

Consideration assets earn Credibility by revealing how the firm thinks. Balanced comparisons, methodology explanations, team perspectives and substantial educational material demonstrate judgment without leaning on claims of expertise.

Conviction assets supply Proof. Case studies, completed work, documented results, client validation, approvals, demonstrations and detailed process evidence answer whether the firm can deliver what its position implied. The best case studies explain the judgment behind a decision, including the one the firm had to correct partway through.

Commitment assets address Safety. Reference packages, risk explanations, due-diligence material, expectation-setting documents, commercial summaries and committee-ready decision support let the buyer evaluate the choice and defend it. In most firms this is the emptiest shelf in the building.

Continuation assets provide Access after the decision. Onboarding guides, communication protocols, client resources, progress tools and reflection material make the relationship easier to begin, use and extend.

The categories are structure, not a fixed inventory. An asset gets built because a documented audience requirement exists, not because every firm is expected to own one of everything.

Designing for Internal Advocates

Professional-service decisions are often made by more people than the firm ever sees. A direct contact may understand the recommendation completely and still have to explain it to a partner, a committee, a procurement team, a board member or an executive who was never in the room.

So build assets that travel. They carry the context that matters, make the evidence understandable without the presenter and help an internal advocate answer the questions that are coming. That might mean a concise decision summary, a comparison framework, a risk explanation or a proof package that can survive being forwarded without the surrounding sales narrative.

The point is to keep the firm’s best argument from collapsing the moment somebody else has to carry it. Scripting the advocate would be a different job, and a condescending one.

Take your strongest proposal and picture it forwarded with no covering note to somebody who has never met you. Whatever still makes sense is the part doing the work. Everything that needed you in the room to explain it was never really an asset.

Protecting Evidence and Traceability

Every consequential claim traces back to the Strategic Truths and supporting evidence established in Process 01 and governed by the Brand & Positioning Playbook.

Case details, outcomes, approvals, testimonials and third-party references get verified before use. Client permissions and confidentiality limits get documented. Where the evidence is partial, the language stays partial. A strong headline does not earn the right to outrun the source.

That traceability carries into the asset record, so later revisions can't gradually strengthen a claim past what the firm can defend. Anyone should be able to say where a statement came from and whether it's still current.

Applying the Brand Without Redesigning It

Process 02 established the language and the visual system. Process 07 applies it.

Each asset should feel designed for its own purpose while staying recognizably part of the same firm. A technical proof document, a market perspective and an onboarding guide can carry different densities and formats without renegotiating the voice, the position, the typography or the visual character.

Templates and modular components get created where they improve consistency and cut production burden. The point is to keep every new assignment from turning into another brand exercise. Making every asset look identical would accomplish that too, and cost more than it saved.

Why Old Decks Never Die

Completed assets get organized by audience, journey rung, gate, channel role, evidence source, owner and review date, which is what makes the library usable by marketing, leadership, business development and the systems responsible for delivery.

Version control matters because outdated material rarely disappears on its own. Old decks stay on laptops, former claims keep turning up inside proposals and superseded biographies circulate long after the website changes. Establish one approved source, ownership for maintenance and a review process for evidence that can expire.

What Should Be Produced

A complete deliverable produces:

- An audit of existing assets mapped to audiences and gates
- A retain, revise, replace and retire determination
- A prioritized asset-development roadmap
- Decision-specific briefs for every required asset
- The core evidence and decision-support assets the engagement identified
- Committee-ready and internally portable materials where required
- Truth-traceability, permission and source records
- Templates, version control and maintenance standards
- An organized asset library prepared for outreach and delivery

This is an evidence system in which every asset has a defined reason to exist. Plenty of engagements retire more than they build.

Where AI Earns Its Place

AI accelerates first drafts, adapts approved material across formats, applies templates and finds inconsistencies across a library no person could read end to end. It will also generate polished case details, claims and examples that never happened if the evidence controls are weak.

AI works from verified sources inside the Brand & Marketing Manual and the asset brief. It can’t invent proof, strengthen an outcome, imply a client endorsement or decide that confidential information has become usable. Production can accelerate. Evidence standards cannot.

What Process 07 Hands to Process 08

Personalized and Sequenced Outreach comes next. Process 07 creates the approved evidence. Process 08 determines when, why and for whom that evidence gets introduced through direct engagement.