



Add a FAQ to Your Profile

Just the facts please!

One of the most frustrating things for a technology buyer is trying to cut through vendor and industry jargon to get to the information they need to assess a potential product fit. In creating your profile we strongly recommend having someone outside your company read what you've written and then play back to you what they think you do and why that is important. The more clear and succinct you are the better!

To further support the assessment of your product we'd like to give you the opportunity to produce a simple FAQ Fact Sheet that can be downloaded by prospective buyers.

This is offered at no charge as long as you follow our simple guidelines.

Guidelines:

- Use the CabinetM Template to produce your FAQ
- Answer each question clearly and succinctly
- Avoid promotional phrases and marketing jargon where possible
- If you choose to add graphics, make sure the resolution is clear enough to make them readable
- If you have customer quotes or a short case study feel free to insert that into the document
- Try to keep your FAQ to no longer than five pages

Publication:

- We'll publish your FAQ as a downloadable file on your CabinetM profile
- Your FAQ will travel with your profile as it is added to drawers and stacks on CabinetM
- New FAQs will be promoted in the weekly CabinetM newsletter
- New FAQs will also be spotlighted on LibraryM

Fees

CabinetM does not currently charge for FAQ publication and distribution.

About the CabinetM Community

CabinetM has a highly targeted user community of senior level digital marketers and marketing technology and operations professionals, agency personnel and marketing consultants, as well as enterprise C-Suite personnel and business owners. CabinetM registered users are spread across B2B, B2C, Agency and Non-profit businesses with B2B representing the highest concentration of users.