LWTech Marketing Projects Process

- New Marketing Project Request Submitted
  - Marketing: New Project Approved, Open Job
  - Schedule Kick-Off Meeting with Stakeholders and Marketing
    Stage 1: Creative Brief/Project Outline (ALL)
    - All: Review Request Details
    - All: Review Process
      - Outline Terms and Definitions
      - Concept (what is that)
      - Copy Delivery (what does that mean)
      - Finalizing Creative (what does that mean)
    - Marketing: Outline Process
    - All: Brainstorm
    - Marketing: Outline Project Next Steps

- Stage 2: Purchase Planning (MARKETING)
  - Marketing: Identify Vendors, Request for Quotes (if applicable)
  - Marketing: Work with Stakeholders to Prepare Purchasing paperwork for Print Pieces, and Giveaways
  - Marketing: Create Work Back Schedule
  - Marketing: Send Updated Creative Brief and/or Work Back Schedule to Stakeholder

- Stage 3: Concept (STAKEHOLDERS AND MARKETING)
  - Marketing: Develop Concept
  - Marketing: Present Concept to Stakeholders
  - Stakeholder: Review Concepts and Provide Feedback via Initial Concept Addendum
  - Marketing: Present Revised Concept for Review
- Stakeholder: Review and Approve Concept via Final Concept Addendum

- Stage 4: Copy (STAKEHOLDERS AND MARKETING)
  - Stakeholder: Develop Copy
  - Stakeholder: Email Final Copy to Marketing for Review
  - Marketing to Review Copy and Provide Edits
  - Marketing Sends Revised Copy to Stakeholders for Final Copy Approval

- Stage 5: Layout and Proofing (MARKETING AND STAKEHOLDERS)
  - Marketing: Adds Copy to Design Layout
  - Marketing: Email Layout with Copy to Stakeholders
  - Stakeholders: Review, Make Edits and Send to Marketing
  - Marketing: Make Edits and Send Revised Piece to Stakeholder for Review
  - Stakeholder: Review and Send Minor Edits
  - Marketing: Review Edits and Send to Stakeholder
  - Stakeholder: Review and Approve for Print/Publication

- Stage 6: Print and Pay (MARKETING AND STAKEHOLDERS)
  - Marketing: Finalize Files and Prep for Print/Publication
  - Marketing: Send Final Files to Vendor for Print or Web for Publishing
  - Marketing: Approve Print Files with Vendor
  - Marketing: Receive Delivery of Print Materials for Final Check/Approval
  - Marketing: Deliver Materials or Notify Receiving to Delivery for Stakeholder
  - Marketing: Receive Invoice, Send to Purchasing or Notify Stakeholder to Send to Purchasing
  - Marketing: Close Job

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