

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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