

MARKETING PROJECT PROCESS

Here's the steps to expect when submitting a request for a marketing project with our marketing team!

STEP 1

SUBMIT PROJECT

Your project gets submitted through our marketing intake form and is e-mailed to and reviewed by our Creative Director, Josefa. She might contact you for additional information needed or details that are helpful for our design team.

The more detail you can provide, the faster we can assess the project and move it along. This can take a few hours or a day or so if we need to gather more information.

STEP 2

FIRST E-MAIL

You'll get an e-mail we've received your request and directly contact you if additional info needed (if necessary).



You'll work with Josefa for the first few steps.

STEP 3

TIER ASSIGNMENT

Your project is assigned a Tier Level. There are 4 tiers:

- **Tier 1 & 2** are no cost to you and usually are completed using one of our available templates.
- **Tier 3 & 4** are projects that are considered custom or semi-custom and have a fee assigned to them.

The fee is determined by Josefa based on our Tier Pricing Sheet. *Managers are also kept apprised to each project that comes through the marketing team's intake board.*

STEP 4

FEE APPROVAL

You will receive an e-mail asking for approval if there is a fee. If we've assessed that there is no fee or a marketing credit, an e-mail will say your project has been moved to production. ** If your project has a fee, you will be billed at the end of the month once your project has been completed.*

STEP 5

WORK WITH DESIGNERS

From there you'll receive a proof from one of our designers and they'll work with you to complete the project.

You will get e-mailed regular reminders during the process if we are waiting on approval or changes, so please watch your inbox for emails from CBT Marketing (marketing@cbtomlinson.com)



You'll work with Kristina or Brad on the design of your project.

A FEW NOTES

- **We ask for at least 2 weeks to work on your project** if it's new, so please keep that in mind when requesting new projects. For project updates or changes, we ask for a minimum of 3 days but can depend on the scope of work.
- **If you need help with a budget or printing vendors, we can help!** This can add a few days on to a project as we need the final print requirements before we begin.

? QUESTIONS:

If at any point you have questions, concerns or want to check on your project, email marketing@cbtomlinson.com