



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 Project Manager, Kristina. 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).

These e-mails will be from the project management app we use called Monday.com

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 based on our Tier Pricing Sheet.

Managers are also kept informed of 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 OUR MARKETING TEAM

From there you'll receive a proof from a member of our marketing team, depending on what type of project it is, 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@tomlinsoncreative.com)

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@tomlinsoncreative.co.