

# J MARKETING

## HELPFUL HINTS & TIPS

### Marketing Process Check List

#### STEP 1

#### Connect with your Marketing Account Manager to discuss new projects

- Make sure the marketing team has enough time to effectively promote your program(s)**
  - See JCC Marketing Guidelines for recommended time frames for different projects.
  - See tips below for programs that are less than a month away
- Provide the following details:**
  - Date(s), time(s) and description of program(s)
  - Target audience(s)
  - Marketing Budget (if coming from a grant funded source)

#### STEP 2

#### Submit your information so process can get started – for new and updated projects

- Salesforce – Upload class or event info**
- Marketing Request – form can be found at [jcc.org/mr](http://jcc.org/mr). Be sure to include:**
  - Images or suggestions for graphics you would like included
  - Program description/details
  - Timeline for when you want target audience(s) to start seeing/hearing about your program
  - Quantity of collateral needed (if not being mailed)
- Website – Add new info, or update current info, via BugHerd platform**
- List Pull for direct mail – form can be found at [jcc.org/list-pull](http://jcc.org/list-pull)**

#### STEP 3

#### Review all collateral submitted by Marketing (via Active Collab project management platform)

- Discuss with all key stakeholders on your team, THEN provide feedback to Marketing**
- Check for:**
  - Accuracy of information
  - Spelling/grammar
  - Formatting concerns
- Provide feedback:**
  - Mark up PDF document(s) with changes
  - Give feedback through Active Collab discussions

#### **Program less than 30 days away?**

Here's what the Marketing Department can do within a 1-2 week timeframe:

- Organic social media posts
- Email to select JCC subscriber lists
- Web calendar listing or edits to existing landing page
- Update to existing poster/flyer

#### **Need to Create a Sign ASAP?**

- Basic Word templates for all major departments can be found under Marketing Essentials on the JCC Intranet homepage on Sharepoint.
- Reminder to use only the Ubuntu branded font. This can be downloaded from Sharepoint.

**Visit: [jcc.org/marketing](http://jcc.org/marketing)**

**for comprehensive outline of Marketing Services and Resources**