

SIX WEEK DESIGN + MARKETING PROCESS TIMELINE

Please contact Marketing as early as possible to discuss promotional needs and projects and at *least* six weeks prior to when the items are needed. Certain large-scale projects require much longer timelines.

WEEK 1

Submit all pertinent information regarding the materials, and discuss any creative ideas and/or direction, as well as what items are needed from Marketing (i.e. flyers, posters, digital signs, social media, etc...).

Note: Marketing designs artwork for giveaways, but generally does not place the order. Please keep in mind the time it takes for order processing, artwork proofing, production and shipping time. If you have questions or have not ordered giveaways before, Marketing can help you locate a vendor.

WEEK 2

Submit any other information you may have regarding the materials that are now needed in five weeks. All relevant and missing information should be submitted at this point. **This stage is critical in order to stay on schedule for adequate production time.**

WEEK 3

Marketing will then provide an art proof for the requested materials. At this point, all final revisions and corrections are made. Ideally, this will lead to the proofing process to ensure all final approvals are received in a timely manner. **This is heavily dependent upon the client in this stage.**

WEEK 4

After receiving final approval, Marketing proofs are submitted for any final touchups and OKs from the appropriate stakeholders. If all final approvals are received before the end of this week, the project can move into production ahead of schedule. This will allow for more exposure time.

WEEK 5

The final week will consist of any production required which may include printing posters, flyers, trimming flyers, submitting digital ads in time so that they may be scheduled with the appropriate advertiser, ordering larger runs, picking them up and having them scheduled in time to be put up, hung, delivered, etc....

WEEK 6

Yay! The project is hot off the press and ready for pickup and/or out the door to you so that you may have your marketing materials at *least* one week prior to the need-by date for begin advertising, adequate marketing time, etc....

Questions? Want to set up an appointment with us? Please feel free to contact Marketing:
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