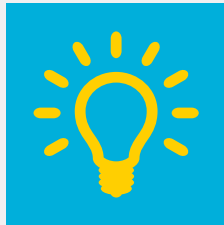# MARKETING TIP SHEET

Everything you've ever wanted to know about requesting marketing support, but were too afraid to ask

GETTING STARTED

Marketing can offer advice, brainstorm ideas, and help you achieve the most strategic solution for your project.

FIRST THINGS FIRST

As soon as you know your project will need some marketing support, (graphic design, printing, promotional items, advertising, web requests, etc.) let us know. We can help you get the results you're looking for.

> ▶ Is this part of a larger project?
> ▶ What's your main objective?
> ▶ Who's your target audience?
> ▶ What outcomes do you want to achieve?
> ▶ What's your timeline?

▶ Your manager contacts one of the marketing managers
▶ Once approved, a member of the marketing team will be assigned to the project.

Contacts

Marketing requests:
Catherine Lee, marketing manager 780-643-1756
Web-related requests:
Dana Ohab, business development and e-strategies manager, 780-422-8879

> Let us help you achieve the best result for your audience!

PRINT REQUESTS

Talk to marketing to determine if print is your best option.

▶ Obtain your manager's approval on budget
▶ Have a plan for distribution, storage and communication
▶ Your manager contacts the marketing manager who will assign the request
▶ If this is a reprint, and the document need updating, alert the designer and upload revisions to the Design Request Tracker in the Labour Attraction and Retention SharePoint site. (See in-house design)
▶ A marketing specialist will work with a printer to place your order
▶ An invoice will be forwarded to your area for payment

PROMOTIONAL ITEMS

Know what you want to achieve by providing swag.

▶ Obtain your manager's approval on budget
▶ Have a plan for distribution, storage and communication
▶ Your manager contacts the marketing manager to explain need and audience
▶ The marketing specialist assigned will discuss your request with you to determine your best options, and place your order
▶ An invoice will be forwarded to your area for payment

ADVERTISING

If this is part of a larger marketing project plan, speak with the marketing lead. If this is a one-time ad, and you're not working with a marketing specialist:

▶ Your manager contacts both the marketing manager and communications representative
▶ Once approved, ad space will be purchased by our "agency of record"
▶ Add the request to BOTH the Design Request Tracker and the Advertising Tracker (directly beneath Design Tracker)
▶ Marketing and design support will be provided as required
▶ Allow at least two weeks for design and revision process

DESIGN REQUESTS

Design takes time
- ► 2 weeks for draft concept
- ► 1 week minimum for development
- ► 1 week per set of revisions

Need to create something new?

- ► Talk with your manager to obtain approval and budget
- ► Your manager contacts the marketing manager
- ► Marketing manager will determine if your request needs to be contracted out or handled in-house
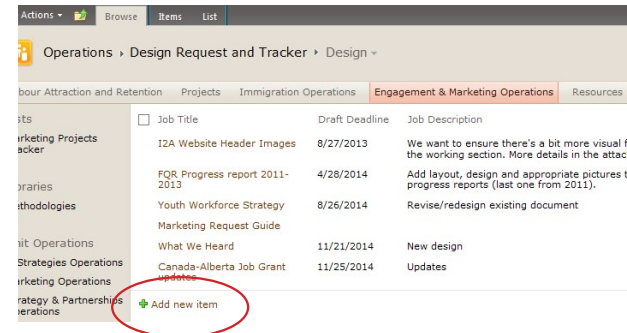
Contracting out

- ► A marketing specialist will be assigned to work with you and an external designer

In-house design

- ► Call initial meeting with in-house designer to discuss expectations and schedule timelines.
- ► Allow at least **two weeks** for a first draft.
- ► The designer may complete a creative brief with you to help focus objectives and determine the best strategy to meet them.

Design Request and Tracker

If you are working with a marketing specialist, they will update the Design Request and Tracker. If working directly with the designer, enter your request and fill in the details.

Be sure to include:
- ► Dates and contact info
- ► Specifications (size, print or online, etc.)
- ► Manager-approved initial copy
- ► ISBN and ISSN numbers. Follow the link in the tracker to the PDF form, complete and submit it. The Alberta Government Library will contact you with the number. An ISBN is assigned to each edition, format and revision (except for reprints). An ISSN is used for serial publications.

NEXT STEPS:

Conception, development and approval

The designer will take the information provided and begin the concept and development phase. She will incorporate brand guidelines, current messaging, and navigational structure through the use of fonts, colour and visual identity elements. When the concept(s) are ready the designer will present them to you and decision makers.

Please keep in mind that design can be very subjective. Here are some tips for an efficient design review process:
- ► Be very clear with the feedback to the designer. If you don't like something, state why.
- ► Avoid personal preferences.
- ► Once a concept is approved, the designer will develop the rest of the piece, send it back to you and the revision/approval process will begin.

Revisions

All copy changes must be in digital format (less room for error) and uploaded to the tracker by:
- ► PDF comments section or Word - highlight revised paragraphs (no tracked changes)
- ► Allow **one week** for each set of revisions
- ► Please limit revisions to three or four, and do them in segments according to approval groups: branch, communications, ADM, DM

Revisions must be compiled and submitted only once for each level of approval.

Output

- ► After final approvals, the designer will prepare the document for output - print or online.
- ► The designer will let you know when the piece is ready for publication, and mark your request complete.
- ► Remember to send copies to the Alberta Government Library (see ISBN form for details).

WEB-RELATED REQUESTS

Minor changes

For small fixes like a broken link, or updating information:
► Submit your request directly onto the Web Change Request Tracker

Content changes

► Vet the changes through your web team representative
► Web rep will take your suggestions to the web section team for approval, then to the larger web team and/or guidance team if necessary
► Once approved, your web rep will enter the request on the tracker

New content to public website

If your request is more substantial, a new video for example:
► Get your manager's approval
► Contact your web team rep to discuss
► Web rep will vet through the web content team(s)
► If approved, your rep will create a project proposal to submit to the web content lead
► Web content lead will take proposal to marketing management to determine scope, budget, lead and resources, and to obtain final approval
► Once approved, the project lead will enter the details on the tracker, create a new project file on SharePoint, and proceed to lead the project

Project/campaign landing pages (marketing URL)

► Consult with the project and marketing leads
► Once approved, marketing lead will make the request

Web tool requests

For requests involving online tools (Custom Employment Fact Sheet for employers for example):
► Get your manager's approval
► Have your manager contact the e-Strategies manager

Surveys

To request creation and distribution of an online survey:
► Get your manager's approval
► Have your manager contact the e-Strategies manager

Web Metrics, Reports or Web Statistics

► Submit your request directly onto the e-Strategies Tracker at the bottom of the Marketing Operations page in SharePoint

Web team

► Check SharePoint for the most up-to-date list of your web team representatives

SELF-SERVE MARKETING TOOLS

Camtasia presentations

Camtasia software is available in the production suite, 4th floor, Commerce Place
► Contact: Jackie Fidler 780 638-2838 for access

To learn how to use Camtasia:
► Learn Camtasia Studio – TechSmith
► Learn Camtasia Studio – Lynda.com

PowerPoint templates

Government of Alberta templates can be found on SharePoint

WebEx webinars

Marketing can help you get set up and ensure your presentation is polished and professional.
► Get your manager's approval
► Have your manager contact the marketing manager **at least two weeks in advance**

To learn how to run a webinar:
► WebEx 101: Getting Started with WebEx

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