



MARKETING PROJECT CHECKLIST

Your ACC Marketing team is here to assist you with producing materials to help you accomplish your goals. In order to keep your projects running smoothly, we need your help. Please review the following checklist to ensure we can successfully execute your project:

✓ **Plan in advance!**

Like most departments, we are managing multiple projects and deadlines simultaneously. We need as much advance notice as possible for the work we produce. When working on time sensitive projects or events where you will our services, please use the guidelines below to assist with advanced planning. We will try to accommodate your desired deadline, but ask that you adhere to our submission guidelines to increase the likelihood of your project being completed on time.

✓ **Determine your audience and what you'd like to communicate.**

Please take time to think about the audience you are trying to reach and the message you need to communicate to them. This will help us determine how your message should be deployed and which one of our team members can best serve your needs.

✓ **Complete a Project Request Form.**

Requests for Graphic Design, Marketing & Advertising, Media Support, & Website Changes/Updates **require the completion of the appropriate request form before work on a project can begin.** Please visit <https://app5.workamajig.com/Platinum> to access the request forms. For other services, such as ordering promotional items and requesting social media postings, please call or email the appropriate contact person.

✓ **Provide detailed content.**

Much of your project's success will be dependent on the level of detail you provide when submitting content. We can offer suggestions on how to improve your content, but don't have the time to develop it for you. Content should be reviewed, approved, and submitted at the same time as your project request to avoid delays in the process. We will provide minor editing per Associated Press style rules and ensure all items produced are consistent with college branding standards.

✓ **Respond quickly.**

To keep your project moving towards completion please respond promptly to proofing rounds and requests for additional information. If we can't complete the next phase in the project because we're waiting on a response from you it can put your deadline in jeopardy.

✓ **Remember that marketing is not magic.**

Unfortunately, we do not have an easy button like Staples that can instantly solve all of your communication needs. It takes time, planning, resources, and a solid strategy to communicate effective messages. When possible, we will create a broad plan and then create individual strategies that over time can help you reach your goals.

Project Submission Guidelines

Equipment Rental Submit requests one month in advance	Graphic Design Allow at minimum, 3-4 weeks' production time	Marketing/Advertising Allow two months to plan and produce an effective strategy	Media Technology Submit requests one week in advance
Printing Allow 24 hours for b/w jobs and 48 hours for color & jobs requiring binding	Promotional Items Submit requests two months in advance	Social Media Submit requests two weeks in advance	Website Allow 2-3 days for simple updates, 10 days for new pages/replace section, and 2-4 weeks for complex jobs