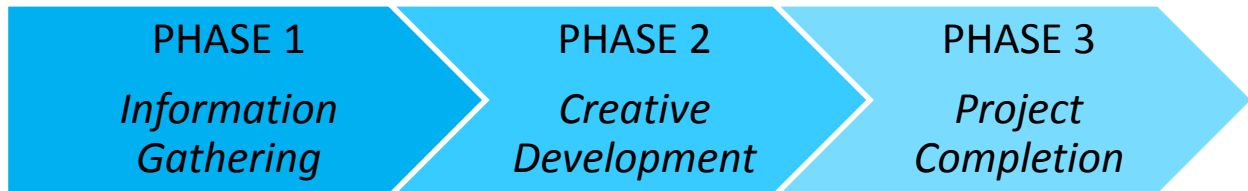


Traditional Marketing Process

Our Marketing representatives are the project managers for every marketing request, serving as liaison between requesting stakeholder/department and the creative and print teams, coordinating the process until project completion.



PHASE 1- Information Gathering

- Marketing representative meets with stakeholder/department to review information regarding requested project including:
 - Target Audience
 - Chosen Marketing Outlets
 - General Design Format
 - Desired Content
 - Deadlines
 - Allocated Fund Number
- Once scope of project is established, Marketing gathers estimates for both creative design and print. A print requisition form is filled out by Marketing in order to receive print estimates.
- Collected estimates are sent to stakeholder(s) for review and approval to proceed with project.

PHASE 2- Creative Development

- Marketing facilitates the creative development process, managing communication with both the stakeholder(s) and the Creative Department through all drafts. Any content submitted is reviewed and edited by Marketing to ensure copy complies with Mount Sinai editorial guidelines.
- Marketing and Creative review final product for optimal marketing collateral that aligns with Mount Sinai branding.
- Final product is sent to stakeholder(s) for final approval.

PHASE 3- Project Completion

- Once approvals have been confirmed, the project is sent to print.