

For internal use only, do not distribute

Digital lead-times

Digital lead-times

| Project Type | Project Type | Lead Time (Business Days) | Requirements |
|--------------------|------------------------------|---------------------------|--|
| Email | Basic | 5 Days | Baked content, images, links, list |
| | Multi-Touch | 7 Days | Baked content, images, links, list, basic flow |
| | Lifecycle Program (Campaign) | 6-8 Weeks | Baked content, images, links, list, program flow (visio/.ppt) Meeting to understand & scope the project |
| Lead Generation | Forms | 7 Days | Fields, form content, confirmation page content, where to send leads (GrowthPoint/Sales?) |
| Landing Page | Basic | 7 Days | Baked content, images, links, add to lead scoring (?), where to send leads (Growthpoint/Sales?), include form (?) |
| Event Registration | -- | 2 Weeks | Form fields, form content, calendar notice (?), email/re-mail content, reminders with schedule, accurate event details |
| List Uploads | -- | 3 Days | Use approved template, include lead source & country |
| Trigger Programs | -- | 4-6 Weeks | Call to action, existing form, confirmation content, email content, program flow, activity driven (?) – completed form, visited web page, etc. |
| Web | Document Uploads | 4 Days | File, links to pages it should be displayed |
| | Existing Contact Updates | 4 Days | Baked content, URL of pages, any required files |
| | Vanity URL | 2 Weeks | Requested URL, web page it should point to |
| | Product Launches | 2 Weeks | Baked content, launch checklist (?), product photos, files |

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Collateral & program lead-times

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| | Project Type | Lead Time (Business Days) | Requirements |
|-----------------------|--------------------|---------------------------|--|
| Flyer | 1 or 2 Pages | 2 Days | Baked content, charts, images, links |
| | 1-2 Pages | 4 Days | Content writing, charts created, images, links (add 1 week if photography is required) |
| Brochure | 4-12 Pages | 5 Days | Baked content, charts, images, links |
| | 4-12 Pages | 10 Days | Content writing, chart creation images, links (add 1 week if photography is required) |
| | 16-32 Pages | 10 Days | Baked content, images, links, list |
| | 16-32 Pages | 20 Days | Content writing, chart creation images, links (add 1 week if photography is required) |
| Catalog | Over 32 Pages | 3 to 9 months* | *Consult with Marketing Communications Manager |
| Trade Show | Banners / Graphics | 7 Days | Baked content, images, links |
| | Banners / Graphics | 7 Days | Content writing, images, links (add 1 week if photography is required) |
| Video | -- | 1 to 3 months* | *Consult with Marketing Communications Manager |
| Programs / Promotions | -- | 1 to 3 months* | *Consult with Marketing Communications Manager |