

## Why the process?

- 1) To absorb more projects systemically across the board
- 2) To set rules for production schedule automatically
- 3) To set notifications automatically
- 4) To allow cross-channels to access production schedule, creative assets and to review and make comments—reduce meeting time still in a highly collaborative environment
- 5) True cross-functional and channels collaboration: e-Commerce, Online Merchants, Email Strategy, A/B Testing, Corporate Communications, Legal, and more.
- 6) Ensuring sign-offs of the necessary parties

# PROCESS

Plan

**Request**  
(Input request in the Project Management App)

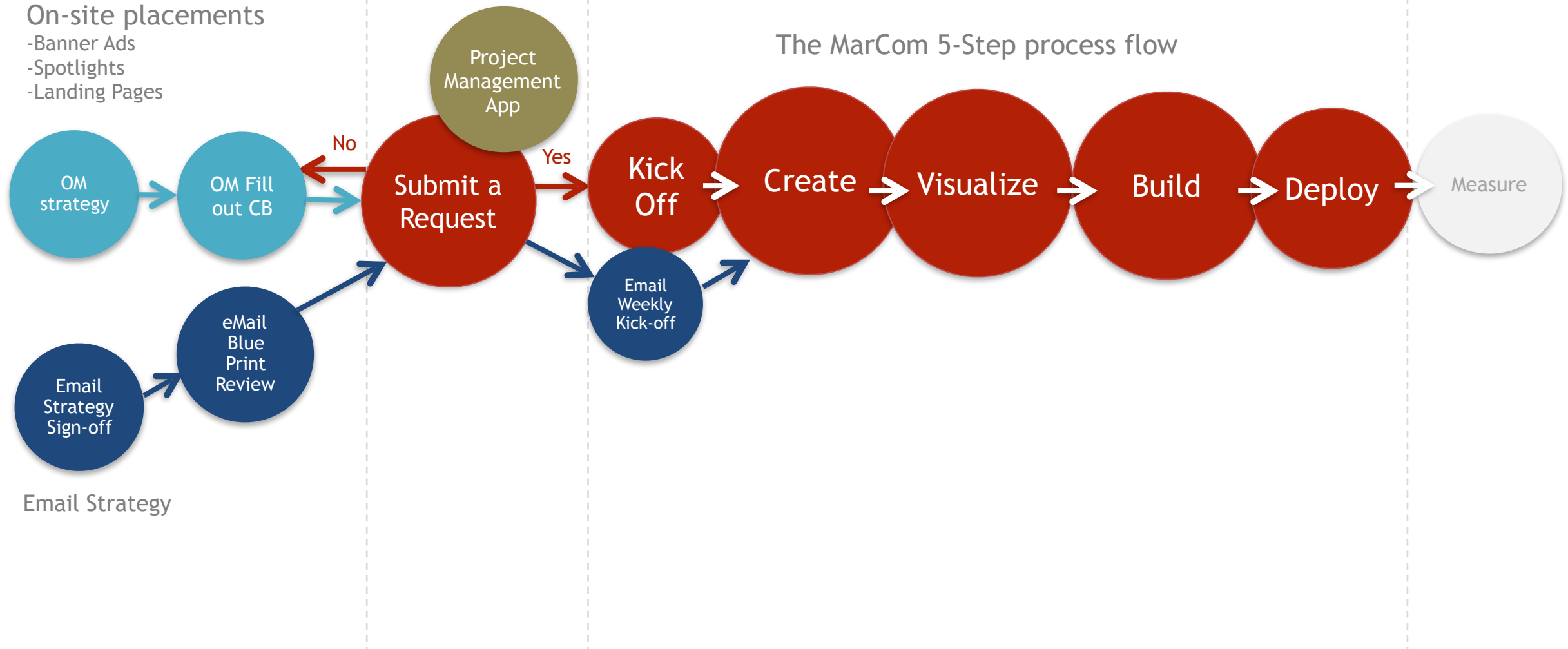
Execute

Measure

## On-site placements

- Banner Ads
- Spotlights
- Landing Pages

## The MarCom 5-Step process flow



## Submitting a Request

Planning

- 1) Submit a activity request in Project Management App
- 2) Attach the completed CRF
- 3) Attach all necessary assets such as logo, URLs, and SKUs

On-site placements  
-Carousel  
-Spotlights  
-Landing Pages

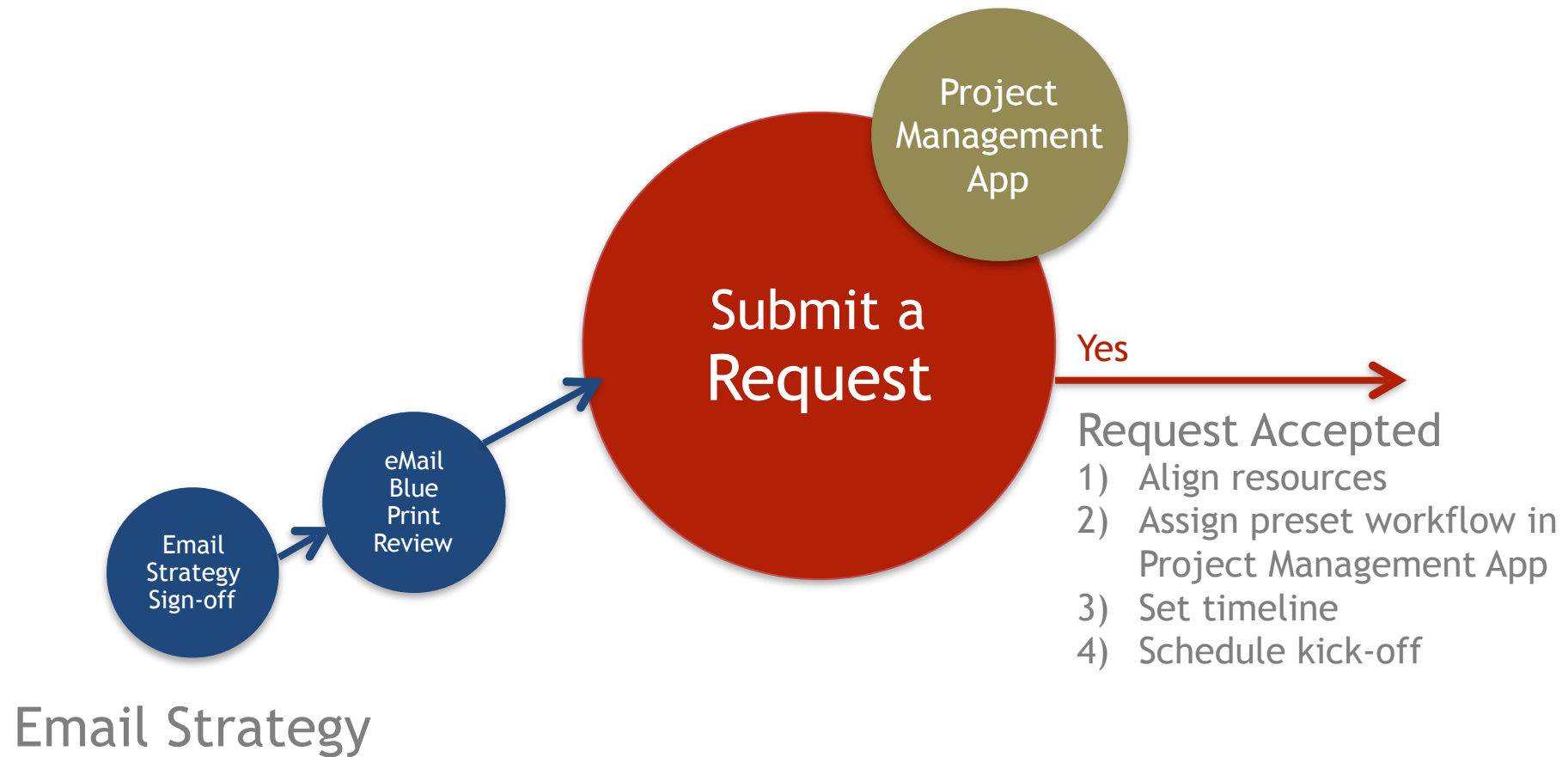


# REQUEST

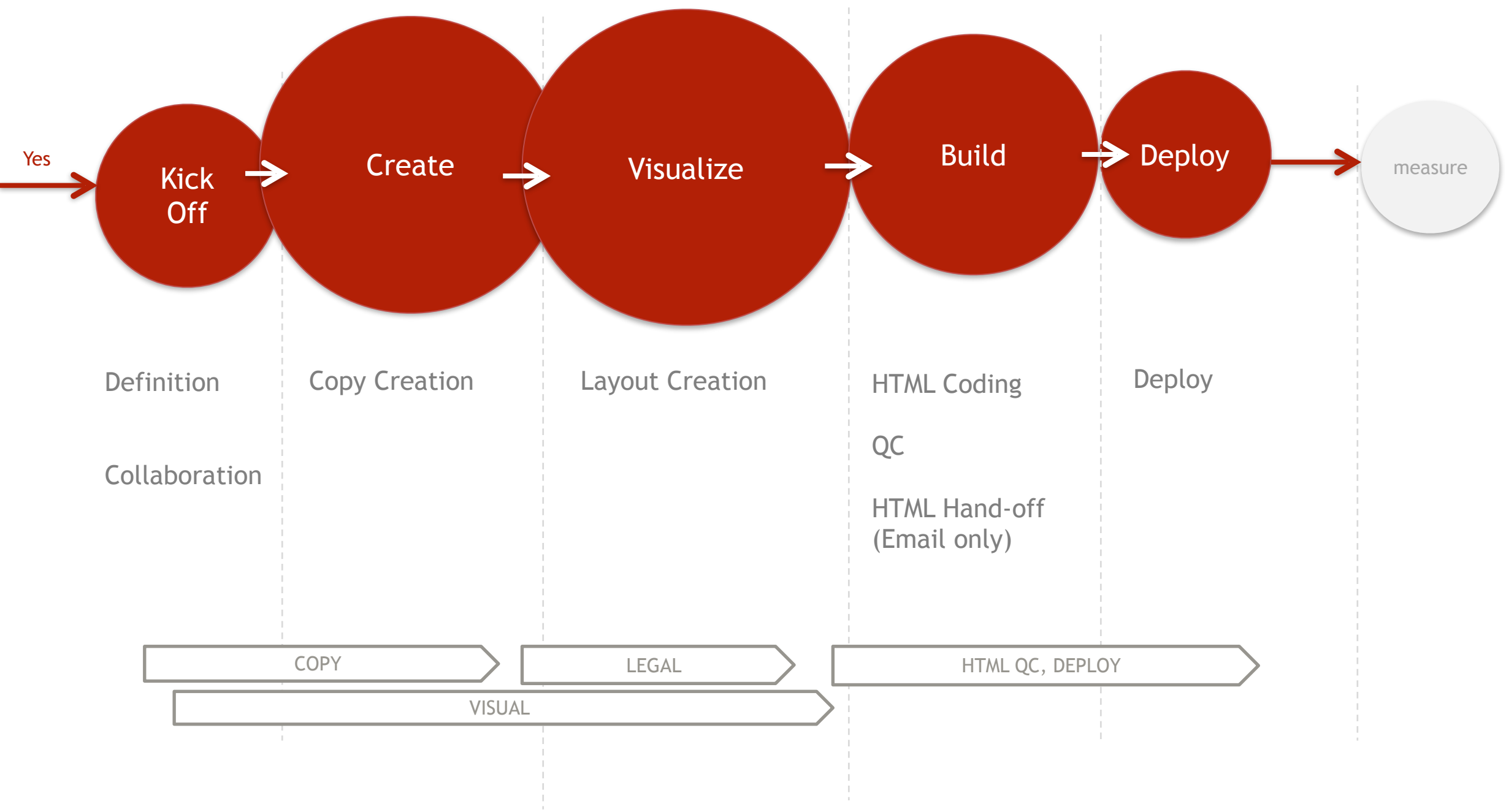
## Submitting a Request

Planning

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- 2) Attach the completed CRF
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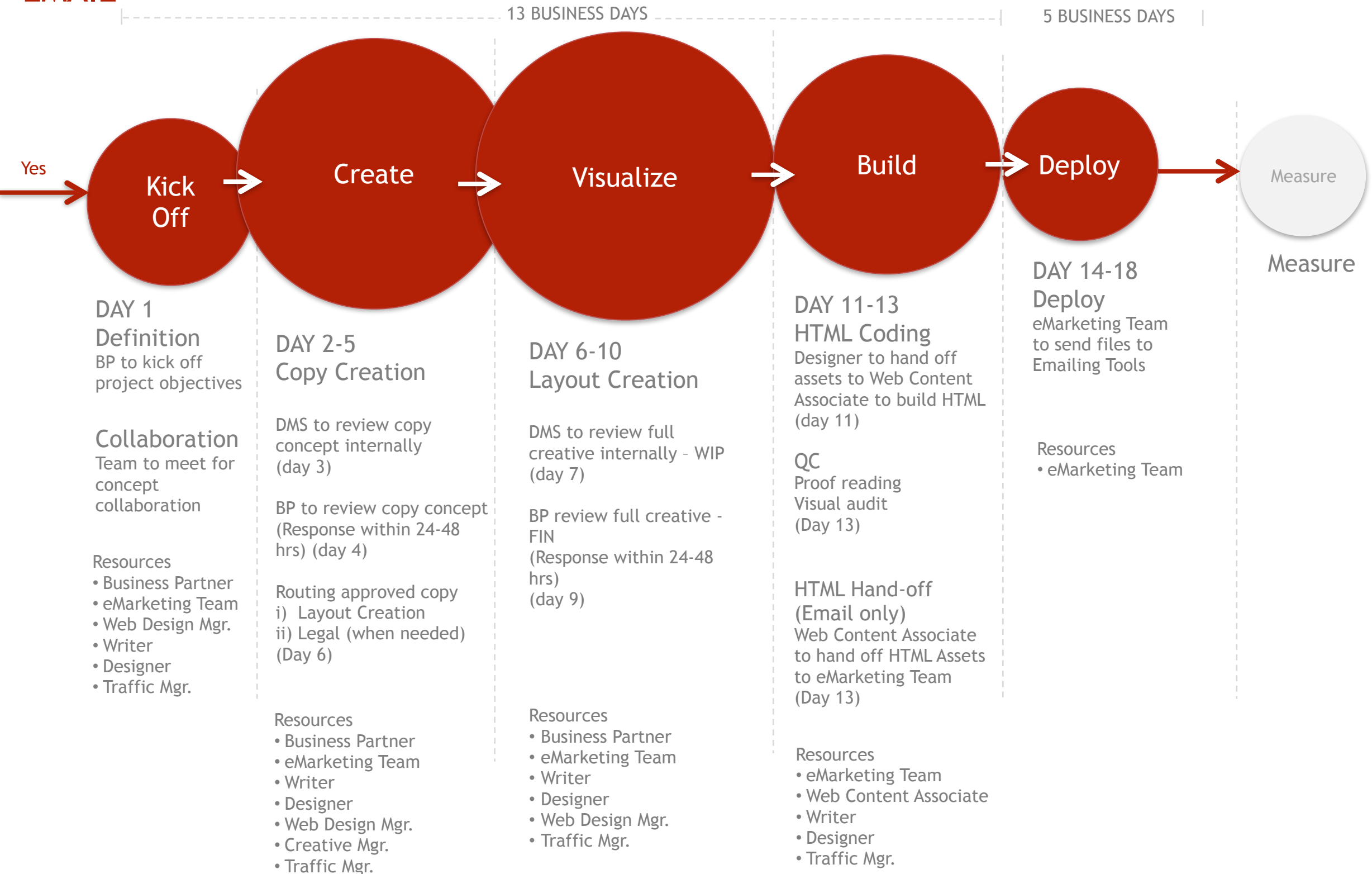
## Overview



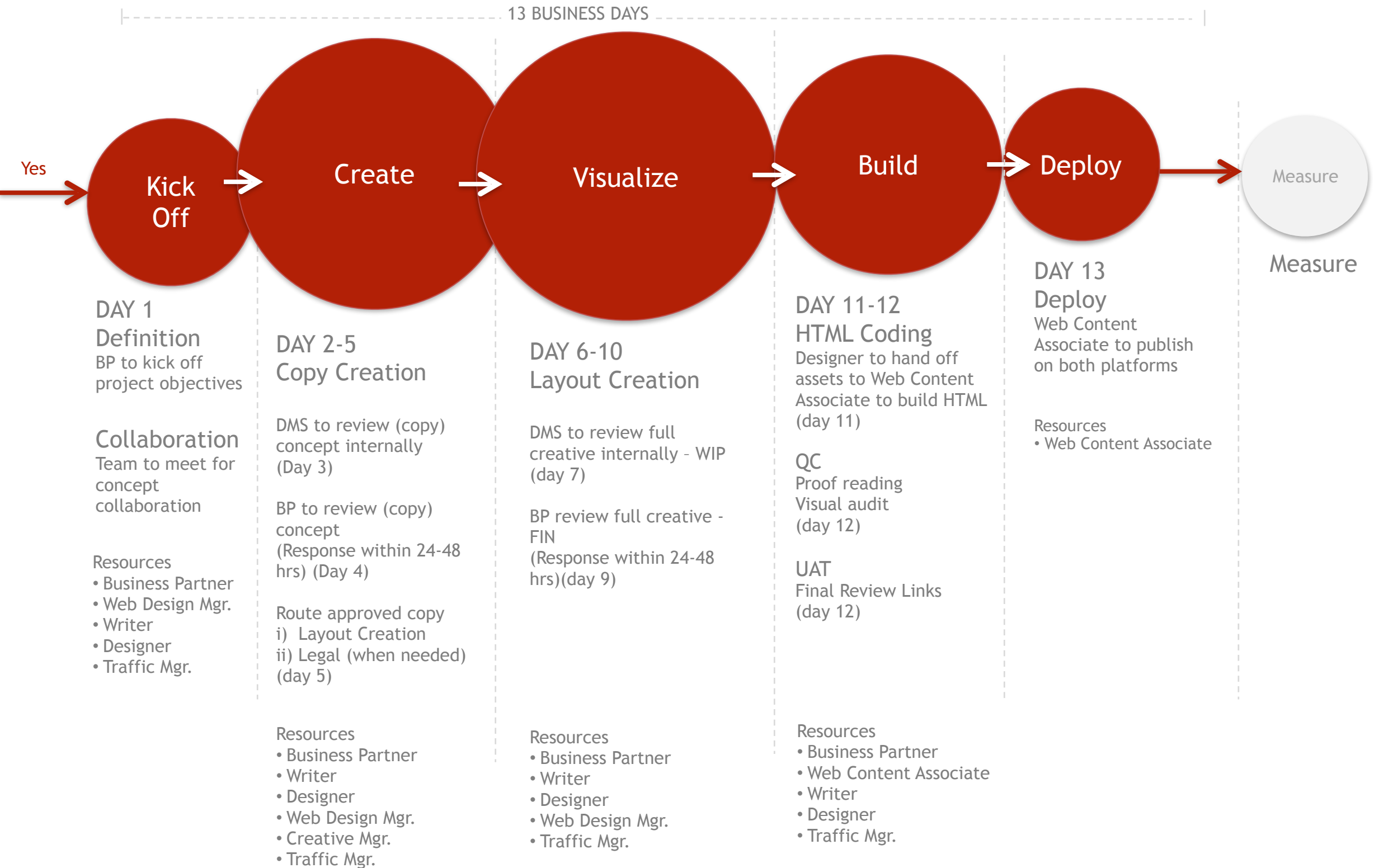
# EXECUTION

## The 5-Step process

### EMAIL



## Banner Ads



## LANDING PAGES

