

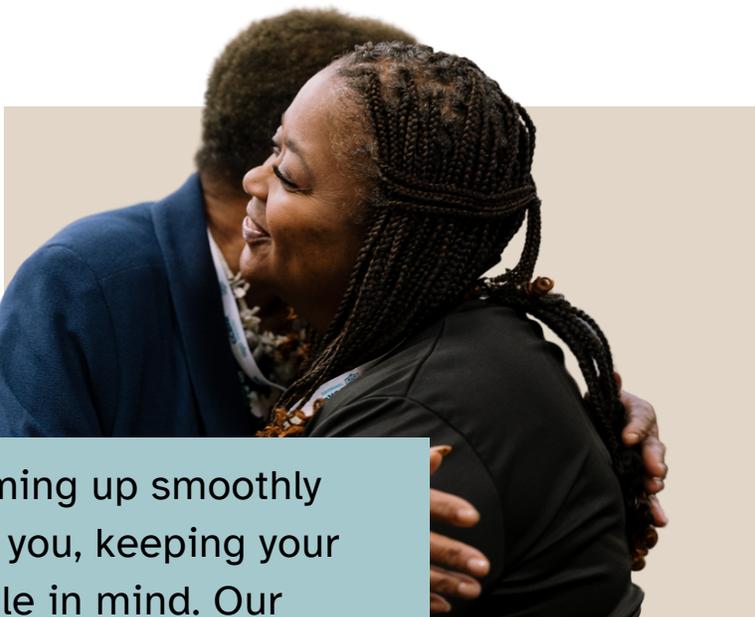
# Marketing Workflow Guide



2024-2025



# Introduction



We're all about teaming up smoothly and effectively with you, keeping your jam-packed schedule in mind. Our fingers are crossed that this guide will be your busy-day superhero when interacting with the marketing team.

The TN CCR&R Marketing Team is dedicated to honoring the committed early childcare advocates in Tennessee through consistent branding, displays of professionalism, and a duty to producing excellent materials. Our core objective is to promptly share detailed insights about the outstanding services offered by CCR&R. Our overarching aim is to position our brand as a dependable ally, facilitating seamless access to our services for all. Let us join forces to transform the early childhood care sector and bring happiness to children across Tennessee through collaborative efforts.

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# Policies and Procedures

## **Use of TN CCR&R Logo**

Any materials created for external usage must be approved by your assigned Marketing and Communications Specialist or the Marketing and Public Relations Strategist by using the Approval and Marketing Request form (linked below). This includes but is not limited to flyers, newsletters, signage, handouts, videos, and emails. *Use of any Tennessee Child Care Resource & Referral logo without marketing approval is prohibited.*

## **Who's My Marketing Point Person?**

Emma Blevins– Professional Development, QRI, and Southeast CCR&R, Shelby Co. CCR&R

Carolina Hatfield– Family & Group Child Care, Small Business, Early Language & Literacy, Central CCR&R, Upper East CCR&R, and East CCR&R

Caleb Miller– Family Engagement, Health, Safety, & Supervision, Infant & Toddler, West CCR&R, and Upper Cumberland CCR&R

Rosemary Passavant– Emergency Preparedness, Equity & Belonging, Inclusion, Mid Cumberland CCR&R, and South Central CCR&R



## Approval & Marketing Requests

Any materials created for external usage must be approved by your assigned Marketing and Communications Specialist or the Marketing and Public Relations Strategist by using the Approval and Marketing Request form (linked below). This includes but is not limited to flyers, newsletters, signage, handouts, videos, and emails. Use of any Tennessee Child Care Resource & Referral logo without marketing approval is prohibited.

Form Link: <https://wkf.ms/3JQNYG1>

Any complementary documents provided in the request form must be in Microsoft Word, PowerPoint, or Canva format. Form dates requested will be either approved or adjusted by your assigned Marketing and Communications Specialist or the Marketing and Public Relations Strategist depending on bandwidth and lead time. All content and verbiage must be approved by your supervisor before being submitted as a request to Marketing. \*\*Edit requests post-marketing delivery should be confined to design edits only. Marketing Requests sent 4 weeks prior to the preferred due date are guaranteed. Approval Requests sent 2 weeks prior to the preferred due date are guaranteed. Anything sent outside of said time constraints is subject to the discretion of the marketing team depending on bandwidth and feasibility.



## **Post-Production & Editing**

The final post-production and design styles, effects, and formatting of delivered marketing materials are left to the discretion of the Marketing Team. CCR&R staff or anyone other than said team may not alter the materials in any way. This includes but is not limited to any additional edits, cropping, adjustments in Canva, changing of colors, reformatting, or adding/taking away images, etc. Any additional adjustments needed must be performed by the Marketing Team.



# Roadmap to Marketing



## Brainstorming

This first stop on our Roadmap to Marketing is optional. Brainstorming sessions are for those needing assistance generating design or formatting ideas for a flyer, coaching endeavor, or other projects.

Anyone is more than welcome to reach out to your MPP (Marketing Point Person) to schedule a call! Let's put our heads together and come up with a plan.

## Approval

Whether you're fresh out of a brainstorming meeting with your MPP or you've formulated your own ideas, your plan must pass through **both** your Coordinator and Deputy Director for approval before submitting an official request.



# Roadmap to Marketing

## Request

Once you've gained your approval from all parties, it's time to fill out the request form! You can find our request link here:

<https://wkf.ms/3JQNYG1>

Here's a glimpse into the form with some helpful hints:

1. My supervisors (coordinator and deputy) have reviewed and approved\* this request in its entirety.

Check the box below if this statement is true.

2. NAME\*

3. EMAIL\*

4. SELECT YOUR TEAM\*

Please select the team you are on, not the team you are creating something for. \*\*DEPUTIES: please select the team you are requesting something for.

Make sure to always read the descriptions to know what information to enter. Deputies, please remember to select the team you are requesting the item for!



## Request (cont.)

### 5. NAME YOUR REQUEST\*

This just helps us keep up with your request! It needs a name.

Ex: Engagement in the Classroom Training Flyer

### 6. TYPE OF REQUEST\*

### 7. TYPE OF PROJECT\*

### 8. CREATIVE BRIEF\*

Tell us about it! Be as thorough as possible.

Be sure to list every detail that you would like mentioned on your request in the creative brief. This means all dates, times, locations, addresses, registration links, etc!



## Request (cont.)

### 9. ASSETS

Please upload any files that pertain to the project!

Click to upload files, or drag & drop files here

### 10. AUDIENCE\*

### 11. DUE DATE\*

Let us know when you'd like it back. Please leave time for secondary edits.

Submit

Remember we work best when you submit a request at least least 2 weeks in advance! Make sure to leave space for edits.



## Confirmation

When your MPP has received your request, they'll let you know by following up with an email. In this email, we will confirm or adjust your requested due date. This is subject to the team's current bandwidth and directly proportional to the scope of your project!

## Delivery

Phew! Your work here is done... for now! Sit tight as we transform your request into a beautifully branded deliverable. Please be aware that, in the event of unexpected situations, we might need to revise your deadline post-confirmation. Rest assured! If such a situation arises, we will contact you to propose an alternative date. If this adjustment does not align with your schedule, we will strive to ensure your satisfaction no matter what.

Once your request is completed, you will receive it via email. If no revisions are needed, great! Nevertheless, we are delighted to accommodate any edits within the framework of our branding guidelines and recommendations based on marketing and design aspects.



# Contact Information



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