



Marketing Projects Timeline

SEPTEMBER 2021



**Let's
Create
Together**

Preparation

Please email your assigned project manager with **all** of the necessary information for the type of project you are requesting. Please reference the “Must Haves” section under each project for information on what is needed to proceed.

Disclaimers

- We cannot start a project until we have **all** necessary information.
- A lack of communication in the review and proofing process may result in the delay of your project. In order to keep this from happening, prompt email replies are a must.
- If a project does not fall under one of the common items in this menu, more time may be needed to deliver.

Requesting Projects

Email the Project Manager assigned to your area with all of the necessary information needed for the type of project you are requesting.

- Alumni, Advancement (Digital):
Rebecca Berga / rkberga@wol.org
- Bible Institute, Davis, International Ministries:
Alicia Cousins / amcousins@wol.org
- Advancement (Print) and Fellowship:
Sally Gebensleben / sallyg@wol.org
- Camps, Youth Ministries:
Tim Hunt / timhunt@wol.org
- Bible Institute, Retreats:
Skyla Pehl / srpehl@wol.org
- Camps, RV Park:
Dylan Franklin / dmfranklin@wol.org



copy

Must Have:

- Audience
- Goal Summary
- CTA (Call to Action)
- Type of Copy (Social Media / Email /Landing Page)
- Pertinent Details
- Link

Copywriting

VERY SMALL PROJECTS

24 hours

- Flyer
- Postcard
- Social media post
- Poster

SMALL PROJECTS

48 hours

- Targeted or global email
- Email proofs
- Landing page

MEDIUM PROJECTS

3-5 days

- Email series
- Bifold or trifold brochure
- Website rewrite
- Blog

LARGE PROJECTS

1-2 weeks+

- Viewbook
- Sub-brand brochure
- Camp catalog

VERY LARGE PROJECTS

1-2 months+

- E-book
- Magazine
- Video script



video

Must Have:

- **Overview** – what are you looking for?
- **Purpose** – what is the purpose of your video?
- **Target audience** – who is your video for?
- **Distribution** – where will your video be seen / played?
(Online, at events, etc.)
- **Inspiration** – what are some videos that are an inspiration for your request or videos you have seen that have a similar goal or style you are looking for?
- **Deadlines** – what is the proposed due date for this video?
Or when will you need the video completed?

Video

INTERNAL VIDEO

2 weeks to plan, shoot, edit + deliver

- Targeted at Word of Life staff, Simple talking head or similar with little or no b-roll

INTERVIEW/UPDATE

2 weeks to plan, shoot edit + deliver

- External audience, talking head or similar with little or no b-roll

SOCIAL MEDIA VIDEO

2 weeks to plan, shoot, edit + deliver

- 15-60 second montage of visuals aimed at social media

LIVESTREAM

4 weeks to plan, shoot, edit + deliver

- Live video event with multiple cameras

SMALL PROMOTIONAL VIDEO

6 weeks to plan, shoot, edit + deliver

- Simple promotional piece

MINI-DOCUMENTARY

8 weeks to plan, shoot, edit + deliver

- Interview based video with large amounts of b-roll, i.e. President's Retreat, alumni videos

LARGE PROMOTIONAL VIDEO

12 weeks to plan, shoot edit + deliver

- Complex project requiring lots of planning and development



design

Must Have:

- **Audience / Demographic**
- **Photos*** – if you have photos you would like incorporated or photo options our team can choose from, please provide them along with your request (note: any photos sent in for us to use must be of high quality and must not be stolen from off the web or any other creative.)
- **Visual vibe*** – if you have a specific idea and / or vibe you would like to incorporate into the design, please send 2 – 3 examples along with your request

*If applicable to the request

Design

EXTRA SMALL

3 Days to Create

- Projections
- Email Elements:
- Headers
- Footers
- Buttons
- Social Media Posts
- Blog Headers
- Pins for Pinterest

LARGE

4 weeks to create

- Magazines
- Apparel
- Theme Art
- Logos
- Brochures
(subbrand / viewbook)
- Map

SMALL

1 week to create

- Flyers
- Documents + Forms
- Postcards
- Full Emails
- Signs + Banners
- General Updates / Edits
- Poster
- Cards
- Rack Cards
- Name Tags

MEDIUM

2 weeks to create

- Brochures (general)
- Programs
- Powerpoints
- Infographics / Specialized
Graphics
- Case Statements



photo

Must Have:

- **Overview** – What are you looking for?
- **Purpose** – What is the purpose of the photo?
- **Location** – Where would this photo take place?
- **Target audience** – Who will be viewing this photo?
- **Distribution** – Where will the photo be seen / displayed?
- **Inspiration** – What are some photos that are an inspiration for your request or photos that have a similar goal or style you are looking for?
- **Equipment** – What equipment would be needed (lights, backdrops, props, etc.)
- **Deadlines** – When does this photo need to be completed by?

Photography

SMALL

2 days to shoot and edit

- Headshots
- Group Portraits

MEDIUM

3 days to shoot and edit

- Studio Portraits / Products*
- Promo Shots of Merch

LARGE

1 week to shoot and edit

- Events
- Camps
- Special Requests for Web and Brochures

**Subject to availability*



web

Must Have:

- **Exact URL to the page that needs editing or url to the site that needs pages added**
- **As detailed a description of the needs as possible in complete sentences**
- **Picture files, preferably 2500px wide at 72dpi – if you're not sure, as large as possible and we will compress**
- **Any documents to be uploaded in PDF format**
- **Full urls of any links to be used**
- **Color values for any special color requirements**
- **Content written or plan to write within appropriate timeframe**

***If applicable to the request**

Web

SMALL PROJECTS

1 week

- Content updates
- Picture or document swaps
- Blog posts

MEDIUM PROJECTS

2 weeks

- Large content updates to existing sites
- Designing and developing new pages
- Redeveloping sections of an existing site

LARGE PROJECTS

2 months + with 1 month “heads up”

- Full website buildout
- Complete website redesign
- Application development
- Major integrations or workflow updates



m

be

Marketing Job Description:

making
ideas
become
reality



Word of Life®

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