



# Marketing Projects Timeline

JUNE 2022



# 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**

Rebecca Berga  
*Senior Project Manager*  
rkberga@wol.org

Paula Mayer  
*Project Manager*  
pkmayer@wol.org

## **Bible Institute, Davis**

Alicia Cousins  
*Senior Project Manager*  
amcousins@wol.org

Cindy Ross  
*Project Manager*  
cross@wol.org

## **International Ministries**

Alicia Cousins  
*Senior Project Manager*  
amcousins@wol.org

## **Retreats**

Josh Paulhamus  
*Project Manager*  
japaulhamus@wol.org

## **Camps, Youth Ministries**

Tim Hunt  
*Senior Project Manager*  
timhunt@wol.org

Dylan Franklin  
*Project Manager*  
dmfranklin@wol.org

## **RV Park**

Dylan Franklin  
*Project Manager*  
dmfranklin@wol.org

## **Fellowship**

Sally Gebensleben  
*Project Manager*  
sallyg@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



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be

**Marketing Job Description:**

making  
ideas  
become  
reality



**Word of Life®**

**wol.org**

