

Rainbow Tree Companies™

Marketing Request Process

REQUEST



FORM ON BLINK

In the Quick Links panel on *Blink* called "Marketing Request Form" or use link:

<https://app.joinblink.com/#/hub/77722002-a256-4d99-a041-7aa0173fc20f>

Here's what you'll need to fill out a marketing request form online:

- What business unit is this request for?
- What type of request is this?
- Short description
- Details
 - » What is the intended outcome?
 - » Who is the target audience?
 - » How will it be used?
- Attach any related documents
- When does it need to be done by?

ASANA REQUEST FOLDER

MARKETING TEAM

REVIEW

*Requester will receive response within five business days with next steps.

NEEDS FURTHER DISCUSSION

APPROVED

COUNTER PROPOSAL

- Gain alignment with requester and/or more information provided.

NEEDS MORE INFO

- Creative and Digital teams review and provide feedback.

ASANA PROJECT CREATED

- Project is assigned
- Timeline is created
- Requester is notified