

Marketing Communications Project Request Process

March 27, 2018

Marketing Communications Responsibilities

- Brand advocacy
- New product innovation
 - Commercialization strategy and execution
- Eaton.com & My.Eaton.com sites
 - Content strategy, authoring and metrics
 - For C3 support, see Lisa Strubhart or Joe Grant
- Digital marketing
 - Strategy, content development and execution
 - Email and media campaigns
 - Videos and social media
- Channel marketing
 - Electrical, Mechanical & Furniture
 - B-Line & PQ work together to support DataComm & IT channels
 - MDF & BDF fund support
 - Program strategy and support
 - Literature fulfillment
 - Internal communications
- Graphic design
 - Catalogs, brochures and flyers
 - Digital campaign graphics
 - Photography
- Association / Eaton trade show & event support
 - Small 10 x 10 shows – Sales Employees have access to order on their own using JOE site.

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MarComm Project Request Process

Product & customer related requests

1. Gather the following information:

- Product Line(s) supported, customer name
- Request type – brochure, flyer, trade show/event, other
- Due date (please reference the typical timelines)
- Final format required
- Contact email and phone for final submission / questions
- Any finalized supporting documents / details
- How will this be funded?
- What is the return on the investment?

2. Use the following to request project:

http://electricalsector.eaton.com/2018_ES_US_B-Line_Marcomm_Input_Form

3. Allow at least 2 business days for a reply

4. If approved, timeline will be provided. Refer to next slides for typical timelines, subject to current project queue and priorities.

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Digital lead-times

Digital lead-times

Project Type	Project Type	Lead Time (Business Days)	Requirements
Email	Basic	5 Days	Baked content, images, links, list
	Multi-Touch	7 Days	Baked content, images, links, list, basic flow
	Lifecycle Program (Campaign)	6-8 Weeks	Baked content, images, links, list, program flow (visio/.ppt) Meeting to understand & scope the project
Lead Generation	Forms	7 Days	Fields, form content, confirmation page content, where to send leads (GrowthPoint/Sales?)
Landing Page	Basic	7 Days	Baked content, images, links, add to lead scoring (?), where to send leads (Growthpoint/Sales?), include form (?)
Event Registration	--	2 Weeks	Form fields, form content, calendar notice (?), email/re-mail content, reminders with schedule, accurate event details
List Uploads	--	3 Days	Use approved template, include lead source & country
Trigger Programs	--	4-6 Weeks	Call to action, existing form, confirmation content, email content, program flow, activity driven (?) – completed form, visited web page, etc.
Web	Document Uploads	4 Days	File, links to pages it should be displayed
	Existing Contact Updates	4 Days	Baked content, URL of pages, any required files
	Vanity URL	2 Weeks	Requested URL, web page it should point to
	Product Launches	2 Weeks	Baked content, launch checklist (?), product photos, files

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Collateral & program lead-times

Collateral & program lead-times

	Project Type	Lead Time (Business Days)	Requirements
Flyer	1 or 2 Pages	2 Days	Baked content, charts, images, links
	1-2 Pages	4 Days	Content writing, charts created, images, links (add 1 week if photography is required)
Brochure	4-12 Pages	5 Days	Baked content, charts, images, links
	4-12 Pages	10 Days	Content writing, chart creation images, links (add 1 week if photography is required)
	16-32 Pages	10 Days	Baked content, images, links, list
	16-32 Pages	20 Days	Content writing, chart creation images, links (add 1 week if photography is required)
Catalog	Over 32 Pages	3 to 9 months*	*Consult with Marketing Communications Manager
Trade Show	Banners / Graphics	7 Days	Baked content, images, links
	Banners / Graphics	7 Days	Content writing, images, links (add 1 week if photography is required)
Video	--	1 to 3 months*	*Consult with Marketing Communications Manager
Programs / Promotions	--	1 to 3 months*	*Consult with Marketing Communications Manager



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