<u>**FMX Marketing Request Checklist**</u>

Have you entered all information necessary for Marketing to complete your request?

Content you submit via a Marketing ticket is subject to change and editing by the Marketing team in keeping with MassBay brand and communication standards. We look forward to creating the product you're seeking and ask that you comply with the following checklist to expedite the process.

<u>Please be sure to include the following details:</u>

☐ **Request Type**: If more than one service is required, please provide additional info in the Request and/or Description box.
Note: Each ticket is auto-assigned by FMX to the appropriate Marketing team member.

☐ **Request**: Please include a <u>specific</u> name/title of event or subject matter and date, if known, so your ticket stands out as unique among other tickets. Examples:
 - Add website listing to this page: www.massbay.edu/business for 12/7 Business career panel and promote via social media
- STEM Starter Academy digital flyer for a newsletter
- Design and information update for Next Step brochures
- Social media for Student Trivia Night 9/17
- Update AAC webpage with revised tutoring info

☐ Specific materials/services needed, including quantities, if a printed item or promotional SWAG

☐ Date and time of confirmed event(s)
Note: Please do not submit a ticket for materials to promote an event that has not been approved or finalized by your supervisor or department head!

☐ *Managers should approve all content as final (e.g. text, images) <u>before</u> entering the initial FMX request. On longer pieces, more than one draft may be required, but projects can be done in a shorter time if content is more complete at the start.*

☐ **Due**: Marketing generally requires at least five days advance notice.
Note: Depending on the size and scope of the project, event date, and other factors, Marketing may adjust the due date you submit.

☐ **Followers**: Other MassBay faculty and/or staff to be included on all ticket updates (similar to a "cc" on email)
Note: The auto-assigned Marketing team member, YOU, and all Followers will automatically receive an email with every update to the ticket. You may want to wait until you receive final materials from Marketing and then show them to your supervisor/colleagues, rather than add them as Followers.

☐ **Audience**: – One or multiple choices allowed

☐ For events or projects with many details, pages, or multiple dates/times, please attach information in a Word doc and attach with **Attachments** button, rather than entering in the Description text box. Attachments should be included within the FMX ticket.
Note: For website changes - Please be clear where hyperlinks and other graphics should be placed on the webpage.

☐ Once Marketing sends you the requested product, edits should be done directly in a Word doc or using sticky notes on a PDF

☐ Budget – For printed graphics (banners, signs, brochures, postcards, etc.), please name the department or grant responsible for paying for offsite printing.
Note: Marketing cannot enter Reqs involving grants.

☐ **Description** text box: This is where to provide URL links, comments, specific instructions, questions, etc.
Note: If you need a massbay.edu website page or link update, please include the exact URL of the page. If you're requesting a new page, please include the URL you would like, e.g. /infosessions.

☐ **Respond**: Located in upper right corner of ticket. Respond is the feature within each FMX ticket used to communicate with others on the ticket and to send attachments of revised documents.

For more help with the FMX ticket system for Marketing requests, please see this video:
https://www.youtube.com/watch?v=6VZZjjDGRFU