

Digital Marketing Partnership Guide

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How we work together: Project Workflow

The below workflow may be subject to change depending on your project needs.

Intake & Kickoff

Depending on the timeline, we may ask you to fill out the [Digital Marketing Discovery Guide](#) or join us for a meeting to go through the guide together.

Once we've received the necessary information, we will develop a **project brief** which outlines:

- Goals
- Target audience(s)
- Key messaging
- Budget
- Timeline
- Project roles

We will then schedule a kickoff meeting to:

- Align on the project brief
- Identify:

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- Project brief approver
- Asset approver
- Proxy approver(s)
- Marketing staff members

After the meeting, we will revise the project brief as needed and send it to the designated approver for final approval.

Written approval of the project brief is required before moving forward.

Development

During this phase, we develop campaign assets, which may include:

- Marketing landing pages (MLPs)
- Email and/or ad copy
- Images and videos (known as “creative”)

Review

During this phase, we will share assets for review as outlined in the project brief. This process is designed to keep projects efficient, reduce delays and ensure campaigns launch on time.

What requires review:

- Marketing landing pages (MLPs)
- Messaging that includes program-specific or sensitive information
- Image, video or script assets

What does not typically require review:

- Search campaign structure and keywords
- Routine ad copy variations
- Platform setup and optimization decisions

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These elements are managed by Strategic Communication using digital marketing best practices and Missouri State's brand system. In most cases, MLP approval serves as approval for supporting ad messaging.

Expectations:

- Expected review timelines will either be included in your project brief or discussed in our kickoff meeting.
- We strongly encourage you to reserve time on your calendar for review.
- Timely feedback is critical to keeping your project on schedule.
- We will provide review instructions upon asset delivery.
- Only the designated asset approver's feedback and approval are required.
- You may share assets with your team, but all feedback must be consolidated through the asset approver.
- Most projects include one round of revisions, so it is important to provide complete, consolidated feedback during initial review.
- After feedback is received, we will revise assets and return them for final approval.

Written approval is required before moving to launch.

Launch

During this phase, we finalize setup and launch your campaign.

Management

During this phase, we actively monitor and optimize your campaign.

- Campaigns are reviewed weekly
- Ongoing optimizations are made to improve performance
- If applicable, you may receive notifications for new inquiries (e.g., RFI submissions).

We also offer convenient reporting options such as a monthly report meeting, a monthly report sent via email and/or quarterly reports.

Your participation in report meetings is strongly encouraged.

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Wrap-up

At the end of the campaign, we will:

- Share full lifecycle performance results in a report meeting
- Provide insights and recommendations
- Discuss opportunities for future or recurring campaigns