

# Marketing Lead Times

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Please review the expected lead times for typical work requests below. If you're unsure of the timeline you should expect for your project, submit your request and ask for the expected turnaround time.

## Content Creation/Writing

- **Web articles:** 4-6 weeks
- **Participant/alumni spotlights:** 4-6 weeks
- **Press releases:** 2 weeks (contingent on if external partner approval is required)
- **Flyers/brochure:** 5 business days
- **One-pagers:** 5 business days
- **Marketing emails:** 3 business days
- **Social media posts:** 3 business days (includes content for captions and graphics)

## Design Requests

Timelines assume that content has been finalized when the request is submitted. If you need help with content, please also consider the Content Creation/Writing timelines above.

- **Campaign graphic:** 4 weeks
- **Flyers/brochure:** 5 business days
- **Infographics:** 7 business days
- **Interactive documents on Foleon:** 4 weeks
- **One-pagers:** 4 business days
- **Forms:** 4 business days
- **Partner proposals:** 5 days
- **Posters:** 2 business days
- **PPT presentation:** 5 business days
- **QR codes:** 1 business day
- **Scholarship profiles:** 4 business days
- **State reports:** 5 days
- **Worksheet:** 5 business days
- **Promo items:** Submit a request for more information

## Marketing Emails

Timeline assumes that content has been finalized when the request is submitted. If you need help with content, please also consider the Content Creation/Writing timelines above. Please also submit the Salesforce report with intended recipients as part of your request.

- **Campaign Emails:** 3 business days

## Social Media Requests

Timelines assume that content for the captions and graphics has been finalized when the request is submitted. If you need help with content, please also consider Content Creation/Writing timelines above.

- **Social media posts:** 5 business days (includes graphic creation, contingent on social calendar)
- **Social media graphics only:** 3 business days

## Website Requests

Timeline assumes that content has been finalized when the request is submitted. If you need help with content, please also consider the Content Creation/Writing timelines above.

- **New page creation (e.g., TWC website, HubSpot):** 5 business days
- **Major content updates (e.g., articles, page removals, document upload):** 2 business days
- **Minor content updates (e.g., deadline changes, redirects, URLs):** 1 business day
- **Job postings:** 1 business day
- **Leadership page bios:** 1 business day
- **Web analytics:** Contact Marketing team for more information

## Event Support Requests

We often provide one or more of the items below for in-person events. Please submit a request, and we can confirm timeline and additional information needed.

- Name tags
- Table cards
- Signage
- Step and Repeat banner
- Slides (for screen display)
- Swag/takeaways (TWC notebooks, pens, etc)

## External Requests

Please note that we all no longer have a full-time position to support video and photography requests. If you are interested in producing a video or hiring a photographer, submit a request and we can provide more information regarding external timelines and cost.

- **Staff Business Cards:** 2 weeks
- **Event Photographer:** 4 weeks in advance
  - Photographer: 4 weeks advance notice (roughly \$400 for half day, \$800 for full day)
  - Videographer: 4 weeks advance notice (roughly \$700+ for half-day, \$1000+ for full day)
- **Professional Printing:** 5-7 business days advance notice

## Templates

The templates below are available in this [SharePoint folder](#):

- Logos and Logo Guidelines
- Email Signature
- Board Letterhead
- General Word Documents
- Letterhead
- PowerPoint