Co-Brand Marketing Workflow

Co-Branded Marketing Materials & Landing Page Process

We meet with all of our clients mainly through video conferences. There are roughly three meetings that include exchanges of emails and updates.

After our meeting, we provide a link to fill out our Co-Brand Materials Form and use the information you enter to create the materials.

Delivery & Turn Around Time

Once we have that information, we start production on the Co-Branded Marketing Materials and Landing Page.

Turnaround time on these two items is typically between 5-7 business days. Sometimes faster, we state this upfront in our onboarding call.

After we deliver the marketing collateral we test all the connections and maintain the pages to ensure there are no bugs or issues, and that the client is receiving the email request made from the landing pages.

Co-branded Video Process

1) We provide you with a script outline that allows you to insert the co-brandable information into the script. Our new co-branded script allows this to happen more easily with fewer client interactions.
2) You submit the script for compliance approval to your compliance departments if you have them.
3) Adjustments to the script are made. Usually, disclaimers are added, and some verbiage may change.
4) Our developers create storyboards.
5) We provide the storyboard or visual look to the you
6) Our team completes the video, and we deliver it and embed it into the landing page connected to the business or association we are working with.

Video Delivery & Turn Around Time

Turnaround time on the video is about 2 weeks. 10-14 business days.
The process is ongoing as we maintain the host, the pages, and make sure there are no bugs or issues.

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