

Newsletter Email Process



Days Until Launch



Scheduling



Design Development & Targeting



Email Set-up and Targeting

48

47

46

45

44

43

42

41

40

39

38

37

Marriott
REWARDS

THE RITZ-CARLTON

spg Starwood
Preferred
Guest

Campaign
Manager (CM)
sends
reminder to
business
partners (BPs)
for content

Content/
URLs due to
CM from BPs

Monday prior
to asset
submission:
Editorial
planning with
RC and EM

Submit assets
to Responsys

Kick-off with
Responsys

36

35

34

33

32

31

30

29

28

27

26

25

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CM finalizes
content
matrix

Creative
kickoff with
YLM

Responsys
provides R1
design; EM
forwards to
stakeholders
for review

Feedback from
RC and
stakeholders
due to EM

Responsys
provides R2
design;
reviewed only
by Lisa/TT

EM compiles
R2 feedback

Responsys
sends R3
design

EM approves &
provides Link
Matrix to code

Offer
solicitation
reminder to
divisions

YLM presents
Round 1
Design to CM
in Sitecore

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24

23

22

21

20

19

18

17

16

15

14

13

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CM sends Round 1 feedback to YLM	YLM sends Round 2 Design to CM		CM sends designs to BPs for review		BPs send feedback to CM; CM sends to YLM		YLM provides final design			CM approves final design; publishes content & links in Sitecore	
					Field Marketing provides offers for Geo-Targeted Quick Links		EM submits Unica request		Responsys sends final assets	EM submits assets, images, link matrix, and test list to Epsilon	EM/Epsilon Asset Review Call
			Final offer submissions due	Content Matrix, Brief and Scope approved by SPG	Kickoff with team			Rd 1 Concepts from TLG	Rd 1 Concept feedback from SPG TLG offer review with Outpace for MVP targeting	Rd 2 Creative from TLG	Rd 2 Creative approval from SPG

12

11

10

9

8

7

6

5

4

3

2

1

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			URLs from BPs must be live	Epsilon sends first test messages							
CIA sends customer file to Marketing Systems			Epsilon provides test messages; release to round 1 stakeholders for review		EM provides changes to Epsilon via CRF Marketing Systems posts data file to Epsilon FTP site; send seed list to Epsilon		Epsilon provides Round 2 tests; EM distributes to key stakeholders as final Epsilon provides lives/t-tests to ensure data accuracy		EM provides remaining changes to Epsilon via CRF	Epsilon provides counts to EM; EM provides approval; campaign is scheduled	EM notifies email campaign notification list
FED build, URLs, tracking finalization	Rd 1 build review			File naming and versions finalized Wunderman Task Description form submitted by TLG	TLG local testing (test data)		SPG review of local testing outputs	SPG posts data file TLG Uploads creative assets and supplemental data files to Adobe Campaign Wunderman creates campaign workflows and templates	Wunderman sends data proofs and data matrix TLG Testing (live data)	Post updated assets (if changes)	Client test. Post file suppression (if necessary) Approval to deploy (creative and counts approved) Wunderman performs peer review on scheduling.