

Marketing Content

Objective

This procedure aims to document the steps to produce and publish marketing content.

Application Domain

This procedure applies to any marketing content.

Terms & Definitions

NA

Responsibilities

The Marketing Team Member is responsible for all the steps.

Any OSI employee may be solicited to help produce or review the content.

Procedure

1. Review the raw materials available
2. Write the content
3. Review the content
4. Translate the content
5. Review the translation
6. Publish the content and its translation:
 - a. On HubSpot
 - b. On the website