Clauses 8.1 and 8.2 - Operations – Marketing

Marketing - How to Publish a Blog

**Purpose and Scope**

To describe how the company publishes a blog.

**Procedure**

Step 1 - Create image for blog

Step 2 - Clone previous blog

Step 3 – Create Blog

Step 4 – Edit the Settings section

Step 5 – Publish or Schedule

How to Manage Webinars

**Purpose and Scope**

To describe how the company manages a webinar. This includes, pre and post webinar steps.

**Procedure**

Pre-Webinar

Step 1 -Create webinar in Go-to-Webinar

Step 2 - Integrate the webinar into HubSpot

Step 3 - Create Landing Page

Step 4 - Create an Email invitation to attend webinar

Step 5 – Webinar Presenter arranges planning

Post Webinar

Step 1 - Transport Webinar Recoding

Step 2 - Create Lists – attendees and non-attendees

Step 3 - Create a blog with webinar recording

Step 4 - Email a recording of the webinar to each list

How to Publish Release Notes

**Purpose and Scope**

To describe how the company publishes release notes so customers/evangelists are aware of any new Mango updates. This procedure takes place once Support gives marketing the release notes.

**Procedure**

Step 1 – Create a new Mango News

Step 2 – Disable previous release notes news

Step 3 – Upload the FAQ into Mango (Support may assist with this)

Step 4 – Send out email to customers/evangelists to inform them of release

Reporting End of Month Marketing Lead Performance

**Purpose and Scope**

To describe how to report on the marketing leads at the end of each month. Reporting on this allows us to keep track on how marketing is performing.

**Procedure**

Step 1 – Open up spreadsheet of leads

Step 2 – Get numbers of leads from HubSpot

Step 3 – Record the numbers on spreadsheet

*References:*

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| --- | --- | --- |
| **ISO 9001** | **ISO 14001** | **ISO 45001** |
| 8.1, 8.2 |  |  |