

MARKETING TICKETS CHEAT SHEET

Your guide to faster, smoother, and better marketing projects

WHERE TO FIND MARKETING TICKETS

Step 1: Go to the Help Desk.
Step 2: In the dropdown menu, select Marketing Projects.
Step 3: Choose the project type that best fits your request and fill out the form.

💡 Tip: Bookmark the Help Desk for quick access! The clearer your ticket, the faster we can get started.

QUICK REMINDER

A great Marketing Ticket is:

- ✓ Clear
- ✓ Complete
- ✓ Submitted early

It's your ticket to marketing magic—and helps us tell your story the best way possible.

PROJECT TYPES & WHAT THEY MEAN

Project Type	What It's For
Media Services / Press Release	You have news to share—program launches, awards, events, features. We'll write and distribute a press release.
Other Services	Anything communication-related that doesn't fit another category.
Social Media – Post to Flagship Accounts	Request posts for official campus social media channels.
Branded Page Development	Starting or refreshing a department/club social page. We'll help set it up and keep it brand-aligned.
Large Project	Multi-page brochures, programs, or complex designs. These take more time and planning.
Small Project	Fliers, posters, postcards, and other short-turnaround items.
Edit Existing Design	Reusing something we've already made—just changing the date, time, or details.
Campus Signage	Graphics for TVs, marquees, or digital displays around campus.
Advertisement	Paid campaigns. Include budget codes and placement details.
Event Promotion	Let us help publicize your upcoming event as part of larger promotions.
Photography	Schedule a photographer for an event, class, or portrait. Plan early!
Video	Request filming or editing. These require detailed planning and significant lead time.
Minor Edit to Existing Page	Small website updates—changing dates, text, or links.
Full Page Revision	Overhauling an existing webpage to update layout, structure, or tone.
Creation of New Webpage	Building a brand-new page from scratch. Be ready to provide content and goals.

SMART PLANNING = BETTER PROJECTS

1. Start Early

The earlier the request, the better we can schedule, design, proof, and promote your project.

2. Give Details

Include dates, times, locations, goals, audience, and attachments. The more we know, the faster we can deliver.

3. Think Like Your Audience

Avoid acronyms or insider terms. Assume readers are learning about your program or event for the first time.

4. Share Examples

Have a layout, image, or vibe you like? Include a sample—it helps us visualize what you want.

5. Be Realistic with Timelines

- Small projects: 2–3 weeks preferred notice
- Large projects or video: 4–6 weeks or more
- Press releases & social posts: 2 weeks preferred notice

(These aren't hard rules—just good practice to help us help you!)