

Systems Integration Presentation

THE CHALLENGE

Develop a comprehensive presentation to explain to a client how our department's process of onboarding worked and what they could expect to happen from beginning to end.

THE SOLUTION

A vintage toy themed presentation that illustrated how our department gathered all of the pieces of their marketing program together and got everything up and running and the timeframe they could expect for each stage of the process.

THE PROCESS

The department I headed up was responsible for coordinating the initiation of all of the pieces of the client's digital marketing program. To illustrate this concept I came up with a theme of vintage toys with each phase of our process being designated by a corresponding toy.

The beginning of the presentation shows all of the pieces of the marketing program (the toys) scattered around a toy box. Because each phase of the process was represented by a specific toy, the presentation ends with all of the toys gathered into the toy box to represent their complete marketing program.

In addition to developing the presentation I drew all of the sketches/illustrations using my iPad Pro and Apple Pencil and presented the final piece to the client, walking them through the entire process.

The Phases of Systems Integration

1. Kick Off / Welcome
2. Information Gathering
3. Design
4. Development
5. Quality Assurance
6. Pre-Launch
7. Launch
8. Post-Launch



Kick Off / Welcome Phase

Approximately 1 - 2 hours

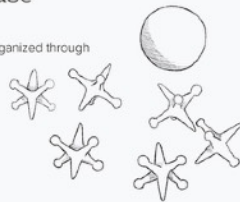
- Kick off call to gather:
 - Property's unique story
 - Typical guest profile
 - General performance metrics
- Meet the team
- Questions and answers
- Our job has just begun...



Information / Asset Gathering Phase

Approximately 1 week

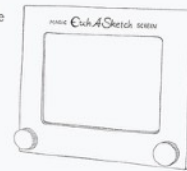
- Asset Gathering
 - Collect checklist items organized through Google spreadsheet
- Sitemap creation
- Department introductions
 - SEO/PPC call
 - Social Media call
 - Copywriting call



Design Phase

Approximately 15 - 2 weeks

- Based on approved sitemap
- Design presented via web conference
- Feedback / Revisions
- Approval from property



Our Job is Done

