



# The Secret Life of ONE-OFF CREATIVE REQUESTS

Content is often requested by salespeople or branch locations, leaving marketers to spend much of their day bogged down in email bringing them to life. What's behind this struggle?

**1** Sales requests a new piece of collateral.

**2** Their email arrives. "Subject line: Urgent Brochure Request!"

**3** Marketing finds room in the production schedule by pushing out another project.

**4** The design team hurriedly creates the new asset.

**5** Marketing receives the draft and provides feedback.

START

**10** Designers revise again.

**9** Uh-oh... legal spots some unapproved language. The asset is rejected.

**8** Sales emails asking "Where is our brochure?!"

**7** The brochure is emailed to the legal team to ensure compliance.

**6** The design team revises and returns draft v2.

**11** Marketing re-submits to legal team.

**12** Legal finally approves the changes... one week later.

**13** The brochure is ready, and Marketing delivers to Sales.

**14** Sales likes it, but wants another version with different pricing.

**15** Marketing starts on the next version.

... and the cycle begins again.



Timeframe:  
3 weeks



Number of Emails:  
25



Team members  
involved in the process: 5

Download the full report at:

<https://marcom.com/whitepaper-content-consistency-impact-report-demandmetric>