# **Gi Properties Marketing Communication Procedure**

At **Gi Properties**, we believe that **the best way to achieve our goals is through clear and productive communication, therefore and to avoid any confusion or delay to reach the desired outcome that allows us fulfil our duties on the best level of professionalism, all managers need to implement the following Marketing Communication Procedure as the following:**

1. **All communications need to be submitted via Email.**
2. **All follow-ups must be via Email.**
3. **The email must be sent to the videographer’s email with a copy to the Admin and HR Email**
4. **The request will take a reference number that can be followed-up with.**
5. **Admin will be providing the reference number to each request, starting and concluding date in an Excel work-sheet devoted for this purpose.**
6. **All sales managers need to submit their campaign requests on Mondays.**
7. **The request must contain a brief idea about the concept of the campaign content.**
8. **The agent involved in the video must be informed and prepared.**
9. **The shooting should be scheduled on Wednesday and/or Thursday of the same week.**
10. **The content will be created by the Gi Properties creative marketing team.**
11. **Proofreading and translations are done by Gi Properties creative marketing team, and if needed, support can be provided from the HR Director.**
12. **The content must be submitted for Approvals on Tuesday**
13. **Requests must not exceed (2) two videos per week for each sales manager.**
14. **Final video draft must be submitted for approvals after no longer than 24 hours from the shooting date.**
15. **All requests that did not follow the previous steps are not to be considered.**

**Thank you for your compliance.**

**Human resources Department**