

**1. Marketing Activity (MKT/TL)**

All new marketing activities or updates must align with Company Goals, Market Trends, and Sales Objectives. This ensures each initiative supports the overall business strategy.

2. Ideation & Analysis (MKT/TL)

The aim is to evaluate the feasibility and potential impact of the proposed activity. Analyse and ideate the activity based on several factors: company goals; requirements, available data/information, resources (team capacity, budget, timelines), communication models, and ROI expectations.

3. Activity Accepted? (MKT/TL)

Evaluate if the proposed marketing activity is feasible according to the previous stage [2] of Ideation & Analysis.

If Approved - YES: Proceed with planning. Outline actions, allocate resources, and create a timeline. Outputs include: Marketing & Communication Plan, Materials Creation Plan, Task Scheduling in the marketing planner (Who-Why-What-How)

If Not Approved - NO: Communicate the reasons for not proceeding with the activity to the proposer.

4. Execution (Team members/Mkt team)

Develop materials that align with Addvolt's brand identity and marketing best practices. Execute marketing actions through the following channels:

- External Communication Channels: Newsletter, Social Media, Website, Email Campaigns (Sendgrid, Hubspot), My Addvolt, Media.

- Marketing Materials: Catalogues, Flyers, Presentations, PR content, Partner Activations.

- External Events and Activations

5. Validation Process & Release (Team members/MKT Team)

All marketing materials must be reviewed by the MKT TL and, when applicable the marketing activity proposer team TL.

If Approved - YES: Materials are ready for release.

If Not Approved - NO: Identify necessary corrections and update the materials accordingly. In some cases, the entire activity may be cancelled, even if the content is ready for release.

6. Ongoing Analysis & Feedback (Team members/MKT Team)

Track and measure the performance of the activity, gathering feedback from key stakeholders. Use data to refine future marketing strategies, stay competitive, and adjust plans based on market and competitor trends.

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Macro Process: 05 - Marketing & Communication
Process: 05 1 - Marketing Activity
Procedure: P 05 1 10 - Marketing & Communication

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