Version History

Ver. No.	*Authors*	*Date*	*Reviewers*	*Review Date*	*Release Date*
1.0	Marketing Team	27-Aug-2018	QMF	31-Aug-2018	03-Sep-2018
2.0	Marketing Team	29-Nov-2019	QMF	13-Dec-2019	16-Dec-2019
3.0	Marketing Team	02-Nov-2020	QMF	06-Nov-2020	10-Nov-2020

Change History

Ver. No.	*Section*	*Date*	*Change Information*	*RFC No.*
1.0	All	03-Sep-2018	New Release	-
2.0	All	16-Dec-2019	Annual Review	-
3.0	All	10-Nov-2020	Annual Review	-

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Marketing Process

1.0 Objectives
The objective of this document is to define processes for Marketing Team for better performance.

2.0 Scope
This process applies to all processes, and / or any sub-process related to the Marketing Department.

3.0 Policy
3.1 Policy Statement
- Ensure all activities related to Marketing Department is covered

3.2 Framework to Support or Implement this Policy
- The stated policy is implemented as per the procedure as mentioned below

4.0 References to (checklists, forms, guidelines, lists, standards, templates, other processes)

Process Element	***Description***	***ID***
Checklists	*NA*	
Forms	*Case Study Template*	QMS-L4-FR-MKT-01
	Marketing Tracker	QMS-L4-FR-MKT-02
	Risk Management Plan	QMS-L4-FR-MR-03
Guidelines	*NA*	
Lists	*NA*	
Standards	*NA*	
Other Processes	*NA*	

5.0 Entry Criteria

Inputs	***Source Processes***
Search Engine ranking results	Random search for solutions and offerings on search engines, to establish organization 's visibility
Self-Initiated	New updates from Practices / Delivery, to initiate organization presence in public visibility
Request from Internal sources	Different teams providing, success stories, new implementations, and solutions that can help enhance the organization's visibility in the public domain

6.0 Responsibilities

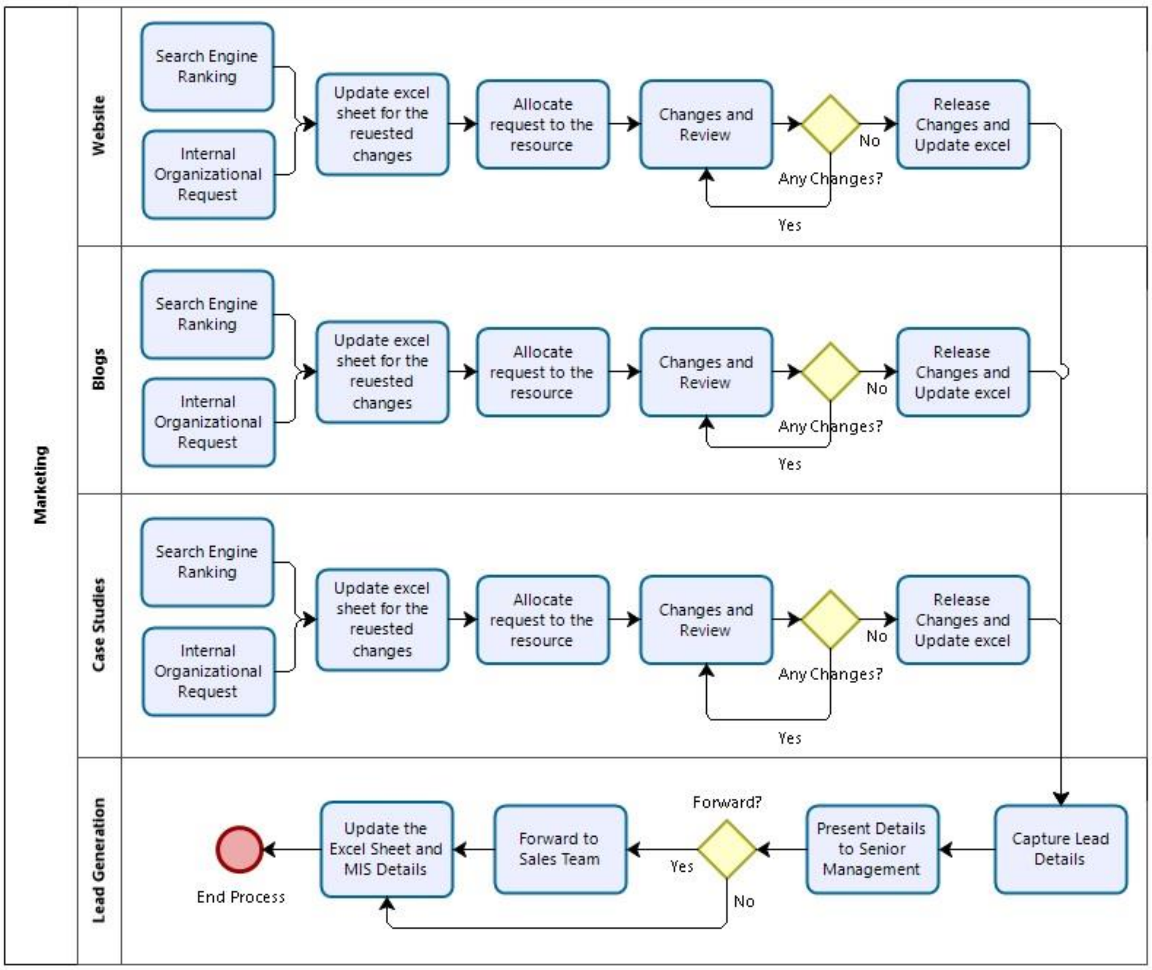
Role	***Responsibilities***
Content developer	• The resource shall develop the content with inputs from the resources from respective teams, and / or subject matter experts
Reviewer	• The content developed will be reviewed and all changes – technical and grammatical errors are identified
Approver	• The content developed will be approved for upload after review changes have been implemented

Role	Responsibilities
Subject Expert	• Assistance in case of technical inputs and reviewing of developed context

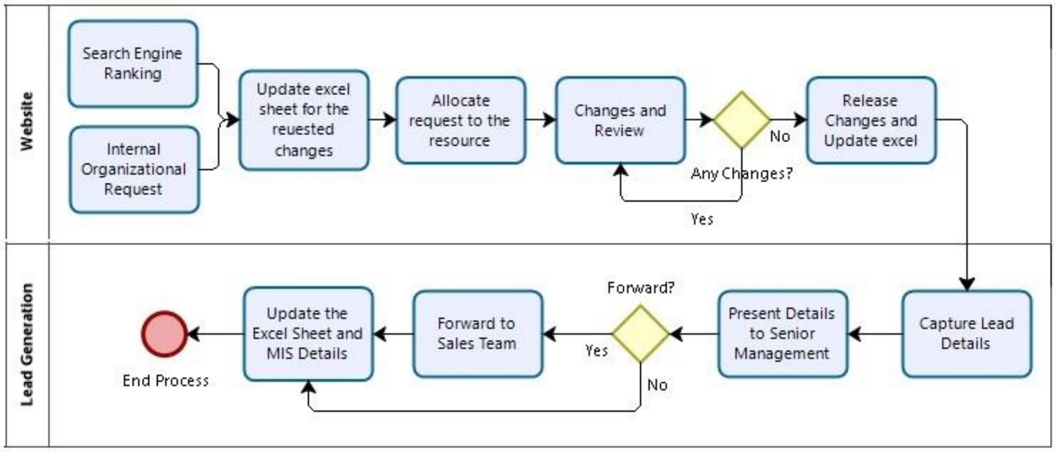
7.0 Process Description

The Marketing team is responsible to create, update, maintain content to the websites, blogs and case studies as promotional activities for the organization. The team records any business enquiry that is received through calls, or emails. The leads are captured and the senior management would decide on the further action to these enquiries. The Marketing team completes its process by updating the status to the lead discussed.

Overview Diagram



7.1 Website



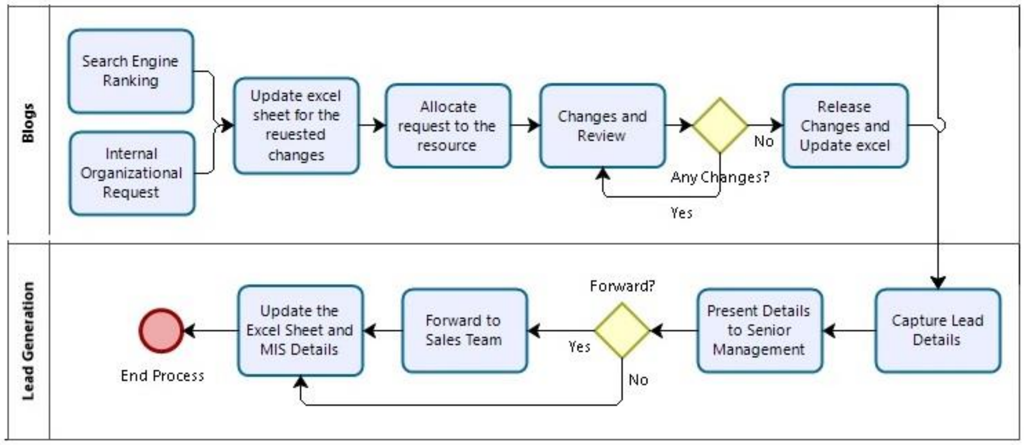
Activity of the Marketing team is to ensure that the company website appears in the top 10 search results for queries / searches initiated in a search engine for the relevant solutions that we offer / target. The Marketing team will make the relevant changes to ensure this objective. This activity is triggered due any of the following methods:

A. Search Engine Ranking
B. Requests from within the Organization

Once this need for change is identified and the following steps are performed

- An Marketing Tracker sheet is updated for the suggested or proposed changes
- Depending on the priority and the availability of the resources, one of the members is assigned the task to update the content pertaining to the request
- The changes to the content are drafted, and then the peer-to-peer, and / or senior review of the same are performed.
- Identified changes, errors, or presentation format is implemented, and the final approval for the content is obtained from the required authorities.
- The changes are released and deployed to the website.
- Details pertaining to the changes are recorded into the Marketing Tracker sheet.
- The changes to the website could initiate prospective leads and queries for new business opportunities.
- All queries or enquiries, in the form of emails or calls, are recorded in a tabular format.
- This tabular data is discussed with the senior management on a periodic basis, to decide on the any further action.
- If the senior management deems that the enquiry can be further investigated, then its contact details are handled over to the Sales team.
- The Marketing team shall update the Marketing Tracker sheet for the leads generated based on the discussion with the Senior Management

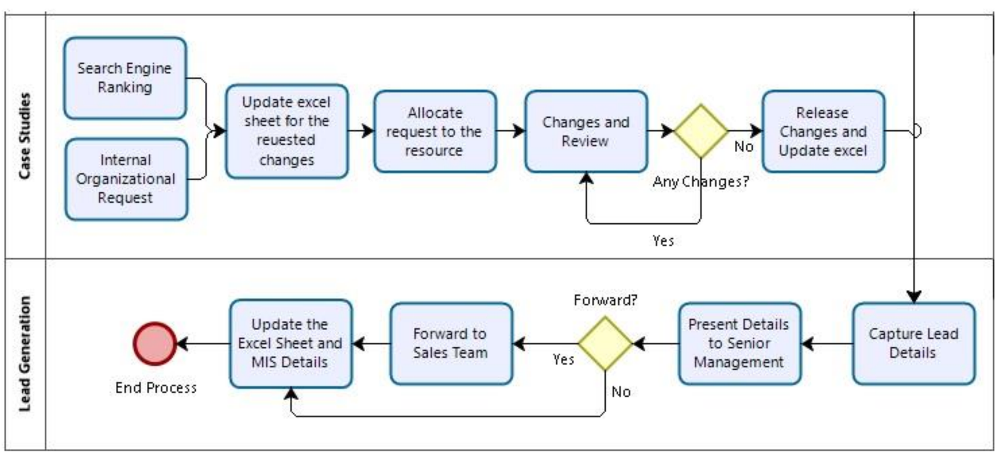
7.2 Blogs



The Marketing team is responsible to maintain the blogs for the organization. These are updated based on self-initiative, or on the request received from within the organization

- Team updates the blogs on behalf of the organization.
- Team identifies the area for the blog, or is suggested topics for the blogs by receiving requests from within the organization
- Team maintains a Marketing Tracker Sheet, with details, and initiator for the changes to the blogs uploaded.
- The content for the blog is written, and / or created by the identified resource for the task.
- The created content undergoes a review process either by a peer or a senior or a subject matter expert for the topic to be published
- Identified changes, errors, or presentation format is implemented, and the final approval for the content is obtained from the required authorities.
- The changes are released and deployed to the Clover Infotech blog on Wordpress.
- Details pertaining to the changes are recorded into the Marketing Tracker sheet

7.3 Case Studies



This section deals with the sharing of knowledge and information pertaining to success stories, or any unique implementation of a solution.

- This section is self-initiated, or could be shared by teams from within the organization.

- The case studies capture and exhibit, success stories for the teams, or implementation of unique solutions pertaining to problem which are rare and complicated
- Team identifies or contacts various delivery or implementation teams to understand the successful execution of solutions / deliveries.
- There could be a scenario that a particular team would like to post details regarding a solution which is unique for the problem encountered.
- Team identifies the resource to work on the solution and content for the case study.
- On compilation of the details and composition of the content, it is reviewed either by a peer, or a senior or a subject matter expert.
- Identified changes, errors, or presentation format is implemented, and the final approval for the content is obtained from the required authorities.
- The changes are released and the case study is maintained as a pdf in a marketing folder.
- Details pertaining to the changes are recorded into the Marketing Tracker sheet

8.0 Quality Mechanisms

- Team will keep track of the changes initiated
- Review and changes for the content developed
- Discussion with the Senior Management with regards to lead generation

9.0 Quality Objectives

Sr. No	*Objectives*	*Responsibility*	*Frequency of Measurement*	*Reporting of Measurement*	*Target to Achieve*
1	Number of Case Studies	Marketing Head	Monthly	Marketing Tracker	2
2	Number of Blogs posted	Marketing Head	Monthly	Marketing Tracker	2
3	Web Page (Creation / Edits)	Marketing Head	Monthly	Marketing Tracker	1
4	Lead Generation	Marketing Head	Monthly	Marketing Tracker	8

10.0 Identified Risks

- All risks identified for the process will be recorded into the Risk Management Plan (RMP)
- Risks will be reviewed and monitored as per the agreed schedule

11.0 Exit Criteria

Outputs
Marketing Tracker
Case Study Template
Risk Management Plan