

Becker

Marketing Communications SOP Guidelines & Turnaround Times

This SOP offers general guidelines on how to work with the marketing team to request various types of work and materials. Reasonable turnaround times are noted and have been established to manage work flow and expectations.

Requests for all marketing communications support should begin with sending an email to marketing@beckerlawyers.com.

Email Communications: Articles, Invitations, Bulletins, Client Alerts, Newsletters and Guides

- Submit requests to marketing@beckerlawyers.com
- Mailing Lists must be specified and/or submitted with the request.
- A member of the marketing department will assist with suggesting the best template and style of communication.
- We have templates that are already created for most communications however if a new design is required the turnaround time listed below may be extended.
- See chart below for types of Email Communications and corresponding turnaround times.

	2 business days	2 weeks
Articles	X	
Invitations	X	
Bulletins	X	
Client Alerts	X	
Newsletters		X
Guides		X

Ads

- Submit requests to marketing@beckerlawyers.com
- Please submit the following information:
 - Ad Copy
 - Details About Publication or Event
 - Exact Sizing Specifications
 - Point of Contact for Publication or Event
- If a new design is required the turnaround time will be extended.
- See chart below for average turnaround time for ad design requests.

Ad Design	5 Business Days*
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* On average. You will be notified if more time is needed.

Website & External Blog Requests: Bio Updates, Published Articles, Perspectives, External Blog Posts, New Attorney Bios, Practice Descriptions

- Submit requests to marketing@beckerlawyers.com
- See chart below for types of Web & External Blog Requests and corresponding turnaround time.

Bio Updates	Same Day*
Published Articles	Within 24 Hours of Publication**
Perspectives	Same Day*
External Blog Posts	Same Day*
New Attorney Bios	Within 2 Business Days of Start Date
Practice Descriptions	Same Day of Practice Group Chair Approval*

* On average. You will be notified if more time is needed.

** If re-print rights are required, articles will be posted within 24 hours of obtaining rights.

Social Media

- Submit requests to marketing@beckerlawyers.com
- We welcome your involvement in suggesting general content for Becker’s social media platforms.
- If you would like to be more hands-on please contact us and we will schedule a training session.
- See chart below for Social Platforms and corresponding turnaround time.

	Same Day*
Facebook	X
LinkedIn	X
Twitter	X

* On average. You will be notified if more time is needed.

PowerPoint Presentations

- Submit requests to marketing@beckerlawyers.com
- We are available to assist with design assistance in addition to content review.
- PowerPoint templates are available on BluePrint. Click [here](#) to access.
- See chart below for corresponding turnaround time for additional design assistance.

3 Business Days*

PowerPoint Design Assistance	X
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* On average. You will be notified if more time is needed.

Events: CA Trade Shows, CA Classes, CA Events (Other), Non-CA Events

- All Community Association class invitations are sent via the Community Association Digest. Click [here](#) to read the CA Class Submission Guidelines.
- If you are considering hosting or collaborating on an event please contact marketing@beckerlawyers.com
- Submit an Event Request Form to marketing@beckerlawyers.com
- Event Request Forms are available on BluePrint. Click [here](#) to access.
- See chart below for types of Events and corresponding turnaround time.

	2 months*	3 months*
CA Trade Shows		X
CA Classes		X
CA Events (Other)	X	
Non-CA Events	X	

* Minimum.

Public Relations: Case Related News, Current Topic in the News, Individual Award or Honor

- Contact Doreen Fiorelli or Richard Shaw for all newsworthy items.
- When merited, marketing will engage the firm's PR agency to assist with an initiative.
- You will be contacted by our PR agency when they have unearthed an appropriate interview opportunity and make all arrangements for procuring the interview.
- In the event that you are contacted directly by a reporter, please contact Doreen Fiorelli or Richard Shaw immediately for guidance.
- **Please adhere to the firm's policy with regard to the expression of personal, political or religious views when engaging with the media. This policy is:**

Any such discussion, internally using the firm's network or to the media using the firm's name or a lawyer's status as a member of the firm is not permitted. Of course, as individuals, the firm does not prescribe or proscribe any one's views, but that cannot happen as a member of the firm.