

# Digital Marketing

## T I M E L I N E



6 + W E E K S

MC

Two full sends, one to opens  
Event post to website

Event on Facebook

CC



4 - 5 W E E K S

MC

Two full sends  
Event post to website

Event on Facebook

CC



2 - 3 W E E K S

MC

One full send  
Event post to website

Event on Facebook

CC



F E W E R T H A N 2 W E E K S

MC

Follows the 7-day submittal process  
Event post to website

MC

Marketing &  
Communications

CC

Chapter & Club  
Volunteer