CORNERSTONE: **INNOVATION**

We welcome change, encourage invention and continually seek better, more efficient ways to achieve our goals.

	MARKETING DEPARTMENT VISION	GOALS AND OBJECTIVES	CURRENT STATE	CHALLENGES
TECHNOLOGY	Identify new products and services for customers that aid in achieving organizational goals.	Create a framework for the department that allows the team to be proactive, thus minimizing any marketing "emergencies."	The marketing team often works in a reactive manner, in which patches and work-arounds are the norm.	The nature of the work itself makes it difficult to plan ahead; the inter-departmental communication process is well-established and may be difficult to change.
PROCESS/ COMMUNICATION	Think outside the box to uncover and implement efficiencies that allow the department to achieve its goals.	Incentivizing client marketers to go above and beyond to solve problems and to make processes better/more efficient.	The team uses Sitecore workflows to publish content to clientwebsite.org.	Solving inefficiencies and redefining processes will require additional support and facilitation from project management.

OPPORTUNITIES	DESCRIPTION	ESTIMATED EFFORT	EXECUTION TIMELINE
			Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12
Website Monetization Implementation	Implementation of a two phased approach to allow for the monetization of clientwebsite.org and its subdomains which can support key partnerships.	**183 - 287 hours**	
Online Appointment Setting	Expand patient's and prospective patient's ability to reliably set appointments in order to save time and enhance their website experience.	**23 - 32 hours**	
Enterprise Email Solution	Understand the scope of how email is utilized as an organization and identify the best solution to address those needs in a scalable fashion.	**33 - 50 hours**	
Marketing Automation	Implement lead generation campaigns for each service line to grow the reach of Client.	**17 - 23 hours**	

FOUNDATION   GROWTH   OPTIMIZATION