



Policy Title:	Marketing Resource Map		
Policy Number:		Effective Date:	11/30/2021
Department:	Marketing		
Created By:	Cheyney Stephens	Create Date:	11/03/2021
Modified By:	Cheyney Stephens	Modified Date:	12/23/2021
Reviewed By:	Lance Olian	Reviewed Date:	12/23/2021
Review Frequency	Every Three Months		

Purpose

The purpose of this document is to provide a guide for internal and external marketing materials.

Policy

This policy defines the sourcing of internal and external marketing materials within SKG storage tools.

Procedure

1. Commonly Used Resources

- a. Marketing Request Form:
<https://app.smartsheet.com/b/form/ca74a3652bbd43ad9ad8e17496e78cbe>
- b. Marketing Deck: "S:_Marketing\Presentations\Marketing Deck\Working_Marketing Deck_8.17.21.pptx"
- c. Product Specification Visual Template:
"S:_Marketing\Presentations\Thought Starters + Ancillary Visuals\Product Specification Visual.pptx"
- d. Thought Starter Visual Template:
"S:_Marketing\Presentations\Thought Starters + Ancillary Visuals\Thought Starter Template.pptx"
- e. Photo + Media Bank: "S:_Marketing\Photos + Media Bank"
- f. Logos + Fonts: "S:_Marketing\Logos + Fonts"
 - i. SKG Logos: "S:_Marketing\Logos + Fonts\SKG Logo"
 - ii. SKG Fonts: "S:_Marketing\Logos + Fonts\Fonts"
- g. Headshots & Bios: "S:_Marketing\Headshots & Bios"

2. The Marketing Folder in the S Drive

- a. Brand Guidelines: "S:_Marketing\Brand Guidelines"
 - i. This folder holds documentation that outlines SKG's brand standards that the Marketing team uses to standardize all SKG



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materials. This is a great resource for understanding the brand standards of SKG content. ("S:_Marketing\Brand Guidelines_2021 New Branding")

- b. Card Templates: "S:_Marketing\Card Templates"
 - i. The folder holds E-Card templates in PPT format to be used in external communications. These can be formatted to the specific needs of the client or team.
- c. Copy: "S:_Marketing\COPY"
 - i. This folder holds copy content created by the Marketing team including case studies, testimonials, and references.
 - 1. "S:_Marketing\COPY\References, Testimonials + Case Studies"
- d. COVID + Return to Site Response + Resources:
"S:_Marketing\COVID + Return to Site Response + Resources"
 - i. Holding information around SKG COVID-19 marketing efforts and RTS strategic planning, this folder is a good resource to find materials relating to COVID-19 marketing materials.
- e. Culture Club: "S:_Marketing\Culture Club"
 - i. SKG's Culture Club owns and operates this folder which holds information about the club's activities and events.
- f. Awards + Events: "S:_Marketing\Awards + Events"
 - i. Marketing stores information about large events and SKG Awards within this folder. Holiday parties, Roundtables, Neocon, Inc. 500, and many more are held in this folder.
- g. Graphics: "S:_Marketing\Graphics"
 - i. The Graphic Designer manages the content within this folder that holds icons, label template, previous org chart, and other miscellaneous graphic content.
- h. Headshots & Bios: "S:_Marketing\Headshots & Bios"



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- i. This folder holds information surrounding both SKG and vendor personnel specifically tenure, biographies and headshots.
 - 1. SKG Headshots are organized by professional, casual, and reduced square tiles. It is most common for internal staff to use the professional headshot and their bios.
 - a. SKG Headshots: "S:_Marketing\Headshots & Bios\SKG\Headshots"
 - b. SKG Bios: "S:_Marketing\Headshots & Bios\SKG\Bios"
 - 2. The marketing team also stores SKG staff information in a central location on SS located here:
<https://app.smartsheet.com/sheets/qJxQ99RRP7V8P3gc7vfP6qFWWPFqQgrCpwQq3F31?view=grid>
- i. Leave Behinds: "S:_Marketing\Leave Behinds"
 - i. This folder holds the Tri-Fold Leave Behind Template to be edited, printed, and hand delivered to clients at the end of every project.
 - 1. This can be made into a digital form upon request.
- j. Logo + Fonts: "S:_Marketing\Logos + Fonts"
 - i. Here, SKG staffers can source SKG logos and approved fonts.
- k. Newsletter: "S:_Marketing\Newsletter"
 - i. The Executive Assistant manages this folder that stores previous newsletters issued by SKG.
- l. One Pagers: "S:_Marketing\One Pagers"
 - i. This folder stores all executed One Pagers in PDF format.
- m. Photos + Media Bank: "S:_Marketing\Photos + Media Bank"



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- i. Organized by topic, this folder is the best resource for obtaining high resolution imagery that has been primarily sourced by the marketing team.
 - 1. Feel free to add images to this folder!
 - 2. SKG specific content: "S:_Marketing\Photos + Media Bank\SKG Imagery"
 - 3. Installation Imagery: "S:_Marketing\Photos + Media Bank\Install Images"
- n. Presentations: "S:_Marketing\Presentations"
 - i. This folder holds an abundance of SKG resources carefully curated by the Marketing Team. Here is a detailed map of the resources found within this folder:
 - 1. 2021 Kickoff: The Company Kickoff presentation hosted by Beth for 2021.
 - a. "S:_Marketing\Presentations\2021 Kickoff"
 - 2. A+D Visual Presentation: PowerPoint Visual targeted around marketing to the AD/BD community sponsored by BD.
 - a. "S:_Marketing\Presentations\A+D Visual Presentation"
 - 3. About SKG: A short visual presenting a high level view of SKG.
 - a. "S:_Marketing\Presentations\About SKG"
 - 4. Furniture Industry Overview: This presentation is presented by Beth for all new hires. It is a great resource for understanding the industry and SKG's presence in the market.
 - a. "S:_Marketing\Presentations\Furniture Industry Overview"



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5. Internal SKG Meeting Template: This is a template used for all internal SKG meetings.
 - a. "S:_Marketing\Presentations\Internal SKG Meeting Template"
6. Knoll Presentations: This folder stores all previous and future Knoll visuals prepared by Knoll.
 - a. "S:_Marketing\Presentations\Knoll Presentations"
7. Marketing Deck: From standard widescreen to portrait view, this folder holds all current renditions of the marketing deck. The marketing deck is also divided into sections for ease of access in this folder.
 - a. "S:_Marketing\Presentations\Marketing Deck\Working_Marketing Deck_8.17.21.pptx"
 - b. Case Studies:
"S:_Marketing\Presentations\Marketing Deck\Marketing Deck Individual Sections\SpacetoProve_CaseStudies+Testimonials_10012021.pptx"
8. Rendered Test Fit (Broker Tool): This is owned by the BD team as a tool to present to Broker Firms.
 - a. "S:_Marketing\Presentations\Rendered Test Fit (Broker Tool)"
9. RFP's Final: This folder holds previous RFP's created by SKG.
 - a. "S:_Marketing\Presentations\RFP's Final"
10. Services: Presentations about SKG services are stored here.
 - a. "S:_Marketing\Presentations\Services"



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11. Showroom Layout: If you are interested in learning more about the SKG Austin showroom layout you can find this information here.
 - a. "S:_Marketing\Presentations\Showroom Layout"
12. Sparks Presentations: Spark visuals created by the marketing are stored in a word document with link to the actual deliverables.
 - a. "S:_Marketing\Presentations\Spark Presentations"
13. Thought Starters + Ancillary Visuals: Templates for product specifications, lookbooks, and thought starters are stored here.
 - a. Finish Index Template:
"S:_Marketing\Presentations\Thought Starters + Ancillary Visuals\Finish Index Template.pptx"
 - b. Lookbook Template:
"S:_Marketing\Presentations\Thought Starters + Ancillary Visuals\Lookbook Template.pptx"
 - c. Product Specification Visual:
"S:_Marketing\Presentations\Thought Starters + Ancillary Visuals\Product Specification Visual.pptx"
 - d. Spatial Intelligence Thought Starter:
"S:_Marketing\Presentations\Thought Starters + Ancillary Visuals\SpatialIntelligence_DesignTrend_ThoughtStarter.pptx"
 - e. Thought Starter Template:
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14. Vertical Markets: Presentations about specific vertical markets are stored here. This included both Architecture and Technology visuals.

a. S:_Marketing\Presentations\Vertical Markets

o. Research: Owned and organize by The Research Strategist, this folder holds previous and future research sourced by SKG. Pre-baked slides have been created by Marketing to pull and add to client visuals.

i. "S:_Marketing\Research"

ii. Pre-Baked Slides: "S:_Marketing\Research\Research and Strategy PPT Slides"

p. Video - Animations: This folder holds video and animation files created by the marketing team and design team.

i. "S:_Marketing\Video - Animations"

ii. Client Specific Videos: "S:_Marketing\Video - Animations\Client Specific Content"

iii. SKG Services: "S:_Marketing\Video - Animations\SKG Services"

iv. Animations: "S:_Marketing\Video - Animations\General Furniture Animations"

v. Product Demonstrations: "S:_Marketing\Video - Animations\Product Demonstrations"

3. S Drive Marketing Resources not within the Marketing Folder

a. Brand Vision: This folder holds documentation that outlines SKG's brand standards that the Marketing team uses to standardize all SKG materials. This is a great resource for understanding the brand standards of SKG content.

i. "S:_Brand Vision"

b. Process & Policies: In the location listed below, one can find the Process and Policy documents for the Marketing Team. These are



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great resources for understanding how to properly engage and work with the Marketing Team.

- i. "S:_SKG Processes & Policies\Marketing"
 - c. High/Medium/Low Budgets: "S:_Sales\High Medium Low Budget Template Tools"
 - i. Automated Corp: "S:_Sales\High Medium Low Budget Template Tools\HML_BudgetTemplateSpreadsheet_20210804.xlsx"
 - ii. Automated GSA: "S:_Sales\High Medium Low Budget Template Tools\GOVERNMENT BID PRICING SPREADSHEET.xlsx"
 - iii. Pricing: "S:_Sales\High Medium Low Budget Template Tools\BOMs"
 - iv. Renderings: "S:_Sales\High Medium Low Budget Template Tools\Renderings"
 - v. Thought Starters: "S:_Sales\High Medium Low Budget Template Tools"
4. Marketing Resources not held in the S Drive
 - a. Marketing Request Form:
<https://app.smartsheet.com/b/form/ca74a3652bbd43ad9ad8e17496e78cbe>
 - i. This is where one can submit a marketing request to engage the marketing team.
 - b. QR Code Generator: <https://www.qrcode-monkey.com/>
 - i. Process Doc: "S:_SKG Processes & Policies\Marketing\Marketing_HowtomakeaQRCode_08312021.pdf"
 - c. Background Remover: <https://www.remove.bg/>



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- i. Process Doc: "S:_SKG Processes & Policies\Marketing\Marketing_HowToRemovePhotoBackgroundWITHOUTCanva_09012021.pdf"

d. SKG Videos

- i. Vimeo: <https://vimeo.com/skgtexas>
- ii. Youtube: https://www.youtube.com/channel/UCIG_lj9nz06i7aR-0sj-1Q

1. Service Videos

- a. About SKG Services: <https://www.youtube.com/watch?v=zQ8jwnqZJXo&t=37s>
 - b. Asset Management: <https://www.youtube.com/watch?v=F7xY5mgCGoM&t=11s>
 - c. Research + Strategy: <https://www.youtube.com/watch?v=-C5mD1ZRHII&t=5s>
 - d. SKG Warehouse: <https://www.youtube.com/watch?v=zEkmZO7q-8Q>
 - e. SKG CET Live Design: <https://www.youtube.com/watch?v=ij4aLDi9uBg&t=3s>
- e. SKG Yulio: <https://vr.yulio.com/Qc3aAZDOpx>
 - f. SKG Website: <https://skgtexas.com/>
 - i. 9 Rules of Spatial Intelligence: <https://www.skgtexas.com/spatial-intelligence>
 - ii. Research: <https://skgtexas.com/research>
 - iii. Contract Options: <https://skgtexas.com/contracts>



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- iv. Certifications: <https://skgtexas.com/certifications>
- v. Services: <https://skgtexas.com/services>
 - 1. Return to Site: <https://skgtexas.com/service-return-to-site>
 - 2. Research + Strategy: <https://www.skgtexas.com/service-research-strategy>
 - 3. Design: <https://www.skgtexas.com/service-design>
 - 4. Flexible Financing: <https://skgtexas.com/service-flexible-financing>
 - 5. Project Management: <https://skgtexas.com/service-project-management>
 - 6. Delivery + Installation: <https://skgtexas.com/service-delivery-and-installation>
 - 7. Storage + Asset Management: <https://skgtexas.com/service-asset-management>
 - 8. Post-Purchase Support: <https://skgtexas.com/service-post-purchase-support>
- vi. Vertical Markets: <https://skgtexas.com/market-segments>
 - 1. Education: <https://skgtexas.com/market-segment-education>
 - 2. Healthcare: <https://skgtexas.com/market-segment-healthcare>
 - 3. Government: <https://skgtexas.com/market-segment-government>
 - 4. Corporate: <https://skgtexas.com/market-segment-corporate>
 - 5. Technology: <https://skgtexas.com/market-segment-technology>



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- 6. Work From Home: <https://skgtexas.com/work-from-home>
- vii. Products: <https://skgtexas.com/products>
 - 1. Furnishings: <https://skgtexas.com/furnishings>
 - 2. Architectural: <https://skgtexas.com/architectural>
 - 3. Technology: <https://skgtexas.com/technology>
 - 4. Specialty: <https://skgtexas.com/specialty>
- viii. Line List: <https://skgtexas.com/line-list>