



**MARKETING & WEB REQUEST  
SUBMISSION AND PROOFING GUIDE**

MC CS MARKETING



# SUBMITTING A **MARKETING REQUEST** OR **WEB TICKET**

- Go to [www.mccsYuma.com/marketing](http://www.mccsYuma.com/marketing) to submit a Marketing Request or Web Ticket.
- Click on the Marketing Request button to produce digital, print, signage, or to create new website content.
- Click on the Web Ticket button if requesting changes or issues with existing website content.
- Answer the questions and provide as much detail as possible. Include any attachments that will be helpful for the Marketing team. (Content, calendars, pictures, videos etc.)

## **Tips and Tricks**

- Wrike links will not work using the Internet Explorer web browser. Please be sure to open the request form and proofing links using Safari, Chrome, or Edge. Wrike links can not be accessed from the .mil network.
- If the request form will not submit or proceed to the next page, please be sure “required fields” are not missing information. These fields will be highlighted in **RED**. The forms will need the correct type of information to proceed.

*Example: Dates will need a date, not text.*

- Marketing project and web ticket timelines are listed in the FAQs at [www.mccsYuma.org/marketing](http://www.mccsYuma.org/marketing)

For assistance with project submission or status updates, please contact:

## **MARKETING DEPARTMENT**

[yumamarketing@usmc-mccs.org](mailto:yumamarketing@usmc-mccs.org)

928-269-3535 or 928-269-3102

# SUBMITTING A **MARKETING REQUEST** OR **WEB TICKET**

[www.mccsYuma.com/marketing](http://www.mccsYuma.com/marketing)

The screenshot shows the MCCS Yuma website's marketing page. The header includes the MCCS Yuma logo, a search bar, and social media icons. The main content area is titled "Marketing" and features a "Share" button with social media icons. On the left, there is a "Contact Information" box with the following details:

- Marketing**
- 2654 E Hart St. Building 693 Rm 108  
Yuma, Arizona 85369
- Phone: (928) 269-3535
- Design: (928) 269-3102
- Special Events: (928) 269-3104
- Sponsorship & Advertising: (928) 269-3245
- Marketing Director: (928) 269-5590
- Email: yumamarketing@usmc-mccs.org

Below the contact information is a table of hours:

Hours	
Sunday	CLOSED
Monday	7:30AM-4:30PM
Tuesday	7:30AM-4:30PM
Wednesday	7:30AM-4:30PM
Thursday	7:30AM-4:30PM
Friday	7:30AM-4:30PM
Saturday	CLOSED
Holidays	CLOSED

In the center, there is a message: "Please allow 2-3 business days for the marketing team to review your request". Below this are two lists of bullet points:

- Marketing campaigns will require 60 days for production and promotion.
- Launch dates will be set based on the 60-day timeframe.
- Projects determined to be a rush will require approval from Marketing leadership and may result with limited promotional resources.

- Web requests only.
- Please allow 24-48 hours for updates to post.

On the right side, there are three red buttons: "Write User Guide", "Marketing Request", and "Web Ticket".

The footer contains the MCCS logo, "Websites" (US Marine Corps, Marine Corps Recruiting, Military One Source, No FEAR Act), "MCCS Resources" (Sexual Assault Prevention and Response, Privacy, Security, & Disclaimer Notices, Business Partners, Contact Us), and a social media post from MCCS HQ @MCCS\_HQ - 55m: "Don't let the holidays throw off your health and wellness goals. From taking family walks to following the 80/20 rule for food, here are 8 tips to help you stay fit this holiday season."

# SUBMITTING A **MARKETING REQUEST**

**Y- Marketing Request**  
Request to produce digital, print, signage or to create new website content

**POC Details**

Today's Date \*

POC Name \*  
This is the person responsible for organizing, designing and launch of the campaign.

POC Phone Number \*

POC Email \*

Next

If you have a request regarding your submitted information please reach out to MCCS Marketing team. Your submitted information is subject to MWR's [Privacy Statement](#) and [Privacy Policy](#).

POC Information of the person responsible for approving the design and launch of campaign.

**Y- Marketing Request**

**Project Details**

Type of project to be used \*

Directives - Required programming identified in an MCO, SMO, Instruction or Policy for an MLLS program

Campaigns - Projects that have been identified by the Core Strategic Group or HQ as an area of focus

IE Campaigns for MCO, American Foreign Travel or topics from HQ

Signature Events - Signature events such as the Yarns Aboard, Tank or Trail, or All Wipeout Uo

Frish First Out - Projects that are not required programming or one-time class training of marketing items

IE Business Cards

If you are unsure of your project type, please contact the Marketing Department.

Are there any other organizations outside of MCCS involved in this promotion? \*\*  
Sponsor, NFA, etc.

Back Next

If you have a request regarding your submitted information please reach out to MCCS Marketing team. Your submitted information is subject to MWR's [Privacy Statement](#) and [Privacy Policy](#).

Prioritization of the project. If you are unsure of the prioritization of your request, you may call the Marketing Department. Otherwise, marketing will review your request and assign it to the appropriate category.

# SUBMITTING A **MARKETING REQUEST**

**MC&CS**  
MARINE CORPS COMMUNITY SERVICES

Y- Marketing Request

**Marketing Goals**

**Name of Campaign \***  
Name of the event, class, workshop, or the promotion

**What in your primary goal for this campaign? \***  
For Awareness, we will use impressions and reach as the tracking metric.

**Goal \***  
Please indicate the number associated with your goal. Goals must be a number higher than 0. Goals will be used to gauge campaign performance. For Awareness, list the number of impressions or the number people you wish to reach.

If you have any requests regarding your submitted information please reach out to MC&CS Marketing Team. Your submitted information is subject to Wrike's [Terms of Service](#) and [Privacy Policy](#).

© 2022 MC&CS

Select the primary objective of your marketing request.

# SUBMITTING A **MARKETING REQUEST**

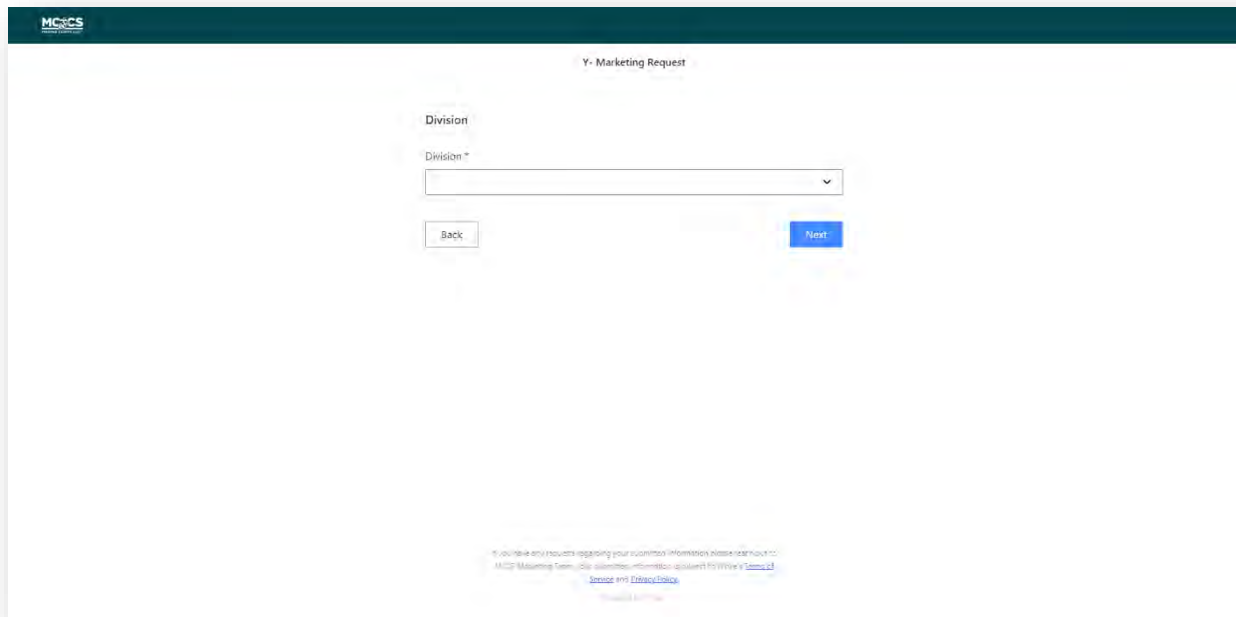
The screenshot shows a web form titled "Y- Marketing Request" with the MCMCS logo in the top left. The form is organized into several sections:

- Promotion Details**
  - Who \***: Includes a text field for "Who are you requesting for (this campaign - who's promotion?)", a text field for "Who can attend who can be involved, around the benefit itself?", and a text field for "Where?".
  - Where \***: Includes a text field for "Where will the event/promotion/contest take place?".
  - When \***: Includes a text field for "When will the event/promotion/contest take place?", a text field for "Include event dates or date ranges and start and end times.", and a text field for "Event Date".
  - Event Date**: Includes a date picker icon and a text field.
  - How \***: Includes a text field for "How do participants register?", a text field for "How do you want participants to contact, the preferred contact information to participants?", and a text field for "Please provide Registration link \*".
  - What \***: Includes a text field for "What is the benefit of the event?", a text field for "What will the event/contest/promotion look like on social?", and a text field for "What makes this event/promotion special or extraordinary?".
  - Why \***: Includes a text field for "Why should people participate or attend/participate in the promotion?".
- Content and Creative Direction**
  - Content of the Promotion \***: Includes a text field for "What message or specific wording do you want/need on marketing materials? (Please note that the wording provided will be used as stated, Content can be provided in or attached or emailed to: [yourmarketing@mcscs.marines.mil](mailto:yourmarketing@mcscs.marines.mil))".
  - Suggested Creative Direction of the Promotion\*\***: Includes a text field for "What is the design/look you want in the promotion? This could include color, photos, graphics...".
  - Please attach any logos, images, or files to include in the campaign.**: Includes a text field for "Images of creative direction are required. If unable to upload files, please email to [yourmarketing@mcscs.marines.mil](mailto:yourmarketing@mcscs.marines.mil)".
  - Notes**: Includes a text field for "Notes".
  - Does the project require print? \***: Includes a dropdown menu.

At the bottom of the form, there are "Back" and "Next" buttons. A footer at the very bottom contains the text: "© 2020 MCMCS. All rights reserved. MCMCS is a registered trademark of the Marine Corps. MCMCS Marketing Request is a registered trademark of the Marine Corps. [Privacy Policy](#) [Terms of Service](#) [Feedback](#)".

Details, content, and creative direction of the promotion you are requesting.

# SUBMITTING A **MARKETING REQUEST**



The screenshot shows the 'Y- Marketing Request' form. At the top left is the MC&CS logo. The title 'Y- Marketing Request' is centered. Below it, the label 'Division' is followed by a dropdown menu labeled 'Division \*'. The dropdown menu is currently empty. Below the dropdown are two buttons: 'Back' on the left and 'Next' on the right. At the bottom of the form, there is a small disclaimer: 'If you have any questions regarding your submission information please refer back to: M&FSP Marketing Team - [Call](#) [Submitter Information](#) [Questions](#) [Privacy Policy](#) [Terms of Use](#)'.

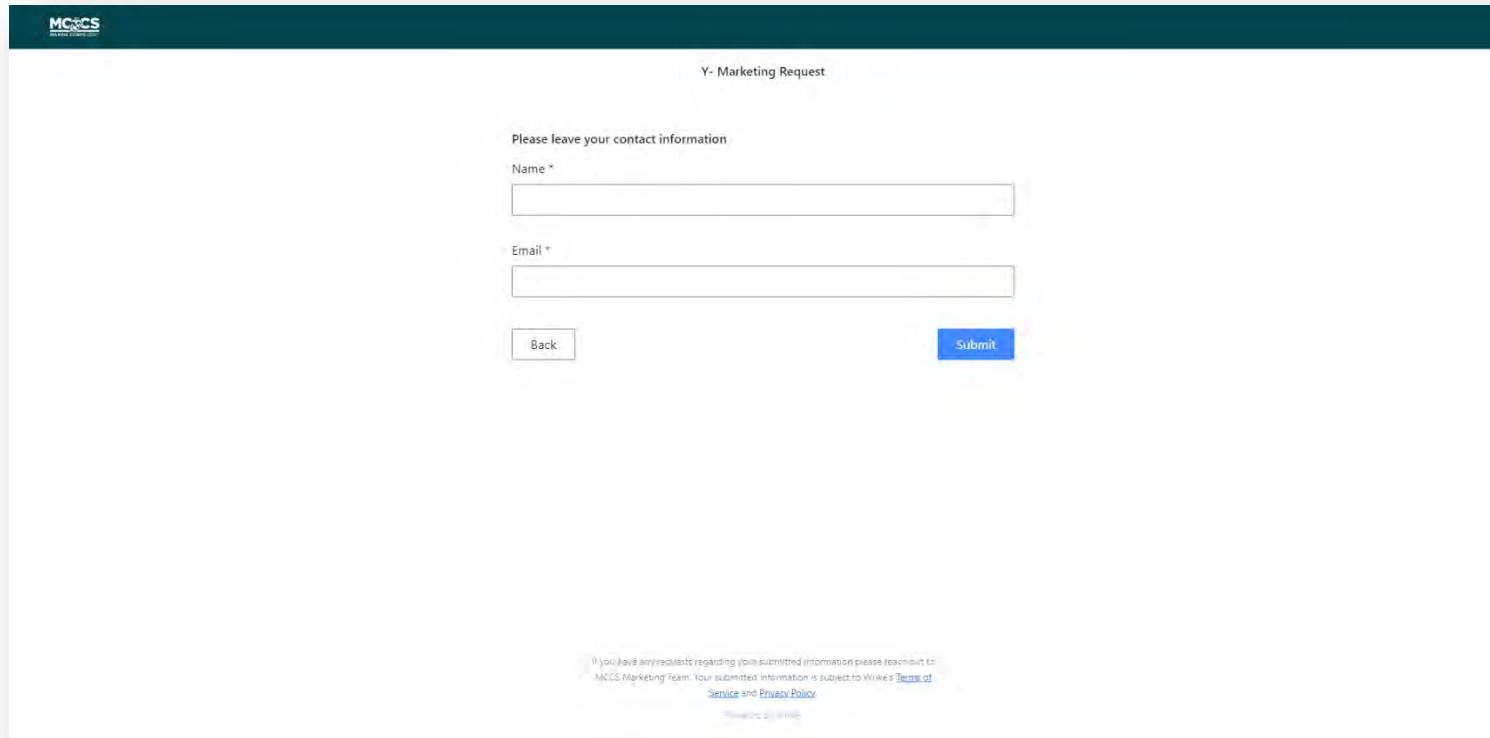
Select the division of your program.



The screenshot shows the 'Y- Marketing Request' form with the 'Marine and Family Programs Division' selected. The title 'Y- Marketing Request' is centered. Below it, the label 'Marine and Family Programs Division' is followed by a dropdown menu labeled 'Select the Marine and Family Programs Program \*'. The dropdown menu is currently empty. Below the dropdown are two buttons: 'Back' on the left and 'Next' on the right. At the bottom of the form, there is a small disclaimer: 'If you have any questions regarding your submission information please refer back to: M&FSP Marketing Team - [Call](#) [Submitter Information](#) [Questions](#) [Privacy Policy](#) [Terms of Use](#)'.

Select your program name.

# SUBMITTING A **MARKETING REQUEST**



The screenshot shows a web form titled "Y- Marketing Request" with the MC&CS logo in the top left corner. The form contains the following elements:

- A header section with the text "Please leave your contact information".
- A "Name \*" field with a text input box.
- An "Email \*" field with a text input box.
- A "Back" button on the left and a blue "Submit" button on the right.
- A footer section with the text: "If you have any queries regarding jobs submitted information please reach out to MC&CS Marketing Team. Your submitted information is subject to Wiley's [Terms of Service and Privacy Policy](#)." Below this is a small copyright notice: "© 2019 Wiley".

Name and email of the person submitting the request. This person may differ from the person responsible for approving the design and launch of campaign.



# SUBMITTING A **WEB TICKET**

**MCCC's**  
MARINE CORPS COMMUNITY SERVICES

### Y-Web Ticket

Request for changes or additions to existing website content or address website issues, problems or errors.

Date web changes needed.\*  
📅 12/05/2022

POC Name \*  
John Doe

POC Email \*  
John.Doe@usmc.mccs.org, John.doe@usmc.mil

Priority \*  
High = completed within 48hr  
Normal = completed within 1 work week  
Low = completed at earliest convenience  
Normal

Affected Pages/URL \*  
Add the url(s) of the page(s) that need change(s):

Type \*  
Identify the type of web change

Provide details/changes \*  
Please provide as much detail as possible. Screenshots are greatly appreciated. They can be uploaded below in the file attachments.

Attachment(s) (screenshot, document or any other file)  
Download formats - PDF, Images - .jpegs.  
Choose files or drag & drop them here

Choose Division \*

Next

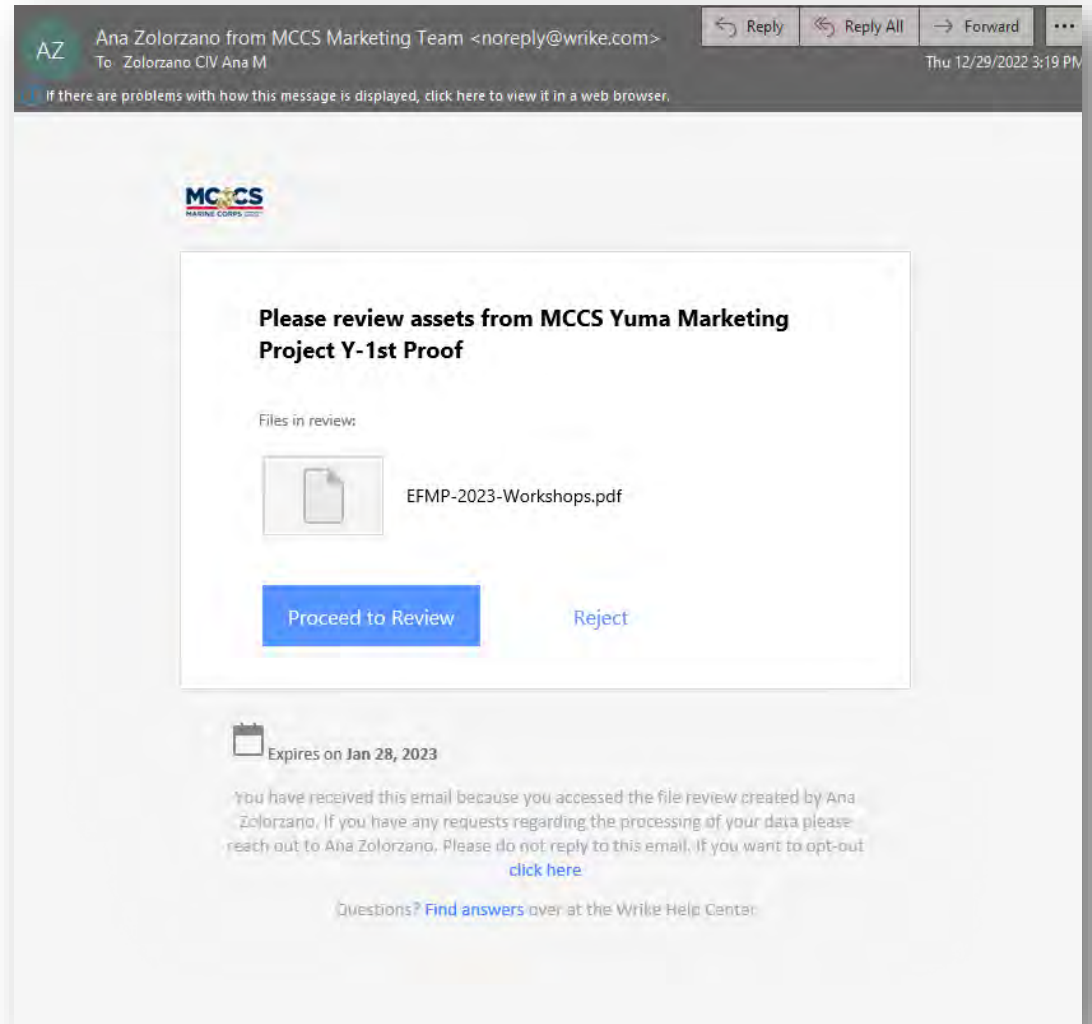
If you have any requests regarding your submitted information please reach out to MCCC's Marketing Team. Your submitted information is subject to [Write a Terms of Service and Privacy Policy](#).  
© 2022 MCCC's

For changes, additions, or removal of content, images, pages, on the [www.mccsyuma.org](http://www.mccsyuma.org) website.

Normal priority is 1 week  
High priority is 48 hours or 2 business days.

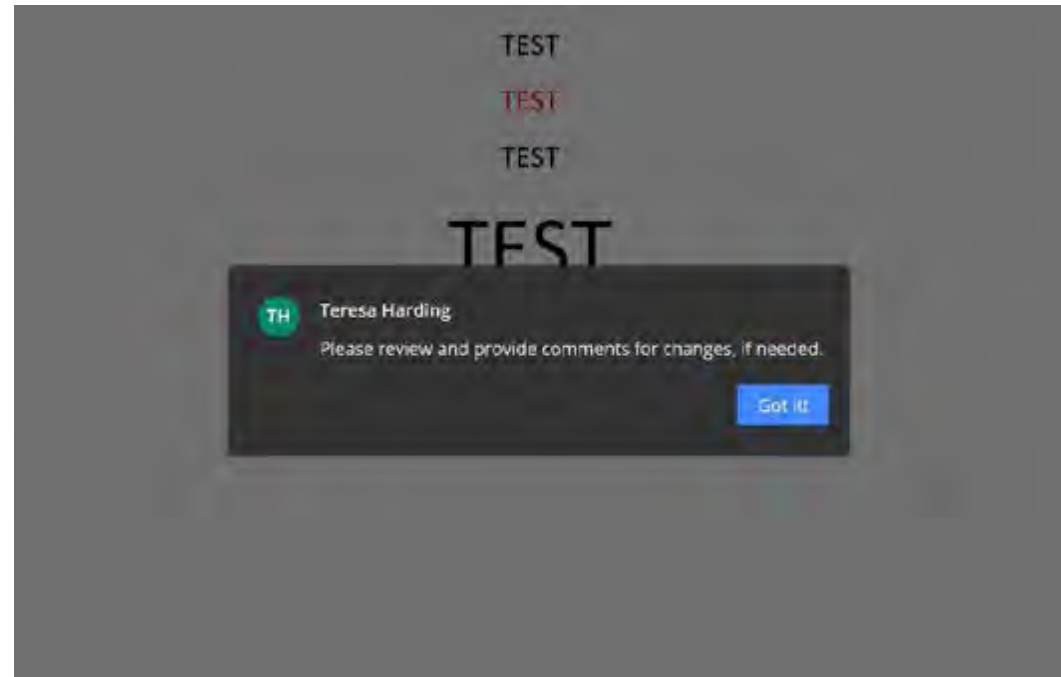
## REVIEWING A **PROOF**

- An email will be sent from Wrike to the email provided within the request form submitted.
- This email will provide access to review files created by our designers.
- Click on the button “Proceed to Review” to view the proof and request changes or approve the proof.
- File link access will only be available until the expiration date. Access can be reset through a new invitation.



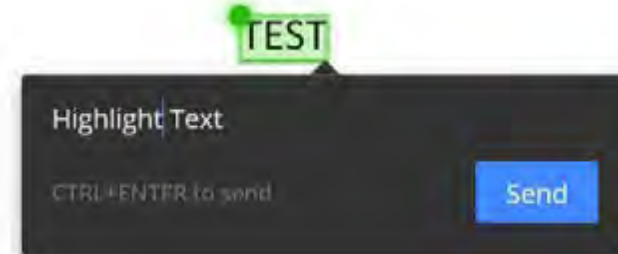
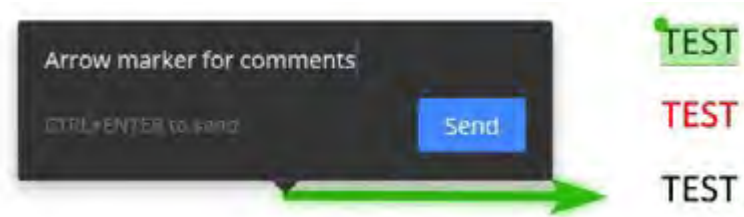
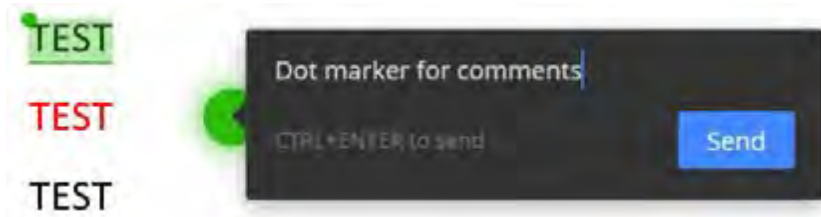
## REVIEWING A **PROOF**

- Click “Got it!” to review the proof
- A short tutorial may begin to show the different editing options.
- To create a change, place a marker on the area in need of change, leave a comment, and click the send button.



# REVIEWING A PROOF

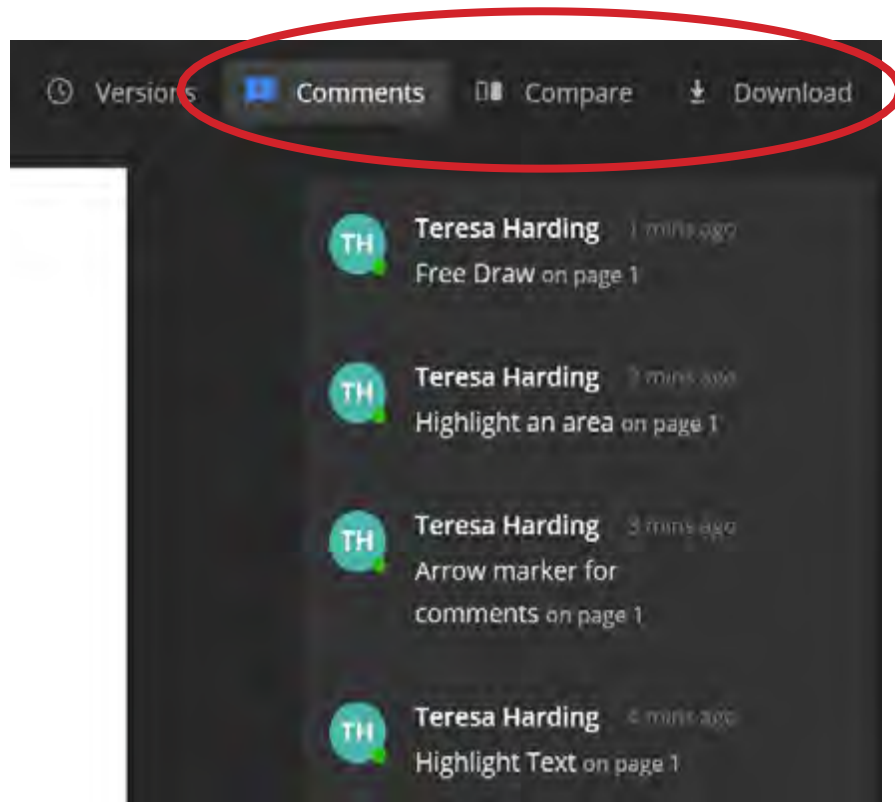
| There are several options to leave comments and request changes.



# REVIEWING A **PROOF**

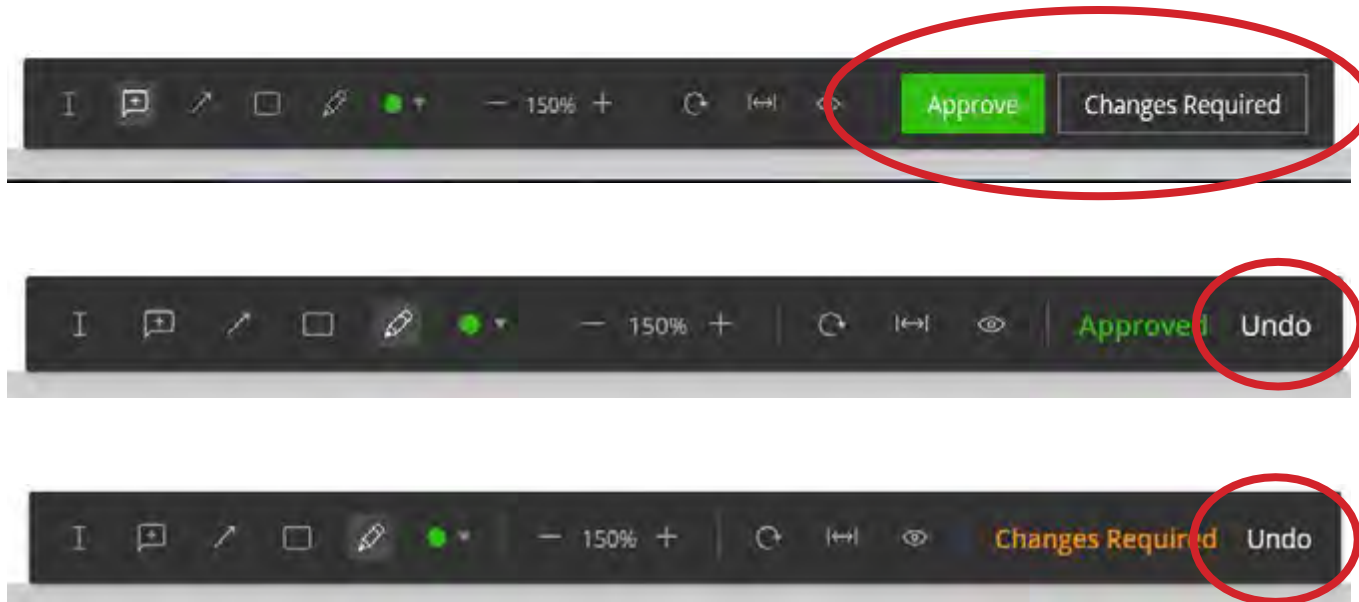
Other viewing options:

- **Comments preview:** View all comments provided by all guest reviewers
- **Compare:** Compare multiple versions
- **Download:** Download files to your computer.



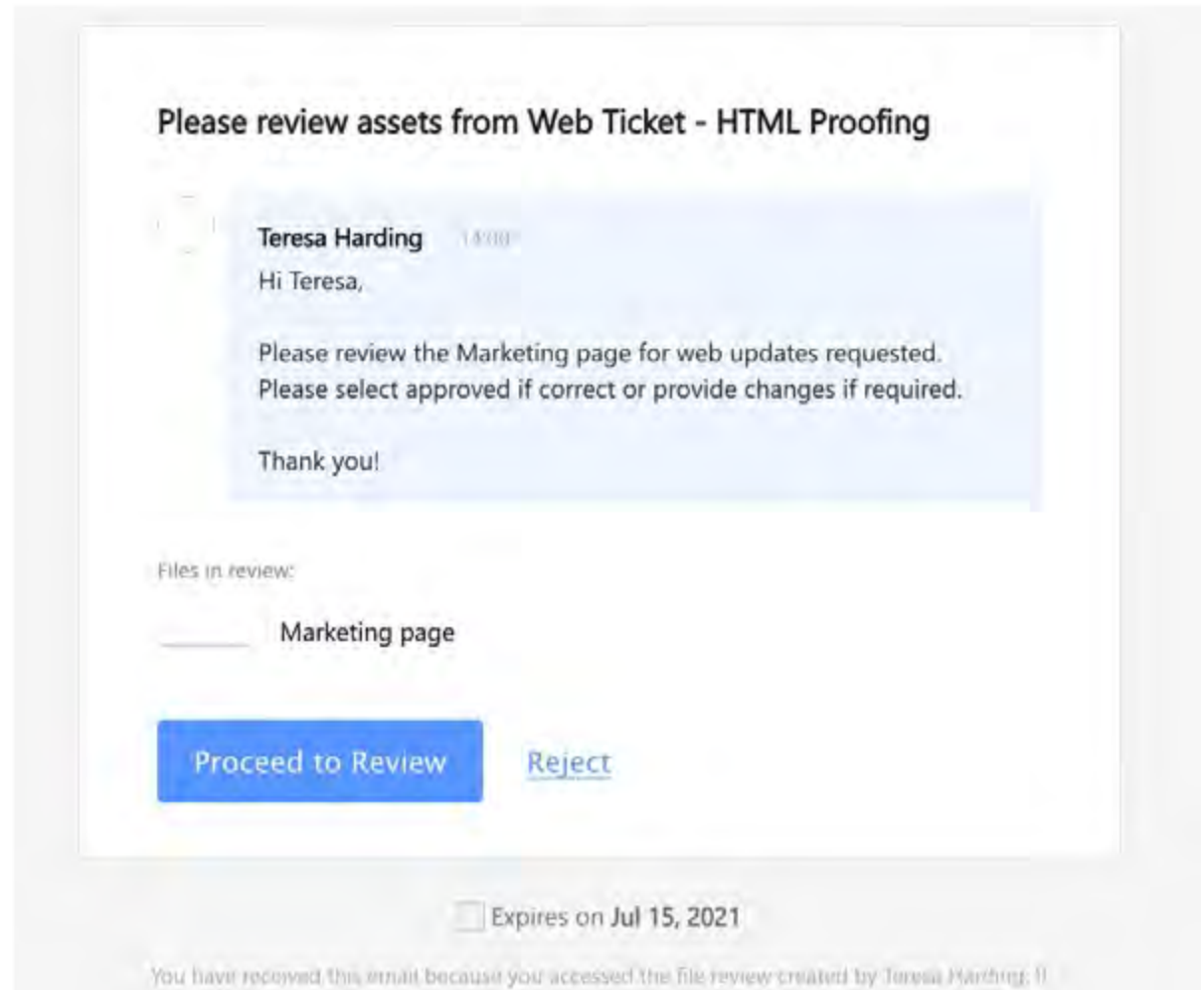
## REVIEWING A **PROOF**

- Please choose the appropriate response:
  - Approve
  - Changes Required
- No other actions required once decision selected.
- Decisions can be undone, if necessary, by selecting undo.



## REVIEWING AN **HTML PROOF**

- An email will be sent from Wrike to the email provided in the web ticket submitted. This email will provide access to review the live webpage.
- Click on the button “Proceed to Review” to view the HTML proof and request changes or approve the proof.
- File link access will only be available until the expiration date. Access can be reset through a new invitation.



# REVIEWING AN **HTML PROOF**

- Click “Got it!” to review the proof.
- A short tutorial may begin to show the different editing options.
- You may be asked to install a web browser extension to view the live website HTML proofs.

The top screenshot is an email from Teresa Harding. The text reads: "Hi Teresa, Please review the Marketing page for web updates requested. Please select approved if correct or provide changes if required. Thank you!" A blue "Got it!" button is visible in the bottom right corner.

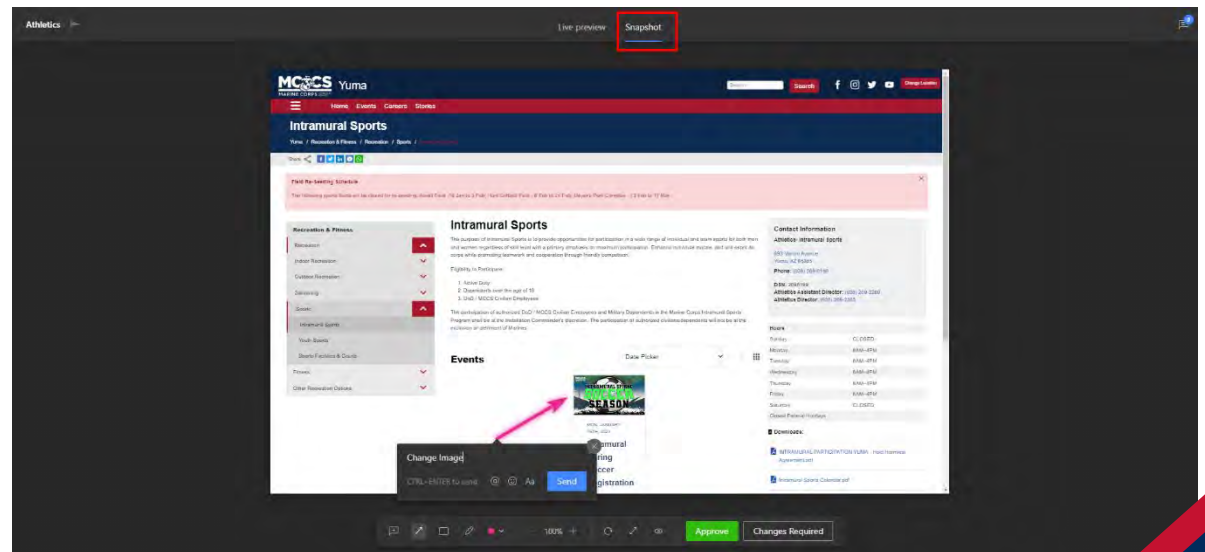
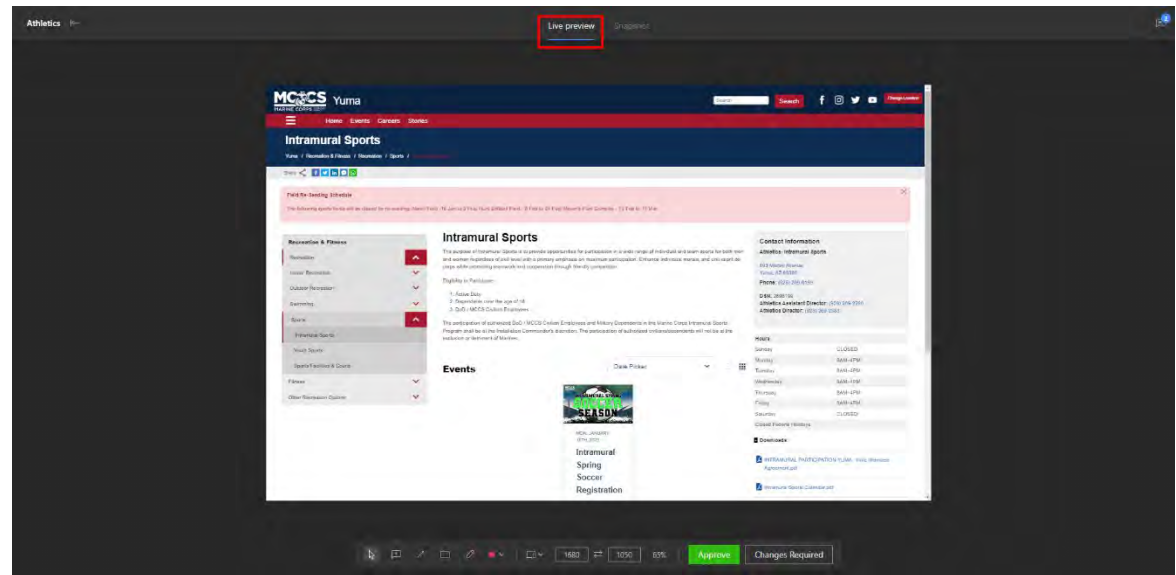
The middle screenshot shows a web browser displaying the "Intramural Sports" page. A "Got it! Write Proof for HTML assets" dialog box is open at the top. The page content includes a "Fall Ski-Skiing Schedule" notification, a "Recreation & Fitness" sidebar, and a main section for "Intramural Sports" with contact information and an events calendar.

The bottom screenshot shows a "Marketing page" with a prompt: "Install Chrome extension to preview websites. Once the Chrome extension is installed, come back here, click refresh, then open the link again." A blue "Get Chrome extension" button is at the bottom.



# REVIEWING AN HTML PROOF

- The proofing steps are the same as file proofs. See Slides 6-14.
- Markers and comments can only be applied from the Live view and will automatically place the marker in the Snapshot view.
- To create a change, place a marker on the area in need of change, leave a comment, and click the send button.



# REVIEWING AN HTML PROOF

- View markers and change comments in the Comments Section of the Snapshot.
- HTML Proofing offers device viewing options. The web page can be viewed and proofed from various resolutions of Desktop, Smartphone, iPad/Tablet, Laptop/Ultrabook, and 4k viewing options.

