

opsdog

WORKFLOW

BPMN 2.0 FORMAT

MARKETING

Direct Mail Marketing

The OpsDog Support Group Hierarchy

- Marketing
 - Programs & Campaigns
 - Direct Mail Marketing
 - Marketing Communications
 - Marketing Research & Analytics
 - Product Management
 - Advertising
 - Public Relations
- Finance
- Human Resources
- Information Technology
- Legal
- Compliance
- Corporate Services

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Direct Mail Marketing: Workflow

Mail Marketing

Workflow Description

The development and fulfillment of outbound marketing campaigns. Includes the categorization, organization, and final distribution of marketing materials.

Legend

- Start Event
- Intermediate Event
- End Event
- Gateway
- Group
- Task
- Expanded Sub-Process
- Pool
- Sequence Flow
- Message Flow

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Marketing: Large Campaigns Workflow [BPMN 2.0]

Sales Support

Mail Marketing

```

graph LR
    Start(( )) --> Task1[Sales Support generate a list of prospects/leads]
    Task1 --> Task2[Forward list to marketing team]
    Task2 --> Gateway1(( ))
    Gateway1 --> Gateway2(( ))
    Gateway2 --> Task3[Categorize prospects/leads based factors (e.g. position, location, budget, Etc.)]
    Task3 --> Task4[Construct bill of materials based on prospect/lead]
    Task4 --> Task5[Production of material printed materials and customize marketing information (names, address, etc.)]
    
```

Marketing

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