

opsdog

BPMN 2.0 FORMAT

MARKETING

Small Campaigns

The OpsDog Support Group Hierarchy

- Marketing
- Finance
- Human Resources
- Information Technology
- Legal
- Compliance
- Corporate Services

Programs & Campaigns

- Small Campaigns
- Marketing Communications
- Marketing Research & Analytics
- Product Management
- Advertising
- Public Relations

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Small Campaigns: Workflow

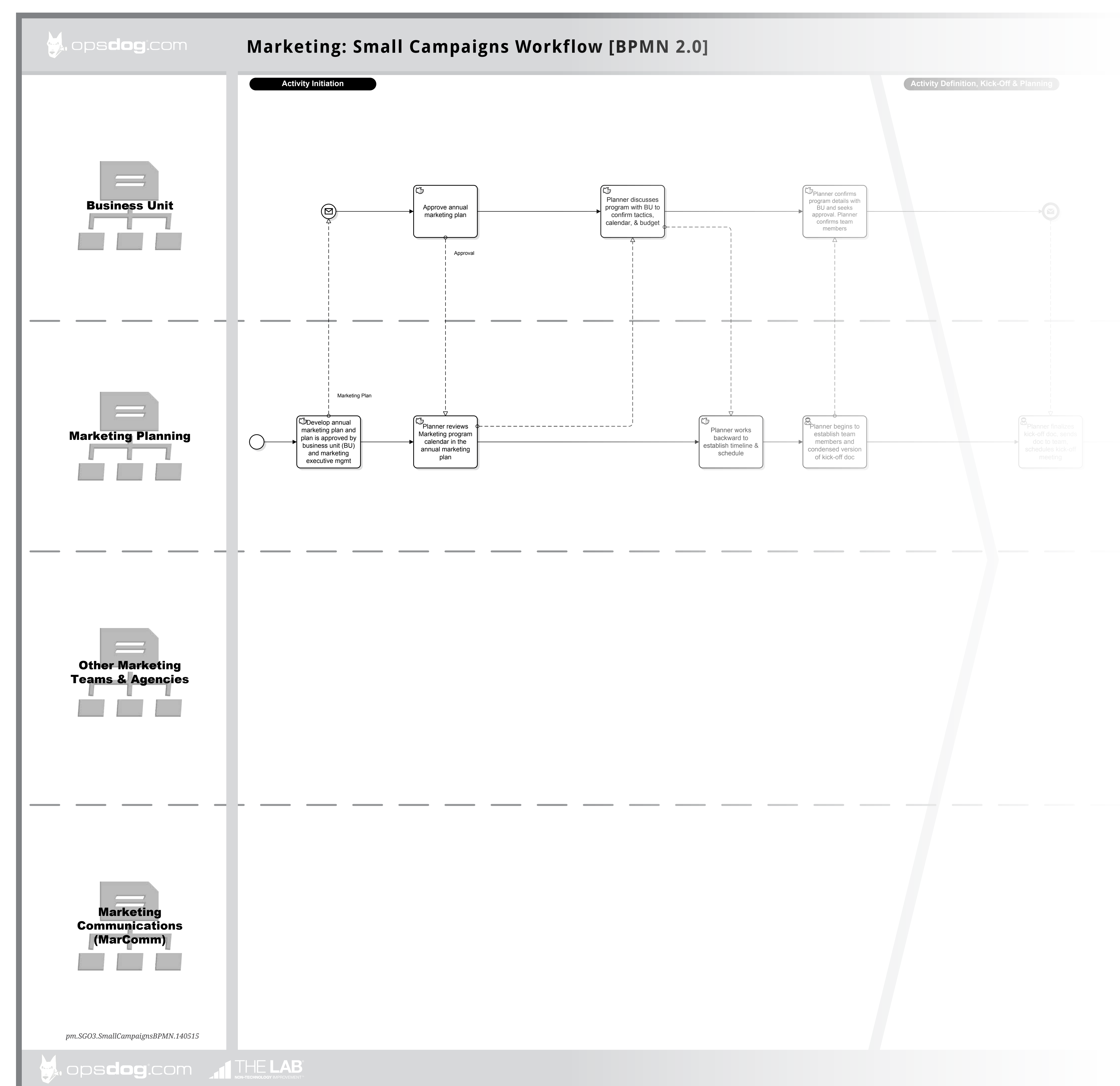
- A Activity Initiation
- B Activity Definition, Kick-Off & Planning
- C Activity Execution

Workflow Description

The planning, definition and creative brief approval for small-scale, repeatable marketing programs and campaigns.

Legend

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



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DO-IT-YOURSELF BUSINESS PROCESS IMPROVEMENT WORKFLOW