

Marketing Tactics Executions and Timelines

Tactic	When to Use	Lead Time Required
Email Marketing	Program launches, announcements, newsletters, seasonal reminders	1 week (simple blast); 2–3 weeks (e-newsletter); 6 weeks if part of a larger marketing campaign
Social Media (Organic & Paid)	Daily engagement, events, storytelling, recruitment, paid campaigns	3–5 days (organic); 6 weeks for paid social media campaign planning and execution
Website Updates	Program registration, new content, schedules, major announcements	2–3 days (minor updates); 2–3 weeks (landing pages/new sections)
Print Materials (flyers, posters, banners)	Branch events, program launches, fundraising, handouts	4–6 weeks
Press Releases / Media Outreach	Major announcements, partnerships, events, grants, impact stories	2–3 weeks (drafting/outreach); 4–6 weeks (large events)
Community Partnerships / Tabling	Health fairs, school nights, chamber events, local festivals	4–8 weeks (longer if materials need to be ordered (e.g. table covers, banners))
Video & Photography	Storytelling, campaigns, quarterly reports, testimonials, event coverage	1–2 weeks (event photos); 2 weeks notice for simple video shoot; 6–8 weeks for fully produced video (e.g. Founder's Day)
Paid Advertising (digital, print, radio, outdoor)	Membership drives, camps, promotions, openings	3–4 weeks (digital); 6–8 weeks (print/radio/TV); 8–12 weeks for full campaign planning and execution
Events & Special Promotions	Healthy Kids Day, Welcoming Week, Founder's Day, appreciation events	8–12 weeks
Surveys & Feedback	Post-event/program, annual evaluations, campaign analysis	1 week (simple survey); 4–6 weeks (large survey)
Direct Mail	Annual campaign appeals, promotions, capital campaigns	8–12 weeks
Internal Communications	Staff updates, announcements, policy changes	1–2 weeks