


MARKETING CLAIMS VERIFICATION

Rollout Strategy

Marketing Claims are a foundational marketing lever.

	Objectives	Key Messages	Deliverables
 Program Introduction	<ul style="list-style-type: none"> Review claims landscape Develop claims process and deliverables with newly appointed legal contacts and key stakeholders Consolidate disparate marketing claims trackers 	<ul style="list-style-type: none"> Marketing and legal are aligned on claims guidelines and processes 	<ul style="list-style-type: none"> Process deliverables w/new legal PoC input Centralized 'Claims Tracker' 'Who to contact' chart (legal) Cross-functional RACI
 Internal Awareness Campaign	<ul style="list-style-type: none"> Set the stage for change with stakeholders across the business Create a sense of importance 	<ul style="list-style-type: none"> What are claims Why do they matter Why it's imperative to substantiate claims 	<ul style="list-style-type: none"> Intro deck w/explainer video Company intranet Internal Comms blitz
 Education Roadshow	<ul style="list-style-type: none"> Introduce and onboard marketing teams to Claims Verification Process Educate the business (sales) 	<ul style="list-style-type: none"> What's the process, why does it exist, why now What's your role in the process How to verify claims 	<ul style="list-style-type: none"> Endorsement message from CMO Virtual workshops Sales webinar via LMS
 Adoption Plan	<ul style="list-style-type: none"> Provide support /remove barriers Showcase what "good" looks like 	<ul style="list-style-type: none"> Here's where to go for help Here's what your peers are doing Provide feedback 	<ul style="list-style-type: none"> Monthly office hours Success stories/internal champions
 Ongoing Optimization	<ul style="list-style-type: none"> Optimize process based on feedback and learnings Automate and scale process Reinforcement and new hire onboarding 	<ul style="list-style-type: none"> We're continually refining the process for scale and improved ux 	<ul style="list-style-type: none"> Materials for new hire training and onboarding (Code of Ethics inclusion) Updates to intranet (as needed) Process implementation in Workfront/DAM Blind survey