

# TAU INTERNATIONAL

## RECRUITMENT & MARKETING CHECKLIST

●● 2022-23 ●●

### Recruitment Basics - [Click here to learn more](#)

- ☐ Share Your Recruitment Goals & Marketing Budget: [Link to update](#)
- ☐ Share New Program Highlights
- ☐ Review Program Website Page: [Link to request form](#)
- ☐ Complete Salesforce Proficiency Test: [Link to test](#)
- ☐ Approve Campaign Landing Page: Link to page - [TBD](#)
- ☐ Schedule Program Webinars: [Link to sign up](#)
- ☐ Approve Call Center Script: [Link to script](#)

### Collateral & Content Production - [Click here to learn more](#)

- ☐ Share or Create New Program Video
- ☐ Share or Create New Program Brochure
- ☐ Share Schedule of Excursions or Special Events
- ☐ Share Unique Student Stories

### Essential Work Tools - [Click here to learn more](#)

- ☐ TAUi BrandKit (Brochures, Presentation Templates, Brand Guidelines: [Link to Kit](#))
- ☐ Salesforce Account
- ☐ Program Zoom Account
- ☐ International Dialing Access
- ☐ Application Portal Access

### Ongoing - [Click here to learn more](#)

- ☐ Share with TAUi Unique Student Stories
- ☐ Contact Alumni for Success Stories & Testimonials
- ☐ Promote Your Program Internally via Program Faculty & Other Stakeholders
- ☐ Manage and Engage With Your Leads On Daily/Weekly Basis On Salesforce
- ☐ Keep Up To Date On Changes Or New Features On Salesforce