

Cross-channel Communications Marketing Solutions Standard

Introduction

The state-approved, cross-channel communications marketing solutions enable state agencies to plan strategic, personalized and engaging communication with their audiences through mass email, SMS, in-app notifications and newsletters.

The solutions allow agencies to create marketing campaign workflows, manage audience groups, design single or a set of messages and track the impact of those communications.

Purpose

This standard ensures these solutions, their use and the communications conform to security, branding, development and design policies.

Standard

Adobe Campaign and Salesforce Marketing Cloud are the enterprise digital marketing campaign platforms of priority for state use. Other platforms may be considered on a case-by-case basis.

All platforms users (e.g. authors) must be properly provisioned through a user provisioning request and be carried out by OMES IS.

Each agency must use a unique mailing subdomain that associates the agency and be made exclusively for the platform only in order for full delegation of its use.

Agencies must have designated agency sponsors to request user access and designate the proper role for that organizational unit in the solution.

Communications must adhere to the accessibility state statutes.

Communications must adhere to [state branding guidelines](#).

Any communication must provide a proper state contact footer, including an opt-out option for the recipient to stop communications.

Compliance

This standard shall take effect upon publication and is made pursuant to Title 62 O.S. §§ 34.11.1 and 34.12 and Title 62 O.S. § 35.8. OMES IS may amend and publish the amended standards policies and standards at any time. Compliance is expected with all published policies and standards, and any published amendments thereof. Employees found in violation of this standard may be subject to disciplinary action, up to and including termination.

Rationale

To coordinate and require central approval of state agency information technology purchases and projects to enable the chief information officer to assess the needs and capabilities of state agencies as well as streamline and consolidate systems to ensure that the state delivers essential public services to its citizens in the most efficient manner at the lowest possible cost to taxpayers.

References

- [State of Oklahoma branding guidelines.](#)
- [Web accessibility statutes.](#)

Revision history

This standard is subject to periodic review to ensure relevancy.

Effective date: 05/24/2022	Review cycle: Annual
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Approved by: Dan Cronin, Chief Information Officer	