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PLAYBOOK

GOOGLE DRIVE

Best practices and processes

Updated April 2025



HOW DO WE USE GOOGLE DRIVE?

Google drive is both a working platform and storage for all things related to client work at Jairus. We utilize Google Docs for project briefs and we store briefs, proofs and final project files on Google drive. Client update presentations, results reports, lead tracking and other working files are also stored on Google drive.

All client folders can be found in this main folder. Be sure to star this folder for easy access:



**Every client has their own folder on Google drive.
Inside each client folder, you'll find subfolders for:**



This is where all of the client's "work" is stored - from project briefs to proofs to final files, as well as update presentations and results reports.

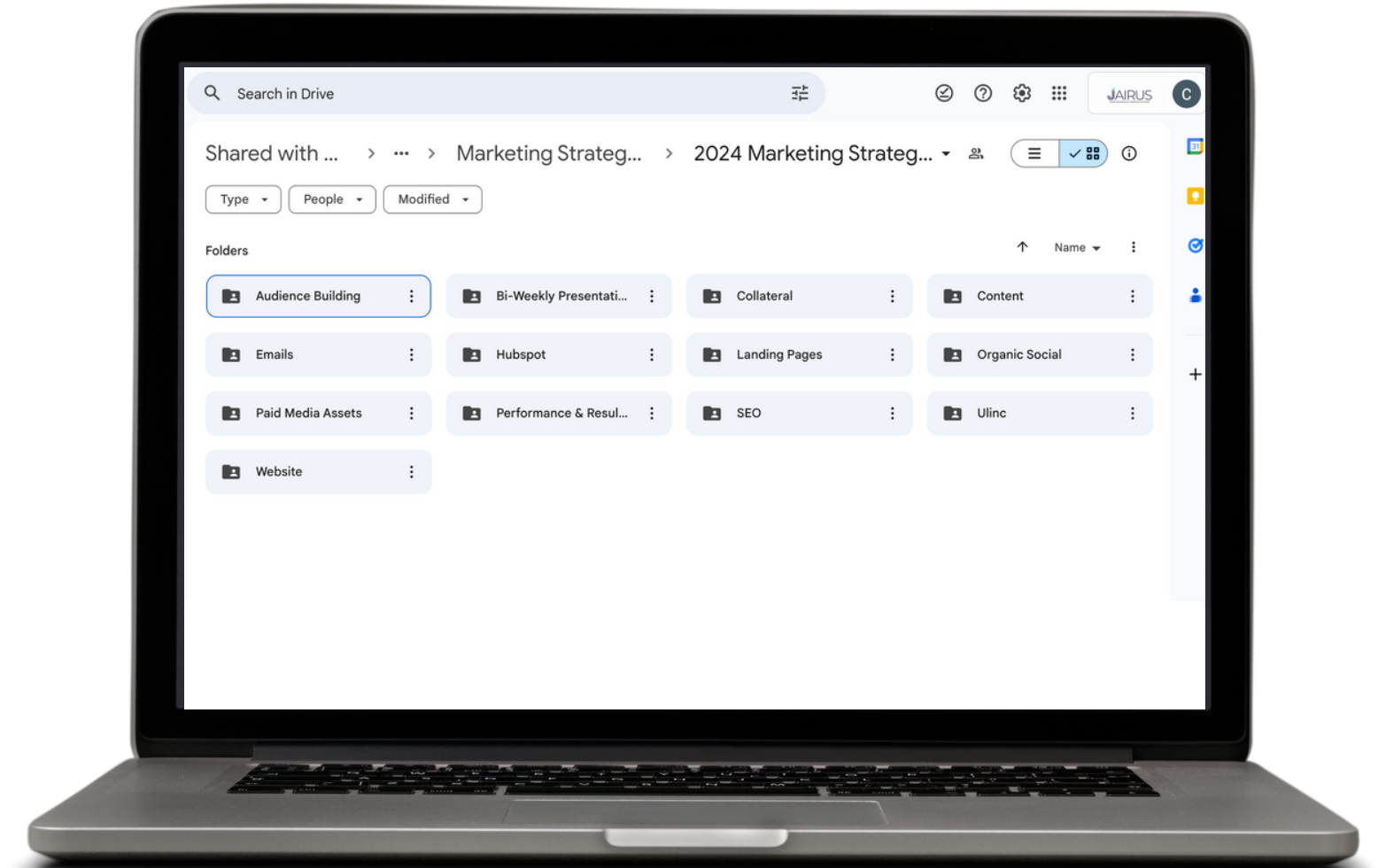


This is where Scopes of Work and other planning documents, onboarding notes and client-shared resources, such as logo files, are stored

A look inside:



- Each client's **Marketing Strategies** folder is broken down into sub-folders by year.
- Within a particular year, folders are then broken down by project type, such as:
 - Email Marketing
 - Organic Social Media
 - Content
 - Landing Pages



Types of Project Sub-Folders

- **Audience Building**

- Sub-folders for audience type

- **Update Presentations**

- Sub-folders for each month

- **Collateral**

- Sub-folders for each collateral project

- **Organic Social**

- Sub-folders for each quarter

- **Uline**

- Sub-folders for each campaign

- **Landing Pages**

- PPC Landing Pages
 - Sub-folders for each campaign
- Social Landing Pages
 - Sub-folders for each campaign
- Thought Leadership Landing Pages
 - Sub-folders for each campaign

- **Email Marketing**

- Outreach Emails
 - Sub-folders for each campaign
- Cold Emails
 - Sub-folders for each campaign
- Nurture Emails
 - Sub-folders for each campaign

Types of Project Sub-Folders



- **Paid Media**

- Digital Ads
 - PPC Campaigns
 - Subfolders for each campaign
 - Display Ads
 - Subfolders for each campaign
- **Social Media Ads**
 - By Audience
 - Lead Generation Ad Campaigns
 - Sub-folders for each campaign
 - Thought Leadership Ad Campaigns
 - Sub-folders for each campaign
 - Retargeting Ad Campaigns
 - Sub-folders for each campaign

The Paid Media folder also includes each client's Media Plan, which is updated monthly by the account team and shared with the media buyers via Teamwork so they know what campaigns to run each month

Types of Project Sub-Folders

- **Content**

- Quarterly sub-folder
 - Blog Posts
 - Sub-folders by month & post
 - Thought Leadership
 - Case Studies
 - Sub-folders for each piece
 - White Papers
 - Sub-folders for each piece

The Content folder's quarterly sub-folders also include a content planning brief, outlining the topics for that quarter's content

- **SEO**

- Quarterly sub-folder
 - Blog Posts
 - Sub-folders by project

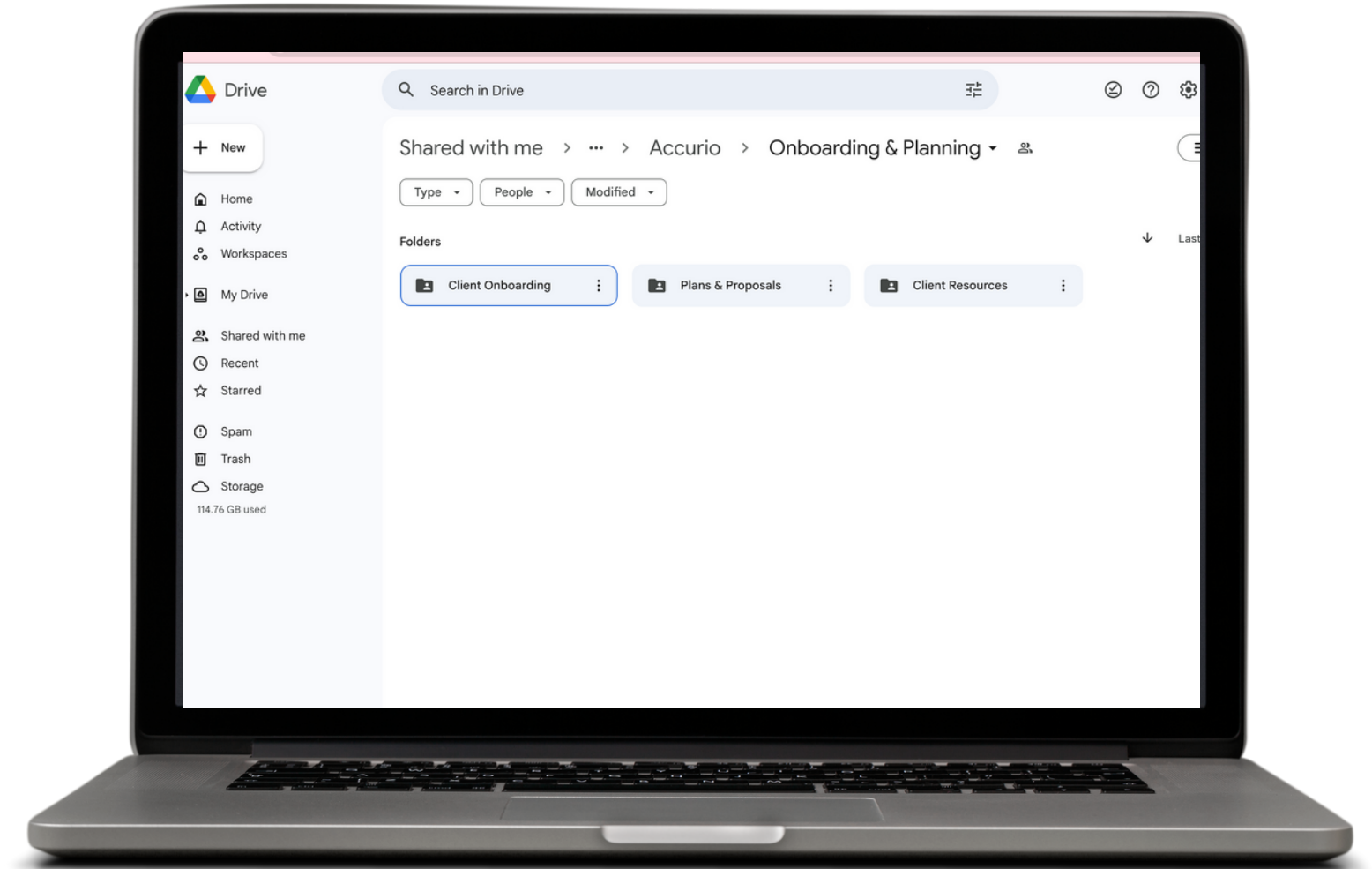
Other important sub-folders in Marketing Strategies:

- **Lead Tracking & Results Reports:** Utilized for client leads spreadsheets, where we track leads from all campaign sources, and for quarterly results reports, or QBRs.
- **Websites:** Website projects have their own unique folder structure, including a sub-folder for each page on the site that holds the copy, design file and image/video assets for that particular page.
- **Events:** Events project folder, with sub-folders for each event (ASN 2025) and sub-folders for each event by tactic (ASN 2025 Landing Page, ASN 2025 Organic Social).

A look inside:

Onboarding & Planning

- **Onboarding & Planning is where Scopes of Work and other planning/proposal files live, as well onboarding notes, client background briefs and client-provided resources, such as logo files and brand guides.**
- **This folder is divided into three sub-folders:**
 - Onboarding
 - Client Resources
 - Plans & Proposals



Inside the Client Onboarding sub-folder, you'll find:

- Client Background Briefs
- Recording or Notes from Client Discovery Calls

Inside the Client Resources sub-folder, you'll find:

- Sub-folders for client resources, including:
 - Logos & Brand Guide
 - Photos/Videos
 - Marketing Collateral
 - Presentations

Inside the Plans & Proposals sub-folder, you'll find:

- Client Scopes of Work (SOWs)
- Client Master Service Agreements (MSOs)
- Sales Presentations
- SOW Formula Spreadsheets



Other Key Google Drive Folders:

Account Management Resources: This folder includes onboarding resources as well as other resources for the account team, including SOP/process documents and tutorials. Here are some quick links to commonly used assets:

SOPs

Tutorials

Playbooks



VIDEO TUTORIALS:

Google Drive Tour

[Watch Now](#)

Take a Tour:

Accurio is a good example of Marketing Strategies folder structure. Spend some time exploring this client's setup:

[Review](#)