Triage Guide — Marketing

Triage Reference Guide — Marketing

Urgency Criteria

Urgency is driven by external deadlines (contracts, launches, regulatory filings). Items with approaching deadlines take priority over internal requests.

Priority Scale (Days_To_Launch)

- **1-3 days:** URGENT — act today
- **4-7 days:** ATTENTION — schedule this week
- **8-14 days:** ROUTINE — plan for next week
- **15+ days:** LOW — monitor only

Categories

- **Blog Post**
- **Email Campaign**
- **Social Post**
- **Case Study**
- **Landing Page**

Status Values

- **Draft**
- **In-Review**
- **Approved**
- **Published**

Escalation Rules

1. Any item categorised as URGENT that has been in queue for more than 24 hours
2. Multiple items from the same source or merchant (pattern indicates systemic issue)
3. Items with contradictory data (status says one thing, priority says another)
4. Items you cannot categorise with the information available

The 5 Failure Modes (check your output)

1. **Miscalculation** — Are the counts in your summary correct? Count manually.
2. **Misclassification** — Did the AI put ambiguous items in the right category?
3. **Hallucinated references** — Do any links, IDs, or cross-references actually exist?
4. **Overconfident language** — Does the output say "definitely" when it means "likely"?
5. **Missing context** — What do you know from experience that the data doesn't show?