

NOVEMBER 2017  
EDITION



## Our Vision

To stand out amongst our peers as the leader in comprehensive, client-centric marketing / advertising solutions.

## CREATING DYNAMIC RESULTS by Lisa Morris

The goal of our Client Services Department is to help push our clients to the forefront of consumers' minds. With strategic scheduling, precision placement, and media outlet accountability, our clients reap the benefits of our dedication to excellence.

We start our media buying process by analyzing ranker data across all platforms and selecting the best opportunities to show our client's message to the right consumer at the right time. We rely on this and other quantitative data to build dynamic schedules only our agency can provide. Rates and availabilities are requested and used, along with rankers, to decide what specific programming is selected for our clients. The metrics of this programming, such as cost per point and gross rating point, help us achieve our clients' goals. Once schedules are built and the media mix is assigned, we deliver them to the media outlets in a timely manner to guarantee the best placement possible.

Equally as important as having targeted schedules, we distribute creative messaging to emotionally connect with potential consumers. We submit traffic

instructions to media outlets and provide all script information as it relates to a co-op when applicable. Programming is monitored throughout the entire month, and we utilize last minute, unique opportunities for our clients and place them as necessary. This flexibility gives our clients an advantage over their competitors.

Once the month draws to a close, invoicing is gathered from media outlets. We match each order to what was delivered and determine if there were discrepancies. Then, we decide how to get that value back to our clients by way

of credits, adjustments, and make-goods; this is how we are able to keep media outlets accountable for the schedules that were placed. Once finalized, we build packets with all invoices and client scripts.

The personal touch of our Client Services Department comes at the end of the month when we hand-deliver all of our invoice packets to our clients. Our client service differentiates us from the competition. It is a gratifying feeling knowing our attention to detail means so much to our clients when they say thank you while receiving their invoice packet.





# Employee Spotlight: Adam Sealts

## VP of Business Development

I am the VP of Digital Strategy for Follow The Eyes. I have been married to my beautiful wife Melissa for 18 years, and we have three children, Megan (15), Josie (12), and Gabe (8). We enjoy boating and relaxing at Indian Lake where we meet up with friends and family on as many weekends as possible. We also enjoy weekend trips to visit different cities and enjoy finding unique restaurants to try. With all of us being Ohio State fans we also attend most home games to root on our Buckeyes! Go Bucks!

My advertising career started in 2002 selling Yellow Page ads for RH Donnelly/Sprint and then Yellow Book USA. After 10 years of being on the road, I was presented the opportunity to work locally for Time Warner Cable Media. There I sold cable television, digital display, and SEM. The internet products made sense to me, and I enjoyed educating my customers on how digital advertising could benefit their business.

I joined Follow The Eyes in July of 2015. Here I have the best of both worlds. I work in-house to develop digital strategies, create presentations, and work closely with the business development team. I also work outside of the office to assist during client meetings and handle my own set of accounts. This balance keeps it fun and exciting. I enjoy what I do and am looking forward to who we can help next.



## Our Mission

Drive client success through measurable business goal achievement and customized pain point solutions.

“A culture of accountability makes a good organization great and a great organization unstoppable.”  
—Henry Evans

## AND THE WINNER IS...



Our 1st ever office decorating contest was a hit!

- WINNERS
- #1 - Chase Vance
  - #2 - Kiley Rowe
  - #3 - Emily Brock

