

# Monthly Sales Call

*April 3, 2020*

1. 2019 unsold eblast inventory – WENDY/KELLY
   1. We had 94 unsold eblasts in 2019 (400K in lost revenue)
   2. Kelly working on a solution in Trackvia so you can see reserved dates versus confirmed dates
   3. If you are making multiple media plans for one advertiser, do not choose dates (or at least delete the plans that aren’t approved immediately to release the dates)
   4. Kelly and Dave are going to talk to Elizabeth about removing the red from MP when dates aren’t selected
2. Category-based sales – ALICIA
   1. Working with Ryan and Wendy to create reports of your accounts that are candidates for specific products (Robotics, Facilities Directory, supplements, etc)
   2. As these reports are created, we are dropping them into your folders in Salesforce
   3. You can find a list of reports and their corresponding products on the Sales Rep page on the hub
   4. Will also be doing it for the new Game Plan categories as well
3. EXPO PACK replacement packages – WENDY/KELLY/ALICIA
   1. Information [here](https://docs.google.com/spreadsheets/d/1eaUj2x5y6aZwpkXfnKTlec0DAuZ8aGeq6GyR2NL1obE/edit#gid=0)
   2. Joe and Lillian coming up with a new name for Showcase
   3. Lillian will be doing some editorial for the print
   4. Pushing the print edition back since we have more time (more time to sell) – Probably now sending in July with a May closing date
   5. Adding a category based newsletter send
   6. Some people sold ala carte pieces and we will get you pricing for that
   7. In any of the packages, you can have a profile or a full page ad
   8. You have a lits of EXPO PACK Exhibitors in your folders in Salesforce
4. Content Marketing Products/Webinars - ALL
   1. New section in Media Planner for Content Marketing
   2. Are you talking about them? What are you hearing back?
   3. Adding in stand-alone video options
5. E-Builder Update – KELLY
6. Surveys – New Pricing! – DAVE/SARAH
   1. $8500 for PW, PFW and AW
   2. Sarah will be running (consulation, question approval)
   3. 1 send to whole database (PFW will be food and bev across brands)
   4. Will not include any commentary – they are just getting the email results
   5. Will create ala carte pricing for additional sends if they want more results
7. Converge & Scout – DAVE
   1. Converge will be launching by the end of the month
   2. The hold up has been the phantom clicks
8. Firewall Phase 3 – DAVE
   1. You can now add companies manually that you know add in all the firewall clicks
9. Cancelling BPA – WENDY