

## Process 1: Involving an Ignite DSM (For Deals Over \$5,000/Month)

### Pre-Sale

- **Pre-Sale Research**

- Seller (or requested through DCC) has the ability to use self-serve platforms for the following tools
  - Vitals Report – custom report noting website health, Placer data, and more used for CNA, or pitch.
  - Match Craft – SEM Estimates
  - Simpli.Fi - Audience builder tool
  - E-mail counts (pulled from Ignite Team)

- **Engage with Ignite DSM**

- Partner seller identifies an opportunity with a potential monthly budget of over \$2,000.
- The partner seller reaches out to the Ignite DSM to discuss the opportunity and potential client needs. No RFP submission required.

- **Coordinate CNA**

- Seller invites the Ignite DSM to a client-facing Client Needs Analysis (CNA) meeting.
- The seller sends the meeting invite to the summit email alias to ensure the DSM is included in the conversation.
- Send DSM pertinent Pre-Call information below via e-mail
  - **Business Name :**
  - **Website**
    - URL
  - **Facebook Page**
    - URL
  - **Objective:**
    - Increase in-store traffic, website views, Online Sales, Form Fills?
  - **Flights Dates:**
  - **KPI (Key Performance Indicator):**
    - How are they going to monitor success?
  - **Target Audience:**
    - Demo, HHI, Married/Single, Credit Score, Job Title, Education, etc?
  - **Geo-Targeting:**
    - Target Locations? Markets
  - **Top Locations to Target within Market**
  - **Current Media Strategy:**
    - What are they current doing?
  - **Custom Key Words:**

## Process 1: Involving an Ignite DSM - Continued

- **Custom Key Words:**
  - **Top Competitors:**
  - **Major Pain Points:**
  - **Tactics they are most interested in**
    - FB/Instagram
    - Snapchat
    - Twitter
    - Tiktok
    - SEM
    - Programmatic Audio
    - Programmatic Display
    - LinkedIn
    - Streaming TV
  - **Idea Budget:**
    - \$5,000/mo
- **Strategy Discussion**
    - Seller and DSM collaborate to discuss the client's needs and develop a strategic plan.
    - Together, they decide on the media mix and other solutions that will best meet the client's goals.
  - **Tactic Recommendation**
    - The Ignite DSM provides a detailed tactic recommendation to the seller based on the client's goals and market data.
  - **Submit for Deck Creation**
    - Once the strategy is confirmed, the seller submits the tactic details to the creative hub for the final deck creation and client presentation and CC Market President
    - E-mail for deck creation - [creativehub@summitmediacorp.com](mailto:creativehub@summitmediacorp.com)

### Pitch

- **Joint Client Pitch**
  - The seller and the Ignite DSM present the pitch together to the client, ensuring a cohesive and strategic delivery.

### Post-Sale

- **Order Entry**
  - AE sends signed proposal to [radiusupport@summitmediacorp.com](mailto:radiusupport@summitmediacorp.com) CC: **Market Rep DSM/Digital Hub**

## Process 2: Seller-Only Process (For Deals Under \$2,000/Month)

### Pre-Sale

- **Seller and SMC Digital Ops Manages Opportunity Independently**
  - For opportunities under \$2,000/month, the seller works directly with the SMC Digital Sales Operations assigned to their market, without involving an Ignite DSM.
- **Internal CNA**
  - The seller conducts the Client Needs Analysis (CNA) independently or with the assistance of their internal Digital Campaign Coordinators(DCCs).
- **Strategy Development**
  - The seller and SMC Digital Ops collaborate to develop the media mix and strategy based on the client's goals and objectives.
- **Submit to Creative Hub**
  - Once the strategy and tactic recommendations are finalized, the SMC digital ops team submits the details to the creative hub for deck creation. Market President is CC'd.

### Pitch

- **Seller Delivers Client Pitch**
  - The seller and DMC Digital Ops Team presents the pitch to the client independently, leveraging the materials created by the creative hub.

### Post-Sale

- **Order Entry**
  - AE sends signed proposal to [radiusupport@summitmediacorp.com](mailto:radiusupport@summitmediacorp.com) CC: Market Rep DSM/Digital Hub