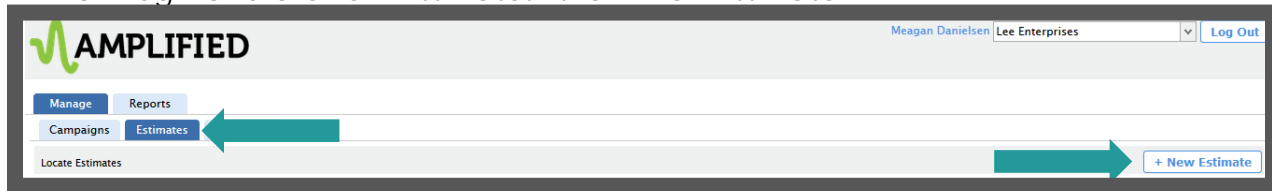# Selling an SEM Package

1. Complete an SEM proposal: https://amplified.advertiserreports.com/rip/launch/home
   a. To obtain access to, fill out a form on Online
      Matters: https://leeenterprises.formstack.com/forms/fulfillmentsupport
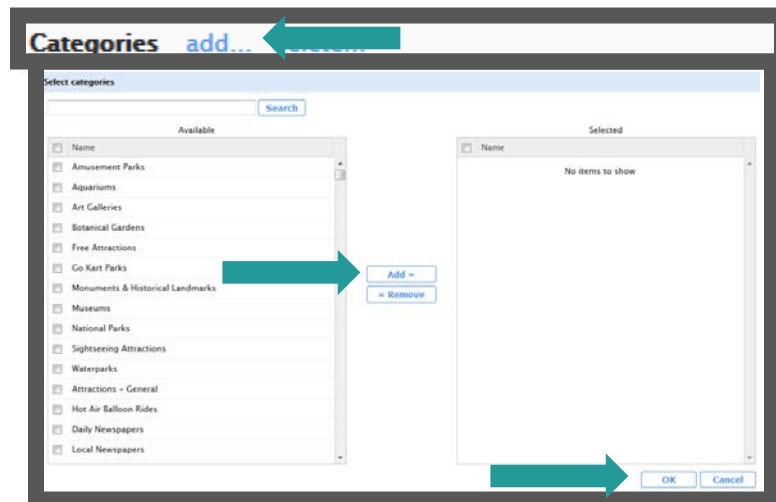   b. Login and click on "Estimates" then "New Estimate"

   c. Click "edit" and fill in the "Name" and "Sales Rep" fields
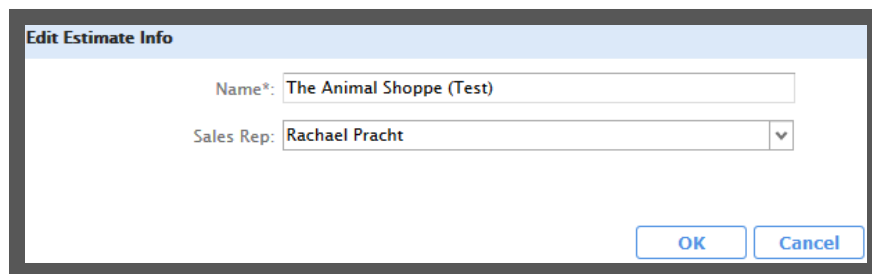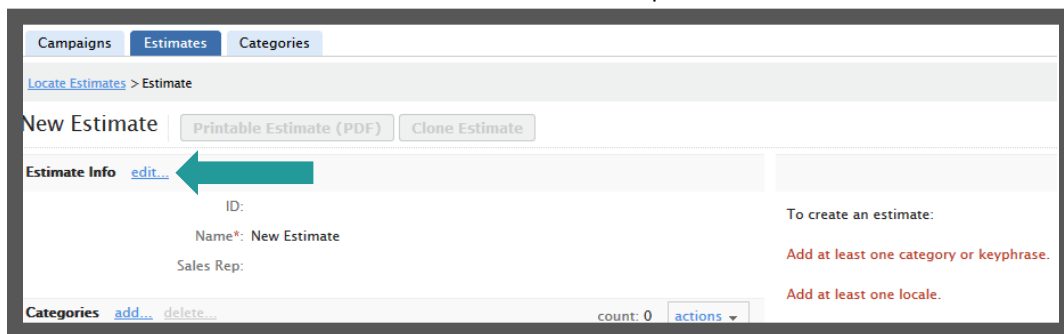
   d. Next click "add" in the Categories section. Select categories that pertain to the
      campaign, click "Add" and then "OK"

Note: All URLs in this document are links that can be found on OnlineMatters.
http://intranet.lee.net/online/other/html_2a6fcb16-403f-11e0-870b-001cc4c03286.html

e. In the Locales section, click "add". Then fill in the search criteria and click "Search". Next select the targets from the search results and click "OK".
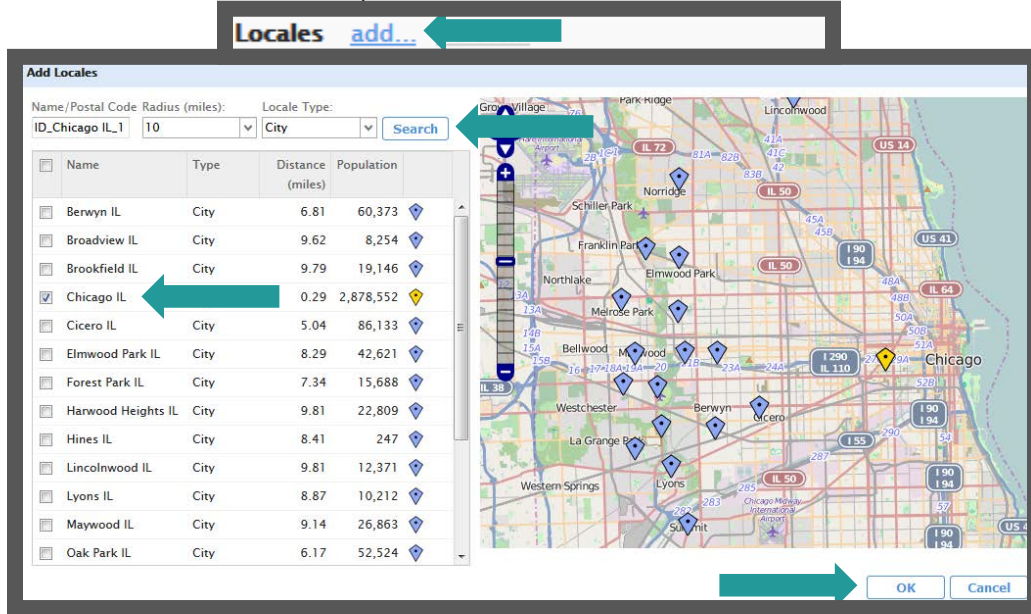
f. A suggested budget range will appear in the upper right hand side of the page.

SEM Monthly Estimate edit...

Budget	Monthly Budget	Click Estimate – Low †	Click Estimate – High †
Budget 1	$500.00	60	180
Budget 2	$1,000.00	100	300
Budget 3	$1,500.00	130	380
Maximum Budget	$5,544.00	340	1,030

g. Proposal detail can be found by clicking "Printable Estimate (PDF)"
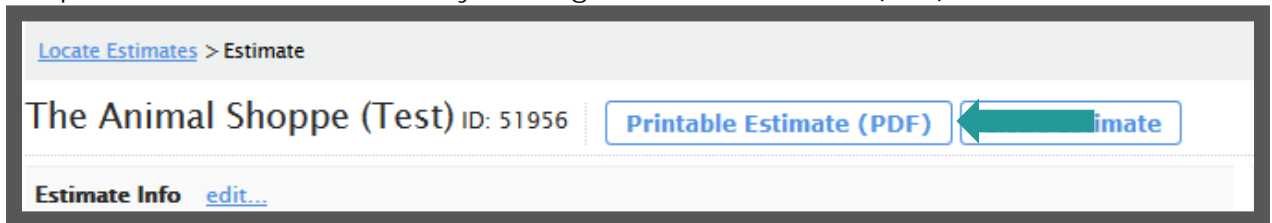
To enter quote info into a Power Point, export the printable estimate and transcribe info into the SEM Power Point Proposal template. http://www.leefiletransfer.com.php53-19.ord1-1.websitetestlink.com/sem-proposal.html

2. Present proposal to customer and make sale!
3. Digital assistant enters order through Formstack: http://leeenterprises.formstack.com/forms/sem
4. Work will begin and campaign will be live in 12-24 hours
5. Reports will be delivered monthly. On demand reports are available by request.

Note: All URLs in this document are links that can be found on OnlineMatters.
http://intranet.lee.net/online/other/html_2a6fcb16-403f-11e0-870b-001cc4c03286.html