

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, September 13, 2022 • 7 p.m.
Witherspoon 356 (African American Cultural Center Conference Room)*

CALL TO ORDER AND INTRODUCTIONS

ELECTION OF BOARD OFFICERS

1. Election of a chair – In accordance with the Student Media Constitution, “The board will elect, by majority vote, a chair and vice chair at the board’s first meeting. The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member. In the absence of the chair, the vice chair will serve as the chair.”
2. Election of a vice chair – Any board member may serve in this role.

APPOINTMENT OF RECORDING SECRETARY

BUSINESS AND DISCUSSION ITEMS

1. Approval of minutes from April 19, 2022 meeting
2. 2021-2022 fiscal year review (Jamie)
3. September 2022 budget update (Jamie)
4. State of Student Media 2022-2023 (Patrick)
5. Recommendation for 2022-2023 Nubian Message Editor In Chief (Ugonna)
6. Editorial Adviser search process and update (Patrick)
7. Organization updates
 - Agromeck – Krishna Patel
 - Business Office – Tim Werner
 - Nubian Message – Ugonna Ezuma-Igwe
 - Roundabout – Bran Poster
 - Technician – Shilpa Giri
 - Windhover – Ryley Fallon
 - WKNC – Maddie Jennette

ADJOURN

NC State Student Media Board of Directors April 2022 meeting minutes

Tuesday, April 19, 2022 • 7 p.m.

356 Witherspoon Student Center (AACC Conference Room)

Members present: Nate Shorter, Fatima Baloch (by phone), Dean Phillips, Christa Gala, Jake Seaton, Robbie Williams (by phone), Jaylan Harrington, Don Bui, Mandy Stacy, Maddie Jennette, Tim Werner, Ugonna Ezuma-Igwe (representing Nubian Message EIC), Patrick Neal

Absent: Abi Hearn, Madissen Keys, Tyler Dukes, Sarah Gagner, Elikem Dodor, Camilla Keil, McKenzy Heavlin

Others present: Jamie Lynn Gilbert, Martha Collins, Ray Black, Ryley Fallon, Bran Poster, Emma Carter, Krishna Patel, Shilpa Giri, Charles Smalls

CALL TO ORDER, INTRODUCTIONS AND ELECTION OF MEETING SECRETARY

With a quorum of voting members present, board chair Nate Shorter called the meeting to order. To accommodate members joining by phone to attain a quorum, the order of the agenda was changed to put the action items (approval of the March minutes and appointing an Editor-In-Chief for Roundabout) at the top of the agenda. Patrick Neal volunteered to serve as recording secretary for the meeting.

APPROVAL OF MARCH 2022 MEETING MINUTES

Dean Phillips moved that the minutes from the March 1, 2022 meeting be approved, with Jake Seaton seconding the motion; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

ROUNABOUT EDITOR-IN-CHIEF RECOMMENDATION

On behalf of the Roundabout Advisory Board, Charles Small recommended that Bran Poster be named EIC of the magazine for the 2022-2023 academic year. The advisory board recommended Bran shadow the current editor for the remainder of the year and also avail himself of one or more of the writing trainings offered to the other print publication students.

APRIL 2022 BUDGET UPDATE

Jamie Lynn Gilbert presented the budget update through April 1, 2022. The update was included in the meeting package and is included as part of these minutes by reference. She noted the following:

- **Agromeck** - At 75% through the fiscal year, Agromeck payroll is at 70% so that's great. Non-fee income is still at 27%, but 15 ad pages have been sold.
- **Nubian Message** - Nubian payroll is at 53% and non-fee income is at 31%. That's about \$100 shy of Nubian's non-kiosk revenue.
- **Roundabout** - Roundabout payroll has officially gone over budget, at 107%. We anticipated this, as it is because we sold so many ads in the welcome to campus edition we had to pay large commissions to our media consultants. Non-fee income is still at 69%, but that should be at or near 100% by the end of the fiscal year.
- **Technician** - Technician payroll is at 46%. Non-fee income is now at 64%, which at this point does not include any kiosk revenue.
- **WKNC** - WKNC payroll is at 49% and non-fee income is at 51%.
- **General Administration** - Temp payroll is at 54%. Fixed charges are now slightly less over budget, as we were able to get a 50% non-profit discount on our paid Buffer account.

Overall, temp payroll is at 51%. Hopefully, more students will be returning to a regular schedule in the fall semester, but this will allow us to institute the \$2-per-hour increase for the summer staff with no problems. Fee income is now at 101%. For some strange reason, Student Media often gets above its fee allocation. Even if we don't get additional student fees we are already \$6,600 to the good in unbudgeted fee money.

2022 DAY OF GIVING

Patrick said Student Media had an excellent Day of Giving for 2022. The Student Media Enhancement Fund received 22 donations totaling \$1,745. That total doesn't reflect another \$1,000 "bonus" Student Media will receive for a WKNC-themed social media post that won a "mad lib" competition sponsored by DASA Development during the day. Patrick noted that after last year's Day of Giving, the board had asked about the possibility of each group getting its own enhancement fund. He said he received some pushback from DASA Development, as they don't want units creating numerous small funds without specific events or initiatives behind that. Be that as it may, Patrick said the 2022 Day of Giving further drove home the point that alumni were far more likely to donate directly to the groups they were involved with than a generalized fund for the entire program. With that in mind, he said that even if individual funds weren't an option, Student Media would henceforth track donations earmarked for specific organizations internally to ensure that donors' wishes were honored. To earmark a donation, Patrick said the donor would need to put the name of the group they wished to specifically support on the memo line of their donation. Dean asked if Development was OK with Student Media doing that; Patrick said he hadn't specifically asked about it, but he noted that the board had sole authority to authorize spending from the fund and could disburse those funds using whatever criteria it wished. Martha also noted that the Student Media Enhancement Fund's stated purpose – supporting Student Media's programs and activities – was very broad, which was to the organizations' advantage.

Patrick said the Technician Century Fund also had a very good Day of Giving, receiving 21 donations totaling \$1,385.

UPDATE ON NUBIAN MESSAGE OPENING

Patrick said he, Nubian Editor In Chief Elikem Dodor and Managing Editor Ugonna Ezuma-Igwe had met with African American Cultural Center Director Angela Gay-Audre to plan a video blast calling for editor candidates. Patrick said he and the Newspapers Advisory Board would spend the summer identifying and interviewing potential candidates with a goal of having a recommendation ready for the full board by its September meeting.

AGROMECK VOLUME 120 EVENT UPDATE

Martha said the Volume 120 event originally set for later this month would be postponed until the fall. Martha said that just 50 people, including guests, had RSVPed for the event, and the majority of those responses came from students currently on staff. Martha said the effort had been hampered by mass-email issues, with many messages either going to spam or not reaching their intended recipients at all; several board members shared that they got the note that it was canceled, but did not see the original event note.

RECRUITMENT UPDATE

Jamie gave a report on recruitment for the 2021-2022 academic year. By way of history, Jamie noted that Student Media's total participation dropped from 350 students in 2019-2020 to 210 students in

2020-2021, an alarming 40% decrease year over year. Jamie said that after intensive recruitment efforts throughout the year, Student Media's numbers had rebounded to 335 students this year. She said that of those 335, 315 were still active. Of that total, she said about a third were with WKNC, a third were with Technician and the remaining third was divided amongst the other groups. Patrick said that he thought it would take two years to rebound to pre-COVID levels and was gratified that the program was more or less back at full capacity after just one year.

DEAN PHILLIPS AWARD FOR GENERAL EXCELLENCE

Patrick said it was his pleasure to present the inaugural Dean Phillips Award for General Excellence to Emma Carter. Emma, a fourth-year student studying graphic design and English, has worked with several of Student Media's print publications since getting involved in the Fall 2019 semester. She served as graphic designer for the Student Media Business and Marketing Office and design editor for the *Windhover* literary and visual arts magazine. She also worked as a writer for the spring 2022 *Roundabout* magazine, and as principal designer for the summer 2021 orientation magazine and WKNC's 2020 *Double Barrel* magazine. Patrick said that more than any other student, Emma was responsible for the "design language" currently in place at Student Media. "Some students are just superstars and are always up at the forefront, but sometimes the people who really make the operations run are sometimes the more quiet people who are steady, dependable, quiet, smart, effective," Patrick said. "If Emma Carter doesn't reflect those qualities, no one does." Emma's name will be on a perpetual plaque to be hung outside the Student Media Business Office.

SMBOD MEMBER POLL FOR 2022-2023

Patrick polled the current board members present as to whether they would return for the following year. Patrick said Sarah Gagner was graduating. Board chair Nate Shorter said he would be back for 2022-2023. Dean, Christa Gala and Jake Seaton said they would also be returning for 2022-2023. Patrick said he would check with the remaining board members as to their willingness and ability to serve another year.

ADJOURN

Dean moved to adjourn the meeting, with Christa seconding the motion. The meeting was adjourned at 7:35 p.m.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: September 1, 2022
 PERCENT THROUGH FISCAL YEAR: 17%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 33,200.00	\$ 523.14	2%	Temp payroll	\$ 112,700.00	\$ 6,366.13	6%	FTE salaries + benefits	\$ 407,391.00	\$ 61,592.66	15%
Supplies	\$ 700.00	\$ 296.02	42%	Supplies	\$ 500.00	\$ 206.37	41%	Temp payroll	\$ 46,300.00	\$ 1,471.63	3%
Travel	\$ 4,680.00	\$ -	0%	Travel	\$ 5,195.00	\$ -	0%	Supplies	\$ 11,260.00	\$ 2,082.12	18%
Admin service charges	\$ 4,210.00	\$ 3,821.78	91%	Admin service charges	\$ 10,710.00	\$ 11,053.84	103%	Travel	\$ 12,630.00	\$ 2,232.15	18%
Current services	\$ 5,635.00	\$ 114.31	2%	Current services	\$ 22,300.00	\$ 626.26	3%	Admin service charges	\$ 51,450.00	\$ 49,639.66	96%
Fixed charges	\$ 1,065.00	\$ -	0%	Fixed charges	\$ 10,910.00	\$ 1,740.00	16%	Current services	\$ 29,280.00	\$ 16,794.68	57%
TOTAL	\$ 49,490.00	\$ 4,755.25	10%	TOTAL	\$ 162,315.00	\$ 19,992.60	12%	Fixed charges	\$ 4,910.00	\$ 678.52	14%
Non-fee income	\$ 11,000.00	\$ 115.00	1%	Non-fee income	\$ 47,000.00	\$ 6,439.57	14%	Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 38,490.00	\$ 16,498.50	4.66%	Fee income	\$ 115,315.00	\$ 49,429.05	13.96%	Capital outlay	\$ 23,500.00	\$ 11,924.95	51%
TOTAL	\$ 49,490.00	\$ 16,613.50	34%	TOTAL	\$ 162,315.00	\$ 55,868.62	34%	TOTAL	\$ 587,721.00	\$ 146,416.37	25%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 14,000.00	\$ -	
								Fee income	\$ 555,655.00	\$ 238,178.04	67.26%
								TOTAL	\$ 569,655.00	\$ 238,178.04	42%
								Profit/Loss	\$ (18,066.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 13,700.00	\$ 296.32	2%	Temp payroll	\$ 9,500.00	\$ 280.15	3%	FTE salaries + benefits	\$ 407,391.00	\$ 61,592.66	15%
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ -	0%	Temp payroll	\$ 292,400.00	\$ 13,935.35	5%
Travel	\$ 3,430.00	\$ -	0%	Travel	\$ 2,165.00	\$ 522.94	24%	Supplies	\$ 16,110.00	\$ 2,899.32	18%
Admin service charges	\$ 1,650.00	\$ 1,556.28	94%	Admin service charges	\$ 1,970.00	\$ 2,318.53	118%	Travel	\$ 34,555.00	\$ 3,216.08	9%
Current services	\$ 7,900.00	\$ -	0%	Current services	\$ 13,550.00	\$ -	0%	Admin service charges	\$ 79,700.00	\$ 78,604.23	99%
Fixed charges	\$ 375.00	\$ -	0%	Fixed charges	\$ 1,380.00	\$ -	0%	Current services	\$ 106,165.00	\$ 17,581.01	17%
TOTAL	\$ 27,255.00	\$ 1,852.60	7%	TOTAL	\$ 29,315.00	\$ 3,121.62	11%	Fixed charges	\$ 30,410.00	\$ 4,193.52	14%
Non-fee income	\$ 12,500.00	\$ -	0%	Non-fee income	\$ -	\$ -		Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 14,755.00	\$ 6,324.64	1.79%	Fee income	\$ 29,315.00	\$ 12,565.69	3.55%	Capital outlay	\$ 23,500.00	\$ 11,924.95	51%
TOTAL	\$ 27,255.00	\$ 6,324.64	23%	TOTAL	\$ 29,315.00	\$ 12,565.69	43%	TOTAL EXPENSES	\$ 991,231.00	\$ 193,947.12	20%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 148,500.00	\$ 35,924.85	24%
								Fee income	\$ 826,125.00	\$ 354,113.31	43%
								Interest income	\$ -	\$ 107.47	
								Food purchases	\$ -	\$ -	
								TOTAL INCOME	\$ 974,625.00	\$ 390,145.63	40%
ROUNDAABOUT				WKNC				Net Profit/Loss	\$ (16,606.00)		
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 5,514.26	663502	
Temp payroll	\$ 4,200.00	\$ 378.21	9%	Temp payroll	\$ 72,800.00	\$ 4,619.77	6%	Technician Century Fund	\$ 45,733.89	667736	
Supplies	\$ 200.00	\$ 224.00	112%	Supplies	\$ 2,500.00	\$ 90.81	4%				
Travel	\$ 2,165.00	\$ 460.99	21%	Travel	\$ 4,290.00	\$ -	0%				
Admin service charges	\$ 2,550.00	\$ 3,930.69	154%	Admin service charges	\$ 7,160.00	\$ 6,283.45	88%				
Current services	\$ 19,200.00	\$ 10.45	0%	Current services	\$ 8,300.00	\$ 35.31	0%				
Fixed charges	\$ 225.00	\$ -	0%	Fixed charges	\$ 11,545.00	\$ 1,775.00	15%				
TOTAL	\$ 28,540.00	\$ 5,004.34	18%	Contracted services	\$ -	\$ -					
Non-fee income	\$ 30,000.00	\$ 21,010.00	70%	TOTAL	\$ 106,595.00	\$ 12,804.34	12%				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 34,000.00	\$ 8,360.28	25%				
TOTAL	\$ 30,000.00	\$ 21,010.00	70%	Fee income	\$ 72,595.00	\$ 31,117.39	8.79%				
Profit/Loss	\$ 1,460.00			TOTAL	\$ 106,595.00	\$ 39,477.67	37%				
				Profit/Loss	\$ -						

Student Business and Marketing Office

Submitted by Tim Werner, General Manager

Revenue

OUTLET	TARGET	SOLD YTD* ending 08/31/22	PAID YTD** ending 08/31/22
Technician	\$ 65,000	\$ 9,010	\$ 6,440
Nubian Message	\$ 6,000	\$0	\$0
WKNC	\$ 15,000	\$ 850	\$ 500
Roundabout Magazine	\$ 47,000	\$ 400	\$ 21,010
Student Media (Kiosks, services, etc.)	\$ 27,000	\$ 8,070	\$0

* SOLD YTD reflects the value of future advertising commitments regardless of publication dates as the goal is to sell multiple placements and campaigns to increase efficiency and value.

** PAID YTD equals revenue received as reflected on campus financial reporting system, which includes payments for current advertising, income from events, revenue for rack advertising, past due account receipts from previous fiscal years, etc.

Personnel

- Six new Media Consultants (out of ~20 applications) were hired to complete a team of eight (two returners).
- Zanna, Tim, and Abi will be traveling to the Fall 22 CMBAM conference in mid-October. Tim will be presenting/leading a session on “How to Equip Your Sales Team for Success.”
- Media consultant, Halle Speight, attended the College Media Mega Workshop in Minneapolis from July 14-16, 2022.

Training

- Three new Media Consultants have been individually trained. A larger group training will occur September 14th.

Technology

- Insertion orders used by the business office have been updated and simplified to make it easier and more efficient to enter sales and improve accuracy
- **Coverage/Outreach/Marketing**
- Media consultant (and summer office assistant), Halle Speight, represented NC State Student Media in the marketing component of the business office. Speight hosted, helped coordinate staffing and managed swag and publication supplies at the Student Media table during the continuous six weeks of NC State orientation information fairs.
- NC State Student Media has had a record of 409 responses from interested students wanting to get involved. The highest number was in 2018 when we had 212 – almost double the number this year in the largest incoming class at NC State.

Deadlines

- September 16th for commitment for the Fall Roundabout publication. We are behind due to personnel shortages and delays.

WKNC 88.1 FM HD-1/HD-2

By Maddie Jennette, General Manager

Revenue

WKNC Non-fee income (money in the bank), as of Sept. 1, 2022: \$8,360.28

- Sponsor Sales \$1,250.00
- Women's Basketball \$0.00
- Men's Baseball \$2,560.00
- Event Promotions \$1,700.00
- Merchandise Sales \$650.28
- Studio Rental \$0.00
- HD-3 Lease \$2,200.00
- Event Tickets \$0.00

Personnel/Training

We re-opened all of our paid positions at WKNC for the start of the new semester and all have been filled, except for two spots in the Public Affairs department, and one Podcast Content Creator spot. All new hired staff went through their respective training for their positions. We have 25 new DJs going through the DJ training class right now. We also have a ton of students interested in getting involved with Content Creation and many going through training right now.

Technology

Adobe Audition is being weird again, what else is new.

Coverage/Outreach

- Over the summer, we hosted a Smash tournament to benefit Girls Rock NC and ended up raising over \$500. We also hosted a Karaoke show. We'd love to host more of both of these types of events in the future.
- Our fall interest meeting was a huge success- we had nearly 70 people come to our first interest meeting and nearly 50 come to night two. WKNC's Advisor said the turnout might be a new record for WKNC interest meetings.
- As I type this, Max Gowan is performing at our Hopscotch Day Party, which is in partnership with the NC State Libraries. It has been a great success with a super large crowd. We are also sending five correspondents to cover Hopscotch.
- We have also recently been hired by a ton of on-campus organizations to DJ various events, which is wonderful. We're currently working on finding DJs to DJ the annual Pack Disco event, which will be a lot of fun.

ACP College Media Mega Workshop

Day 1 →

The Speakers:

1) "Report for America" representative spoke and gave information about the importance of reporting local news and how it contributes to benefits for the community.

- Local news helps fix infrastructure, brings attention to education/water/etc issues + holds communities accountable when issues arise, local news helps instigate change
- Gave hiring information for seniors on the Report for America website

2) Two journalists spoke about the Star Tribune of Minneapolis and their experience working there while covering the death of George Floyd and the trial of the police officers.

- Spoke about the impact this story had on them, the disorganization of developing stories, the importance of being out in the field and looking for those stories
- Importance in regards to journalism about putting your well being first.

Breakout Session #1:

Account Managers → Important! Face of the company, advocate for the company. Matching client needs with your company's products and services. Revenue generator for your company, and your client (CLIENT FIRST).

- Knowing your product and services is as important as knowing your clients products and services (Who are their customers/ their market/ their competitors? What is the frequency of your products/benefits of the products/features of the products?)

Relationship Sales → The softer side of selling, relationship selling focuses on the interaction between the buyer and the salesperson vs the price (sale is a one time event, but the relationship goes on). Prioritize connections w/ customers, develop trust, etc.

- **Contents for Good Relationship Sales**
 - 1) Listen (your client will tell you what they want if you give them a chance to)
 - 2) Seek Feedback (find out if your product fits what they're looking for)
 - 3) Respond Promptly (make them a priority)
 - 4) Have Conversations (avoid sales pitches, don't push them to buy)
 - 5) Be Genuine (people can tell when you're doing a pitch)
 - 6) Make Their Lives Easier (make working with you and your company enjoyable)
- Customers are human beings...treat them with kindness and respect, don't make yourself look like every other salesperson who just wants money.
- Be Curious. Be Considerate. Be Confident. Be Creative.

Knowing the Products Features + Benefits → Features tell customers what you do and the capabilities of the products, benefits tell customers why it matters to them the value of the products (aka knowing what your products offer, the facts and why it benefits the client)

- **Print Media:** Features = themed issues, number of readers, frequency of publication, circulation #'s. Benefits = reliability of a publishing schedule, convenience of locations for pick up, years of credibility, and tailoring advertisements to different times of year.
- **Digital Media:** Features = 24/7 content delivery, data on number of website visits and newsletter subscriptions, public and private interaction. Benefits = being able to pick the

frequency of ads, immediately determine message connection, seen by an audience that is interested in the campus community, and is trusted content (like print).

- **Social Media:** Features = use social media as a megaphone for stories and marketing/engagement, number of followers helps track engagement aka immediate analytics, public and private interactions, paid boost availability. Benefits = clients can pick a day and time for message delivery, drive traffic to client's website/socials, message connection determination, students talking to students.
- **Out of Home:** Features = 24/7 content delivery, target audience, student produced, delivered w/ your media's news content. Benefits = more permanent, bigger space, accounts for foot traffic/ a wider community to see ads.

Know your Market → Knowing the size of your audience for your university, does your demographic include the surrounding area? What is the general student population? Campus life and demographics of student population (gender, race, age, etc). **WE AT STUDENT MEDIA ARE THE TARGETED AUDIENCE!**

- Know your client's history (Internal vs External Research) + Competitors!
- **Internal Research** (ad history, annual budget, past/current schedule, what types of ads do they prefer, do they utilize any of our services, what did past ads look like, etc.)
- **External Research** (Website, social media platforms, what do they promote, are their online services user friendly/ is it outdated, does the website meet their needs as a brand, what are their competitors doing, etc.)

Day 2→

Getting that First Meeting:

- **Elevator Pitches** (Video from "intern queen")

Ex) Hi my name is Halle Speight. I'm a media consultant for Student Media at NC State University in Raleigh, North Carolina. I've been a big fan of your company and I've been using your products and services for some time now. I was wondering if you'd be interested in chatting sometime about spreading the word surrounding your company? Thank you so much for your time. I look forward to the opportunity of working with you.

- **Emailing Tips:**
 - 1) Be concise, Keep it simple
 - 2) Use meaningful subject lines
 - 3) Personalize the message and utilize the first name frequently + Be genuine
 - 4) Proofread !
 - 5) Don't overuse exclamation points, or don't use them at all (same with capitalization)
 - 6) Depending on the message, use bullet points if you have a lot of info to cover
- **Phone Tips:**
 - 1) Use elevator pitch (modify it a bit based on the purpose of the call)
 - 2) Pretend it's your cool aunt
 - 3) Practice it a bit so you don't get flustered
 - 4) Adapt the convo to fit the needs of your call/ the client (busy client v.s. the talker)
 - 5) While talking to the client, take notes
 - 6) Smile on the phone, it makes your voice sound more enthusiastic
 - 7) Make it a conversation, don't just give them a prompt

Fact Finding→

Important things to note and figure out about your client when making a sale

- Target Audience
- Geography (where do clients come from)
- Seasonality (when are the best times aka hours, days, weeks, months)
- Best Offers/Sellers (what do you use to get clients in the door)
- Current and Past Strategies
- Tonality (what feeling do you want your brand to invoke)
- Positioning (what sets you apart from competitors)
- Budget

Meeting Tips→

- Ask precise questions
- Call/Stop if you need more info
- 80/20 rule, let them talk more
- Take good notes
- Don't interrogate, be relaxed but curious
- Be conversational and don't just give a pitch
- Schedule next appointment to meet with client again

A.B.C = Always Be Closing

- Follow up with those clients, thank them for their time and for working with them
- Keep in touch with the client as the sale ends/ask them about the campaign
- Take monthly reports on analytics, send report about algorithm and engagement

Day 3→

Handling Objections: Steps to take when someone doesn't want to buy an advertisement aka when a client says "no"

- Recognizing the issues that may incline your client to say no, understand their perspective
- Could say your prices are too high, they don't have it in the budget right now, your media doesn't cater well to their audience
- Don't ask what's wrong with the offer, address the objection and agree to an extent; see their perspective and recognize their reasonings
- If a client says that they don't have "time" to advertise, it means they think running and creating an ad will be too much work and strain for their business; sell the value of running an advertising campaign, offer your assistance beyond being a salesperson.