



GRAYSCALE MARKETING

CLIENT NAME - Weekly Call Agenda
DAY OF WEEK, DATE, YEAR - 0:00 CT

AE NAME - Main POC & Account Executive **AE EMAIL**

PM NAME - Project Management - **PM EMAIL**

CLIENT POC -TITLE - - EMAIL ADDRESS

| Admin

- **Scope:**
 - DELIVERABLE 1 (ex. Social Media Management)
 - DELIVERABLE 2 (ex. Ads)
 - DELIVERABLE 3 (ex. Email and Text Marketing)
 - DELIVERABLE 4 (ex. Creative and Design)
 - DELIVERABLE 5 (ex. Communications)
- **Focus:**
- **Term:**
- **Goals:**
- **KPIs:**
- **Tracking Status:**

| Discussion Items

- **Deliverable 1**
 - TBD
- **Deliverable 2**
 - TBD
- **Deliverable 3**
 - TBD
- **Deliverable 4**
 - TBD
- **Deliverable 5**
 - TBD

| Action Items

☐ TBD

| Important Dates

- **DATE: EVENT** (ex. Announce)
- **DATE: EVENT** (ex. Pre- Sale)
- **DATE: EVENT** (ex. On Sale)
- **DATE: EVENT** (ex. Price Increase)

| Contact Protocol

- **ACCOUNT EXECUTIVE NAME** will be GEM's Account Executive for **CLIENT NAME** and the primary point of contact at GEM
 - Regular office hours are M-F are 9am to 6pm Central & Saturday 10am-Noon Central
 - **NAME** can be contacted by phone or text 24/7 for urgent matters, but may be slow responding to all other inquiries outside hours listed above.
 - Contact Information:
 - **AE EMAIL ADDRESS HERE**
 - Office: **PHONE NUMBER HERE**
 - Cell: **CELL NUMBER HERE**