

## Sales Rep Homework Week 5:

\*\* if you find a date is unavailable, please pick a close substitute.\*\*

### Test Plan 1:

The Client would like.... PFW Multi-touch Tier 1 - Option 4 (6/1/21) with both their eblasts going in 2022, one facebook going mid2021 and one facebook going end of 2021, both audiences can be cartoning. They would like a PW Editors Pick Newsletter before the end of this year. They'd also like an HCP Targeted Cover (up to 1,500) for May/June. They changed their minds on the Editors Pick NL and want the PW End-of-line newsletter instead (can be whatever is available). Send proposal, approve order, upload an attachment.

### Test Plan 2:

The Client would like....2 page spread in the AW Magazine for Jan 2022. They'd like an IMU on Mundo (6/1/2021 - 9/30/2022, 10K impressions). And a Syndicated Content Tier 1 package for April 5th 2021 (Facebook ad in July for cartoning, whatever is available for Natives on AW.com, and 3rd Party Natives from 5/1/2021 - 6/30/2022 for cartoning). And a PACK EXPO white paper in Sept2021. Did you remember to add the LIA package with their magazine purchase? And their categories (pick whatever)? They want to decrease their Mundo Banner ads to 5K and shorten their run to end 5/15/2022. Send proposal, leave for client to approve.

### Test Plan 3:

The Client would like...PW Case Study Tier 3 Package, set their package and PDF creation to 7/1/2021, Native 3rd party can be set for a 12 month run starting 4/1/21 for cartoning, FB can go in Nov2021 for cartoning, and case study eblast in end of 2021. Add a Destacado en EXPO PACK Newsletter. First come first serve, there are only 8 spots, so if you do your homework last, please add the EXPO PACK Showcase instead (full page). They'd also like an OEM Video Creation 3-pack Package for Aug2021, Sept2021, Oct2021. Send proposal, leave for client to approve.

### Test Plan 4:

The Client would like...HCP Webinar Tier 3 and wants all their products in Dec2021. If Dec2021 is not available, they'll settle for Nov2021. For the sake of testing, please replace one of their eblasts with the additional date (package only) eblast. The client would like to sponsor the Robotics Playbook. They would like the 125 leads plus full screen ad starting in July 2021. HCP eblast in Mid 2021 with an eblast extension. They decided they don't want the HCP Webinar Package anymore, please remove it. Hint - look at the package ID to ensure you delete ALL the components. Send proposal, approve order, upload an attachment.

The ONLY Packages you can test and play around with... (see next page)

AW

- **Syndicated Tier 1**
- **Leadership in Automation** (remember to do your categories)

PW

- **Multitouch Tier 2 - option 3**
- **Case study - Tier 3**

PFW

- **Multi touch Tier 1- option 4**

HCP

- **Webinar tier 3**

OEM

- **Video Campaign (3 pack)**