



TEAM COMMUNICATION

STRATEGIC CLIENT EXPERIENCE

Previously Client Development & Retention/Analytics

The Client Experience team offers pre & post sale support for strategic opportunities and Amplified Digital accounts that total \$5000/month or more. This includes pre-sale support such as strategic consultation, proposal development, media planning, etc. and post-sale support such as onboarding oversight, active campaign strategy, performance metrics, reporting, optimizations & upsell opportunity, etc. Along with sales, the Client Experience team serves as our client's consistent point of contact in a pre & post sale capacity, where applicable.

The Client Experience utilizes a number of agency resources such as data/insights, creative services, branded content, promotions, outside media buying, e-commerce, strategic client support & custom fulfillment as applicable, to help produce best-in-class proposals & performance for our strategic level clients.

If you have any questions or requests relating to the information listed above, please reach out directly to the Client Experience team at clientexperience@amplifieddigitalagency.com

Central Sales

The Central Sales team offers pre- and post-sales support. This includes providing client-facing assistance that helps close business. If you have any questions or requests relating to the information listed below, please reach out directly to your assigned Regional Sales Director. If you do not know your assigned Regional Sales Director, please reach out to [#CorpSalesTeam@lee.net](mailto:CorpSalesTeam@lee.net)

How the team can help:

- Assistance in helping you get through the door to meet with clients
- Assistance with and on client calls
- Assistance in gathering the information during client needs assessments (pre-proposal)
- Assistance in uncovering and developing sales opportunities

CREATIVE & DESIGN

The Creative & Design team offers pre-sale support as it relates to creative needs and sold fulfillment for previously developed Big Pitch or Quick Pitch repurposes only. Please see below for questions or requests relating to creative. If you are not able to find the information you are looking for below, please reach out directly to nhoste@amplifieddigitalagency.com

- The pre-sale RFP process should be followed for:
 - Pre-Sale creative requests for opportunities of \$3k+
 - Logo and/or business branding quotes
- Sold creative requests that are using previously developed Big Pitch or Quick Pitch creative:
 - If in SWFT, a sold order should be submitted for the above request
 - If not in SWFT, the following form should be used for the above requests:
https://leeenterprises.formstack.com/forms/sold_creative_request



TEAM COMMUNICATION

SOCIAL, REPUTATION, & WEBSITE

These teams primarily offer post-sales support. This includes providing assistance as it relates to website, social media management, and reputation management projects.

SOCIAL & REPUTATION

If you have any questions or requests relating to the information listed below, please reach out directly to your assigned social specialist. If you do not know your assigned specialist, please reach out to social@leelocal.com

- Changes, requests, or approvals for social posts
- Social media or reputation management dashboard questions

WEBSITE PRODCUTS

If you have questions or requests relating to the information listed below, please email support@leelocal.com.

- Questions about a project that is currently in development – please reach out to your assigned Project Manager. If you're unsure who that is, email support@leelocal.com
- If you are an internal employee & you have changes to a website that is now live, please fill out this form (*this form is for **internal use only***): <https://leenterprises.formstack.com/forms/lisupport>
- If you have a client that has changes to a live website, and you'd like them to connect with our support team directly, please have them email support@leelocal.com

SMART SEND

This team primarily offers post-sales support. This includes providing assistance as it relates to Smart Send kick-off calls, managed services, and ongoing support.

- If you have questions or requests relating to the information listed below please reach out to your assigned Smart Send Account Manager. If you do not know your assigned Account Manager, please reach out to support@smartsend.com
 - Questions regarding account or status of account
 - Requests for marketers opt-in number and keyword(s) for in-house promotion
 - Changes, requests, or approval for text messages
 - Technical support

SEARCH ENGINE OPTIMIZATION (SEO)

For questions or requests relating to an active SEO campaign, please reach out to the Integrated Media Planning team at avails@amplifieddigitalagency.com