
From: George Eaton-Busfield <george@g-cv.com>
Sent: 26 September 2016 13:07
To: Jason Earl, JET <jason.earl@thejetgroup.co.uk>; 'jeff.todd@ransquawk.com' <jeff.todd@ransquawk.com>
Cc: 'RAN Admin' <admin@ransquawk.com>; george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>; Adam Linton <adam.linton@ransquawk.com>; Adam Voce <adam@g-cv.com>; RAN Billings <billings@accounts.ransquawk.com>; Michael Wearn <mw@pjmarksandco.com>; Albie Turner <ast@pjmarksandco.com>; Alec Baughan <alec.baughan@ransquawk.com>; Brad Alcini <brad.alcini@ransquawk.com>; Laura Bennett <laura.bennett@ransquawk.com>; Laura Bennett <laurasbennett@outlook.com>; Adam Dullenty <adam.dullenty@ransquawk.com>
Subject: RE: FACEBOOK ADVERTISING CAMPAIGN - Sales & Marketing Team Knowledge Sharing.

this is a good point ... J

proceed as planned but we do need to start to get on the agenda ..

From: Jason Earl, JET [<mailto:jason.earl@thejetgroup.co.uk>]
Sent: 26 September 2016 12:46
To: George Eaton-Busfield <george@g-cv.com>; 'jeff.todd@ransquawk.com' <jeff.todd@ransquawk.com>
Cc: 'RAN Admin' <admin@ransquawk.com>; george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>; Adam Linton <adam.linton@ransquawk.com>; Adam Voce <adam@g-cv.com>; RAN Billings <billings@accounts.ransquawk.com>; Michael Wearn <mw@pjmarksandco.com>; Albie Turner <ast@pjmarksandco.com>; Alec Baughan <alec.baughan@ransquawk.com>; Brad Alcini <brad.alcini@ransquawk.com>; Laura Bennett <laura.bennett@ransquawk.com>; Laura Bennett <laurasbennett@outlook.com>; Adam Dullenty <adam.dullenty@ransquawk.com>
Subject: Re: FACEBOOK ADVERTISING CAMPAIGN - Sales & Marketing Team Knowledge Sharing.

Approved, (Presuming this is for £500 as mentioned at the bottom of the chain).

We probably need to think about when we are rebranding, if so... I think campaigns for things like this probably need to factor this in (A discussion for tomorrow I guess)

Jase.

On 26/09/16 11:21, George Eaton-Busfield wrote:

Jeff, All,

For all digital marketing and online sales activity can you please ensure that Laura Bennett is copied in.

As stated - Laura is experienced in a number of similar activities and is to be responsible for co-ordinating the approach to our digital strategy (with input / direction / ideas etc form Sales and Executives).

Sarah Ranger is expected to assist her in these activities in the future also.

Also,

Please ensure that when we are actioning / discussing SIGNIFICANT sales strategy / actions that we include the full sales, IT & Exec team such that we can ALL learn from each other / collaborate etc.

This is particularly important for Brad in the US as he doesn't always get to see everything in the office. For the avoidance of doubt - on such online / offline /digital sales activity please ensure the following are 'cc'd'

(Note - being cc'd doesn't ,mean we all need to comment - this is not intended to create an overload of emails but just to share knowledge across the company).

'jeff.todd@ransquawk.com'; Alec Baughan <alec.baughan@ransquawk.com>; Brad Alcini <brad.alcini@ransquawk.com>; Laura Bennett laura.bennett@ransquawk.com; 'RAN Admin' admin@ransquawk.com;

george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>; Adam Linton <adam.linton@ransquawk.com>; Adam Voce adam@g-cv.com;

Jason Earl, JET <jason.earl@thejetgroup.co.uk>; Adam Dullenty adam.dullenty@ransquawk.com

Billings,

please make sure you ALWAYS get two authorisations for JET by email before any payments are released.

At this time these need to come from myself and Jason Earl. IT IS IMPERATIVE THAT JASON AND I APPROVE **ALL JET PAYMENTS BY EMAIL** - IF NOT RECEIVED BY PJ MARKS BILLINGS THEN DO NOT RELEASE PAYMENT.

Thanks

All,

Good luck with the Facebook campaign

Payment Approved by me - JASON?

From: RAN Billings [<mailto:billings@accounts.ransquawk.com>]
Sent: 26 September 2016 10:42
To: 'Jeff Todd' <jeff.todd@ransquawk.com>; George Eaton-Busfield <george@g-cv.com>; Michael Wearn <mw@pjmarksandco.com>; Albie Turner <ast@pjmarksandco.com>
Cc: 'RAN Admin' <admin@ransquawk.com>; george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>
Subject: RE: FACEBOOK ADVERTISING CAMPAIGN

Hi Jeff,

Thanks for your email. I have raised the payment now.

Kind Regards,

Kisha

From: Jeff Todd [<mailto:jeff.todd@ransquawk.com>]
Sent: 26 September 2016 10:10
To: RAN Billings <billings@accounts.ransquawk.com>; 'George Eaton-Busfield' <george@g-cv.com>; Michael Wearn <mw@pjmarksandco.com>; Albie Turner <ast@pjmarksandco.com>
Cc: 'RAN Admin' <admin@ransquawk.com>; george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>
Subject: RE: FACEBOOK ADVERTISING CAMPAIGN

Hi Kisha,

I can see where the confusion has arisen.

There is no Facebook invoice yet as we have not yet opened a Facebook account.

The invoice that has been approved is for £500 from SOCIAL AGENDAS MARKETING and attached.

Please pay asap and let me know when it's been sent.

Regards,

Jeff

Jeff Todd
Business Development Analyst
Tel: +44 (0)20 3582 2778 **Mob:** +44 (0)7837 854 470
Email: jeff.todd@ransquawk.com

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From: RAN Billings [<mailto:billings@accounts.ransquawk.com>]
Sent: 26 September 2016 09:56
To: 'jeff.todd@ransquawk.com' <jeff.todd@ransquawk.com>; 'George Eaton-Busfield' <george@g-cv.com>; Michael Wearn <mw@pjmarksandco.com>; Albie Turner <ast@pjmarksandco.com>
Cc: 'RAN Admin' <admin@ransquawk.com>; george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>
Subject: RE: FACEBOOK ADVERTISING CAMPAIGN

Hi Jeff,

We are still waiting for the facebook invoice. We can raise the payment once we receive it.

Many Thanks,

Kisha

From: Jeff Todd [<mailto:jeff.todd@ransquawk.com>]
Sent: 26 September 2016 09:37
To: RAN Billings <billings@accounts.ransquawk.com>; 'George Eaton-Busfield' <george@g-cv.com>; Michael Wearn <mw@pjmarksandco.com>; Albie Turner <ast@pjmarksandco.com>
Cc: 'RAN Admin' <admin@ransquawk.com>; george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>
Subject: RE: FACEBOOK ADVERTISING CAMPAIGN

Hi Michael,

I have just spoken to Aaron Branch/SOCIAL AGENDAS MARKETING LTD who is scheduling to start the work for RANSquawk tomorrow, but he tells me the invoice for £3500 still hasn't been received by his bank?@

Below you said this was being done last Wednesday morning.

Can you update me please?

Regards,

Jeff

Jeff Todd
Business Development Analyst

Tel: +44 (0)20 3582 2778 **Mob:** +44 (0)7837 854 470
Email: jeff.todd@ransquawk.com

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From: RAN Billings [<mailto:billings@accounts.ransquawk.com>]
Sent: 21 September 2016 10:49
To: 'George Eaton-Busfield' <george@g-cv.com>; Michael Wearn <mw@pjmarksandco.com>; Albie Turner <ast@pjmarksandco.com>
Cc: 'RAN Admin' <admin@ransquawk.com>; 'Laura Bennett' <laurasbennett@outlook.com>; 'Alec Baughan' <alec.baughan@ransquawk.com>; jeff.todd@ransquawk.com; george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>; Adam Linton <adam.linton@ransquawk.com>; Adam Voce <adam@g-cv.com>
Subject: RE: FACEBOOK ADVERTISING CAMPAIGN

Hi George,

We are doing JET Group Payments this morning.

Any chance we could have a copy of the Facebook invoice as it wasn't attached to the emails.

Thanks,

Michael

Accounts dept.

From: George Eaton-Busfield [<mailto:george@g-cv.com>]
Sent: 20 September 2016 16:45
To: RAN Billings <billings@accounts.ransquawk.com>; Michael Wearn <mw@pjmarksandco.com>; Albie Turner <ast@pjmarksandco.com>; George Eaton-Busfield <george@g-cv.com>
Cc: 'RAN Admin' <admin@ransquawk.com>; 'Laura Bennett' <laurasbennett@outlook.com>; 'Alec Baughan' <alec.baughan@ransquawk.com>; jeff.todd@ransquawk.com; george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>; Adam Linton <adam.linton@ransquawk.com>; Adam Voce <adam@g-cv.com>
Subject: FACEBOOK ADVERTISING CAMPAIGN

Michael,

This needs to be paid by JET – please take this as my authorisation to do so.

Jason – please authorise.

Jeff – Good News. Please keep Laura in the loop on this she will be our link to all things digital / online / marketing going forward so likely a close interface to Sales.

Laura – please include in your digital marketing strategy that I hope you now developing ;-)
alongside the google analytics information that leverages the data to knowledge.

Thanks

G

From: Jeff Todd [<mailto:jeff.todd@ransquawk.com>]
Sent: 20 September 2016 16:38
To: george.busfield@ransquawk.com; 'Aubrey Hayward' <aubrey.hayward@ransquawk.com>; George Eaton-Busfield <george@g-cv.com>
Cc: 'RAN Admin' <admin@ransquawk.com>; 'Laura Bennett' <laurasbennett@outlook.com>; 'Alec Baughan' <alec.baughan@ransquawk.com>
Subject: FW: Supply of Services

Hi All,

Aaron Branch/Social Agendas Marketing have taken the longer-term view on building affiliate income through this project and our £500 contribution towards the initially required £1,200 fee will in no way dilute their service or approach.

If everyone is now 'on-side' the invoice for the £500 is attached for payment. It's in the name of Ransquawk, but I don't see any problem in this, all they want is the invoice paid and they will schedule the work, which they want to start Thursday next week.

The £750 monthly Ad spend we will pay directly to Facebook when everything is in place.

This is a results focused project and I have other ideas involving Aaron Branch/Social Agendas Marketing if everything goes positively.

Let me know.

Regards,

Jeff

Jeff Todd
Business Development Analyst

Tel: +44 (0)20 3582 2778 **Mob:** +44 (0)7837 854 470
Email: jeff.todd@ransquawk.com

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From: Aaron Branch [<mailto:a.branch@socialagendas.com>]
Sent: 20 September 2016 15:57
To: Jeff Todd <jeff.todd@ransquawk.com>
Subject: Supply of Services

Hi Jeff,

I have attached an invoice of £500.

Once payment is received, I can begin to schedule a timeline for activities to launch this project as efficiently as possible.

For the clear objective of generating automated **New Leads** for Ransquawk, the lead generation package contains the following of our services:

(1) Facebook Advertising

- Custom audience research and targeting
- Advertising design, format and strategy
- Copywriting for all advertising
- Tracking pixel creation and deployment
- Retargeting campaigns

(2) Landing Pages

- Strategy, design and web development
- Optimisation for all platforms mobile and desktop
- All form integrations
- Tracking via google analytics and Facebook pixels
- All design and creation
- Form and list compliance via 'Active Campaign' software

(3) E-mail Marketing

- E-mail copywriting
- Schedule and strategy development
- Split testing
- Contact segmentation and tagging
- Automation delivery
- Date based e-mail campaigns
- Link tracking and links integration

Kind Regards,

Aaron