



## Fun with Invoicing!

Internal Meeting 4/6/22

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**marriner** marketing

## Terminology

- **Advanced Billing** = invoices sent to customers ahead of when work is done/media runs; will have no # or letter, the “ADV” & # is added after it’s approved by you
- **Revenue Recognition** = invoices NOT sent to customers so we can better sync when work happens/media costs come in; will have a # and a letter
- **Regular Invoices** = invoices sent to customers that are for recurring, one-off and all other work being completed; will just have a #
- **Billing Schedules** = triggers and provides the right detailed info. for the advance bills, revenue recognition and recurring invoices to be available for the Finance team to invoice
- **Project Invoice History** = best place in WMJ to find a history of what all has been invoiced for a specific project
- **Billing Status** = this is another trigger for invoices to be available for the Finance team



## Advanced Billing

- **Why do we do it?** Helps ensure we've received customers' money before we do a significant amount of work or we have to pay vendors for outside costs
- Currently 12 customers are set up with advanced bills
- Tracked via WMJ and advanced reconciliation spreadsheet
- Invoice example (shown at right) – has ADV-# and any other notes for team/customer



Butterball Foodservice

1 Butterball Way  
Garner, NC 27529

22-BTB-355

MEDIA: 2022 Broad Foodservice Program

### Invoice Description:

Estimate covers costs associated with Butterball's 2022 broad foodservice media plan. Total gross costs is \$152,796. Please refer to BTB FY22\_Flowchart Final\_12.17.21 for complete plan details.

All other costs including creative and traffic management will be estimated separately.

### Notes:

April Placements

## Invoice

**Invoice Number:** ADV-6019

**Invoice Date:** 2/3/2022

**Due Date:** 3/5/2022

**Terms:** Net 30

**PO Number:** .

Sales Tax Total:	\$0.00
<b>Invoice Total Amount:</b>	<b>\$32,292.00</b>
Less Advance Billings:	\$0.00
<b>Amount Billed:</b>	<b>\$32,292.00</b>
Less Applied Payments:	\$32,292.00
<b>Amount Due:</b>	<b>\$0.00</b>



## Revenue Recognition

- **Why do we do it?** Gives us a better picture of when work is happening in the agency each month, better aligns revenue when outside costs will hit and helps with resourcing decisions
- Tracked via WMJ and advanced reconciliation spreadsheet to ensure revenue is applied against advance invoice already sent to customer
- Invoice example (shown at right) – has a # and letter and notes referencing it's an internal invoice only & should not go to the customer



Campbell's Foodservice  
Campbell Soup AP  
One Campbell Place  
Camden, NJ 08103

### Invoice

**Invoice Number:** 5937-A

**Invoice Date:** 2/23/2022

**Due Date:** 4/9/2022

**Terms:** Net 45

**PO Number:** .

21-CFA-580

FY22 Organic Social Media Support

#### Invoice Description:

1/7 incremental: For additional agency time to pivot on social messaging.

Original scope: Marriner to continue to build and nurture the established social media presence for Campbell's Foodservice. Marriner will post 5x per week on LinkedIn in August and September. From October through July, Marriner will post 3x per week across the existing and approved platforms (LinkedIn and Facebook). Frequency of posts on each platform will be determined and approved by the NAFS marketing team.

Includes a topline strategy supported by the insights gained during the Discovery process of planning, quarterly content planning, sourcing of relevant curated content, copywriting and design of monthly social posts, ongoing social media monitoring and management, quarterly channel performance monitoring and management. Includes two rounds of revisions for posts. Posts will be reviewed and published using Campbell's instance of Sprinklr.

This estimate covers both organic social management and execution. Does not include account time as that is covered in the retainer fee.

TOTAL BUDGET: \$76,923

#### Notes:

Internal Invoice - ONLY - Do Not Mail  
February 2022  
Recognition Revenue ADV#5937

Sales Tax Total:	\$0.00
Invoice Total Amount:	\$6,410.25

# Regular Invoices

- **Why do we do it?** These are for work where a straightforward invoice is best for both the customer and the agency
- Tracked via WMJ
- Invoice example (shown at right)
  - has only a # and any other notes for team/customer



Knouse Foods, Inc.  
Pam Hinkle  
800 Peach Glen - Idaville Road  
Peach Glen, PA 17375

21-KNO-078

DIGITAL: Update Contact Us Form Submission

#### Invoice Description:

MMC to provide an estimate for adding two additional fields to the Contact Us submission form (<https://www.knousefoodservice.com/contact-us/>).

Client has requested that additional fields be for "Industry Segment" and "Food Distributor." These options will be in the form of pre-filled drop down boxes (pre-filled info will be provided by the Client).

#### Notes:

February

## Invoice

Invoice Number: 6015

Invoice Date: 2/1/2022

Due Date: 3/3/2022

Terms: Net 30

PO Number: .

Sales Tax Total:	\$0.00
<b>Invoice Total Amount:</b>	<b>\$1,140.00</b>
Less Advance Billings:	\$0.00
<b>Amount Billed:</b>	<b>\$1,140.00</b>
Less Applied Payments:	\$1,140.00
<b>Amount Due:</b>	<b>\$0.00</b>



## Billing Schedule

- **Why do we do it?** So the finance team knows which advanced, revenue recognition or recurring invoices need to be sent by month and the amount of the invoice; automatically pulls through to their WMJ billing feed
- **How it benefits you?** Can help with ensuring forecasts are synced with when client facing invoices are planning to come through for approval
- **How does it happen?** Susan T creates these based on media flowcharts and collaborates with other departments for bigger projects based on their understanding of timing
- **How can you help?** If you feel some of the timing for either advance invoices or revenue recognition should be shifted based on customer insights, please talk with her about making any adjustments – better to catch ahead of time vs. reject invoices that are sent by the finance team

# Billing Schedule

- Find it by clicking on a project, going to Project Settings under Setup and then clicking on Billing Schedule (shown at right)

22-A

FY22 Media Spend

Setup

✓ Sched

✓ Estim

✓ Project

✓ Team

Project I

Project Statu

Production

Project Billin

Ready for Pr

Campaign

22-AFP-0004

Misc Costs

Files

To Dos

## 22-AFP-056 - FY22 Media Spend

FY22 Media Spend / Advanced Food Products



print



more



### Billing Schedule

Budget

Labor: 0.00

Expenses: 152,631.00

Total Budget: 152,631.00

Remaining to Bill: 249,915.00



February 22, 2022

0.00

Advance invoice to Client - MARCH & APRIL SPEND \$156  
Ad Swerve, \$27,070 Trade Spend; \$2,456 social spend;  
\$1,110 SEM spend; \$2,458 Programmatic Spend  
Advance Bill

ADV-6067 / 2/25/2022  
33,250.00



March 01, 2022

0.00

No Invoice to Client - Rev Recognition MARCH \$156  
AdSwerve; \$4,425 trade spend; \$1,228 social spend;  
\$555 SEM spend; \$1,229 Programmatic Spend

6067-A / 3/14/2022  
7,593.00



March 02, 2022

0.00

Advance invoice to Client - MAY SPEND \$7,980 Trade  
Spend; \$1,228 social spend; \$555 SEM spend; \$1,229  
Programmatic Spend  
Advance Bill

ADV-6107 / 3/16/2022  
10,992.00



April 01, 2022

0.00

Advance invoice to Client - JUNE SPEND \$500 Trade  
Spend; \$1.228 social spend; \$555 SEM spend; \$1.229

ADV-6154 / 4/1/2022  
3,512.00

## Project Invoice History

- **How it benefits you?** Helps provide a much more streamlined way to view all invoices associated with a specific project. Beneficial for customers with more detailed budget tracking requirements.
- Find it by clicking on a project, going to Billing and then clicking on Existing Invoices (image shown on next page)
  - Note: if the project has both advance and revenue invoices – they will show separately and also provide relevant invoice details



# Project Invoice History

21-A

Billing



create invoice



more

AFP FY21 Int

21-AFP-014 - AFP FY21 Integrated Media Buy and Support \ Advanced Food

Project Billing

Adv Billing - Client

Misc Costs

Files

To Dos

Budget

Billing

Transactions

Quotes

Purchase Or

Broadcast O

Insertion Or

Burn Chart

Contact

Client

Invoice By

One Amount



% to Bill

100.0000

Total to Bill

10135

## Existing Invoices

Invoice Lines	Total Billed	Actuals Billed	FF Billed
▼ Advance Invoices			
➤ Invoice: ADV-5522 Date: 7/21/2021 (Advance Bill)	9,000.00	0.00	9,000.00
➤ Invoice: ADV-5566 Date: 8/2/2021 (Advance Bill)	105,039.00	0.00	105,039.00
➤ Invoice: ADV-5675 Date: 9/7/2021 (Advance Bill)	40,407.00	0.00	40,407.00
➤ Invoice: ADV-5786 Date: 10/12/2021 (Advance Bill)	49,874.00	0.00	49,874.00
➤ Invoice: ADV-5812 Date: 11/1/2021 (Advance Bill)	22,839.00	0.00	22,839.00
Advance Invoices	227,159.00	0.00	227,159.00
▼ Revenue Invoices			
➤ Invoice: 5522-A Date: 9/2/2021	7,500.00	0.00	7,500.00
➤ Invoice: 5522-B Date: 9/15/2021	1,500.00	0.00	1,500.00
➤ Invoice: 5522-Credit Date: 9/2/2021	-7,500.00	0.00	-7,500.00
➤ Invoice: 5566-A Date: 10/28/2021	38,709.28	38,709.28	0.00
➤ Invoice: 5566-B Date: 10/31/2021	13,424.80	0.00	13,424.80
➤ Invoice: 5566-C Date: 10/31/2021	2,957.38	0.00	2,957.38
➤ Invoice: 5566-D Date: 11/30/2021	28,857.00	28,857.00	0.00
➤ Invoice: 5566-E Date: 1/31/2022	36,199.43	6,500.00	29,699.43
➤ Invoice: 5675-A Date: 11/30/2021	5,301.80	0.00	5,301.80


## Billing Status

- **Why do we do it?** So the finance team knows which invoices need to be sent by month; automatically pulls through to their WMJ billing feed
- **How does it happen?** Susan T, JoAnn or Megan would choose the correct status for each project so we know which invoice category it falls into
- Find it by clicking on a project, seeing Project Billing Status under Project Details (image shown on next page)
  - Note: You'll see a variety of status options available – the main ones we use are “Ready for Estimate Billing” for regular invoices; “Ready for Progress Billing” which is a mixture of invoice types; “Adv Billing – Recog Rev – Do Not Send to Client” for revenue recognition



# Billing Status

## Projects more

 Search the project number, name, client name, account and project manager

Project Full Name	Project Start Date	Project End Date
▼ AFP - Advanced Food Products		
<a href="#">21-AFP-014 - AFP FY21 Integrated Media Buy</a>	Tue, Jun 22 2021	Tue, M
<a href="#">21-AFP-045 - FY22 Planning</a>	Mon, Dec 20 2021	Thu, M
<a href="#">22-AFP-047 - 2022 Professional Service Fee 1†</a>	Mon, Jan 3 2022	Thu, J
<a href="#">22-AFP-048 - 2022 Website Maintenance</a>	Thu, Dec 16 2021	Fri, De
<a href="#">22-AFP-050 - 2022 Performance Reporting</a>	Mon, Jan 3 2022	Fri, De
<a href="#">22-AFP-051 - FY23 Planning</a>	Mon, Jan 3 2022	Fri, Se
<a href="#">22-AFP-056 - FY22 Media Spend</a>	Tue, Feb 15 2022	Tue, J
<a href="#">22-AFP-057 - FY22 Media Support</a>	Tue, Feb 15 2022	Fri, De
<a href="#">22-AFP-058 - Update Awareness GIF</a>	Wed, Feb 16 2022	Wed, M
<a href="#">22-AFP-062 - To-go Menu Infographic</a>	Mon, Feb 28 2022	Fri, A

## 22-AFP-048

2022 Website Maintenance / Advanced Food Pro

### Setup

- ✓ Schedule >
- ✓ Estimates >
- ✓ Project Settings >
- ✓ Team >

### Project Details

Project Status  
[Production - Ongoing](#)

Project Billing Status  
[Ready for Progress Billing](#)

- Misc Costs >
- Files >
- To Dos >

## Billing Status

- OTD Creative Services Retainer
- Ready for Estimate Billing
- Ready for Progress Billing**
- Non Billable - In House
- Non Billable - Applied Discount
- Apply Credit
- Adv Billing - Recog Rev - Do Not Send to Client
- Canceled
- Invoice Billing Completed
- Advance Bill



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Questions?

***Please see Nikki, Susan G or Susan T***

