

Fun with Invoicing!

Internal Meeting 4/6/22

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



Invoice

Invoice Number: ADV-6019

Due Date: 3/5/2022 Terms: Net 30

PO Number:

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

Amount Due:



\$0.00

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



Invoice

Invoice Number: 5937-A

Due Date: 4/9/2022

Terms: Net 45

PO Number:

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

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:

Invoice Total Amount:

\$0.00 \$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 othernotes for team/customer



Invoice

Invoice Number: 6015

Due Date: 3/3/2022 Terms: Net 30 PO Number:

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

Amount Due:

\$0.00

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)

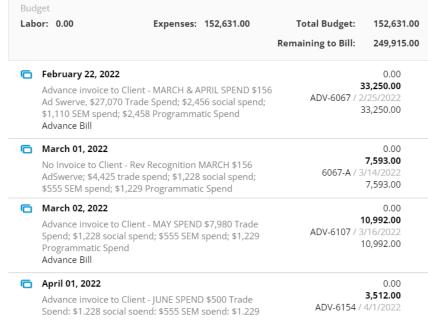
22-A 22-AFP-056 - FY22 Media Spend FY22 Media Spend / Advanced Food Products FY22 Media ! Setup Project Sched Schedule Estima Accounting Projec Billing Options Team Billing Schedule Project Media Project Statu Custom Fields Production Project Billin Ready for Pri Campaign 22-AFP-0004

Misc Costs

Files

To Dos

Billing Schedule



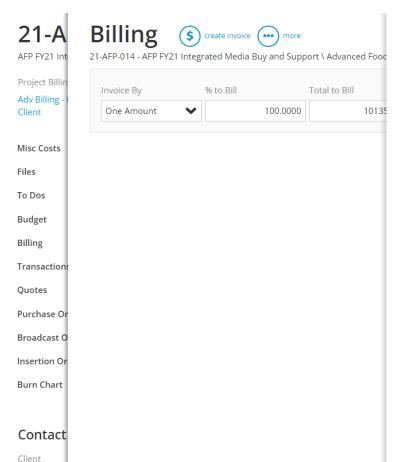


Project Invoice History

- 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



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





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

Project Full Name	Project Start Date	Projec
→ AFP - Advanced Food Products		
21-AFP-014 - AFP FY21 Integrated Media Buy	Tue, Jun 22 2021	Tue, M
21-AFP-045 - FY22 Planning	Mon, Dec 20 2021	Thu, M
22-AFP-047 - 2022 Professional Service Fee 11	Mon, Jan 3 2022	Thu, Ju
22-AFP-048 - 2022 Website Maintenance	Thu, Dec 16 2021	Fri, De
22-AFP-050 - 2022 Performance Reporting	Mon, Jan 3 2022	Fri, D€
22-AFP-051 - FY23 Planning	Mon, Jan 3 2022	Fri, S∈
22-AFP-056 - FY22 Media Spend	Tue, Feb 15 2022	Tue, Ja
22-AFP-057 - FY22 Media Support	Tue, Feb 15 2022	Fri, De
22-AFP-058 - Update Awareness GIF	Wed, Feb 16 2022	Wed, I
22-AFP-062 - To-go Menu Infographic	Mon, Feb 28 2022	Fri, Ar

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
Adv Billing - Recog Rev - Do Not Send to Client Canceled



Questions?

Please see Nikki, Susan G or Susan T

