Always on Target

AdWorks, Inc.

Sales Team Monthly Report

January 2010

Always on Target

Executive Summary

January 2010 has been a profitable month and the company has shown growth in many arenas. Ad sales are up by 23% and capital expenditures have decreased since 4th quarter in the Sales Department. The sales team hired a **new design specialist, the role of VP of sales was filled, a new sales chief** position was created, and the sales team accrued 24 new clients, including one national chain. Additionally, online ad sales doubled since July of last year. Statistics indicate that sales in most markets increase with the use of online ads and our clients are reading those statistics and responding to them. Marketing trends indicate that this growth will continue.

AdWorks received the Triangle Business of the Year award for its role in developing local awareness advertisements for the Local Disaster Relief Fund and the Fight the Drought awareness campaign. President Pete Moss accepted the award on behalf of the creative team at AdWorks.

Clients Overview

New Clients

The company has added 14 new clients to its roster in January 2010. All new clients are local businesses, with the exception of one that is a national chain. New categories of business clients we serve include wedding and event planners and a real estate business.

- Real Estate Business
  - National Chain
    1. A Learning Style (national chain)
  - Local Businesses
    1. Home Services Real Estate
    2. Builder Supply Depot
    3. Builderman & Builderman
    4. Hart & Sons
    5. Schmidt, Pearson, and Paul Attorneys at Law
- Event Planners
  - Local Businesses
    1. Write Image
    2. TGK
    3. A Kids Place
    4. Child to Child Consignment
- Wedding Planners
  - Local Businesses
    1. This Blissful Day – Weddings & Events
    2. A Beaded Room
    3. Possibilities
    4. Quick Print Copy Place

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