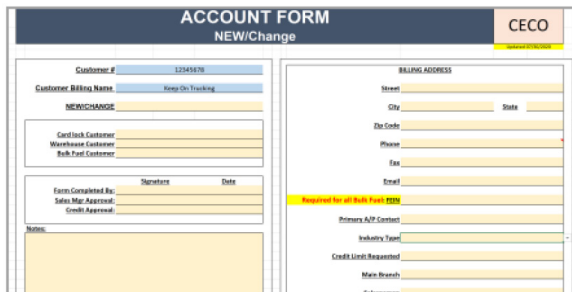



In order to ensure that Carson's digital communications reach the appropriate party, a **Marketing Contact** should be identified on all New Customer Forms moving forward. Find instructions outlining how to properly demonstrate the Marketing Contact below.

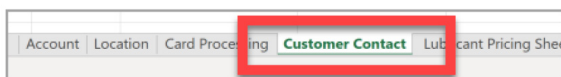


1 In *New Customer Account Form*, fill out information as you normally would.

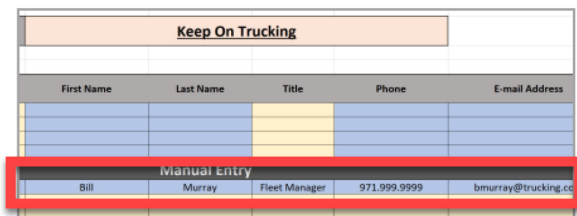
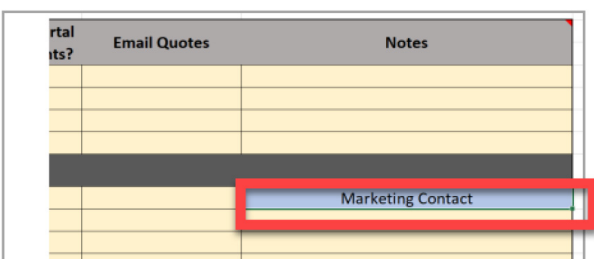
EXAMPLE ABC Arborists, LLC



2 On the "Account Tab", be sure to choose an industry from the dropdown list. If the specific industry is not included in the options, select the **closest descriptive industry** over a generic term like "Commercial"



3 Go to "Customer Contact Tab". Under "Manual Entry", add the contact information for the customer Marketing Contact.Z

4 Under "Notes" column, add "Marketing Contact". The Credit and Marketing Departments will handle it from here!