

Ronnie Dean

From: Jennifer Escobar <jennifer@escobartax.com>
Sent: Wednesday, May 1, 2024 12:43 PM
To: Ronnie Dean
Cc: Brandon Chezbro; Escobar & Associates
Subject: Re: Time to Start the Email blast

Hello All,

can someone please tell me what the schedule is going to be for releasing the email blasts & how it's coming along?

Thanks,
Jenn
Sent from my iPhone

On Apr 22, 2024, at 10:17 AM, Ronnie Dean <RDean@waterloomedia.com> wrote:

Hey guys,

Do we want to talk at 11:30a today? Zoom call?

Ronnie Dean, CRMC
8309 N IH-35 / Austin, TX 78753 / 512-832-4034w / 512-423-5717c

STREAMING | DISPLAY | SOCIAL | CONTENT
PAID SEARCH | SEO | OTT | YOUTUBE | EMAIL

<image001.png>

<image004.png>

From: Brandon Chezbro
Sent: Monday, April 22, 2024 9:41 AM
To: Escobar & Associates <bryan@escobartax.com>; Ronnie Dean <RDean@WATERLOOMEDIA.COM>
Cc: Jennifer Escobar <jennifer@escobartax.com>
Subject: RE: Time to Start the Email blast

Sounds great! If we keep the creative pretty similar to last time, but just tweak the copy, it should be a quick revision and we could probably send out an email campaign in about 3-5 business days. Display Ads usually don't take as long to revise, so those could start at the same time.

I'm free for a call today between 1130-1230 or 330-5, or tomorrow any time other than 11am.

Thanks!

Brandon Chezbro
Director of Digital Media
Waterloo Media | Austin, TX
bchezbro@waterloomedia.com
512.908.4992 o | 512.516.9674 c

From: Escobar & Associates <bryan@escobartax.com>
Sent: Monday, April 22, 2024 9:26 AM
To: Ronnie Dean <RDean@WATERLOOMEDIA.COM>
Cc: Jennifer Escobar <jennifer@escobartax.com>; Brandon Chezbro <BChezbro@WATERLOOMEDIA.COM>
Subject: Re: Time to Start the Email blast

Excellent,

We should jump on a 15 or 20 min call so we can brainstorm the message we want to hit home with.

I am mostly open all week, so It will be up to you guys and Jennifers' schedule.

On Mon, Apr 22, 2024 at 9:16 AM Ronnie Dean <RDean@waterloomedia.com> wrote:

Hi Bryan,

I am bringing in Brandon.

Ronnie Dean, CRMC

8309 N IH-35 / Austin, TX 78753 / 512-832-4034w / 512-423-5717c

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<image002.png>

<image004.png>

From: Escobar & Associates [mailto:bryan@escobartax.com]

Sent: Monday, April 22, 2024 7:58 AM

To: Ronnie Dean <RDean@WATERLOOMEDIA.COM>; Jennifer Escobar <jennifer@escobartax.com>

Subject: Time to Start the Email blast

Ronnie,

It is time to get the ball rolling again. Mail in ballots just went out. The new blast, I think, we should focus on her last name Escobar vs Jennifer Escobar. We think we lost lots of votes to Jennifers' opponent as her name is Jessica - Jennifer always gets called jessica. Budget for both is \$2k each. How quick can we turn the blast around?

Jennifer chime in if you think of anything else.

--

New Mailing Address

PO Box 2150

San Marcos, Tx 78667

Anthony (Bryan) Escobar **IRS Enrolled Agent**

Escobar & Associates

512-994-4480 office

512-442-6872 fax

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PO Box 2150

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