



Building strength in digital media sales teams

10 big ideas for online media sales teams **Getting to grips with online media sales**

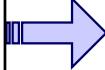
Digital Media Sales Academy

Strengthening your team with the knowledge about how the online markets work is key to unlocking pent-up potential. Even a great sales person can be lost in the maze of metrics, daunted by the jargon and unclear about whether the products being pitched will meet client objectives. Get the knowledge to the right level and not only does each person's productivity increase, but the whole crew comes together to deliver better results. This practical one day course will cover the basics, answer those unanswered questions and help your team pull together to sell online media effectively.

A rowing team in blue uniforms is shown from behind, standing on a wooden dock and holding oars. They are on a lake with a forested shoreline in the background. A large dark blue text box is overlaid in the center of the image.

Building stronger online sales teams

The Digital Media Sales Academy
Danny@DigitalTrainingAcademy.com



1. Accept the world as it is

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Building stronger leadership teams

A lesson about 'disintermediation' and the 5:1 recruitment revenue challenge

Publishing Strategy Academy
Digital Training Academy

In the digital networked economy companies have the opportunity to easily deal direct with other parts of the supply chain. This removal of intermediaries can challenge media groups and the first wave of those challenges is being felt in the falling volumes and yields of recruitment advertising in North America and Western Europe.

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Helping people do things better



The 5:1 problem

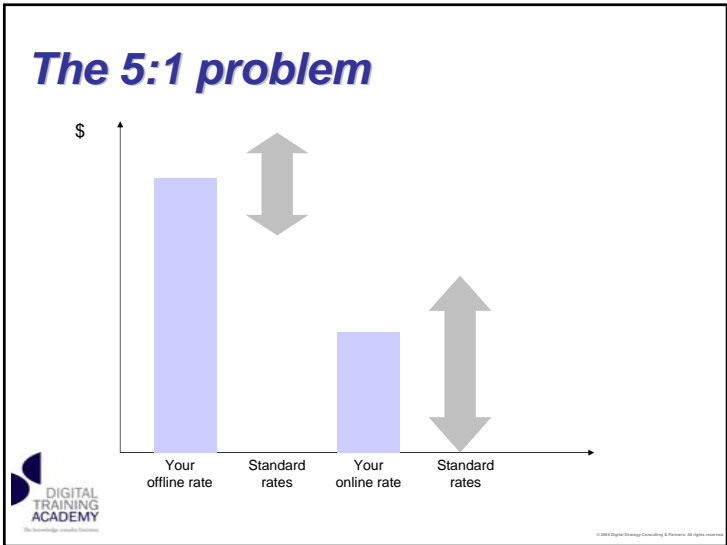
Recruiter

- Advertise offline media
- Advertise online media
- Advertise on own site
- Advertise on free site
- Email ads to Jobseek


Jobseeker

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➔ **2. Sort out your sales data: make a defensible case**




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Making sense of a digital world


A lesson from the Digital Management Information Academy Masterclasses for web publishers
Digital Training Academy

Learn what to count, how to count it, and how to use what you count. In our Management Information Academy you'll discover why most web businesses are flying blind, failing to have the right key performance indicators in place, and why many more waste energy tracking the wrong thing altogether. Find out what to trust and what to ignore. Get it right and together your KPIs and market intelligence can be turned into a digital nervous system for your online business, driving decisions and shaping strategy.



What should you count?

Hits
 Emails Registrations Logins Pimps
 Bouncebacks Frequency Posts
 Click-throughs Ad plays Emails Minutes
 Reach Responses Searches
 Open rates Plays Visits Clicks
 Unsubscribes Impressions
 Conversions Cookies Uniques
 Gone-aways Streams Views IPs
 Brochure requests Streams Views Megs
 Pass-on rates CVs delivered Streaming Audio
 Mouseover events Leads Customers
 RSS subscriptions Uptime
 SMSs sent



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What should you count?

Frequency Posts
 Click-throughs Reach
 Visits Clicks
 Impressions
 Cookies Uniques
 Leads

Tip for your marketing toolbox
Find the right metrics for your firm




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Audience KPIs to consider

Digital Strategy's 5 Ps of traffic...

- People (unique users)
- Pages (impressions)
- Persistence (stickiness / duration of visit)
- Pulling power (repeat visits)
- Passion (intensity of their activity)



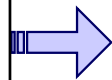
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...but some sales execs told us:

- 'I didn't know the number'
- 'I didn't get it right'
- 'I knew the number but not the metric'
- 'My real numbers were too small'
- 'I just don't understand what it means'



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3. Know your real market position



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A photograph showing a view through a car's side mirror, looking back at a road that curves into the distance under a cloudy sky. The mirror's frame is visible in the foreground.

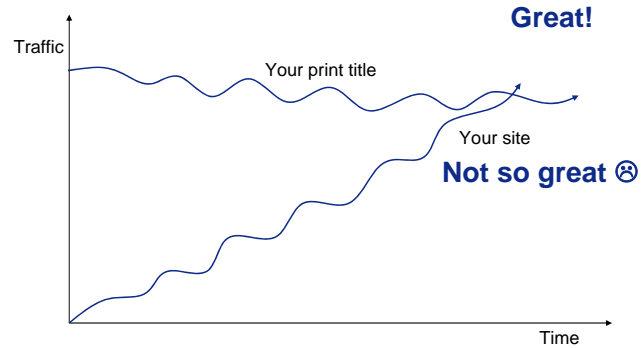
Making sense of a digital world

A lesson from the Digital Competition Academy Masterclasses for web publishers
Digital Training Academy

Capturing and interpreting the signals from the market gives you a sense of where your brand is today and can be the early warning system for changes heading towards your business. Get it right and your competition tracking and KPIs act as the digital nervous system for your business; driving decisions and fuelling strategy.

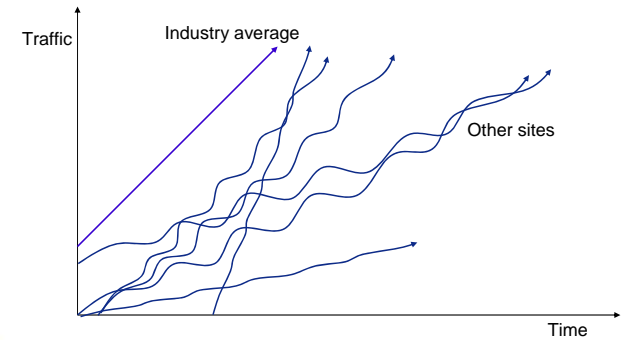
The logo for Digital Strategy Consulting, featuring a stylized blue and white circular icon to the left of the text "DIGITAL STRATEGY CONSULTING".

How well are you doing?



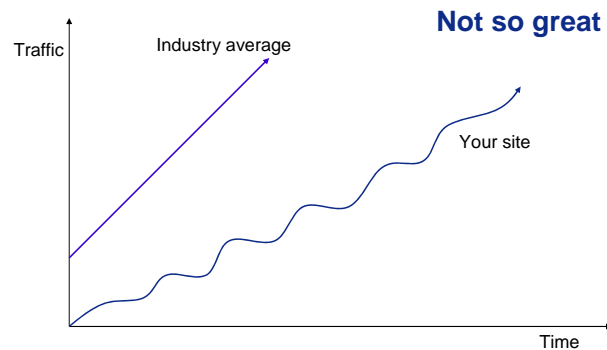
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How well are you doing?



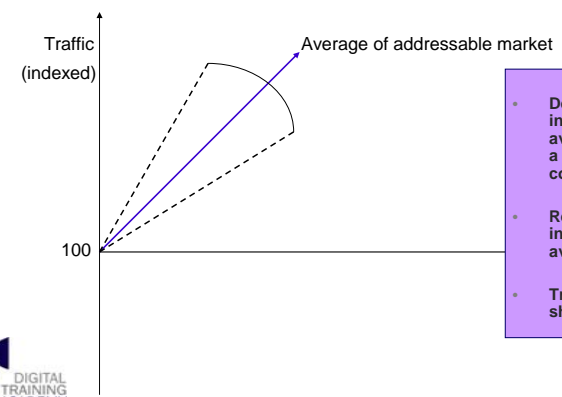
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How well are you doing?



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How well are you doing?



- Describe the industry average, or cite a basket of competitors
- Re-index to the industry average
- Track market share



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 **4. Sort out your product mix**

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Making sense of a digital world


A lesson from the Digital Creative Academy
Getting to grips with digital advertising formats
Digital Training Academy


Learn about the formats of online advertising and how they developed to the rich variety of what we have today. Discover how we are still on a journey within format development and how different firms are gradually adopting the new models. Appreciate why standardisation matters, but why the freedom to create unique arrangements remains a strong part of the marketer's options. Find out why the simple formats remain the most popular. Follow our hints and tips and discover what you need to know.


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The Universal Ad Package 160 X 600

 **Interactive Advertising Bureau**
300 X 250

 **Interactive Advertising Bureau**
180 X 150

 **Interactive Advertising Bureau**
160 X 600

 **Interactive Advertising Bureau**
728 X 90

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A pair of old favourites tried and tested
European formats

120 x 600 The First Skyscraper

 **Internet Advertising Bureau**
468 x 60 Traditional banner

 **Internet Advertising Bureau**

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Make your..

- Formats large
- Pages uncluttered
- Choices simple

And teach your sales teams so they truly understand the product mix



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5. Know your competition



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Building marketing craft skills

A lesson from the Search Marketing Academy

Understanding where search fits

The Search Academy

If you're going to do the hard work of getting your search terms up the PPC listings, you need an advert that motivates people to click on it. Good copywriting will significantly increase your Click Through Rate. Many of the principles of good off-line copywriting apply, but there are some crucial differences. In this session, we'll take you through some of them.

Web: Images Video Audio Directory Business Finder News Shopping More »

scuba diving holidays

Search: the Web in UK in Ireland

My Web News Answers SafeSearch UK GIF Answers News Shortcuts Advanced Search Preferences

Search Results Results 1 - 10 of about 2,030,000 for scuba diving holidays. Search took 0.28 seconds. (About this page...)

SPONSOR RESULTS

- **Acqua Cat Cruises**
www.aquacatcruises.com - Scuba diving and snorkeling adventure cruises from Nassau, Bahamas to the Exumas on a 102' luxury catamaran.
- **Scuba Diving Holiday in the Caribbean**
www.oasis.com - Oasis Beach Resort. Located on the small, unspoiled island of Nevis.
- **Diving Holiday, Pemba Island**
www.funululagoon.com - Fantastic scuba diving, fishing and snorkeling holidays at Fundu Lagoon on Pemba Island, Zanzibar, off the East African coast.

1. Aquatours Scuba Diving Holidays
Aquatours scuba diving holidays to destinations such as Red Sea, Egypt, Jordan, Ceze, Seychelles, Maldives, Cayman Islands, Bahamas, Manado, Kenya and East Africa. All PADI scuba diving courses available. Aquatours specializes in Scuba Diving holidays world-wide. Please choose the destination below which all aspects of our holidays and scuba diving, including PADI training courses.
www.aquatours.com - UK - Contact - More about Pemba site - Site

2. Scuba Diving Holidays
from beginner to Instructor Level. Diving Holidays, fully equipped Dive Shop and Diving Holidays. Shark Scuba currently runs regular diving trips and holidays to Southern Spain.
www.shark-scuba.com/holidays.html - UK - Contact - More about Pemba site - Site

Imaginative Traveller - Scuba Diving
Worldwide destinations for the Imaginative Traveller. Book online...
www.imaginative-traveller.com

About Israel at ThinkIsrael.com
ThinkIsrael.com is a site that aims to give you the complete story...
clk.storm.com

Scuba Diving Holiday
Find your ideal holiday online with the adventure and activity...
www.adventurecompany.co.uk

Diving Equipment
Buy snorkelling equipment and diving accessories including reef...
www.activesspa.com

Fiji Islands Exotic Holidays
Mavao Resort on Taveuni - one of the most exciting islands in the...
www.fijiislands.co.uk

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What clicks with you?

The diagram illustrates the components of a search result. A central box contains the following text:

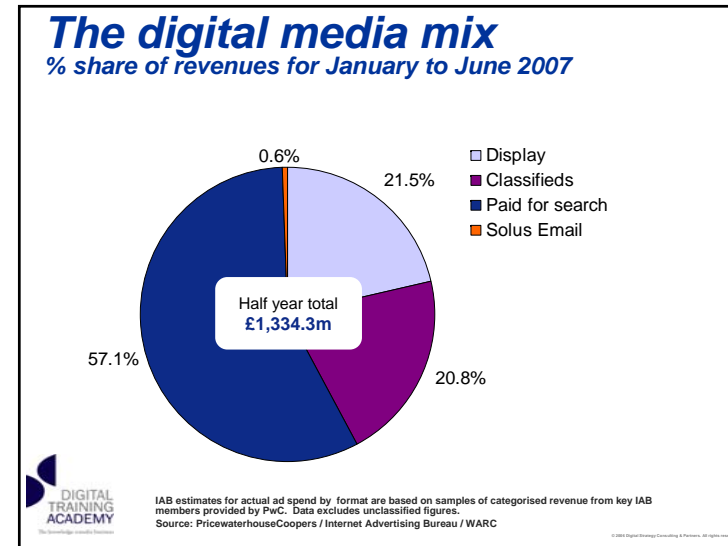
Imaginative Traveller - Scuba Diving
 Worldwide destinations for the
 Imaginative Traveller. Book online....
www.imaginative-traveller.com

Three callout boxes point to different parts of the search result:

- Title**: Points to the bolded title.
- Description**: Points to the text below the title.
- URLs**: Points to the green link.

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 The Knowledge Academy's Partner

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6. Unlock dayparting; sell different cycles

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Making sense of a digital world

A lesson from the Media Planning Academy

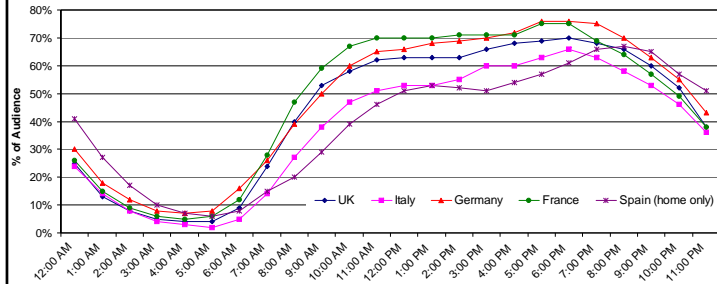
Getting to grips with online media planning

Digital Training Academy

Learn how online media planning builds on the familiar concepts of reach and frequency from traditional media. Discover how you can get your media space to work harder for you on the web. Find out what's worth tracking and why there are many false friends when it comes to accountability. Follow our hints and tips and discover what you need to know.

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Daytime is prime time Use dayparting to boost yields



Source: Nielsen/NetRatings

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➔ **7. Unlock behavioural targeting; sell different cycles**



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Making sense of a digital world

Digital Media Targeting Academy
Online targeting within web advertising
 Digital Training Academy

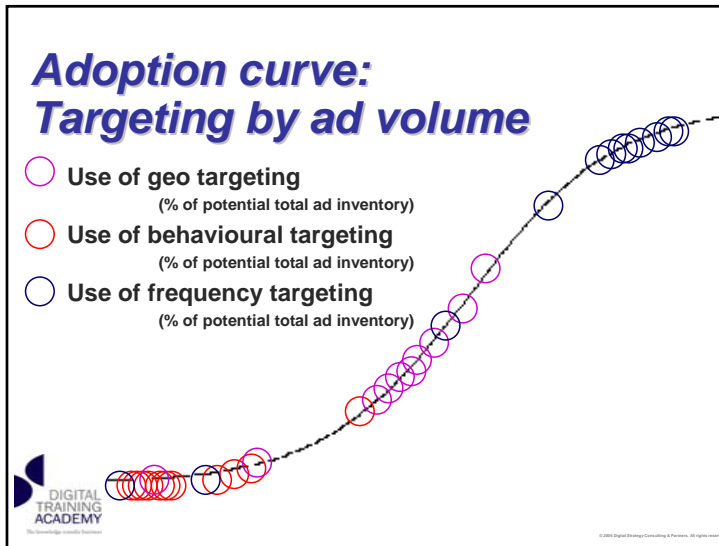
Wastage is the media planners key enemy. Whatever the brand, the media channel or the campaign objective, at some point it all boils down to one deceptively simple challenge: a definition of the audience you're looking for and the search to find them. Follow our hints and tips and discover what you need to know.

Marketing's journey

- One to all
- One to many
- One to few
- One to very few
- One-to-one
- ...and now
- Them-to-you: participatory marketing



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Use behavioural targeting to boost yields

- Raise average CPMs
- Reach new advertisers
- Gain more knowledge about readers

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8. Unlock revenue through ad ops execs

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Making sense of a digital world

Digital Advertising Traffic Academy

Getting to grips with forecasting your inventory

Digital Training Academy

You can't buy media that isn't there. In classic media that wasn't a problem because media owners and buyers could accurately predict the number of pages in a magazine, the minutes of commercial airtime in broadcast media or the number of outdoor poster sites available. Not so in online: this is a media channel where the audience creates the advertising inventory and people just are not that predictable! In this session we look at the challenges of forecasting inventory and some of the things you can do.

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Forecasting: many the benefits

- **Short term**
Availability for your current campaigns
- **Medium term**
Anticipating bottlenecks and cold zones
Tactical revenue maximisation
Revenue forecasting
- **Longer term**
Understanding how supply and demand should influence price
Anticipating human or systems resource needs in your team
Strategic revenue maximisation
Influencing product or content strategy



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➔ 9. Lead your team



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Making sense of a digital world

Digital Leadership Academy
Shaping the digital networked society
Digital Strategy Consulting

In times of huge economic and social change, knowledge becomes a critical success factor. We created the Digital Thought Leaders interviews and profiles to bring you closer to people and brands shaping the digital networked economy. They are based on private interviews and public lectures, and are published monthly. The aim is to unlock the potential of your team through sharing leading edge insights from people shaping the digital networked economy. If we can bring you closer to the people shaping this new work then your company and team will be stronger in their knowledge and vision.



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The future of magazines

Richard Eyre, media pluralist



“The real risk for media groups is that a disruptive new element brings people together better than a newsstand brand does.

I don't say that magazines are doomed but I do think that the jury's out on whether they migrate online, and its only the ones that migrate online effectively and create those communities and manage those communities well that will survive.”



Nov 2006

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10. *Build your team*



Build the team and their skills

- Invest in training
- Develop a strong sales model
- Evaluate sales capabilities
- Build the sales teams' skills

And Darwin gets the last word

*"It's not the strongest or most
intelligent species that
survive;*

*it is the one most adaptable to
change"*



Next steps

Accelerating your online sales

- **Everything changes**
Many new revenues out there, and massive change in existing advertising spend
- **Publishers miss the revenues**
Most publishers fail to build web revenues effectively, damaging their print titles as well as creating an underperforming digital edition
- **It's tough to build digital strategies**
Developing sales strategies and training that changes teams is a big challenge
- **These lessons should help you**
They're just a few from the Digital Media Sales Academy training programmes that have been helping boost the revenues of media sales teams since 2004



Log on to your **Digital Classroom**

www.DigitalTrainingAcademy.com/digitalmediasalesacademy

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How we can help you accelerate...

1. **Digital Classroom for**
 - **Media sales** www.DigitalTrainingAcademy.com/digitalmediasalesacademy
 - **Publishers** www.digitaltrainingacademy.com/publishingstrategyclassroom/
2. **Digital Insight Reports**
 - Tutor's insights: Hints and tips for media sales teams
 - Digital Insight Report: Digital Media Planning
3. **Digital Training Academy intensive skills programme**
 - Digital Media Sales Academy - conversion courses for print teams
 - Digital Media Sales Academy - advanced courses for those with 2 years experience
 - Digital Media Sales Academy - masterclasses for experienced online sales teams
 - Digital Media Sales Academy - revenue / yield strategy workshops
 - Digital Media Planning Academy
 - Digital Advertising Trafficking Academy
 - Digital Publishing Strategy Academy
 - Digital Product Development Workshops



Digital Training Academy

In-company and public access courses

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Digital Publishing Academies

- | | |
|---|------------------|
| • Commercial strategies for online publishers
Digital Publishing Strategy Academy (masterclass) | 28 February 2008 |
| • Online marketing essentials
Digital Marketing Academy (acceleration course) | 6 March 2008 |
| • Online advertising sales
Digital Media Sales Academy (acceleration course) | 7 March 2008 |
| • Content strategies for online publishers
Digital Publishing Strategy Academy (masterclass) | 27 March 2008 |
| • Boosting your traffic from search engines
Digital Search Academy (acceleration course) | 3 April 2008 |
| • Marketing through blogs and social media
Digital Blogging Academy (acceleration course) | 4 April 2008 |
| • Effective email publishing
Digital Email Academy (acceleration course) | 26 June 2008 |



Discounts at Publishing Expo

£150 discounts for places booked at Publishing Expo

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 **Recap: Key takeouts**



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Ten tips to boost your revenue

1. Accept the world as it is
2. Sort out your sales data: make a defensible case
3. Know your real market position
4. Sort out your product mix
5. Know your competition
6. Unlock dayparting; sell different cycles
7. Unlock behavioural targeting; sell different cycles
8. Unlock revenue through ad ops execs
9. Provide leadership
10. Build your team



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The Knowledge Academy Group

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A group of people in wetsuits are carrying a surfboard on a beach. The image is used as a background for a promotional banner.

Building stronger online sales teams

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Danny@DigitalTrainingAcademy.com

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