



Building stronger digital teams

Selling online content effectively **Digital Content Sales Academy (Orientation level)** Digital Training Academy

Selling content and services into the online media industry demands a good understanding of how online publishing works. Strengthening your team with knowledge of how content builds audiences, and how communities and social media can boost traffic is key for successful sales to online media. Video content and datafeeds can transform the success of a website, but only when they're part of a strong publishing strategy. Sales teams need the knowledge about how the online markets work to help web publishers unlock the potential for their audiences. Even a great sales person can be lost in the maze of metrics, daunted by the jargon and unclear about whether the products pitched will meet client objectives. This academy gets the team's knowledge to the right level; not only does each person's productivity increase, but the whole crew delivers better results. Hands-on, practical and focused on sales: just what's needed.

Selling online content can be a challenge for even the best salesperson. The new trading models, diversity of formats, unclear production processes and the wall of jargon can undermine the confidence of a sales team and leave executives confused about what products they can sell and what can be effectively delivered. For newcomers to the industry

there's lots to learn, and even for sales

executives with experience it's vital to check their knowledge and maintain best practice in a changing market.

“We created this Academy to fast track your knowledge and understanding of how online content, media and sales works, letting you get better results faster and avoid the potholes along the way. You'll learn new skills, gain deeper insights and become more confident with the products and the sales process”

Online marketing pioneer Danny Meadows-Klue was the publisher of the first online newspaper in the UK. He went on to help create the Internet Advertising Bureau in the UK and a dozen countries around the world. He saw the challenges publishers face from the start and he designed this Academy to accelerate the understanding and professionalism of suppliers to the digital media industry.



The Digital Content Sales Academy (Orientation)

An orientation Digital Content Sales Academy

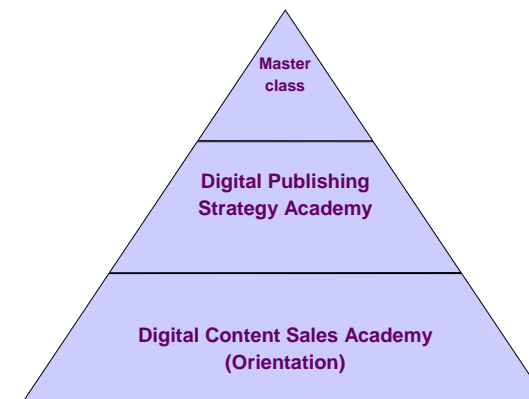
At Digital Training Academy we created this in-company programme of advanced training to help build the capability and structures that are needed for your team. Our model for personal development is a fusion of classic training workshops, lecturettes and assignments, that will lift the knowledge and skills of your teams, change their attitudes and lay strong foundations for healthy sales in an increasingly competitive market. The standard programme combines two full day Academies, with an Academy breakfast and bespoke assignments. Your Digital Classroom will be online two weeks before the Academy begins.

The qualification ladder

This Advanced Academy is designed as part of our orientation programme. Following on from the Advanced training, there are a series of strategy and practice workshops that form our Masterclasses. Many media groups combine an Orientation Academy with half day workshops or Masterclasses to deepen the insights in key areas, or develop part of the market proposition that will be used by the company.

Digital Content Sales Academy

Qualifications and progression



Analysing training needs

Depending on the culture, environment, and expertise at your firm, we may suggest skipping the orientation level Digital Content Sales Academy and moving straight to Advanced.

Syllabus for the Digital Content Sales Academy (Orientation)

What makes our courses so effective?

- ☑ Leading trainers and freshest thinking
- ☑ Focused just on the topics that matter right now
- ☑ Customised masterclasses based on the needs of senior executives
- ☑ Fast-paced intensive courses that minimise time spent out of office
- ☑ Practical courses grounded in current best practice
- ☑ Robust action plans to transfer the learning back into your business

Digital Content Sales Academy (Orientation) A conversion programme for digital execs

Who should attend?

Executives and managers involved in the selling of digital content or services to digital media publishers, business strategists aiming to develop propositions for sale into the online sector, buyers of online content services needing a recap about the benefits they can deliver.

Let's get jargon busting

Cut through the digital jargon to boost your knowledge and confidence about the language.

Digital Strategy Academy: Selected modules

Learn about the relationship between content and website revenue, and what publishers need to have in order to compete in the rapidly changing digital landscape. We cover news, niche content, video and audio, and the role of data, social media and applications.

Digital Research Academy: Selected modules

Learn about online advertising spend and the relationship to content, stepping into the shoes of publishers to learn about the roles they play and the revenue challenges publishers face.

Digital Audience Insight Academy: Selected modules

By understanding the dynamics of web audiences, you'll learn about the relationship between content and traffic. Explore the amount of time people spend online and what triggers greater engagement and involvement with websites.

Digital Content Academy: Selected modules

Get up to speed with the types of content, the mix in a publication and the challenges in sustainable production. Learn about how content is distributed, and the publisher's view.

Digital Editorial Academy: Selected modules

Find out about the challenges of writing for the web and how to overcome them.

Digital Web Analytics Academy: Selected modules

Find out how content and audiences are measured, what counts, and why.

Digital Circulation Building Academy for publishers: Selected modules

Think again about how content can drive audiences and the role that external content providers can play in tackling the key issues a business faces.

Digital Sales Academy: Selected modules

Exercises, workshops and practical tips about how to sell digital products into the market

How will your Digital Content Sales Academy work?

Your Digital Content Sales Academy

Stages for the Academy Steering Board in your Academy

Planning

- Academy Prospectus
- Initial scoping
- Engagement
- Planning your Academy
- Training needs analysis
- Detailed scoping and streaming
- Academy customisation – finalising the syllabus
- Steering group sign-off

Training & consultancy delivery

- Doors open at your Digital Training Academy
- Doors open at the Digital Classroom
- Doors open for the face to face classroom
- Homework exercises
- Consultancy exercises from Digital
- Graduation

Graduate programme

- Your Graduate Programme
- Graduate programme begins
- Mentoring Q&A by email
- Digital classroom learning & development centre

Training & consultancy review

- Scope for future Academy classes and refreshers
- The Report Card
- Debrief to Academy Steering board
- Parking boards and key issue identification

Stages for the participants in your Academy

Tailoring the academy

- Understanding your learner's needs

Opening the Digital Classroom

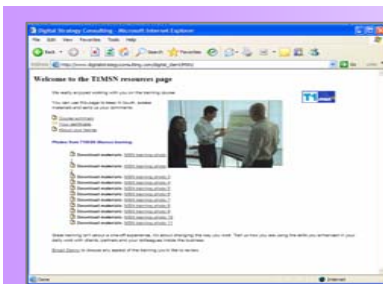
- Online at DigitalTrainingAcademy.com

Digital's Breakfast Academies

- An Academy breakfast
- 90 minute early morning session mixing a lecture with discussion (this is a core part of the syllabus, but extend the learning time of the group)

Digital Classroom for your team

To help participants manage their learning we will create a simple password-protected learning resource space on the DigitalTrainingAcademy.com website. This will include course management documents and outputs from workshops. We will use this to act as a focus for discussion outside of the classroom.



Self study

- Homework exercises to explore what drives online marketing
- Research reports from the Digital Strategy team

Two-day Academy

- Face to face learning for your team
- Splitting the days with homework assignments and projects

Management consultancy projects delivered

- Talking points about the strength of online advertising
- Features / Advantages / Benefits grid to support selling

Management insights

- Academy stakeholder debriefing
- Knowledge transfer briefing (handing over the toolkits)
- Key issues report
- Additional training needs analysis

Your Digital Academy team

Academy director: The director designs the Academy structure and learning model

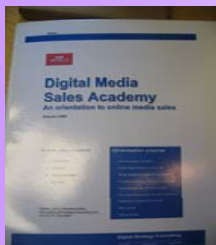
Academy tutor: The lead tutor who will be delivering the majority of your lessons

Academy manager: You will have a single Academy Manager for the whole programme

Academy guest lecturers: Guest lecturers may join us for several of Digital's Academies

Academy administration: We have a back office team who will look after your learners' needs

Supporting your team



Digital Knowledge Packs for your team

To support knowledge transfer, all participants will build up a comprehensive Digital Knowledge Pack from the materials distributed throughout the Academies. This includes Digital Insight reports, notes to orientate on every workshop, book reviews of recommended reading and Digital Action Plans as well as space for future knowledge they discover.



Digital Insight Reports for your team

Before term starts at your academy we'll issue all of the participants with a series of research reports that build out their knowledge and contextualise some of the key issues for web publishers. This will be part of the pre-course reading and will be accompanied by some a recommended reading list.

Digital's Report Card: grades for our team, insight for your management team

Your Academy Report Card

At the Digital Training Academy our aim is to change the way your firm behaves. This means developing a range of tools for knowledge handover that go far above and beyond traditional course feedback.

Digital's Academy report card

For each team being trained there is a comprehensive training debriefing report that summarises their comments about how they found the course and what worked best for them.

Group training plan

A second report explores the training needs highlighted by the group and blends in our own perspectives about the needs they have moving forwards.

Parking board – ideas for the management team

A third report – from our parking boards – details the other issues raised by your teams during training. This includes a key issue map for senior management team and highlights areas raised on the course but beyond the scope of training. If requested we can include our solutions about approaches for tackling many of the problems. These notes can prove useful for product development, healthchecking the business processes that are in place or gaining additional input for tactical and business planning.

Management review: with senior management steering group

This de-briefing to stakeholders is an essential element of the knowledge transfer that sets the framework for future development of the team and the augmentation of the training into their working environment. The workshop includes:

- Review of the course
- Development map for incorporating the learning into routine business activity
- Training feedback report
- Strategic issues for the group

Research materials may be delivered as part of this workshop. The workshop will be at least an hour and is only intended for a small group of senior executives.

Your Academy Report Card

For each team being trained there is a comprehensive training debriefing report that summarises their comments about how they found the course and what worked best for them.

A second report explores the training needs highlighted by the group.

A third report – from our parking boards – reports the other issues raised by your teams during training. These notes can prove useful for product development.

The fourth and final report covers how to roll these lessons into the structure of the monthly sales routine.

Graduate programme

We'd suggest a final Digital Academy Breakfast as a close to the Academy Programme. This would act as an informal graduation with presentations of certificates and the outstanding student awards.



Training certificates and qualifications

All executives receive training certificates detailing what was covered in the course.

The qualification ladder includes four courses:

- Digital Media Sales Academy - Orientation
- Digital Media Sales Academy - Advanced
- Digital Media Sales Academy - Masterclass
- Digital Publishing Strategy Academy

Your commitment

Let's get started! With a free training needs analysis

"I would like you to run a training needs analysis ahead of an in-company Digital Training Academy programme. We're committed to helping improve our team's ability in digital marketing, publishing and commerce. I will be part of the steering group for the project and will give the time needed to ensure we maximise the benefit, and I have the authority of my organisation to agree to the terms by which it is offered."

Signature

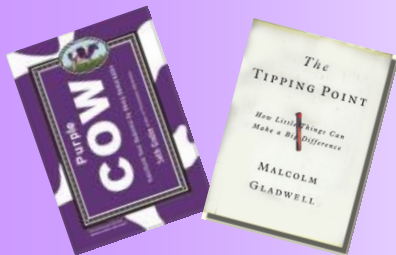
Your name

Organisation

Date

Next steps? Start today...

1. Fax or email this sheet back to register your interest so we can run your training needs analysis
2. Indicate the target dates for an academy as we get booked many months in advance
3. Call our Academy managers if you need more information
4. Consider possible dates for your in-company Academy
5. Find out which related teams might benefit from joining the Academy
6. Return the paperwork we will then send you to confirm the Academy booking

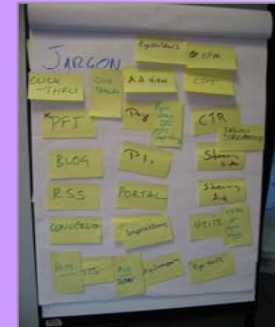


Digital Training Academy: CPD reading

We encourage Academy participants to read more broadly about contemporary marketing and digital media

Opinion: Meet the Digital Thought Leaders

Graduates get a subscription to our regular Thought Leadership interviews explaining what key opinion formers believe the market is doing. Craig Newmark takes us behind the scenes at the classifieds website Craig's List and web analyst Jim Sterne shows how any firm can unlock more value from their site.



Jargon Busting!

Always a popular module on our Digital Training Academies. We don't just give you the meaning, we explore the context until you're confident you can explain it to their colleagues.

Look out for prizes to the learner who's found the geekiest piece of jargon this month.

Our company support programmes includes

- Coaching and mentoring for senior management
- Customised in-company training programmes
- Management clinics for critical issues
- Workshops for staff at all levels
- Research briefing services
- Training and development

If you have any questions about our approach to training, or the detailed content of the course then download our training prospectus or call the team.



Digital Training Academy Limited is part of the Digital Strategy Consulting Group
Digital Strategy Consulting Limited
Tel +44 (0)20 7244 9661
Email TheTeam@DigitalStrategyConsulting.com
Company 4342606
The Digital Hub, 19-21 Tavistock Street, Covent Garden, London WC2, UK

Making sense of a digital world

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