

## Digital Media Sales Academy

### Getting to grips with online advertising sales

Digital Training Academy

Designed for sales people with less than a year's experience in internet advertising sales, this Digital Training Academy is the way to accelerate your knowledge and boost your results. It was created by some of the world's leaders in online advertising, and media owners across Europe, Asia and North America have been benefiting from it since 2004. It will change the way you look at internet advertising, help you focus on what really matters, and boost your confidence. Even a great sales person can be lost in the maze of metrics, daunted by the jargon and unclear about whether the products being sold will meet client objectives. Overcome these problems and not only does each person's productivity increase, but the whole crew comes together to deliver better results. This practical Digital Training Academy will cover the basics, answer those unanswered questions and help your team pull together to sell online media effectively.

Selling online advertising can be a challenge for even the best salesperson. New trading models, hundreds of advertising formats, unclear workflow processes, and the mountain of jargon: together they can undermine the confidence of a sales team and leave executives confused about what they can sell and what will work. For newcomers to the industry there's lots to learn, and even for experienced sales executives it's vital to keep up with best practice in such a rapidly changing market.



**“We created this course to fast-track your knowledge and understanding of how online advertising and sales works, helping you get better results faster and avoiding 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 marketer Danny Meadows-Klue has been pioneering internet advertising for more than 12 years. He helped create the Internet Advertising Bureau in a dozen countries and was the publisher of the UK's first online newspaper. More than 25,000 people have attended his talks and courses, and he created this Academy to accelerate media sales teams.

## Training: essential for boosting performance

The Digital Media Sales Academy is the guaranteed way to boost your results. If you're involved in selling advertising for online media then it's the essential way to get the knowledge you need to become more effective. Why spend years learning on-the-job if our team can accelerate your knowledge and understanding today? It's fast, effective and proven. At a time when the whole advertising industry is changing so fast, can you even afford to wait?

Designed by some of the world's pioneers in online advertising, the Digital Media Sales Academy has helped media sales teams from more than 30 countries get online sales right. Our fusion of classic lecturettes, training workshops, cutting-edge insights, and consultancy thinking is a winning formula that will immediately raise your understanding of how web advertising works, and how you can sell more effectively. It lifts your knowledge, raises your skills, and boosts your confidence – the vital ingredients in transforming your business.

Before the Academy even starts you'll receive research papers from us - Digital Insight Reports - and an exercise to get you thinking differently about how web advertising works. We'll also want to know about you, your brands, and the challenges you face. This lets us customize the academy to ensure it covers the issues that matter most to you right now.

### We'll answer these questions and more...

- Can you select the right advertising format to pitch to your clients?
- Do you know why great websites often fail to make an agency's media schedule?
- Can you choose the trading model that will give you the best returns?
- Do you know which formats to say 'no' to, and why?
- Can you quantify the effect that targeting techniques will have on your volumes and yields?
- Do you know what behavioural targeting would do to your revenues?
- Can you anticipate the market sectors that are about to switch on to digital?

### Who should attend?

Sales teams and management teams engaged in online advertising with less than 18 months or two years experience. Related teams in marketing, advertising operations, advertising trafficking, finance and creative studio.

## What's in your Digital Media Sales Academy?

### 'Getting to grips with online media sales'

#### – For executives with less than two years experience in online advertising

This Digital Media Sales Academy includes by pre-course reading, a day of intensive training, online tutoring for participants, and six months access to research. Places are strictly limited.

#### From Digital's Research Academy

- Audience research insights  
Understanding the time people spend online and what they do.
- Advertising research insights  
Understand how advertisers are migrating to the web and where they are placing their budgets. We look at the sectors and formats to reveal patterns you can use.

#### From Digital's Advertising Trafficker's Academy

- The life cycle of an online ad  
We get to grips with trafficking and scheduling of a campaign, following an ad from concept to conclusion, and consider the implications for sales and support teams.
- Getting to grips with reporting and data analysis  
Learn what data and reporting your clients expect now and will need in the future.

#### The Digital's Strategy Academy

- Understanding the selling points of web advertising  
You'll get to grips with the features and benefits of online advertising and come away with ideas you can use straight away.
- Rethinking your own sales proposition  
We'll even develop a simple sales tool you can use to help get those marketing messages across; talking the client's language and meeting their objectives.

#### From Digital's Media Planning Academy

- Getting to grips with online media planning
- Understanding online targeting
- Integrating digital and traditional media channels
- Exploring the models for buying and selling online media space  
We review the different trading models such as CPC and CPM and their implications

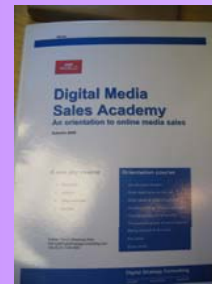
#### From Digital's Classic Marketing Academy

- A recap of classic marketing theory  
This update reminds you of the core marketing principles that underlie all advertising campaigns; essential knowledge for media sales teams.
- Setting web marketing campaign objectives  
We examine what clients are looking for and how their online marketing delivers

## Even more reasons to take part...

Our primary focus on this Academy is to fast-track your knowledge to help you sell more effectively. But Academy participants regularly tell us that this Academy, can also:

- Increase and sustain their higher digital advertising sales revenues straight away
- Strengthen existing sales skills
- Boosts confidence and changes attitudes of your fellow team members.
- Aligns the stakeholders behind a clear, shared vision
- Transfers strategic thinking across the team



### Your Digital Training Academy knowledge packs

Because this intensive Digital Training Academy is packed with key information, we've created a Digital Knowledge Pack that provides you with background reading, course materials, exercises, essential research, interviews, book reviews and a series of Digital Action Plans you'll complete during your Academy. Your Knowledge Pack can act as a scrapbook for future knowledge you discover.

## Academy graduates enjoy free subscriptions to...



### Research: Digital Insight Reports

Our Digital Insight Reports give you the inside track. Recent editions include Digital Europe – tracking the rising in online advertising spend across Europe, Digital Advertising Futures – our forecasts for online advertising growth and digital media substitution, how online is eroding the brands and revenues of traditional media.



### Opinion: Meet the Digital Thought Leaders

Our monthly Thought Leadership interviews explain what key opinion formers believe the market is doing. Craig Newmark takes us behind the scenes at the classifieds website Craig's List. We find out more about Wikipedia, look at the world's first online banking exchange, and web analyst Jim Sterne shows how any firm can unlock more value from their site.

## Your commitment

### Yes! Hold a place for me on the next event

Date of next event .....

Your name .....

Organisation .....

Signature .....

Today's date .....

### Next steps? Start today...

1. Fax or email this sheet back to register your interest so we can hold a place
2. Call our Academy managers if you need more information
3. Receive your booking email and then confirm your place
4. Get stuck in to your Welcome Pack for this Digital Training Academy

### Some important small print

Our in-company Academy courses are subject to a formal engagement letter, the terms of which are on the website or available by email if you would prefer. Here are some of the key terms.

**Team:** You will have an Academy Manager who will look after your team and the administration of the course. One of our senior associates or managers will be your lead trainer, supported by a researcher and administrative staff. For many academies we have additional expert trainers who supplement the team.

**Engagement:** The full terms of engagement are available online and on request. Courses can only be booked once we have an agreement in place and dates cannot be guaranteed before bookings have been confirmed. Due to the popularity of the Academies we advise that only early booking can guarantee the dates you would like.

**Confidentiality:** We cherish confidentiality and in large organisations, the content, views and discussions related to this project will remain confidential to the commissioning managers and not the wider organisation.

**Cancellation charges:** A cancellation charge of 25% applies if a course is cancelled within 4 weeks of its delivery, rising to 50% in 2 weeks and 100% in the week before.

**Disbursements:** An additional contribution of 5% will be levied on all course fees for related disbursements, which covers course materials production (for up to 15 delegates) and travel to central London. Additional travel and related expenses are charged for courses delivered outside Central London.

**Taxes:** All payments are subject to VAT and our standards terms. If you would like your academy to be held outside the UK then ask our team for more details.

## Our company support programmes include

- Executive digital coaching for director teams
- Customised in-company training Academies
- Senior masterclasses for critical issues
- Workshops for staff at all levels
- Training and skills assessments
- Public access training days

To book a place or find out more about an upcoming event, simply call us or email [AcademyManager@DigitalTrainingAcademy.com](mailto:AcademyManager@DigitalTrainingAcademy.com)



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](mailto:TheTeam@DigitalStrategyConsulting.com)

Making sense of a digital world Company 4342606

Copyright, marks and small print  
Copyright 2000-2007 Digital Strategy Consulting Limited. All rights and marks are our property. While every effort has been made to ensure the accuracy of this paper, we offer no guarantee or warranty on the information contained herein. Full terms and conditions for our contracts are available from Digital Strategy Consulting.