Join us at Digital's summer school 2007

Advanced web marketing for book publishers
Marketing books through blogs, communities and social media

A tailored 'Web 2.0' Digital Marketing Academy programme

Suddenly every book publisher wants to harness digital marketing, launch their blogs and connect to their communities. But how can you do this in practice? And if web marketing is so effective, then why is it that so many web marketing projects fail? The Digital Training Academy have put together a special programme to show book publishers the theory of communities, social networks and blogs; the strategies for weaving them into the book publisher's business; and the practical strategies for what really needs to be done. These half day sessions will raise your knowledge, steer you away from the potholes and help you figure out what's right for your firm.

A summer school programme of Digital Marketing Academy workshops in London @

DIGITAL TRAINING ACADEMY
The knowledge transfer business

The **Bookseller**
seminars 2007

Building stronger digital teams

Need more? Email our Academy managers: TheTeam@DigitalStrategyConsulting.com

Advanced web marketing for book publishers

This customised programme of digital marketing training blends together the theory of new communication channels, the strategies that have worked well, and the practicalities of what you need to do. It's a rare chance to get high level consultancy thinking straight into your team and each Digital Training Academy comes with a roadmap of ideas and examples you can harness.

How training helps you get it right

Internet marketing is a big decision. Get it right and news of your products spreads at the speed of email through blogs, social networks and online communities. But to get it right you'll have to make decisions about campaigns, software, publishing models, resources and strategies. The Digital Training Academy created this tailored programme to boost your understanding with the right knowledge, delivered in jargon free language. Our tutors have been helping firms market themselves online for more than ten years and now we can help you. This Digital Training Academy programme will lift the knowledge of those new to the industry, and boost the confidence of those more experienced. It's a chance to ask the tricky questions and ensure you get the right answers. It can have the greatest return of any investment a firm makes because it fundamentally changes how your team will behave. In digital marketing the skills vacuum continues and many media and marketing executives struggle with such a new landscape, with new communication models and new suppliers. Even for those already in the industry, our Digital Training Academies can be a powerful way to confirm you're on the right track, or think more broadly about key strategic issues.

What makes our training so effective?

- ☑ Leading world class trainers and the freshest thinking
- ☑ Tailored to just what you need to know right now
- ☑ A focus on the 'how to' that you can apply straight away
- ☑ Fast-paced intensive courses that minimise time spent out of office
- ☑ Practical courses grounded in current best practice
- ☑ Designed by world class digital marketers with over a decade's online marketing expertise
- ☑ Robust action plans to transfer the learning back into your business
- ☑ Packaged learning programmes for further tuition

A guide to reaching readers online
Social Networks, Communities & Books
July 26th 2007: London

How do social networks and communities on the web work in sales and marketing?
What's the relationship to your sites?
How can you engage groups of readers?
What content works online to nurture communities and how can you effectively architect their development?
What's the most effective model for you?
How do you measure success?

A guide to reaching readers online
Viral Marketing and Books
September 27th 2007: London

How does viral marketing really work?
Why do some messages achieve the viral effect and most never get passed on?
How can you harness its power?
What are the risks and success factors?
Which models can convert buzz to sales?
What's the right model for you?
How can book launches be delivered through viral marketing?
What are the tricks to viral success?
How can you build database for the future?

A guide to reaching readers online
Blogging and Books
October 18th 2007: London

Understand the models of blogs and the social context that fuels them.
Explore what's needed to get them working for you, and how they can be supported.
Understand what makes writing work hard online, and the role of links and networks.
Find out the mistakes you need to avoid.
Discover how to build traffic to your blogs.
See examples and models you can apply.

DIGITAL TRAINING ACADEMY