



## FAST TRACK YOUR DIGITAL MEDIA CONFIDENCE

This program is designed for buyers and sellers of digital media – marketers, agencies and media organisations. The course is applicable for traditional media buyers and sellers, as well as entry-level staff at pure-play online sites who need to better understand the basics of buying and selling digital media.

This in-house course, taken in a full or half day, lays the foundation for building confidence with the terms and concepts of digital media.

### At the end of this course your staff will be able to:

- Confidently discuss and explain common online advertising terms, trends, and concepts
- Identify online advertising buying and audience measurement metrics
- Understand pricing models and the range of options for branding and performance campaigns
- Describe how online campaigns are measured and the importance of tying measurement to campaign objectives

### The Introduction to Digital Media course includes:

- Preparation materials for attendees
- Course workbooks
- Course debrief

**“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”**

**Charles Darwin**  
English biologist (1809 - 1882)

## HALF-DAY COURSE INCLUDES

- **Digital Media Landscape**
  - The latest market stats & growth
  - Key terminology
- **Measurement & Metrics**
  - Internet advertising metrics
  - Site-based and panel-based audience measurement
- **Display Advertising**
  - IAB standard ad units
  - Rich media advertising
- **Online Campaign Strategy**
  - Setting objectives
  - Setting success metrics
- **Social Networking**
  - Web 2.0 & how marketers are using it
- **Planning & Buying**
  - Key issues for online planner/buyers
  - Pricing models
- **Search Overview**
  - Why marketers love it
  - How it works
- **Adserving**
  - How it works & what it measures
- **Overview of Campaign Management & Reporting**
  - Tracking, reporting, optimisation & ROI
- **Full-day course also includes:**
  - The dynamics of buying and selling online advertising
  - The online buying and selling process
  - Email marketing
  - Mobile advertising

**READ ABOUT OUR TEAM & INSTRUCTORS**

