



LEARN AND ADAPT

The Advanced Digital Sales program is a premium in-house program for media owners who need to get their new digital sales staff, and/or those transitioning from traditional media, up to speed with digital media. This course will give them the knowledge they need to confidently talk about digital advertising concepts and understand their product offerings. This course is tailored to your specific business and market.

The program includes:

- A needs analysis to assist in preparing a course tailored to your needs
- Preparation materials for attendees
- Course workbooks
- Course evaluations and feedback
- Course debrief

After completing the Advanced Digital Sales program your staff will be able to:

- Confidently discuss digital media advertising opportunities with agencies and clients
- Articulate the benefits of digital media for a particular campaign
- Compare and contrast their ad products with those of their competitors

The Advanced Digital Sales program is made up of two courses:

LEARN - INTRODUCTION TO DIGITAL MEDIA

Half-day course includes:

- Digital media landscape
- Audience measurement
- Display advertising
- Online campaign strategy
- Social networking
- Planning and buying
- Search overview
- Adserving
- Campaign management & reporting

Full-day intro course also includes:

- The dynamics of buying and selling online advertising
- Online sales process
- Email marketing
- Mobile advertising

ADAPT - APPLYING THE FUNDAMENTALS TO YOUR BUSINESS

Half-day course includes:

- Overview of your digital properties and ad opportunities
- Ad product, pricing and operations review
- Vertical market overview
- Your sales challenges and how to overcome them
- Best practices (examples of what other media companies in your category are doing with their digital properties)

“We were going through a period of change at The West Australian and we are keen to bring all of our people up the digital curve. Patty made the digital world seem less threatening and drew the many parallels with the newspaper world that the majority of our team understands so well already. We have already started to see the results from her efforts.”

**Gavin Burnett,
GM Online & Ecommerce,
The West Australian**

[READ ABOUT OUR TEAM & INSTRUCTORS](#)

