

# RAB PROFESSIONAL DEVELOPMENT

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## CDMC 2.0

CERTIFIED DIGITAL MARKETING CONSULTANT 2.0

This course is designed for radio salespeople and managers who have mastered the fundamentals of selling digital advertising and have one or more years of selling digital campaigns.

### Class 1: The Next Big Thing \_\_\_\_\_

Digital advertising and marketing changes quickly. Radio stations are increasing advertising revenues selling popular digital products. At the same time it is important to keep an eye on trends and new advertising opportunities. This class looks at current statistics and projections for the near future.

### Class 2: Best Practices \_\_\_\_\_

We have assembled a panel of experts. Each shares tips on the best practices used to develop and sell the hottest digital products, including online video, social media, and data base marketing. Get ready to take lots of notes!

### Class 3: Integrated Campaigns Are The Key \_\_\_\_\_

Combining on air, online, on site and on demand advertising opportunities for your clients maximize advertiser results and station revenues. The process starts with a thorough CNA and concludes with an integrated campaign recommendation. We'll outline a process that will increase your number of orders and the size of each.

### Class 4: Addressing Objections to Digital Advertising \_\_\_\_\_

Advertisers and prospects have general objections to any advertising campaign. They have specific objections to radio station digital advertising. We'll look at common objections digital salespeople hear, how to address the general questions, and how you can address specific digital objections to close the sale.

### Class 5: Dirty Digital Secrets \_\_\_\_\_

There are upsides to all advertising media... and downsides. From what we read in mainstream media, it appears digital advertising may be a perfect solution to reach consumers and hold advertising accountable. However, sophisticated digital advertisers are well aware of the downsides of digital advertising. To address concerns about our products, we must be prepared to address their concerns. We'll cover some of the most pressing issues.



**Class 6: The Digital Salesperson** \_\_\_\_\_

How do you use the Internet to find new prospects? How do you use the web to create a personal brand to increase your business? The Internet with innovative prospecting tools make qualifying and tracking down prospects easier than ever. And the web with its branding opportunities allows you to pre-sell prospects on doing business with you. We know advertisers buy the salesperson first, then the station. Find the prospects and sell yourself putting Interactive to work!

**Class 7: Training the Trainer** \_\_\_\_\_

Managers have the responsibility of training salespeople. Even experienced digital sellers are often asked for guidance by less experienced sellers. Beyond training salespeople, many clients lack knowledge and understanding of digital media. We'll provide an outline for training staff and advertisers.

**Class 8: Interactive Ideamania Solutions that Sell** \_\_\_\_\_

Brainstorming ideas for individual client needs is sometimes a challenge. This class lists a number of ideas stations are using. Many can be adapted for use with advertisers in your market. Put on your creativity hat and think how you can apply these ideas to your list of advertisers.

**Class 9: Mobile Marketing Monetized** \_\_\_\_\_

Mobile Marketing is all the buzz. Stations are creating apps, geo-targeted coupons, texting campaigns, and mobile audio and video streams. Radio is the original mobile medium and is now expanding to mobile media, offering advertisers creative new ways to reach and interact with consumers.

**Class 10: Social Media Activates Your Fans And Attracts Advertisers** \_\_\_\_\_

Station and personalities' social media sites enhance loyal listeners' experiences. Customized sites serve fans and open up two-way communication with the station and listeners' network of friends. The personalization and engagement offers unique, targeted advertising opportunities that integrate with your traditional radio ad opportunities. Increase your social media efforts and increase your revenues.

**Final Exam: Online Multiple Choice Exam** \_\_\_\_\_

If you study the material in this course you will find the final exam easy to pass. It is 100 multiple choice questions taken online at your convenience. With successful completion of 80% correct you will be awarded with the Certified Digital Marketing Consultant 2 (CDMC2) designation.

As a method for sellers and managers to determine which Certified Digital Marketing Certification course best suits their knowledge base of digital marketing, potential registrants can participate in a self-selection questionnaire. To determine the appropriate and relevant course, [ [click here](#) ] or visit: [www.rab.com/cdmc2/IQExam.cfm](http://www.rab.com/cdmc2/IQExam.cfm)

