

RAB PROFESSIONAL DEVELOPMENT

CDMC

Certified Digital Marketing Consultant 1.0

This course is designed for radio salespeople and managers who are new to digital advertising or have not attended formal sales training for digital advertising and marketing. The course outline is below.

Orientation: Pre-recorded Webinar

This one-hour webinar is pre-recorded to allow you to watch it at your convenience. It is an orientation to the course and to Interactive advertising. We'll cover the latest buzzwords, what digital ad products capture the most dollars, how Interactive is sold locally vs. nationally, and the importance of being a digital marketing consultant.

Class 1: State of Interactive

This class looks at the current state of Interactive. We'll see how the web has evolved from text and graphics to include audio, video, and dynamic content... moving from Web 1.0 to Web 2.0 and its user generated content. This growing medium is attracting billions of advertising dollars. In this class you will learn the latest of where advertisers are investing those dollars.

Class 2: Geek Speak

Interactive buyers lose trust and confidence in sellers who do not understand the products they are trying to sell. It starts with knowing the vocabulary and what is important to Interactive buyers. We'll cover terms and definitions and how to use them when talking to Interactive buyers. We'll also look at Interactive's most popular advertising products and how buyers commonly refer to them.

Class 3: Systems for Radio Stations' Interactive Sales

Radio stations today would not exist if it were not for engineers to install and maintain equipment, people to write creative, people to produce commercials, personalities and news people to create content. Here are the systems your station needs to compete in this new medium.

Class 4: Addressing What Interactive Buyers Want

Interactive buyers want many of the things media buyers want, but they are looking for some special skills from salespeople. This class gives you a head start in dealing with these specialized buyers.

Class 5: Pricing Your Interactive Advertising

Pricing is always an issue in any sales situation. We want to get the highest price possible for our products, yet we do not want to be overpriced. Pricing models for Interactive advertising are outlined in this class.



Class 6: Selling Interactive to Auto Dealers

The factories are moving millions of advertising dollars to Online. General Motors is now spending more in Online than Radio advertising. The factories are telling dealers they should be moving to Online as well. Here's how you can keep some of those shifting dollars.

Class 7: Selling Interactive to Retailers

Retailers have traditionally put their advertising dollars into Newspaper. But even the least sophisticated retail advertisers are increasingly aware of the need to advertise on the Internet. Find out how you can use your station Interactive products to generate additional business from this category.

Class 8: Radio's Interactive Benefits for Advertisers

Why should an advertiser or agency consider your station's Interactive opportunities? You will get a list of ten advertiser benefits for advertising Online. And most importantly, learn why an advertiser should consider a Radio station website over the many other online opportunities.

Wrap-up: Pre-recorded Webinar

This 30 minute pre-recorded webinar allows you to watch at your convenience. It reviews commonly missed quiz questions, homework assignments, and tips for taking the Final Exam.

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 70 multiple choice questions taken online. With successful completion you will be awarded with the Certified Digital Marketing Consultant (CDMC) accreditation.

