

RAB PROFESSIONAL DEVELOPMENT

CDMC 1.0

Certified Digital Marketing Consultant (Level 1)

The Radio Advertising Bureau's Certified Digital Marketing Consultant (CDMC) training and accreditation covers the fundamental of digital advertising sales and marketing. This program is recommended for radio salespeople and managers who are just getting started selling digital advertising and those who have never had formal digital marketing training. The training consists of a live webinar orientation, eight online classes that feature video, graphics, workbooks, handouts and exercises and wrap-up webinar to review and address questions.

The content includes:

- Descriptions of the most popular digital ad products
- Typical internal systems to achieve maximum digital sales
- An inside look at what Interactive buyers want
- Internet pricing models
- Considerations when selling two of radio's biggest categories, automotive and retail
- Lists of benefits to include in your proposals when presenting digital.

Learner comprehension is measured with a quiz following each class and a final exam. Managers receive progress reports on each participant at the beginning and end of each class. Participants are awarded the CDMC designation with successful completion of the program.

For more information on CDMC visit <http://www.rab.com> or contact Rob Boaden at 800-344-9961 / email: rboaden@rab.com.

