CDMC
Course Outline

CDMC
CERTIFIED DIGITAL MARKETING CONSULTANT

The Certified Digital Marketing Consultant (CDMC) online training is brand new and has been created specifically for the radio industry.

This course will give your sellers the knowledge needed to feel confident when discussing digital media with any client. This comprehensive program is divided into nine main sections and each section has multiple short video modules to provide sellers with immediate, actionable information as they transform from radio sellers to multi-platform, multi-channel marketing experts whose clients and prospects depend on.

CLASS 1

Digital Advertising Eco-System

In the ever-changing media landscape, participants will learn the evolution of the digital advertising eco-system and where we are today. The differences between traditional and digital media are outlined, as well as the role programmatic may play for today's media seller.

Module 1: Welcome
Module 2: Traditional Marketing Models
Module 3: Digital Marketing Models
Module 4: Benefits of Traditional and Digital
Module 5: Functions within the Eco-System
Module 6: Fundamentals of Programmatic

CLASS 2

Fundamentals of Digital in the Radio Industry

This class focuses on the impact digital has in the radio industry and reviews specific growing digital products such as streaming, social media, mobile apps, and newsletters. These various digital touchpoints have extended radio stations' reach and enhanced their ability to engage with listeners.

Module 1: Digital Extension for AM/FM Radio Stations
Module 2: Radio is Everywhere
Module 3: Station Social Media
Module 4: Station Newsletters
Module 5: Station Apps

CLASS 3

Digital Ad Formats

You will learn about the core digital marketing solutions being offered in many markets today. While each station may vary in the digital offerings it has, the importance of understanding each of these products remains. These modules allow sellers to confidently have conversations with clients and prospects about today's digital marketing solutions.

Module 1: Introduction to Digital Solutions
Module 2: SEO/SEM
Module 3: Email Marketing
Module 4: Display Advertising and Targeting
Module 5: Behavioral and Contextual Targeting
Module 6: Website and App Targeting
Module 7: Geofencing & Geofence Conversion
Module 8: Retargeting and Audience Extension

RAB

CLASS 4 — Digital Creative

Creative continues to change in digital media at a rapid pace. Responsive websites and cross-platform marketing allow brands to holistically engage with consumers. Participants will gain insights into the most recent creative advancements, including video ads and the now standardized ad sizes for them all.

Module 1: Introduction to Digital Creative
Module 2: Cross-Platform
Module 3: Responsive Design on Desktop/Mobile
Module 4: Automated, Rich-Media and Dynamic Ads
Module 5: Video Ads
Module 6: In Banner vs In-Stream Video Ads
Module 7: Industry Standard Ad Units

CLASS 5 — Digital Media Platforms

Many have referred to radio as the original social medium, so it is vital for sellers to understand the top social media networks, and how to develop campaigns for their clients based on client-specific needs. Similarly, native advertising is explained and compared to live read endorsements.

Module 1: Creating a Social Media Strategy
Module 2: Social Media
Module 3: Native Advertising

CLASS 6 — Digital Media Measurement

Regardless of the digital product, there is a unique language when quantifying the effectiveness and measuring its results. You will learn the main measurement terms and how they translate into selling digital products, across various platforms.

Module 1: Basics of Digital Media Measurement

CLASS 7 — Selling Digital Media

Digital is not a valid reason to have an appointment, so making the most of each opportunity is critical. You will be taught how to qualify the best digital prospects, asking the best digital C N A questions, and understand why particular products deliver certain results that will ensure success on each digital attempt.

Module 1: Prospecting
Module 2: The Digital C N A
Module 3: Aligning Solutions with Objectives

CLASS 8 — Managing Digital Ad Campaigns

So much effort and focus go into getting the sale. However, like many non-digital clients, the real work begins after the sale is made. Sellers will learn successful approaches and strategies in setting expectations, managing digital campaigns post-sale, understanding data, as well as the best way of communicating campaign results that will help ensure client renewals.

Module 1: Launching a Campaign
Module 2: Monitoring and Optimizing
Module 3: Real-Time Adjustments
Module 4: Analyzing Campaign Data
Module 5: Review, Prepare, Upsell

CLASS 9 — The Future of Data and Technology

The advancements in audio that broadcasters are making, continue to elevate our industry. This class explores the latest revenue growth opportunities for sellers. Smart speakers, new tech, and AI.

Module 1: Data Attribution
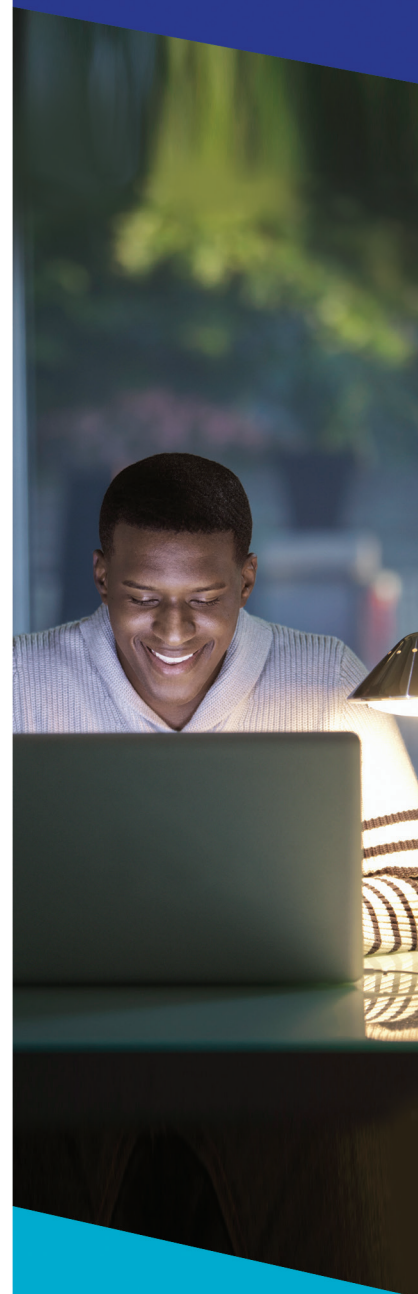**Module 2:** AI: What it is and Why It Matters
Module 3: How AI Can Assist Your Sales Efforts
Module 4: AI Can Augment, Automate, Analyze
Module 5: Getting Started with AI
Module 6: Summary and Wrap Up