



CONTENT CREATORS

# CERTIFIED RADIO MARKETING CONSULTANT



## Content Creators - Monetize Your Craft:

The ultimate sales training for Content Creators. Unleash your creative potential, profitability, and career advancement.

The CRMC – Content Creators’ Edition is designed to bridge the gap between sales and programming. It’s been our experience this gap exists primarily due to a lack of understanding of the critical role both sales and content creators have in the success of a media company. Program directors, operations managers, promotions directors, on-air talent, production directors, podcasters, web designers, social media managers, street teams – everyone who is involved in content creation for a media company can benefit from this course.

The content of this course is based on RAB’s Certified Radio Marketing Course, specifically tailored for content creators. There are eight classes containing multiple short modules that are easy to consume and provide actionable information you can use immediately.

### CLASS 1 Introduction/Personal Branding

1

As we welcome you to this course, we will first look at one of the fundamental principles of selling advertising – branding. We apply this to our knowledge base and success as content creators.

- 1.0 Introduction/Welcome
- 1.1 The Four Levels of Selling
- 1.2 What is Branding?
- 1.3 Your Personal Brand
- 1.4 Your Personal Brand – Appearance/Style
- 1.5 Your Personal Brand – Customer Service
- 1.6 Your Personal Brand – What Are You Known For?

### CLASS 2 Understanding Sales Basics

2

As content creators, knowing the sales process and methodology can be valuable as you create great content to be monetized. Working with the sales department and a better understanding of what they do will foster greater understanding and collaboration. This class will briefly examine the foundations of a successful career in advertising sales.

- 2.0 Back to Basics
- 2.1 Prospecting
- 2.2 Appointments
- 2.3 Research/CNA
- 2.4 Proposal/Presentation
- 2.5 Additional Concepts

### CLASS 3 The Masters of Marketing

3

As a content creator you are marketing yourself, your stations and your content daily. To become proficient at marketing, studying the best practices and innovations from some of the biggest names in marketing will be helpful.

- 3.0 The Masters of Marketing
- 3.1 The Four Keys
- 3.2 The Masters
- 3.3 Brand Elements
- 3.4 The Warning

### CLASS 4 View From The Top

4

In this class, we showcase leading content creators, managers, and consultants from the industry who will impart their invaluable expertise and experience across a diverse array of topics, all through the lens of content creators.

- 4.0 Intro/Welcome - Mike McVay
- 4.1 The Balance Between Sales & Programming
- 4.2 Identifying Your Target Audience
- 4.3 Anticipating Trends
- 4.4 Managing Upward
- 4.5 What Content Creators Need to Know About Sales
- 4.6 The Magic of Audio
- 4.7 Know The Business We Are In



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**CLASS****5**

## Control the Creative, Control the Advertiser

This is where you shine. The importance of the creative and commercial creation process cannot be overstated. This class will show you how the sales team can control the advertiser by controlling the creative. Sellers working with you to create great creative allows your company to manage the critical components for the client's success. It also protects the on-air/online content from "Bad Advertising."

- 5.0 Control the Creative
- 5.1 Copywriting is Downright Difficult
- 5.2 Audio is Hot
- 5.3 The Most Important Sales Driver
- 5.4 Creative Best Practices
- 5.5 Storytelling
- 5.6 The Rest of the Story
- 5.7 Let's Wrap This Up

**CLASS****6**

## The New Media Landscape – Integrated Marketing

The marketing landscape is changing faster than we can keep up. From new martech innovations to new platforms, today's marketing professionals and content creators must become familiar with and comfortable with all forms of media, advertising and platforms.

- 6.0 Integrated Marketing
- 6.1 The Age of Disruption
- 6.2 Content is Everything
- 6.3 The Internet of Things
- 6.4 Show Me the Money

**CLASS****7**

## Effective Communication

Communication is at the core of everything we do. The ability to communicate effectively will ultimately determine our success, not only in business but in life. In this class, we provide definitions, analyses and tips for maximizing your communication internally, online and on-air.

- 7.0 Effective Communication
- 7.1 Speaking the Client's Language
- 7.2 Neurolinguistic Programming
- 7.3 Yes, You Are a Professional Speaker
- 7.4 Glossophobia
- 7.5 Where Do I Start?

**CLASS****8**

## Developing the Habits of High Performance

In this class, we share research and experience on being a high performer. These modules will not all be about a single topic or issue as the previous modules, but a collection of topics and issues that we know are critical to helping you get to the next level in your career.

- 8.0 The Habits of High Performance
- 8.1 Stop Selling
- 8.2 Trust Me
- 8.3 Every Hero Needs a Guide
- 8.4 It's a Mind Game
- 8.5 We Do Important Work

