

Media MAX is designed to introduce or review the dynamic media options available to businesses today. With the rise of new media, businesses look to their advertising representatives to inform and teach them about how each media works within their marketing plan and advertising strategies. To meet these expectations, participants must be armed with competitive knowledge to assist their clients in making effective, efficient and profitable marketing decisions.

Media MAX introduces broadcast and cable TV, radio, direct mail, yellow pages and the Internet by reviewing each medium's strengths and limitations. By examining their fit into the marketing mix, participants are able to understand the basic concepts of how media work effectively, how much is too

Key Topics

- ★ Strengths & Limitations of Each Medium
- ★ Methods to Addressing Common Media Objections
- ★ Effective Buying Recommendations to Ensure Businesses Do Not Over Invest in Unproductive Media
- ★ Apples-to-Apples Media Comparisons
- ★ How to Appropriately Approach Businesses that are Advertising in the Competition

much, as well as provide buying recommendations to clients seeking to incorporate a media mix.

Media MAX discusses the importance of becoming a marketing consultant. Participants are encouraged to discuss the value of a media mix with their clients. This approach builds trust and credibility from clients, ultimately leading to control and influence over advertising budgets, ensuring the success of all media. With skilled guidance, advertisers will not overspend in ineffective media and invest more with the appropriate ones.

This client-focused approach to sales will allow participants to become true advertising and marketing consultants to their current and potential customers.

Program Benefits

- ☆ Build trust and credibility with clients and prospects.
- ☆ Redirect overspent dollars into a new or expanded ad campaign in your product mix.

Program Benefits

- ☆ Control and influence advertising budgets to ensure a successful media mix.
- ☆ Encourage appropriate "share-shifting," and the advancement of effective advertising.