



Planning Ad Budgets & Selling Campaigns

Planning Advertising Budgets is an informative program designed to provide an easy, step-by-step approach to helping advertisers set goals, determine budgets and construct truly effective, well-timed advertising campaigns ~ instead of weekly, one-time ads.

Planning Advertising Budgets closely examines the proven principles of media planning. Three recommended budgeting techniques are introduced and explored, with built-in case studies to give participants an opportunity to practice their newly learned skills. In addition, workable tools are provided to aid them in the budget planning process, as well as tips to whom and when planned advertising is most beneficial.

Selling Campaigns discusses the benefits of working smarter ~ not harder ~ in day-to-day selling routines. Participants learn what their customers gain from preparing campaigns, and how to provide sound, strategic advertising recommendations that bring results to their customers, and increased revenue and loyalty to the company and themselves.

Key Topics

- ★ Three Proven Budgeting Techniques
- ★ Tools to Use in the Step-by-Step Approach to Planning Effective Advertising Schedules
- ★ Principles of Effective Media Planning
- ★ Incorporating All Products into Advertising Strategies
- ★ Selling Campaigns Not Weekly Ads
- ★ Targeting Hot Prospects

Selling Campaigns also provides participants quick and easy creative tips to developing long-term campaigns.

Planning Advertising Budgets & Selling Campaigns will ensure sales representatives are targeting hot prospects and assisting them in preparing campaigns and measuring the success of advertising programs. In addition, participants learn methods of managing client expectations and addressing common questions many advertisers have about the planning process.

Planning Advertising Budgets & Selling Campaigns provides numerous easy-to-use tools and forms. The session also incorporates many action-oriented exercises and activities to keep participants involved and interested in the materials, as well as promote some good-spirited competition.

As with many ProMax programs, participants set goals for implementing these valuable techniques following the session.