

## MULTI-MEDIA STRATEGIES THAT SELL

1 1/2 DAY PROGRAM

### Planning Strategies & Selling Multi-Media Campaigns

- ★ Becoming a professional media consultant.
- ★ How to effectively “share shift” when appropriate.
- ★ Preparing and selling result-producing, long-term advertising strategies.

### Evaluate, Compare & Prepare Like an Ad Agency

- ★ When and how to advertise to maximize results.
- ★ Establishing ROI methods, market share and the lifetime value of customers to set and manage expectations.
- ★ Determining media schedules to meet clients’ goals and utilizing appropriate frequency levels.
- ★ Aligning advertising with appropriate media and time.

### Leading Effective Needs Analysis Meetings

- ★ Researching vital information prior to the meeting.
- ★ Uncovering critical information to develop strategies, allocate budgets and prepare effective marketing plans.
- ★ Implementing a simple technique to uncover advertising budgets.

### Preparing Advertising Budgets & Strategies

- ★ Planning methods to maximize advertising budgets.
- ★ Sharing multi-media advertising solutions in a persuasive and confident manner in order to gain acceptance and secure long-term relationships.

### Retention Strategies to Ensure Long-term Commitment

- ★ Implementing a strategic plan to ensure advertising success and marketing results.
- ★ Providing information and value to build business partnerships.

<b>Module 1:</b> <ul style="list-style-type: none"> <li>◆ Increasing the Ad Pie</li> <li>◆ How to Evaluate, Compare &amp; Prepare Like an Advertising Agency</li> </ul>	<b>Module 3:</b> <ul style="list-style-type: none"> <li>◆ Advertising Timing &amp; ROI</li> <li>◆ Common Budgeting Methods</li> </ul>
<b>Module 2:</b> <ul style="list-style-type: none"> <li>◆ Reach, Frequency &amp; Targeting Media</li> <li>◆ Setting &amp; Managing Expectations</li> <li>◆ Ad Goals &amp; Media</li> <li>◆ Advertising for Different Types of Companies</li> </ul>	<b>Module 4:</b> <ul style="list-style-type: none"> <li>◆ Steps to Media Planning</li> <li>◆ Leading Effective Needs Analysis Meetings</li> <li>◆ Sales Trends, Budget Allocations &amp; Strategies</li> </ul>
	<b>Module 5:</b> <ul style="list-style-type: none"> <li>◆ Obtaining Budgets</li> <li>◆ Preparing Long-term Strategies</li> </ul>

### Materials Provided:

- ☆ 60-page customized training workbook
- Numerous customized handouts & self-study guides
- ☆ Materials reproducible with blanks for group facilitation
- ☆ Video and audio for new employee onboarding
- ☆ Self-study questions
- ☆ Review exercises with facilitator instructions and complete materials to conduct sessions
- ☆ Ongoing consultation as needed for effective implementation

