

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.

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

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

