



Essentials of Digital Media Sales

A Customized Professional Development Program

for



Session 1 of 6

Virtual Training Seminar Series
January/February 2021

Limited License to Use Training Presentation and Manuals

The training manuals and other materials used or presented during this Training Course can be used only by the Course Attendee for his or her own personal reference. No element, page, text, graphic or other material presented or distributed during the Training Course may be copied or reproduced in any way without the express written consent of the Academy of Digital Media.

This course and any accompanying or related material, presentation or event may not be audio and/or video recorded or transmitted in any way, except if and as allowed in any relevant signed Agreement.

Use of any element or portion or entirety of the Training Course or program, presentations or materials provided for or during the Training Course in any other document, presentation, sales tool (including, but not limited to, brochures, ads, banners, web pages, etc.) or in any other form that is used externally or for purposes other than the personal training of the paying Training Course attendee is strictly prohibited without the express written consent of the Academy of Digital Media.

All material contained herein or presented during the Training Course is copyrighted as indicated and requires the express written consent of the copyright owner(s) for use, copying, distribution or reproduction of any kind, as per the applicable laws in all appropriate jurisdictions.

It is forbidden to copy or otherwise distribute or disseminate any portion of this training manual in any manner without express written consent.

Company Background

Academy of Digital Media

Established in 1996 as the training programs of The Laredo Group, Inc., headquartered in West Palm Beach, Florida and divisionalized in July 2015, the Academy of Digital Media is the world's leading training company dedicated to digital and integrated advertising and media. It has trained over 150,000 media industry professionals since its founding!

The Academy of Digital Media provides the industry's most experienced and respected instructors and most effective training courses, developed and delivered using the latest instructional design and course development methodologies. Courses are developed, customized and then delivered via in-house or virtual instructor-led training seminars. Academy of Digital Media courses are the most efficient and effective ways to bring your performance and business to where it needs to be to compete and succeed in today's increasingly complex and competitive digital media world.

Private/On-Site/Customized Training Programs

Academy of Digital Media has trained hundreds of large and small organizations for since 1996, as part of national/regional sales meetings, in-house professional development programs or customized seminars designed to improve the digital media knowledge and productivity of staff and management of sales organizations, ad and media agencies, ad-tech and other media and related businesses .

From half or full day executive overview seminars to 1, 2 or more day in-person or virtual training programs, our sessions focus on how to best improve your company's and people's performance and productivity. Contact Jeff Leibowitz to discuss a customized private session for your company and/or your clients at 561-609-1800 today to discuss a program tailored to your company needs.

SPARC & Pre-Training Needs & Capabilities Analysis

Sales Performance & Attitude Research Compendium (SPARC) is a comprehensive assessment survey and analysis designed to understand sales performance strengths and deficiencies and deliver insights into which skills and behaviors need development and improvement. It gives management the insights necessary to help identify differences and uncover gaps that require changes and/or training to improve performance and impact revenue growth. The SPARC survey measures individual sales skills and behaviors across 10 major categories.

*The **SPARC Pre-Training Needs & Capabilities Analysis** is a limited version designed to help management and Academy of Digital Media better tailor and customize the training for each organization to best address the true needs of your company and all those to be trained.*

Company Background**Leslie Laredo, President**

Academy of Digital Media
leslie@academydm.com

Leslie Laredo has been a pioneer and innovator in the digital and interactive media industry since 1983. She has been instrumental in dramatically improving the knowledge and skills of media professionals on how to sell and buy audiences and content across the digital media ecosystem, as well as enable corporate and brand marketers to incorporate digital platforms into their plans.

In the last 25 years, Leslie has trained well over 150,000 professionals in multi-brand media and ad tech companies, ad agencies and brand marketing as well as consulted with junior to C-suite level professionals at a wide range of organizations, worldwide, from start-ups to Fortune 500 companies.

Her training and consulting services have been used and valued by C-level executives, vice presidents, sales and account managers, media buyers and planners and corporate, brand and product marketers. She has worked with media representing local, niche, national, B2B and international audiences; with accounts spanning many industries including technology, automotive, travel, financial, pharmaceutical, healthcare and more.

Leslie's students complete her courses with increased confidence, sharpened skills and the knowledge and proficiency that is needed to be effective at digital media buying and selling, and how to integrate digital platforms into marketing.

A hallmark of her insights for training is her work with every level and facet of the media industry...buyers, sellers, managers, executives and marketers of all sizes. Understanding marketing strategies and media tactics with a 360-degree view of the process is critical for anyone to be successful in digital media and marketing and perform at the highest levels.

Leslie founded The Laredo Group in 1996 and its Academy of Digital Media training division. Before that she founded the very first digital ad sales rep firm (sold to Softbank), after her roles as the Director of New Media for AT&T and Ziff-Davis. Prior to that Leslie was the top digital ad sales executive at Prodigy. She holds a Bachelor of Science degree in Environmental Science from Cornell University, and studied internationally in Sweden.

Welcome to...



Essentials of Digital Media Sales

for



Instructor: Leslie Laredo

Virtual Session #1



Session 1

- Part 1: Introduction
- Part 2: Marketing & Advertising 101
- Part 3: Targeting and Data in Advertising

Session 2

- Part 1: Programmatic and Media Currency
- Part 2: Measurement Concepts and Terminology

Session 3

- Part 1: Campaign Objectives and Measurement
- Part 2: The Customer Journey to Purchase
- Part 3: Digital Solutions

Session 4

- Active Listening
- Questioning for Insights
- Objection Handling

Session 5

- Part 1: Selling the Why
- Part 2: Customer Needs Analysis

Session 6

- Part 1: Managing Clients
- Part 2: Changing the Sales Conversation
- Part 3: Action Plan and Wrap-Up

Session 1

Part 1: Introduction



- **Introducing Virtual Training**
- **Optimize Your Learning Experience**
- **Exercise**

In Your Own Words...



A **knowledge** to know the right **product** to present for the need of my customer.

To set the right expectation for results and ROI.

...how we will **measure metrics** for clients...

...combat objections...

More knowledge which will equate to more digital sales.

...go in depth on **targeting** campaigns
and/or breaking down our audience...

CONFIDENCE!!!!

...to be more confident in **presenting larger
quality programs** that will work for my clients...

To confidently **be the media expert** on every sales call.

I would like **specific ways and examples** to sell to B2B clients...

...complete understanding and confidence to sell digital
products and have the **knowledge to explain the client results**

To gain a better insight on Metrics & Marketing Analytics, **prove ROI
through market spend**, and understanding customer behavior.

Optimize Your Learning Experience



■ Training Support Materials

- Session Summary Sheet
- Activity/Cheat Sheets
- Action Plan
- Downloads
- Media Calculator
[bit.ly/ROAS-calculator](https://tinyurl.com/MediaGlossaries)
- Glossaries
<https://tinyurl.com/MediaGlossaries>
- Training Manual PDF

Virtual Training Activity Sheet Session Summary



Questions: _____

Why Print the PDFs and Note Taking by Hand

Studies show that students who wrote out their notes by hand had stronger conceptual understanding and were more successful in applying and integrating the material than those who took notes with their laptops.

Taking notes by hand forces the brain to engage in some heavy “mental lifting,” and these efforts foster comprehension and retention.

Next Steps: _____

What I Will Do Differently:

- ✓ Tomorrow: _____

- ✓ Next Week: _____

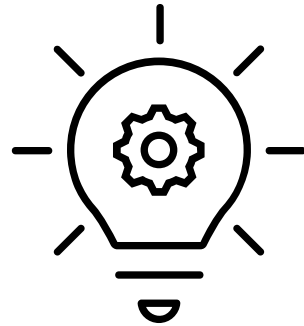
- ✓ Four Weeks: _____

- ✓ Eight Weeks: _____

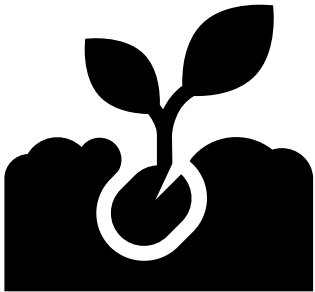
Session Summary Sheet



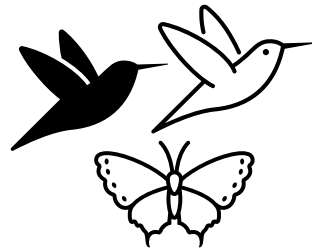
Ask/Note
Questions



Look for Aha
Moments



Build Your
Knowledge
Foundation



Go to the
Next Level...
Expand and Explore

Virtual Training Activity Sheet Session Summary



Questions: _____

Aha's: _____

Important Facts: _____

Next Steps: _____

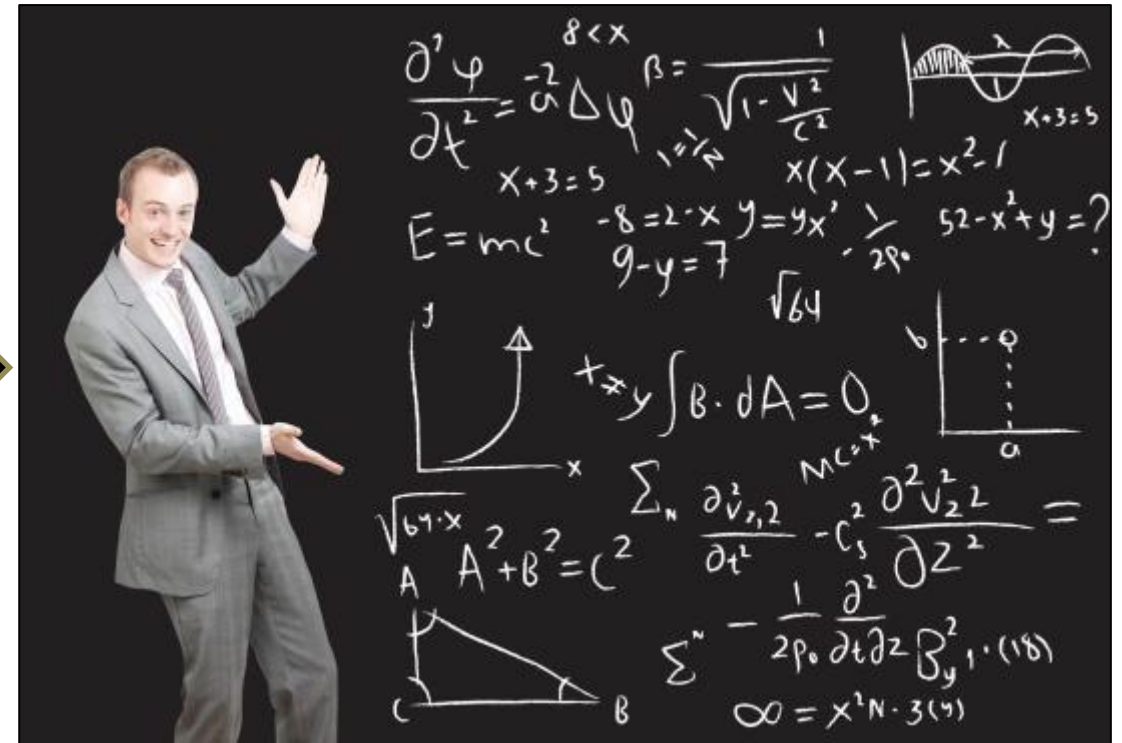
Session 1

Part 2: Marketing and Advertising



- The Transformation of Advertising
- The 7 “Ps” of Marketing
- How Advertising Works and Key Concepts
- Why Advertising Works, What Gets Measured
- Exercise

Advertising's Transformation From Mad Men to Mad Math





“Half the money I spend
on advertising is wasted;
the trouble is I don't know
which half.”

--John Wanamaker

What Do All Advertisers Want to Know?

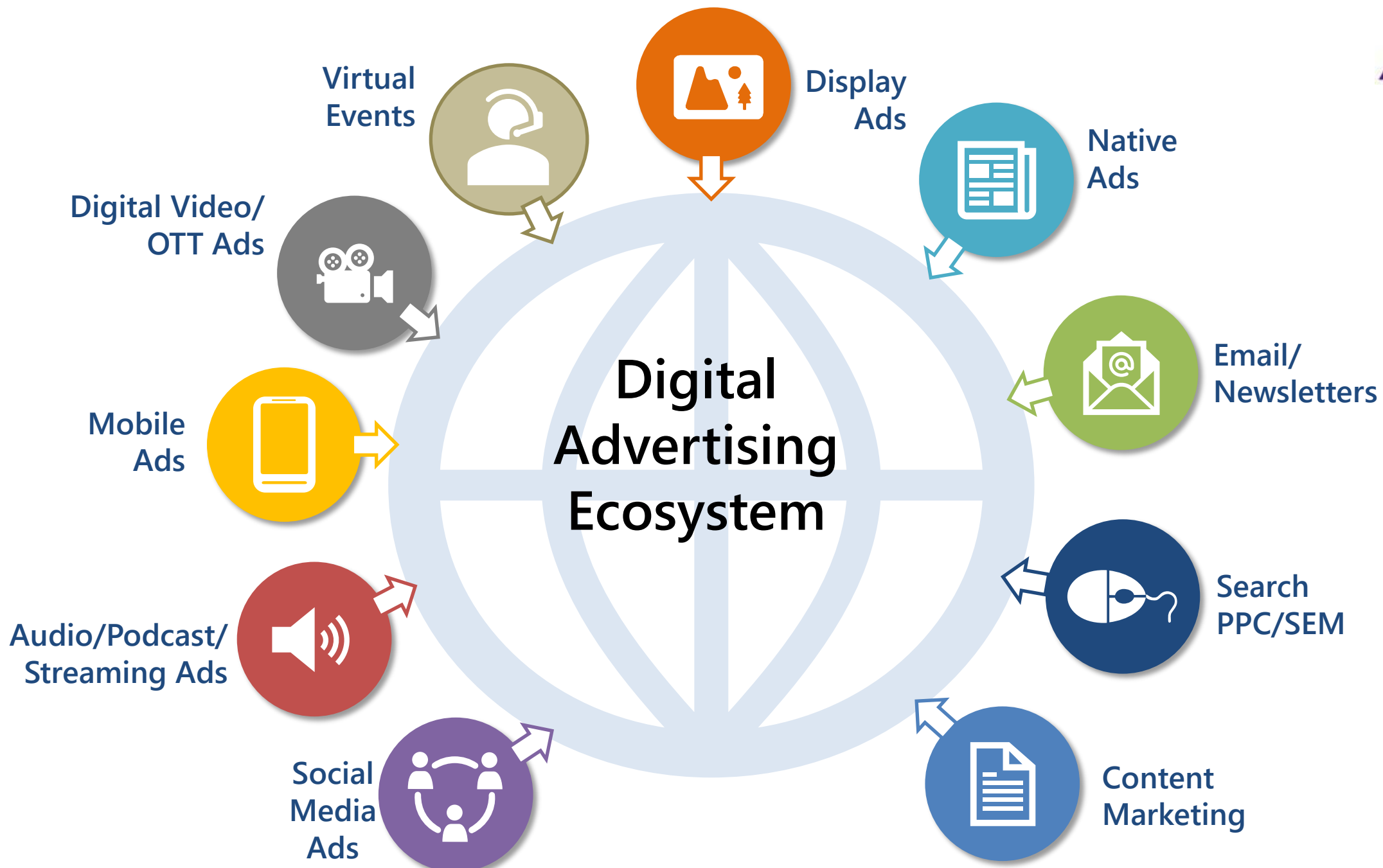
- Which half of my advertising is working?
- How do I get more/better performance for my media investments?
- What is needed to find, inform and convert my prospects to customers?
- How do my advertising investments improve business outcomes?

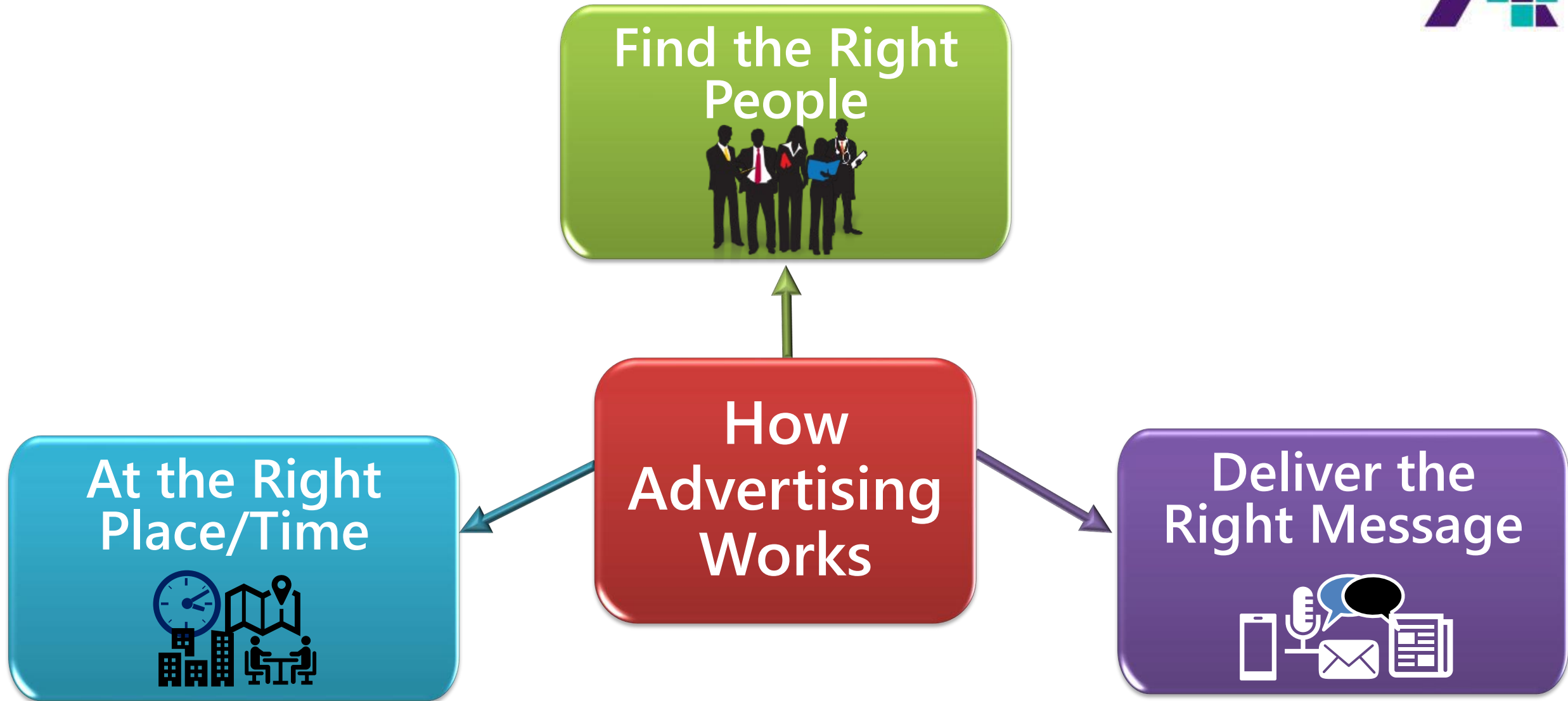
The Transformation of the Advertising Business

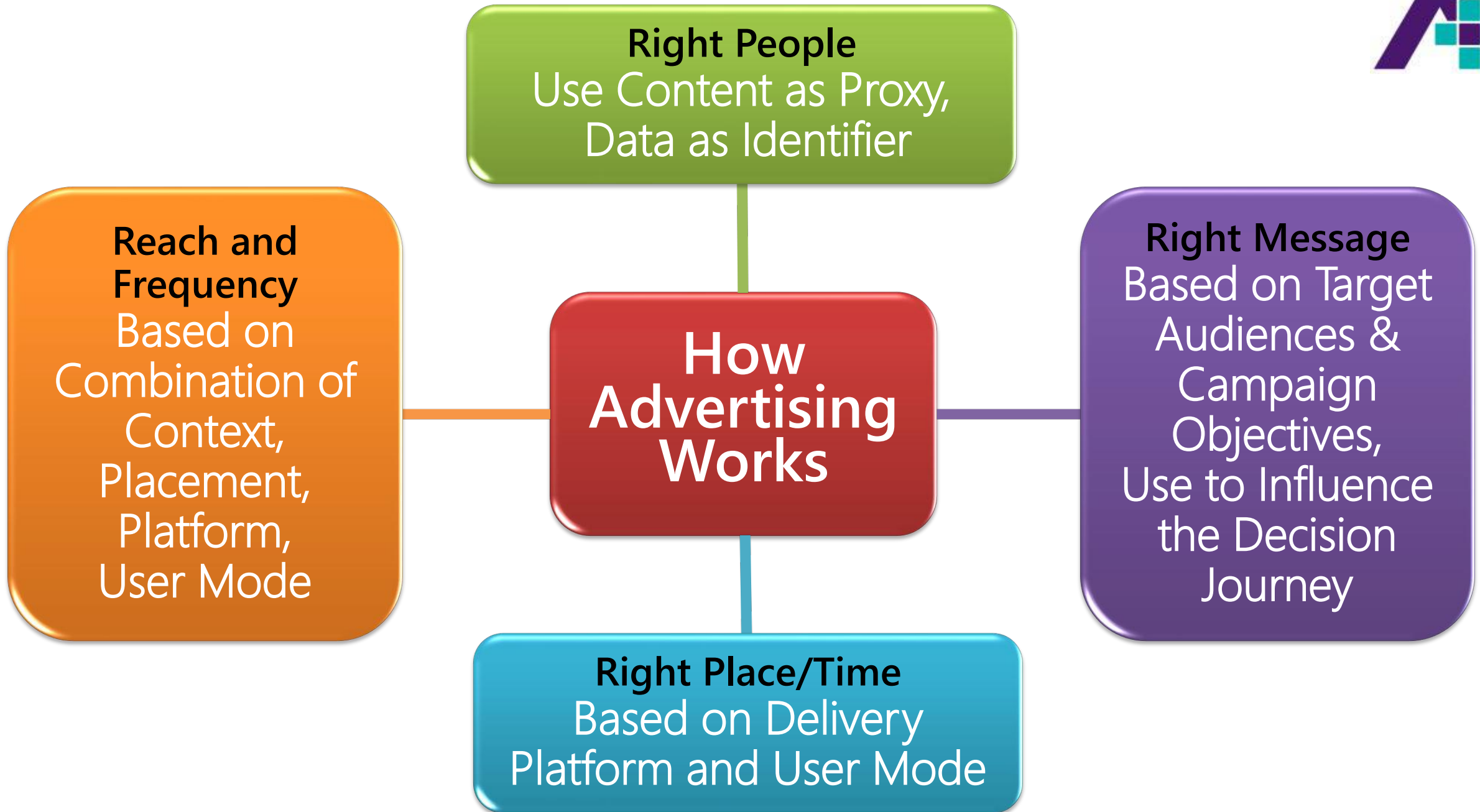


- **Growing Complexity**
 - More channels
 - Platforms morphing
- **Technology and Data**
 - Driving the innovation
 - Changing how working media dollars are allocated
- **Publishers' Requirements**
 - Demonstrate how, why, when they help advertisers connect and engage with their "Brand Community" (Readers and Visitors)
 - Influence the buyers' journeys









Marketing 101 – The 4 “Ps” of Marketing



Promotion:

- Advertising
- Direct Marketing
- PR/Social/Native
- SEO/SEM
- Events
- Influencers

Promotion
(Advertising)

Product

Product:

- What and Why Customers Want
- Features Needed
- How It Will Work
- How to Position, Expand and Differentiate

**Marketing
101**

Price

Place:

- Availability
- Location
- Distribution

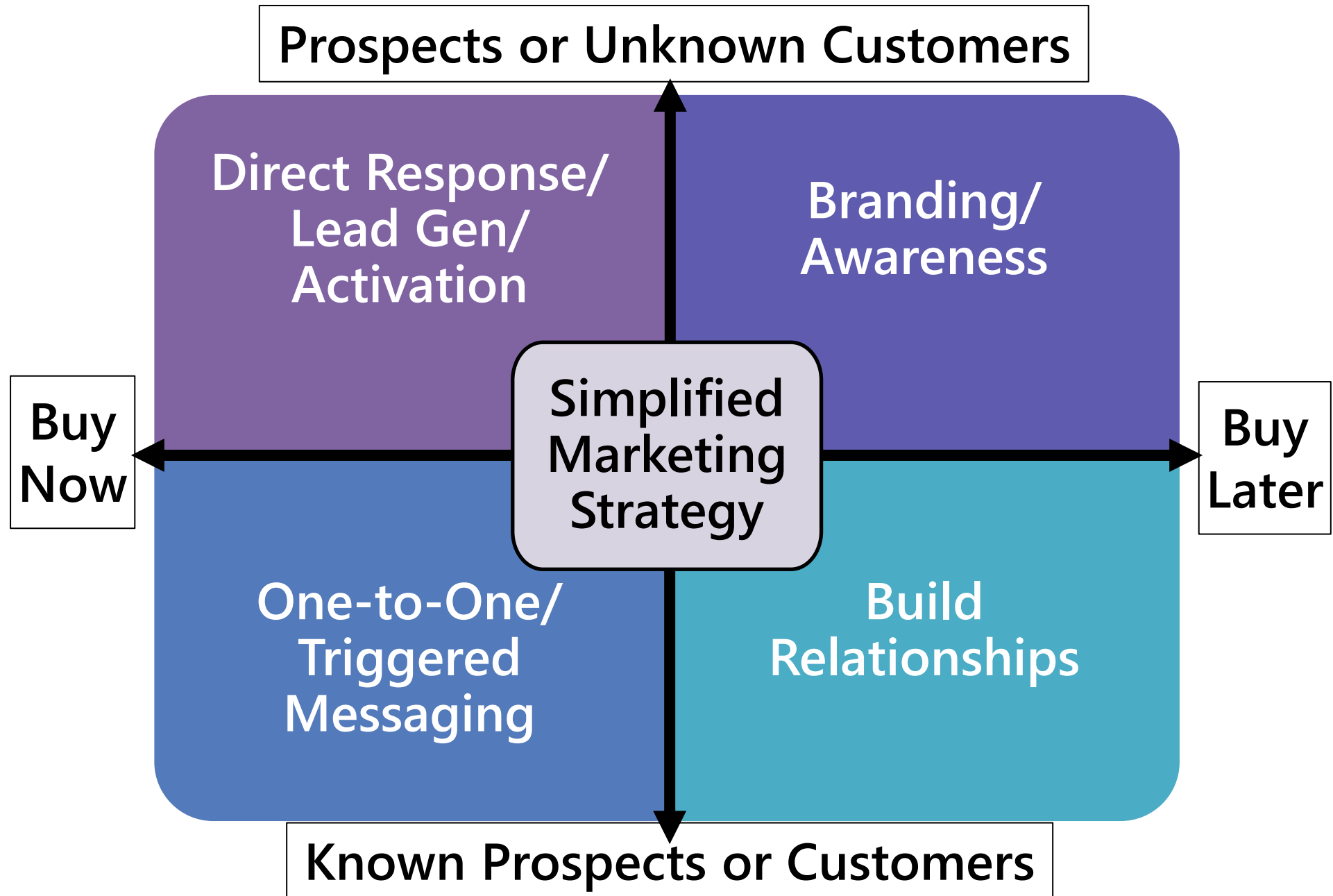
Place

How to Price:

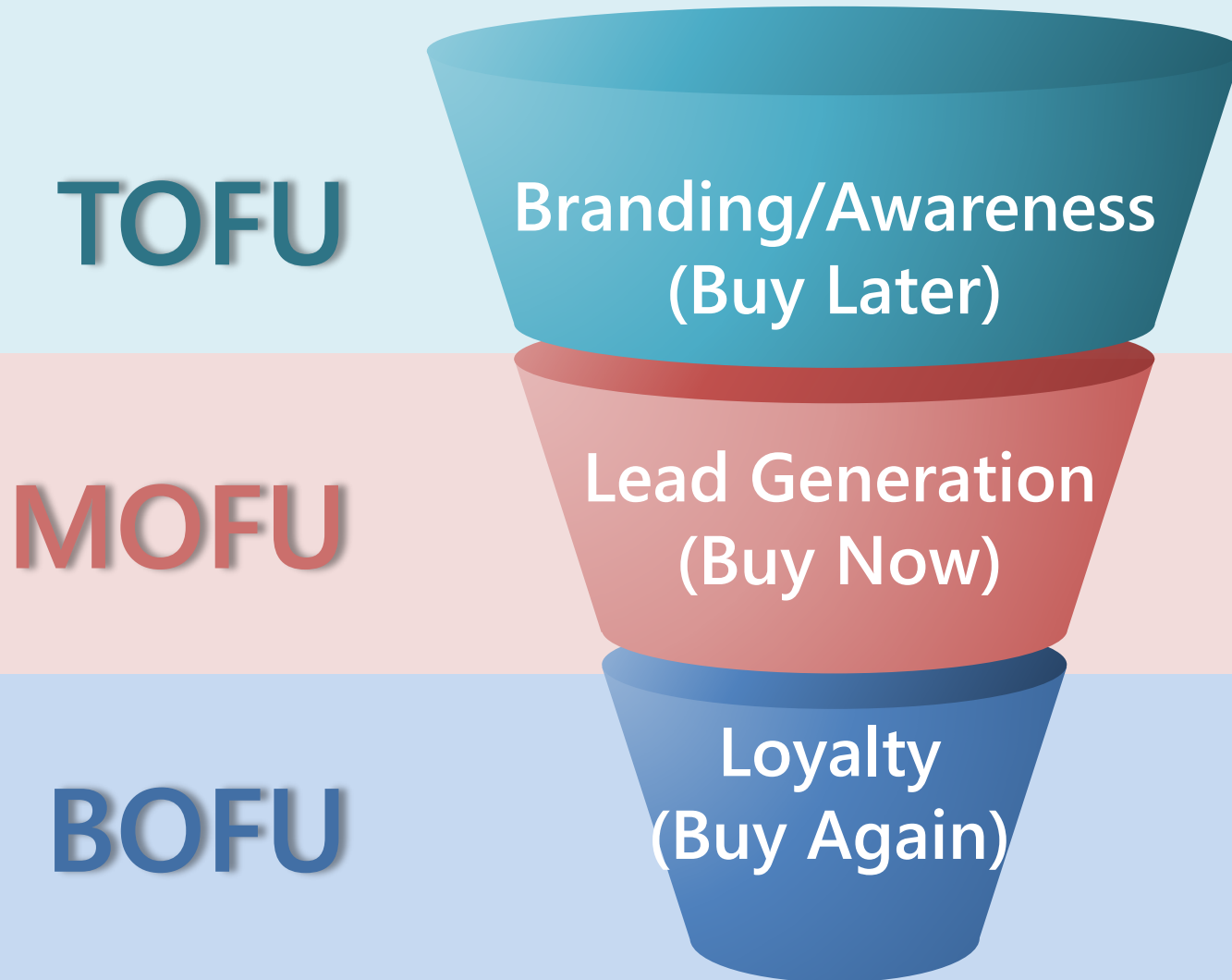
- Market Conditions
- Demand
- Competitors
- Costs
- Profit Margins

Marketing 2.0 – The 7 “Ps” of Marketing

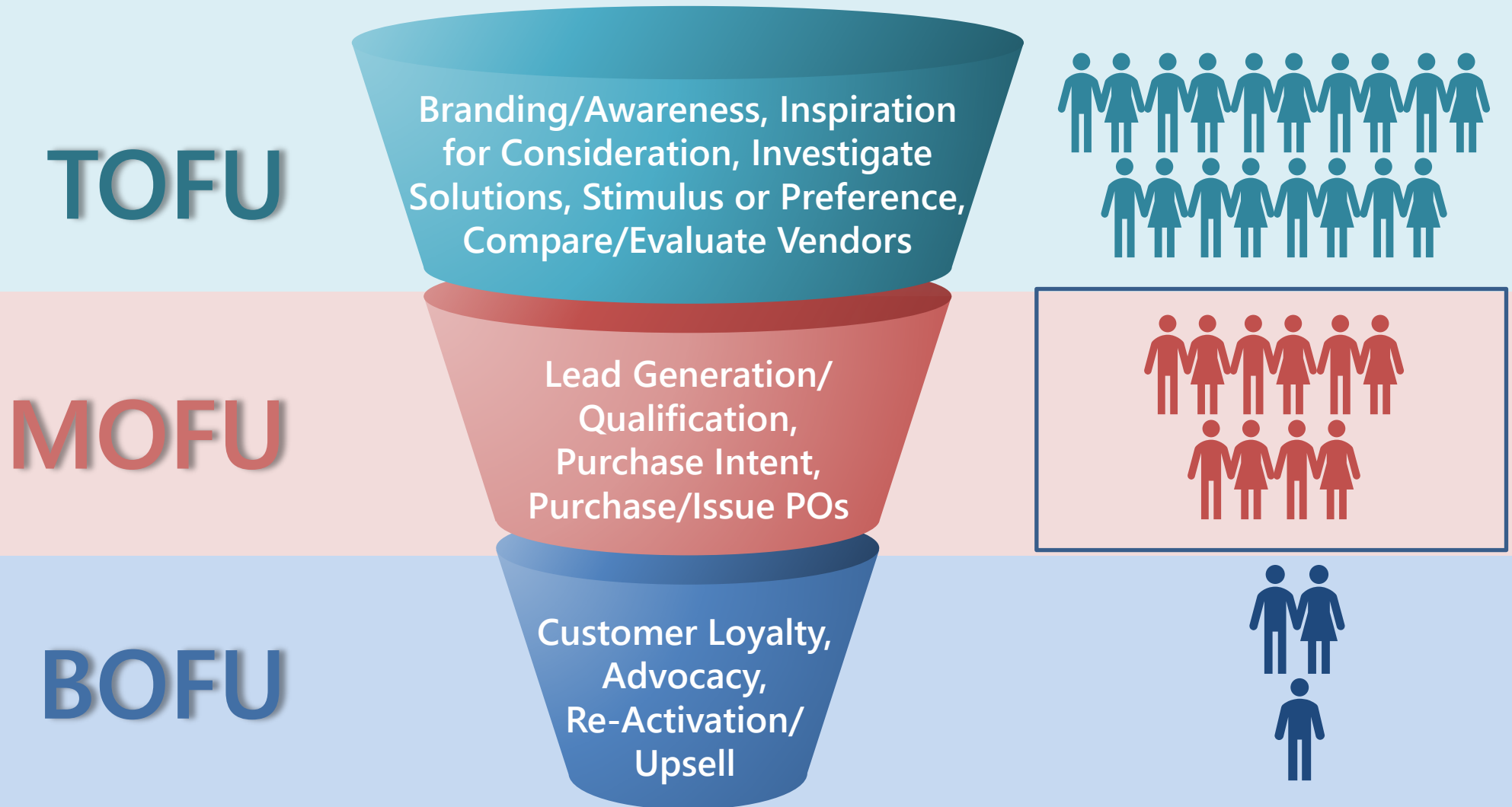




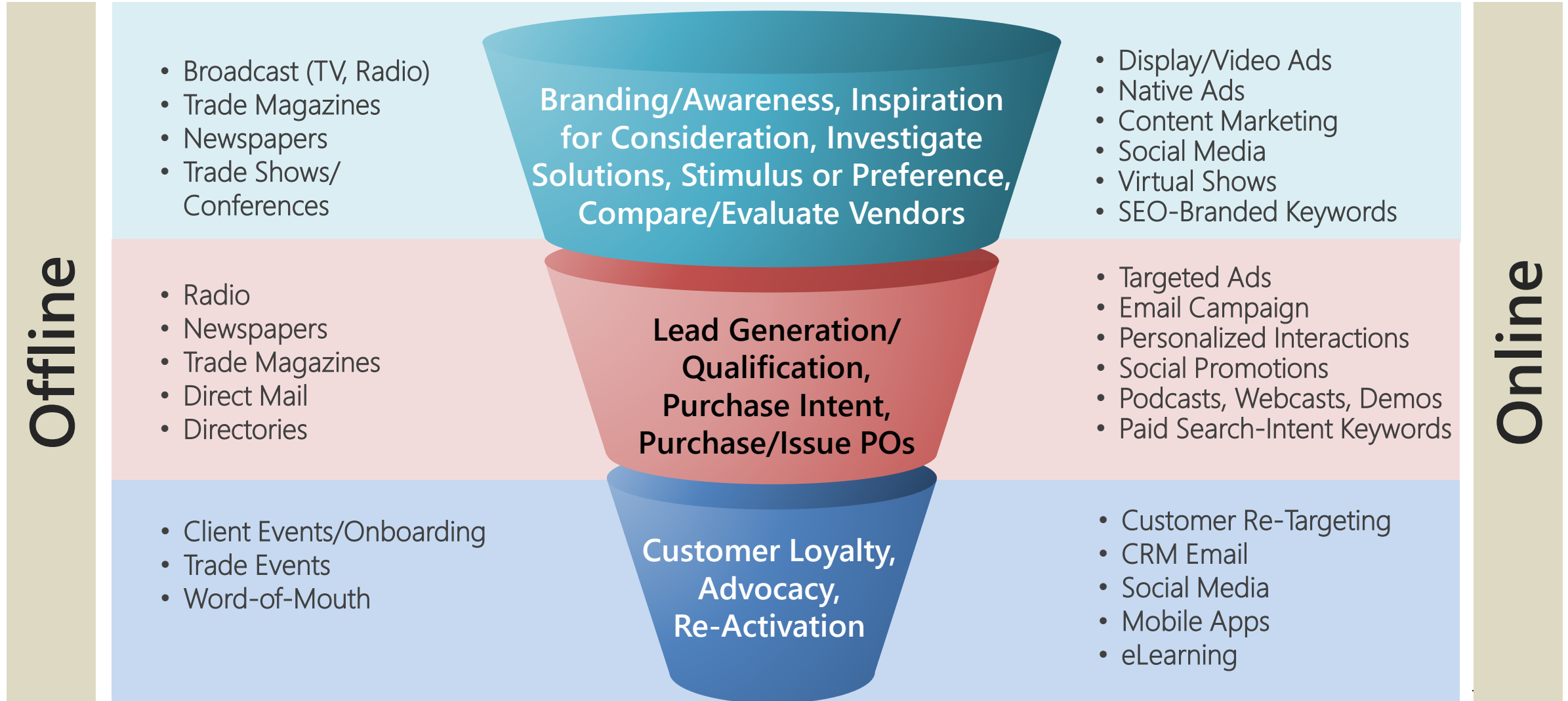
Strategies Align with the Marketing Funnel



Strategies Align with the Marketing Funnel



Align Marketing Strategies with Media Platforms



Importance of Reach and Frequency



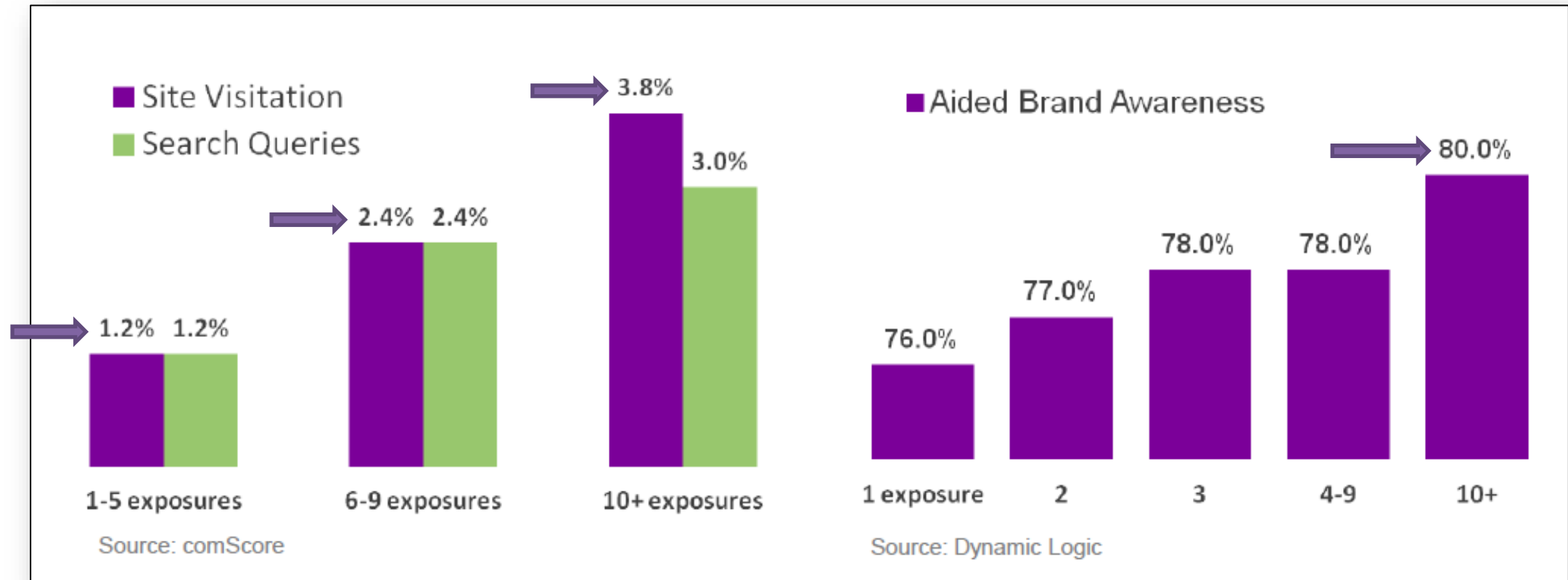
- Foundational to Marketing
- Plan Who, How Many See Your Ad and How Often
- Reach Translates to Business Growth
 - Keeps filling top of funnel
- Frequency Impacts Activation
 - Improves ad recall/ability to remember (repetition reduces the effect of the forgetting curve)
 - High (10+) frequency needed to combat multi-tasking, clutter, ad avoidance
- Outcomes
 - More brand awareness, more searches, more site visits

**It is important
to discuss
reach and
frequency with
your clients!**

Frequency's Impact on Performance



- Higher Frequency Levels
 - Result in increased site visitation, search queries and brand awareness





- Reach X Frequency
- Target Broader Audience Segments
- Impact of Creative (#1 criteria for driving ad effectiveness)
- Measurement
 - Impressions delivered
 - Increased search activity
 - Changes in site traffic, site KPIs



- **Find/Target Prospects**
 - Data indicating interest, previous activity (explicit) or behavior (implicit)
- **Call-to-Action**
 - Activate response (messaging) based on the “promise” of participation and outcomes
 - Needs ongoing testing
- **Lead Qualification**
 - Based on type of content and time invested
- **Measurement**
 - Establish benchmarks
 - Increase # leads, higher quality leads, shorter close times, cost per lead, CTRs,

Knowledge Check



Creative and messaging are reported to have the greatest impact on ad effectiveness.

TRUE

CORRECT!

FALSE

**In Chat:
True
or False?**

Knowledge Check



Lower frequency levels may cause a brand to be less known and impact activation.

TRUE

CORRECT!

FALSE

In Chat:
True
or False?

Knowledge Check



In Chat:
True
or False?

Reach calculations inform marketers how many times their ad is seen.

TRUE

FALSE

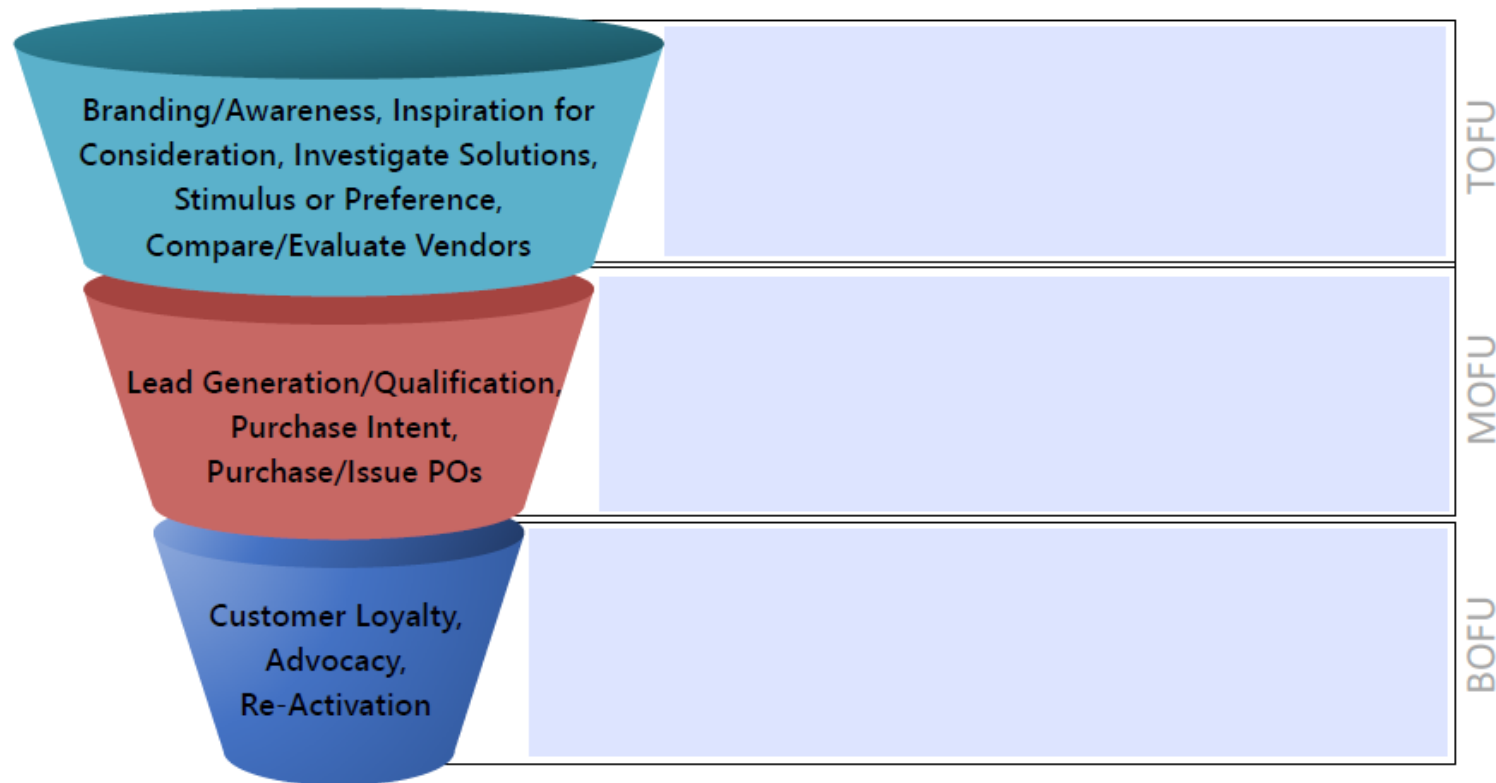
Reach calculates how many people have the potential to see an ad.

Align BridgeTower Media Assets to Marketing Funnel

Virtual Training Activity Sheet
BridgeTower Media



Align BridgeTower Media Assets to Marketing Funnel

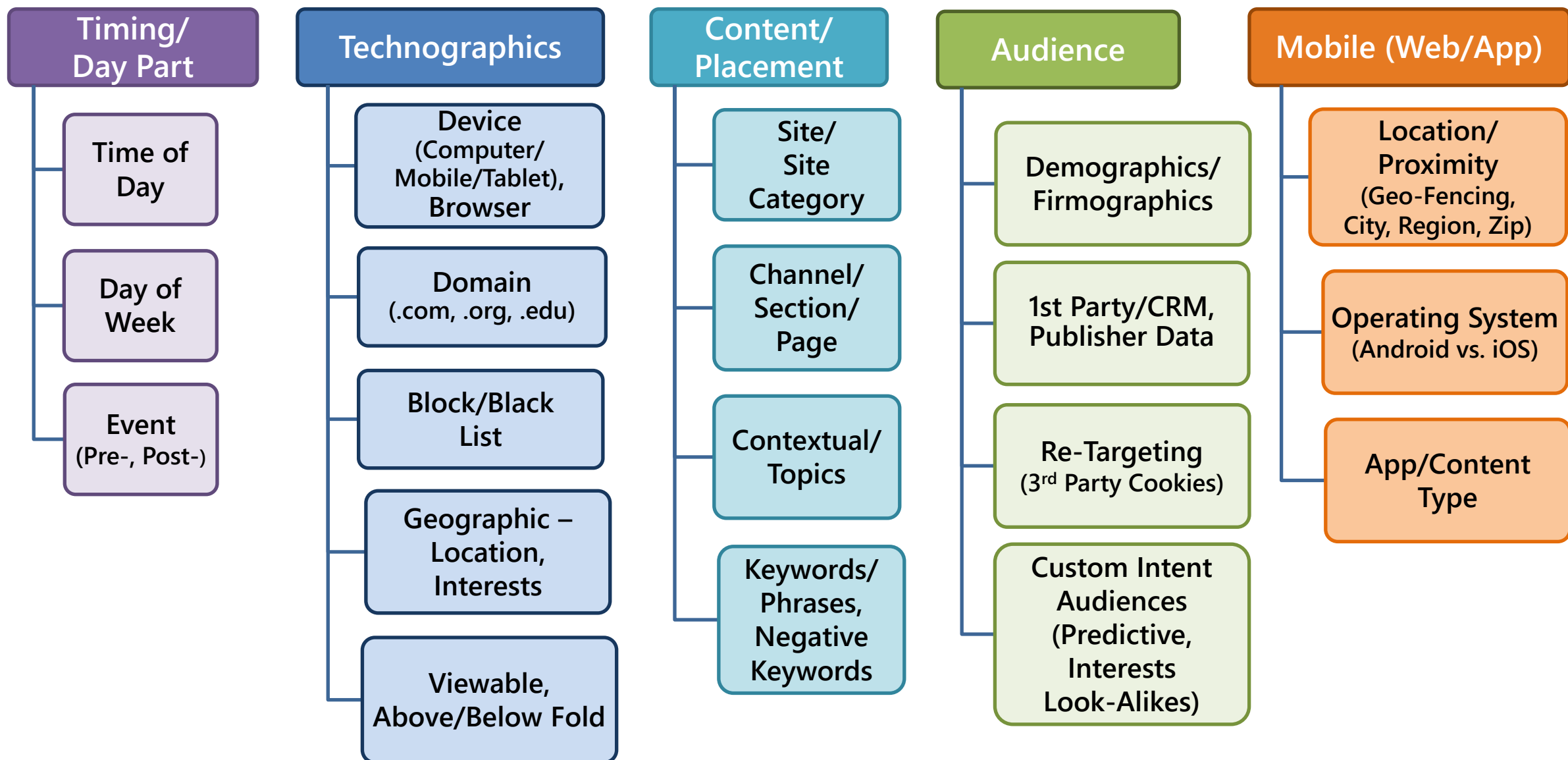




- Targeting Options
- Targeting Impact on Performance
- Data Sources, Tools for Collecting Data
- Data in the Advertising Ecosystem
- Exercise



Targeting Options

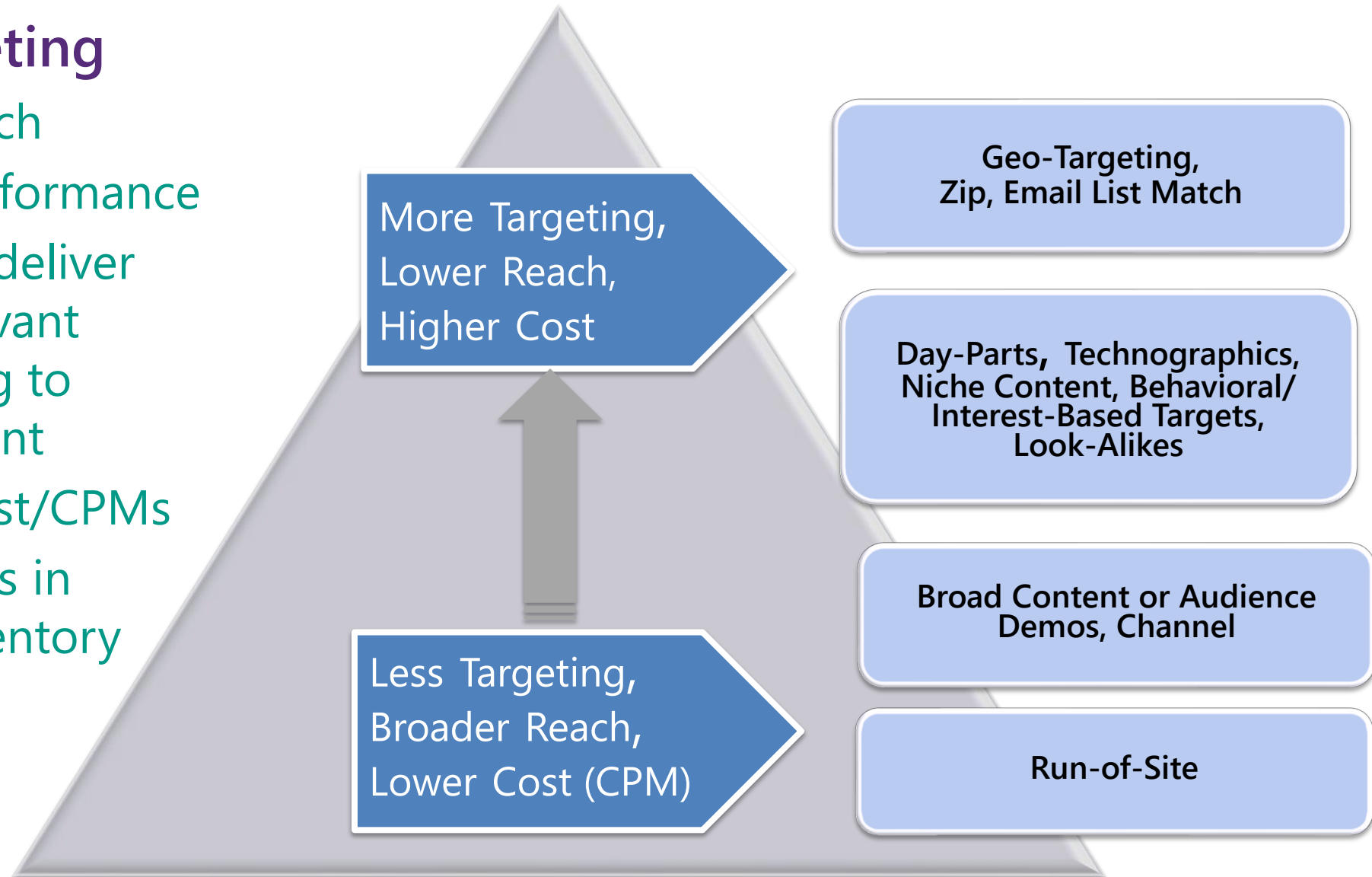


Trade-Offs with Targeting



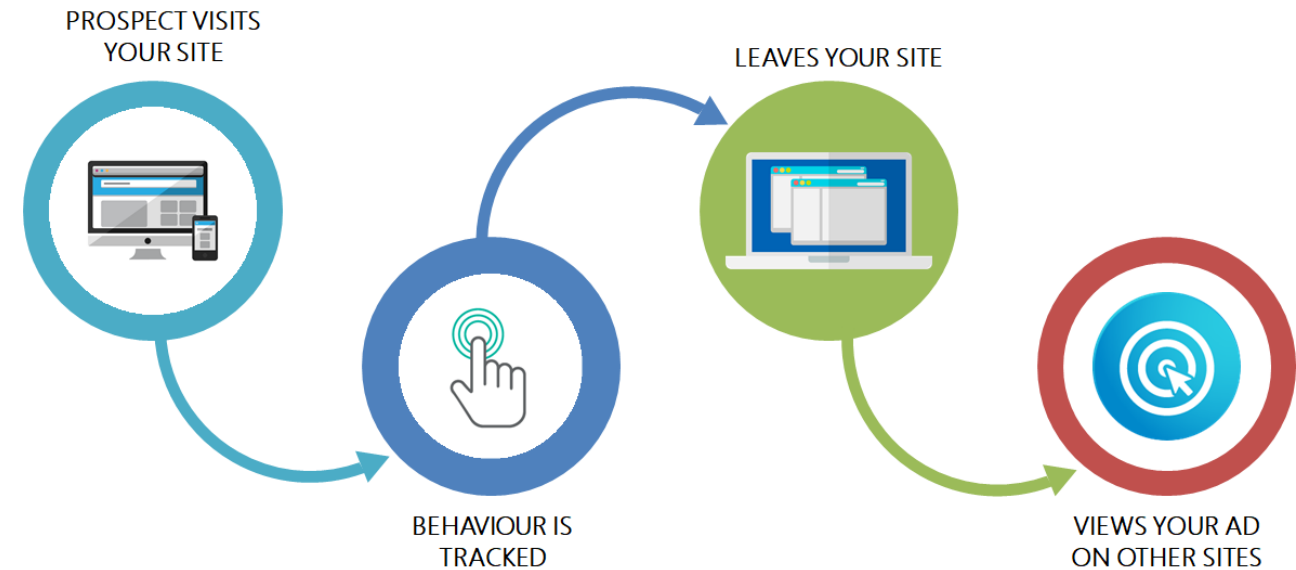
■ More Targeting

- Lower reach
- Better performance
- Ability to deliver more relevant messaging to user's intent
- Higher cost/CPMs
- Limitations in avails/inventory



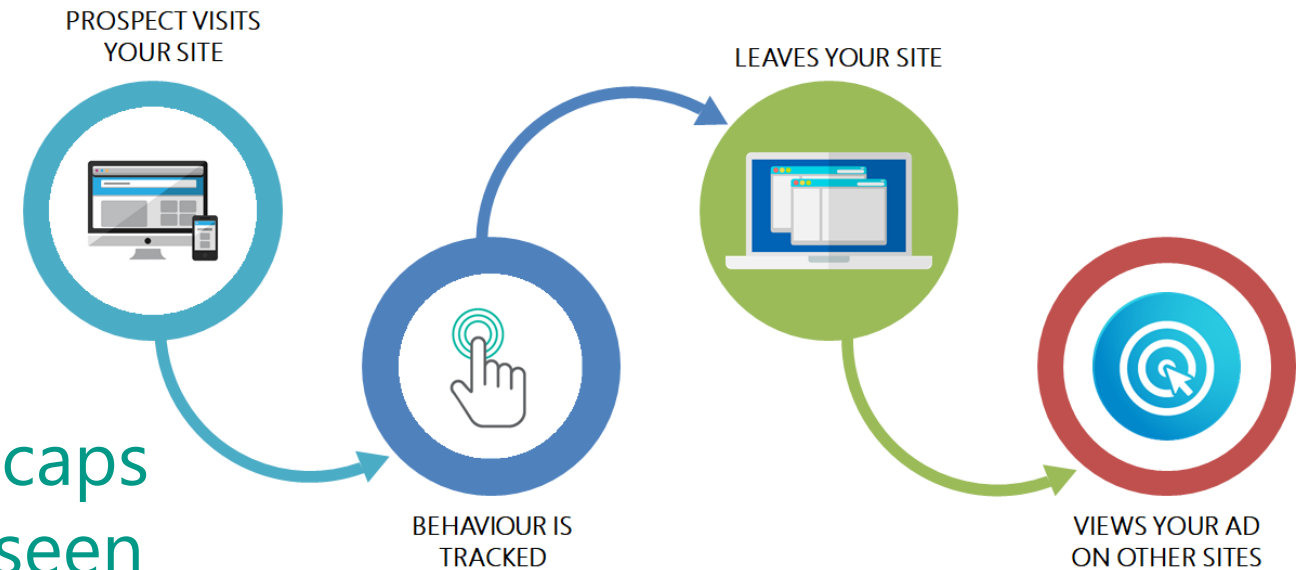
■ Target Users...

- Who visited an advertiser's website and leave without activating or converting
- Based on keywords used in search
- On Facebook after they've visited a website
- Use 3rd party cookies to find users while browsing and send them targeted ads



■ Considerations

- Know where user is the journey to purchase
- Use specific messaging or offers based on tagged pages
- Avoid “stalking” set frequency caps to limit number of times ad is seen
- Use Burn code to “un-tag” users who have already converted
- Only reaches those users already demonstrate interest



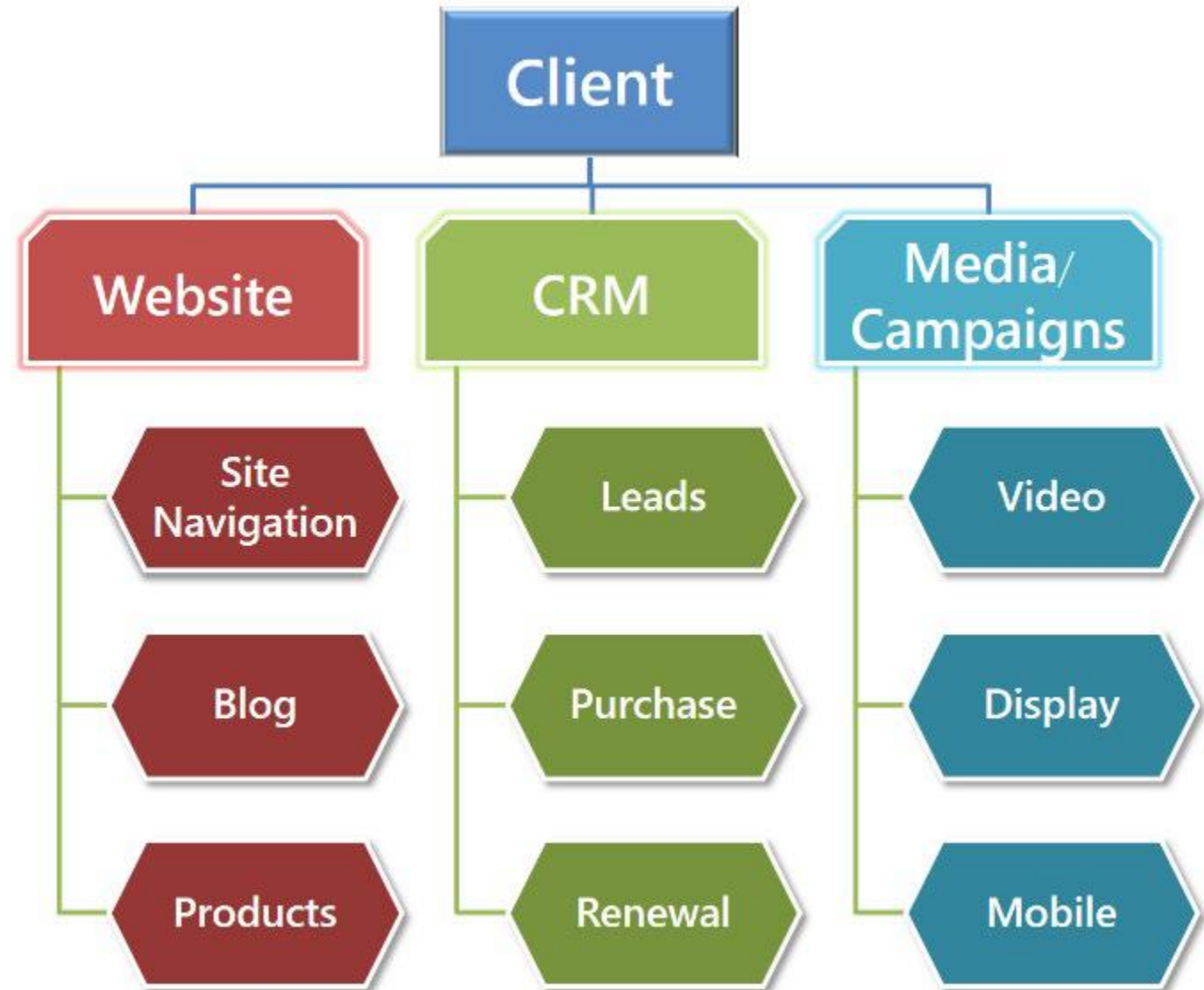
A Lot of Data is Being Collected



What Data are Your Clients Collecting?



- Subscription/Registration Data
 - Email addresses
 - Event attendance
 - Mobile numbers
 - Renewals
- Website Visits
 - How long, how often
 - Content viewed
 - Navigation
 - Engagement/transactions
- Results from Media Campaigns



Sources of Data for Advertising/Marketing Decisions



- Ad/Campaign Data/Metrics
- Website Data/Analytics
- Email Data
- Search Data
- Social Engagement Data
- 3rd Party Data
 - Audience/behavioral data
- Internal Client Data
 - Marketing programs data, inbound/lead gen data, customer service, call center data, eCommerce data, offline data

Best Practice...Ask Your Clients:

- 1. What data they collect**
- 2. Who has access to it**
- 3. How is it used to inform marketing/ad decisions**



Cookies

- Small files, not programs
- Added to your browser by the site you visit
- Each cookie has unique ID and site name
- Enables websites to retrieve info when you revisit
 - Remembers your preferences, password/ID, other activity
- Originally known as “magic cookies” enabled shopping carts to remember items so user could continue to shop



- **1st Party/Session Cookie (Temporary Cookie)**
 - Tracking website activity, e.g., pages visited
 - Cookies deleted when browser is closed or leave site
- **3rd Party Cookie (Persistent Cookie)**
 - Cookies created by a different domain than the site user is visiting
 - Stays in your browser, default is 30 days
 - Tracks user movement to different websites
 - User permission not needed, user can opt-out
 - Ad cookies being phased out by browsers
 - Google/Chrome (2022), Apple/Safari, Mozilla/Firefox
 - Ad blockers prevent cookie creation

PROs:

-Better user experience

CONs:

-Privacy issues
-Security risks
e.g., public/shared computers/Wi-Fi



■ Tracking Tags/Pixels

- Code embedded in web page, used to gather information/data about users' activities
 - A visiting browser loads the tracking tags/pixels embedded on website page
 - Allows website to check browser for cookies and other info

■ Geo Signals

- User's location or Lat/Long data from mobile devices or IP address

■ Persistent Identities (PIDs)

- User log-ins to secure platform, ID created to track user across platforms
- PII - Personal Identifiable Information, must remain private

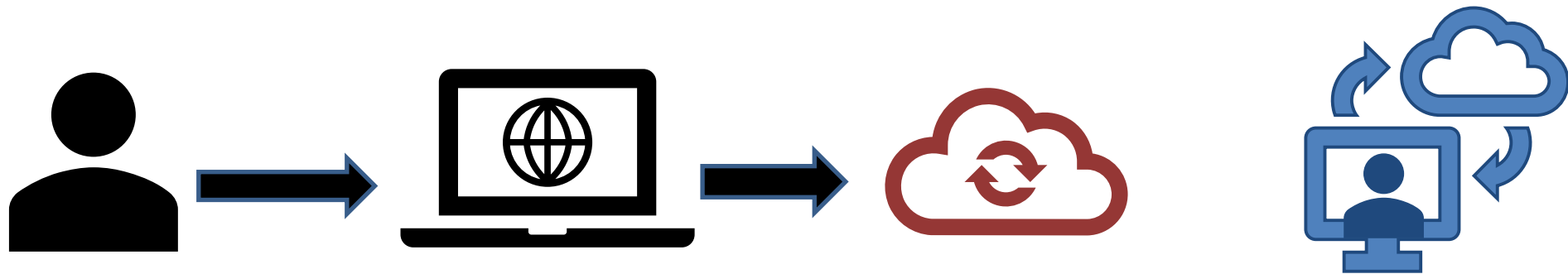


- **Location Data**
 - Abundant and accurate
 - Accurate signals from Wi-Fi towers, GPS, beacons, device hardware
- **Publishers Care Because...**
 - Enhanced targeting = higher CPMs
 - Can be applied in direct and programmatic buys
- **Advertisers Care Because...**
 - Location data and geo-targeting let them reach people who have been to or are currently in a very specific location, e.g., event or work locations



■ 1st Party and Zero Party Data

- Any data collected through a direct relationship with user
 - Zero Part = Explicit data (asked), e.g., registration data, CRM data, loyalty programs, transactions
 - 1st Party = Implicit data, created through pixels, tags, cookies and web analytics, e.g., browsing history, clicks, reflects user's interest, used for re-targeting
- Data owned by the publisher or marketer
- Considered the most valuable data

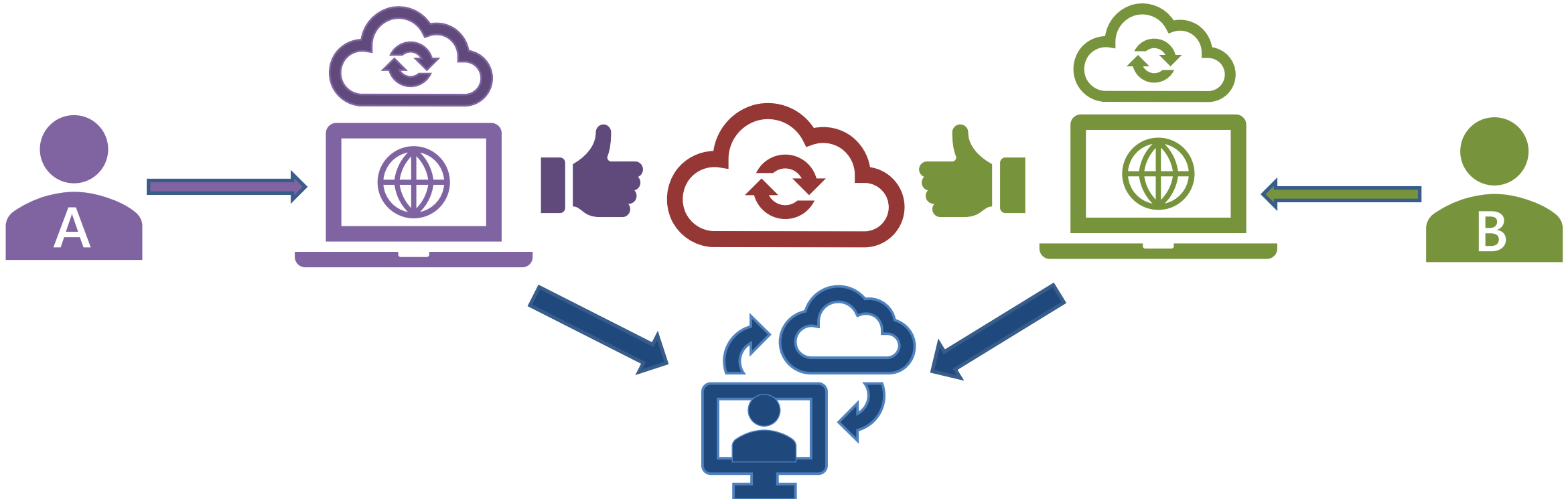


Data in the Advertising Ecosystem



■ 2nd Party Data

- 1st party data shared between two organizations
- Used when both parties want to target same audience to broaden reach
 - Software company shares data with hardware, airline shares with hotel

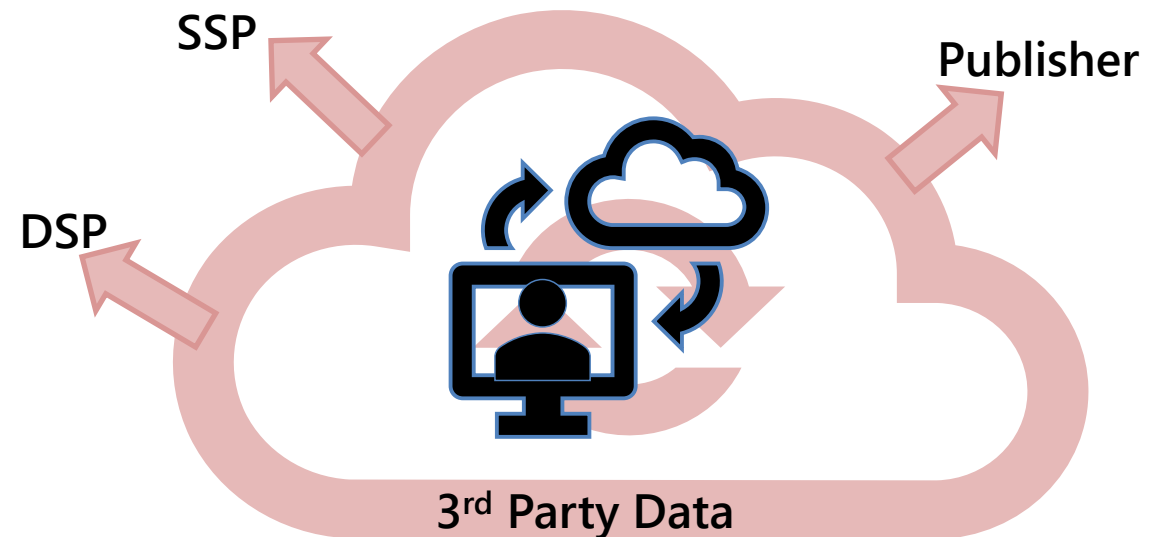
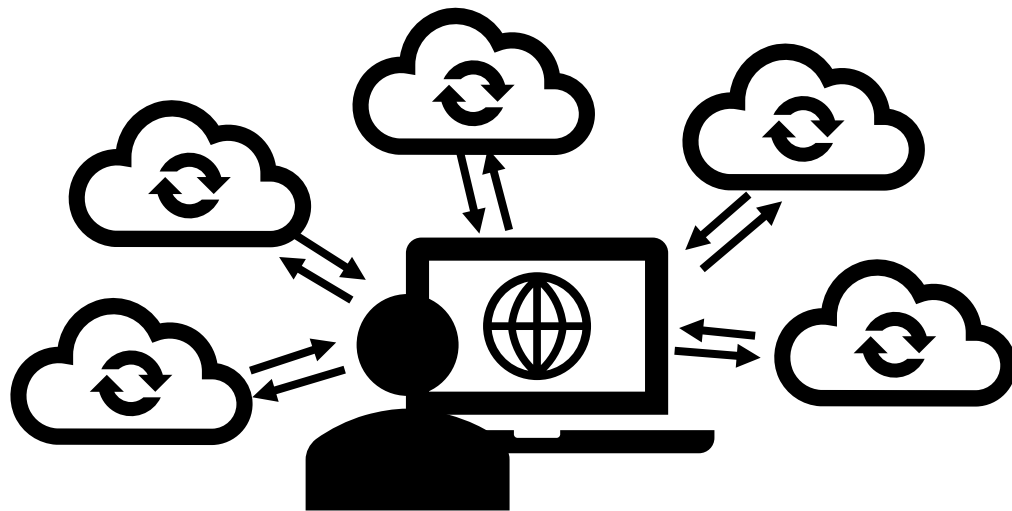


Data in the Advertising Ecosystem



■ 3rd Party Data

- Data collected without direct relationship with user
- Data comes from online tracking, using cookies, tags, pixels
- Data used to develop “interest-based” audience segments
- Clients can combine their 1st party with 3rd party data to find “look alikes”
- Largest dataset available

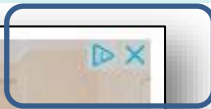
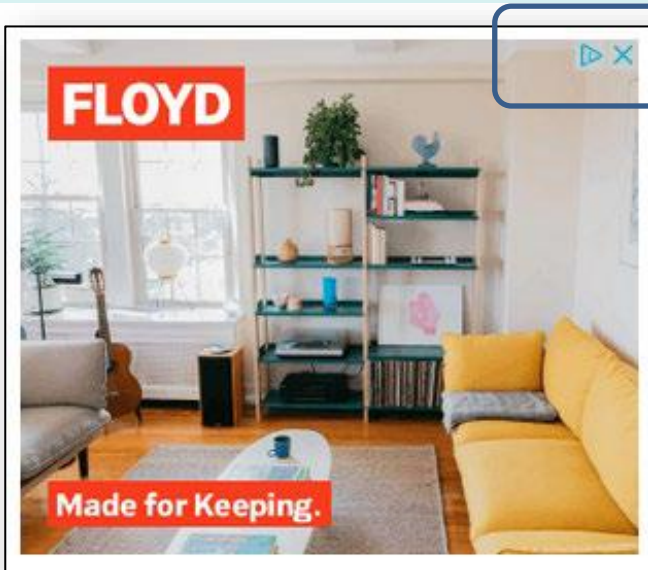


3rd Party Data Considerations

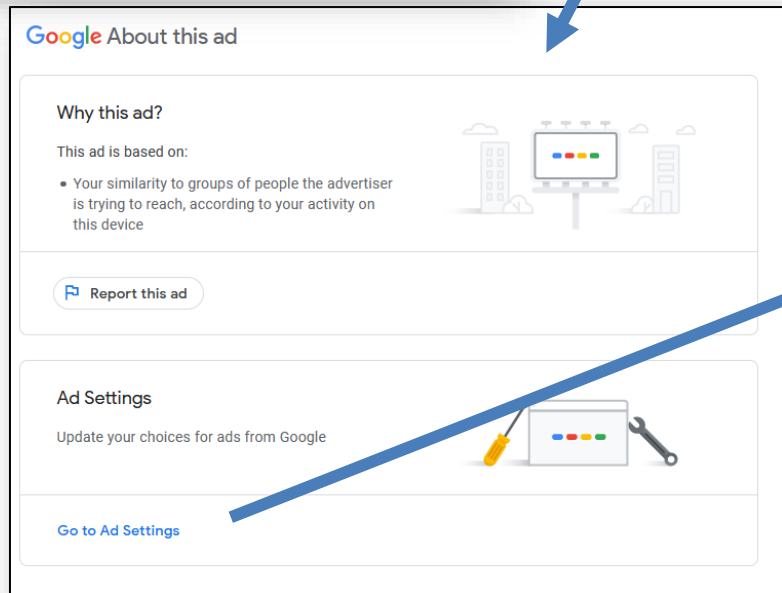
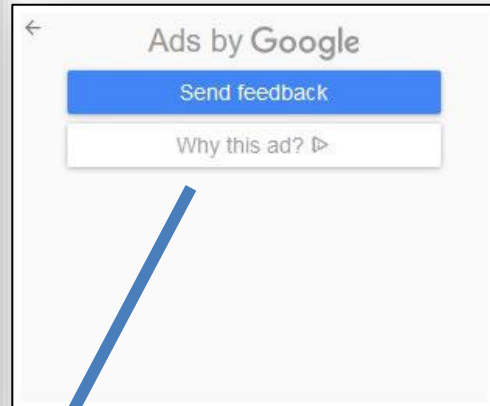


- **Quality/Source of Data**
 - Timing, recency, declared vs. inferred, geo signals
- **How Data is Categorized (Taxonomy)**
- **The “Demise of Cookies”**
 - Browsers removing 3rd party cookies, cookie deletion by users
- **Limited 3rd Party Data in Mobile Apps (No Cookies in Mobile Apps)**
- **Privacy Issues**
 - **GDPR (General Data Protection Regulation-EU) in effect since May 2018**
 - Gives users control over their personal data (PII, IP Address), requires consent for data collection (user must opt-in), sites must state how data is being used, applies to non-EU countries that collect EU residents’ data
 - **CCPA (California Consumer Privacy Act) in effect January 2020**
 - Companies with gross revenue of \$25 million or more, site traffic with 50,000 or more users
 - States with similar bills – New York, Maryland, Massachusetts, Hawaii, North Dakota
 - States working on bills – Maine, Nevada, Illinois, Nebraska, Virginia, Florida

Data Collection and Retargeting



AboutAds icon



How your ads are personalized

Ads are based on personal info you've added to your Google Account, data from advertisers that partner with Google, and Google's estimation of your interests. Choose any factor to learn more or update your preferences. [Learn how to control the ads you see](#)

45+ years old	Female
LiveRamp	Skechers
Luminess Air	Bed Bath & Beyond
Thrive Cosmetics	Ooni Wood-fired Pizza Ovens
Action & Adventure Films	Advertising & Marketing
American Football	Audio Equipment
Audio File Formats & Codecs	Baked Goods
Bars, Clubs & Nightlife	Bathroom
Beauty & Fitness	Beauty Services & Spas
Blues	Books & Literature
Broadcast & Network News	Business & Industrial
Business & Productivity Software	Business Formation

Questions to Ask Your Clients About Audience Data



■ Target Audience

- Who is the target audience?
- How are target audiences segmented?
- What types of data are used?

■ Publisher Data

- What data do you have that is important to advertiser?

■ Evaluation Data

- What engagement and transaction data are collected?
- What are benchmarks?
- What data will be used to evaluate their campaigns?

■ Your Preparation

- Know your data options
- Ask client to provide data and targeting requests
- Discuss options to meet needs
 - Do they focus on primary, secondary, other audiences
 - Does client need custom audience targets?

Knowledge Check



Cookies collect data.

TRUE

FALSE

Cookies are markers, added to the browser, to track the browser's activity.

In Chat:
True
or False?

Knowledge Check



First party data is data collected through a direct relationship with the user.

TRUE

CORRECT!

FALSE

**In Chat:
True
or False?**

Knowledge Check



First party data can't be shared with other organizations.

TRUE

FALSE

1st party data can be shared between organizations, referred to as 2nd party data.

In Chat:
True
or False?

Virtual Training Activity Sheet

Session Summary



Questions: _____

Aha's: _____

Important Facts: _____

Next Steps: _____
