

Getting to Grips with Digital Selling

Agenda

This one day programme is an introduction to how to be more effective in converting your effort into sales.

Most business media sales teams are asking themselves the same questions:

- In what ways is selling digital media different from print media?
- How can I explain digital opportunities to customers so they understand how to use our audience?
- How can I make sense of all the jargon and show that I know what I am talking about?
- My boss says digital revenue needs to double next year. How on earth am I going to do that?
- How can I work with the writers and the technology team to deliver for my customers?

Who is this for?

Anyone working in digital sales who wants to make more money.

What you will learn:

Most of the sales people we talk to tell us that they have web sites with some audience, but they are struggling to get advertisers to commit to spend. The programme will:

- Give you all the vocabulary you need to talk about the digital opportunity with authority.
- Explain how digital advertising works, how customers measure success, how to understand the pros and cons of different kinds of inventory deals and affiliate programmes and how to use analytics and traffic management to assist your sale.
- Give you the tools you need to write a compelling digital proposal.
- Show you how to make your digital sale meet the needs of your advertisers.

Who is the facilitator?

Neil Thackray – who most recently has been CEO of Nexus Media where he oversaw the development of www.worldtravelguide.net where web traffic grew three fold to nearly 5m page views a month and advertising grew at rapid rates. He also built a vertical search engine and a suite of business to business web sites.

Neil has been the CEO or Managing Director of four media businesses each of which has faced new digital challenges. He brings a unique blend of extensive practical operational experience with a deep understanding of what succeeds and what does not.

For more information on Neil, please visit our website at www.becdevelopment.co.uk