**Preparing for the IAB Digital Media Ad Sales Certification**

**Webinar 1: Understanding the Digital Landscape**

1. How users find content: Intention>Initial Point of Entry>Discovery

II. Digital landscape – what is all that stuff out there?

* 1. Publisher sites: Types of Websites
     1. Content
     2. Ecommerce
     3. Lead Generation
  2. Search engines sites
  3. Social media sites
  4. Networks, Exchanges, DSPs
  5. Review, Coupon and Deal Sites
  6. RSS feeds

1. How publishers attract their audience
   1. Owned, earned and paid
      1. Search
      2. Display
      3. Email & Lead Recapture
2. How publishers monetize their site traffic
   * 1. Advertising
     2. Subscription
     3. Ecommerce
     4. Lead Generation
     5. B2B fractional conversions
3. How users engage with brands
   * 1. Consumer buying funnel
     2. Consumer decision journey
   1. Technologies and targeting
   2. Metrics per media
4. The Media Value Chain
   1. Business relationships
      1. Advertisers/Marketers
      2. Media agencies (buyers)
      3. Creative and Strategy agencies
      4. Publishers (content creators)

**Webinar 2: Selling Digital Media**

1. Ad supported businesses: Networks and Sites
   1. How networks support AND compete with branded publisher sites
      1. Types of networks
      2. Advertising opportunities: Network offerings
      3. Advertising opportunities: Publisher site offerings
   2. Ad exchange management: How agencies connect users and publishers/advertisers
   3. Demand-side platform: how agencies optimize campaigns
   4. Supply-side platforms: how publishers and networks optimize campaigns
2. Display Advertising – Technology
   1. How banner and text ads are dynamically served and targeted
      1. Ad serving for publishers and agencies
      2. Targeting options – RON, ROS, Channel, Behavioral, Retargeting and more
3. Display Advertising - Strategies
   1. How to leverage advertising opportunities
      1. Branding, performance and direct response advertising campaigns
      2. Cross platform ad campaigns
4. Selling, renewing and upselling:
   1. Pre-launch: getting precise about advertiser and agency campaign goals, metric or ROI goals and benchmarks
   2. Selling right: setting and selling the right expectations
   3. Understanding their goals – build the right audience, communicate the right message
   4. Targeting and monetizing traffic
   5. Remarketing to site visitors
5. Competing for agencies and direct advertiser’s attention
   1. How to develop and optimize your digital offering sales pitch
      1. Developing an elevator pitch/credibility pitch
      2. What are competitors able to claim?
      3. What are your counter arguments?
      4. What makes your different and worth testing and investing?
6. Presenting to live campaign:
   1. How to drive sales to next step
   2. How to develop pipeline to ensure deal flow

**Webinar 3: Managing Digital Advertising Campaigns**

1. Display – ad units, including rich media and video
   1. IAB Standard ad unit types
   2. Custom and emerging rich media ad units
2. Optimizing campaigns – technology & account management teams
   1. Yield management
   2. Ad operations
   3. Revenue operations
   4. Optimization options
3. Cross platform campaigns
   1. Performance Goals and Metrics of Success
      1. ROI
      2. CTR
      3. Engagement
      4. Media Math
4. Social Media
   1. How B2B and B2C marketers can leverage the power of social media
      1. Foundation: Linkedin, Facebook and Twitter
      2. Other social media sites
      3. Sentiment measuring and other labor saving tools
5. Mobile - What’s next
   1. Mobile /Apps Standards
   2. Rising Star Mobile Ad Units

**Webinar 4: Analyzing Your Campaign Performance**

1. Presenting Digital campaign offerings and campaign results
   1. Analyzing digital advertising campaign data
   2. Turning data into a positive sales story
2. Effective Presentations
   1. Presentation tips: in person, phone, web-based
   2. Presenting campaign recommendations