

## Digital's Media Planning Academy

### Getting to grips with online media planning

Expert insights from the Digital Training Academy

There is a vast skills gap in the media and marketing industries. It's holding individuals and companies back. Online can be tough; impenetrable language, constantly changing technologies or suppliers, unclear business processes and evolving models for trading. And the pace means that even if you were up to speed six months ago the game will have moved on. That's why we set up the Digital Media Planning Academy: to help swell the ranks of the planning community and help more planners cross over from traditional media by providing top quality, jargon free, leading edge training. In this Academy you'll learn how online media planning builds on the familiar concepts of reach and frequency, but adds new dimensions. Discover how you can get your media space to work harder for you on the web. Find out what's worth tracking and why there are many false friends when it comes to accountability. Follow our hints and tips and discover what you need to know.

There is a vast skills gap in the media and marketing industries. It's holding individuals and companies back. This Academy helps media agencies train up media planners new to online. Learn how online media planning builds on the familiar concepts of reach and frequency. Discover how you can get your media space to work harder, what the latest thinking on web advertising formats is, what's worth tracking and why there are many false friends when it comes to accountability.

**“Online media offers planners incredible precision and formats that leap from the page. In the right hands it's the most powerful tool any marketer can have.”**

Online marketer. Danny Meadows-Klue has been pioneering internet advertising for more than 12 years. He helped create the Internet Advertising Bureau in a dozen countries and was the publisher of the UK's first online newspaper. More than 35,000 people have attended his talks and courses, and he created this Academy to help media planners get the most from online.

## Media planning training? It starts here.

If you're new to online media planning, then this one day course is designed for you. It crams in the essential knowledge you need, and gives you a framework for developing your future learning. You'll learn the key tools of the trade and get the inside track on what works best. Whether you're new to planning, or crossing over from planning campaigns in traditional media, this conversion course combines a solid grounding with some of the cutting edge thinking in digital media planning.

### Key questions we'll tackle

- Are you effectively segmenting and targeting your customers?
- Do you know all the formats available to your clients?
- Have you been unsure about campaign data and reporting requirements?
- Do you get unsettled by all the jargon?
- Are you confident with workflow processes for campaign planning and development?

### Course objectives

By the end of this workshop you'll:

- Have a clear process for approaching online media planning
- Be more confident in your use of the tools and the language
- Discover new ways to achieve greater targeting
- Segment your client's customers in new ways
- Appreciate the roles of different channels in integrated marketing communications
- Understand the complete planning cycle

### Overview

In Europe, the first online ads were run just over ten years ago, and online media planning was born. Every year, wave upon wave of developments have raised the game, with new technologies and processes expanding the scope of what's possible. Thousands of media planners have crossed over from traditional media channels, and everyone has had to learn the new techniques. The wider world of marketing is now. Learning should be constant, and this course delivers the latest thinking.

### Within this course you will learn to:

- Cut through the online media planning jargon
- Develop customer insights that can be applied in your media planning
- Review the classic approach to segmentation
- Navigate the choice of online graphical advertising formats available to you
- Explore the relationship between format selection and creative development
- Understand the variety of search engine formats available

- Appreciate the benefits and constraints of different formats
- Build longlists and shortlists of sites for your media plan
- Experience how one of the audience research tools can help you in site selection
- Explore the targeting potential of web media, including:
  - Contextual relevance and niche targeting within editorial environments
  - Daypart targeting to reach audiences at different times of the day
  - Geographic targeting becoming available through IP addresses
  - Cookies and frequency capping in sequential targeting
  - New potential being created by behavioural targeting techniques
- Understand basic principles of campaign management and workflow, including:
  - The principles of campaign scheduling
  - The typical features of scheduling software
  - Common pitfalls to look out for
- Outline the types of campaign data you'll come across, including:
  - The role of click-through and impression reports
  - What campaign and website audits really mean
  - Why you'll often find discrepancies in the reports from different systems
- Explore some of the more advanced issues, including:
  - Taking campaign integration beyond 'matching luggage'
  - More impactful ways to stand out from the crowd
  - What makes for great online creative
  - Longer term trends emerging in online media planning

### Benefits to you and your organisation

Once you've got a more rounded view of online media planning, you'll be better placed to:

- Deliver bigger results for your clients within the same budget
- Devise campaign plans that target the customer more effectively
- Be better placed to retain the media business of your clients
- Make a more effective contribution to the rest of your agency team

### Further one day Academies for digital media planners

If you've completed this course, then why not try:

- Harnessing the power of search engine marketing
- Building great online advertising creative
- Getting the strategic media mix right

“Enjoy the latest thinking in how you can use the incredible diversity of internet advertising formats to get the most from your next campaign.”

#### Not just a one-off training event...

- ☑ In the week before your Academy you'll receive Digital Insight Reports from us
- ☑ Immediately before your Academy you'll receive some exercises to get you going
- ☑ The Academy will combine homework exercises you can take further
- ☑ For the next fortnight after your Academy you'll have access to tutors online
- ☑ For the next six months you'll be given a place on the Digital Training Academy's 'graduate programme', enjoying research and insight briefings by email and discounts at other Academies
- ☑ Personal reviews, learning plans and key issue workshops can also be delivered by your tutor – ask your Academy Manager for more information
- ☑ A six monthly refresher day can be programmed into your Academy

## What's in your intensive Academy?

### Getting to grips with online media planning

#### You'll get a comprehensive grounding in how online media planning works

Before your Academy begins we'll learn about the specific needs you and your team have to ensure that our lessons are customised to your level of knowledge and the challenges you're facing. You'll learn about where online media planning fits in the online advertising ecology and why there's never been a more important time for online media planners. You'll also discover some of the latest thinking about how the discipline is developing and learn how you can apply this to your own business.

#### What's the history of online media planning?

Learn about how media planning evolved and build up your understanding of how it is developing.

#### Getting immersed in the media plan

We'll look at a couple of media plans and get you writing your own. Think about the issues that matter most and how you can tackle them within the resources and structures of your team.

#### What are the toolkits and approaches for planning internet advertising?

We'll introduce you to some simple frameworks to apply when you approach any new campaign and illustrate how your decision making can be supported by new online planning tools.

#### What's the anatomy of an internet advertising campaign?

Starting with the simplest form of campaign details we'll look at all of the steps in the process and all the information that advertising operations teams will need to ensure it runs smoothly.

#### What are the trends in media targeting and profiling?

From geographic targeting and dayparting to the latest approaches to behavioural targeting, we'll help you conquer the jargon, and teach you the principles behind this exciting new set of tools.

#### How are online advertising formats evolving?

Learn about how banners have evolved into a web of formats, video ads and Rich Media technologies, and consider what the future holds with the migration of these platforms into RSS and mobile marketing.

#### What are the models behind successful online campaigns?

See how formats can be combined and how you can get value from your online media; we explore the models and frameworks behind successful campaigns and ways you can apply these in your own sector.

#### What does this mean for your team?

You'll get a chance to consider the implications of all this potential on both your team and your structures, and we'll also explore why most of the award-winning online creative had the media planners and creatives working side by side from the start.

#### Which campaign data is most useful?

We'll help you get a perspective on campaign data by looking at the role of auditing, click counting, impression counting and other techniques you can use to track response. We'll also consider the likely problems you'll encounter in campaign measurement and how you can address them.

#### How do you get your brand and effectiveness measurement metrics right?

We'll help you review the ways you can measure the effectiveness of online advertising by structuring the results to cut through the metrics jargon and demystifying the terminology. We help you get the metrics right.

#### How do you get the strategic media mix right?

This is the biggest challenge facing strategic planners and we'll look at a few different ways you can approach it. Whether online is 1% or 30% of campaign budgets, chances are it's rising fast.

#### What are the new dynamics in internet audience behaviour?

Using research insights from many countries we uncover the key trends emerging in how people are using the web in terms of the time they spend online, their attitudes to online social networks and the new social spaces, and their engagement with digital marketing.

“Combine the freshest thinking with practical ideas you can use straight away.”

#### What are the key trends emerging in online media planning?

In a workshop we'll explore the key issues that planners are now wrestling with.

#### Course exercises

All our Academies include practical exercises that will help you build a template for media plans. In 'Getting to grips with online media planning', we will coach you through the key steps in building an online media plan.

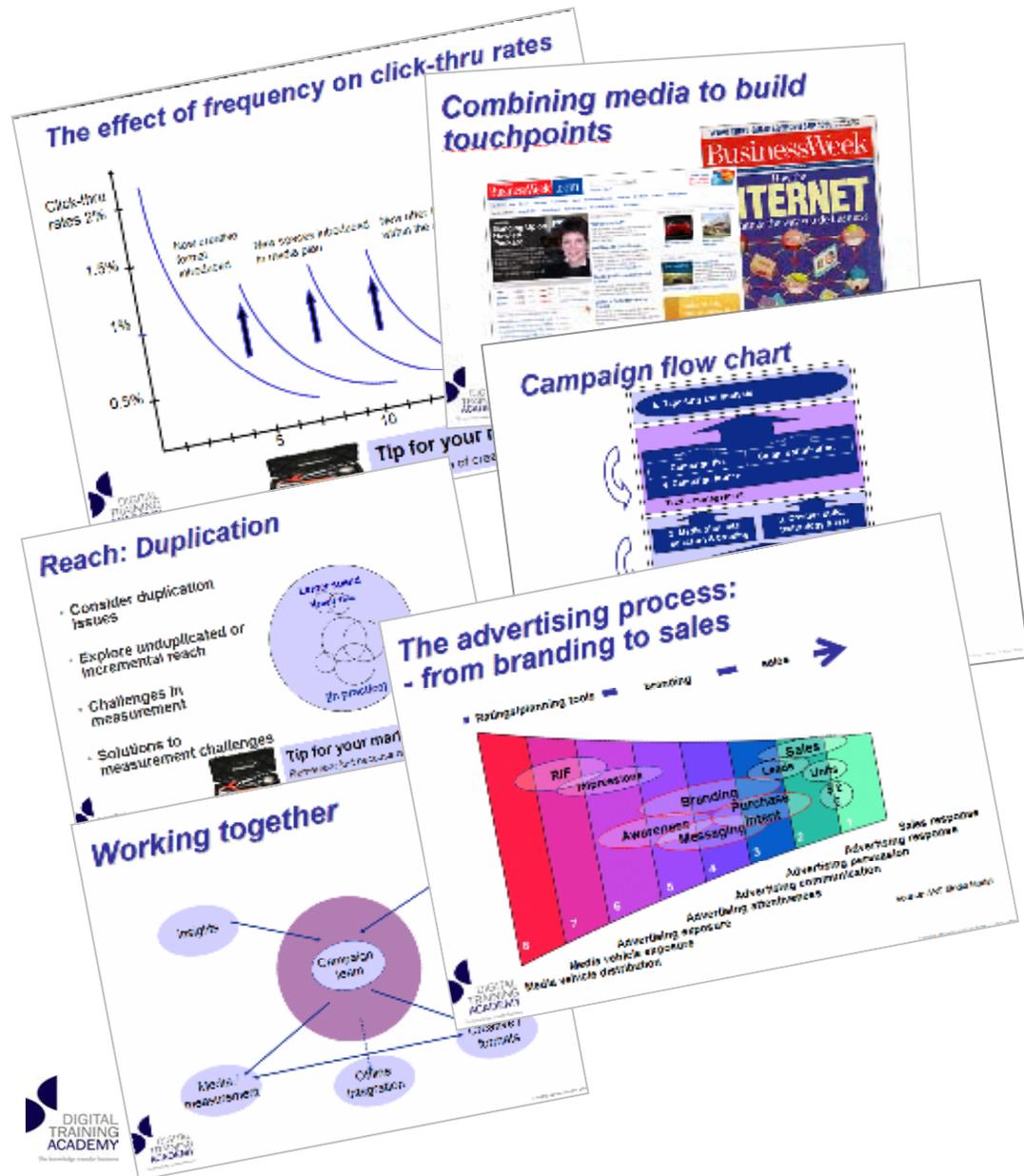


### Capturing your ideas

In many Digital Training Academies, we act as facilitators to help you devise more robust digital strategies. As part of our courses we capture these ideas, and channel all the energy of the training sessions into knowledge you can use back in the workplace.

### Digital's Knowledge Packs

Your comprehensive training packs will give you all the facts you need and a great reference point for the future. Before you start your Academy you'll receive stimulus materials and exercises from us. You will build your Knowledge Pack up during the course of your Academy so you can focus on the ideas that matter and take notes on the actions you'll implement.



“Enjoy the latest thinking in how you can use the incredible diversity of internet advertising formats to get the most from your next campaign.”

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## Why do our Academies transform businesses?

### A unique fusion of management consultancy and training

We created these Academies to help change the media and marketing landscape. This Academy wrestles with some of the greatest challenges in business strategy right at the moment it matters most. The fusion of management consultancy and management training will change the way your firm develops its skills and resources in online media planning.

### About our blend of lectures, seminars, workshops and exercises

Hundreds of firms have benefited from our unique blend of seminars, workshops and exercises. We not only deliver knowledge but turn that knowledge into something you and your team can use straight away. The Academies are intensive, fast paced sessions; we pack a lot in because we know that your time is valuable. We also document and structure the knowledge that comes from your Academy so your team can get more from it.

### Meet your Academy team

Danny Meadows-Klue is currently tutoring on this Academy. He created Digital's Media Planning Academy and it's a rare chance to work directly with him. As part of your Academy team there are further tutors, instructional designers, a dedicated Academy manager, researchers and support staff.

### Training is key

Our Academy courses are designed to materially change your business.

- Participants liken it to six months of on-the-job learning crammed into just one day.
- Get the real insights rather than the sales pitch: unlike discussions with your suppliers there are no hidden agendas - our only goal is growing your skills.
- Enjoy guaranteed first class knowledge: saving you time and money instead of attending more industry conferences with few competitive ideas.

### Directing your Academy

For in-company Academies we help you create an Academy Steering Board that will enjoy additional debriefing and feedback after your Academy has been completed.

### And a Digital Classroom just for you

We're the Digital Training Academy; you wouldn't expect anything less. Your online learning centre is password protected and will act as a scrapbook for your team during the Academy.

**Just one small improvement in the way you approach your online planning could save you months of work and cover the cost of this Academy.**

“It’s a rare chance to get your team skilled quickly in a marketing discipline that is now critical. Your planning will be smarter straight away.”

### What makes our Academies so effective?

- ☑ Leading trainers and freshest thinking
- ☑ Focused just on the topics that matter right now
- ☑ Customised masterclasses based on the needs of senior executives
- ☑ Fast-paced intensive courses that minimise time spent out of office
- ☑ Practical courses grounded in current best practice
- ☑ Robust action plans to transfer the learning back into your business

## Digital's Media Planning Strategy Sessions

### How else can we help your business?

Here are some topics and areas we cover:

#### Digital's Breakfast Academy

- An executive briefing on media planning for senior executives
- An executive briefing on digital media trends for senior executives
- An executive briefing on advertising effectiveness measurement for senior executives
- An executive briefing on media neutral planning for senior executives

#### Digital's Media Planning Strategy Workshop

An intensive series of workshops to build the framework for your team's approach to online media planning. This is based around a flexible customised programme that typically includes:

- Vision mapping
- Media planning trends
- Your client's marcoms objectives
- Your marketing models
- Workflow and process

#### Digital's Strategy Critique

Here we annotate your existing plans with a series of questions your team may want to address before progressing.

#### Digital's Management Support Services

- Many of our tutors can also assist in implementing challenges you are facing. If you need additional resources to help make things happen after our Training Academies then simply ask your Academy Manager.



### Jargon Busting!

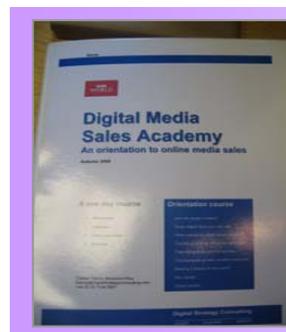
Always a popular module on our Digital Training Academies. We don't just give you the meaning, we explore the context until you're confident you can explain it to your colleagues.

Look out for prizes to the learner who's found the geekiest piece of jargon this month.



### Training certificates and qualifications

All executives receive training certificates detailing what was covered in the course. This is part of the consistent structure of Digital Training Academy courses from which hundreds of digital media and marketing teams have benefited.



### Digital Knowledge Packs

To help accelerate your learning, all participants receive an extensive pack of reports, research and training materials. We aim to make your training more efficient by structuring and codifying the knowledge you need.

## Delegates enjoy free subscription to...



### Research: Digital Insight Reports

Our Digital Insight Reports give you the inside track. Recent editions include Digital Europe – tracking the rise in online advertising spend across Europe; Digital Advertising Futures – our forecasts for online advertising growth; and Digital Media Substitution – how online is eroding the brands and revenues of traditional media.



### Opinion: Meet the Digital Thought Leaders

Our monthly Thought Leadership interviews explain what key opinion formers believe the market is doing. Craig Newmark takes us behind the scenes at the classifieds website Craig's List. Richard Duvall shares his plans for the world's first online bank exchange, and web analyst Jim Sterne shows how any firm can unlock more value from their site.

## Interested in related Digital Training Academies?

### With 40 Academies to choose from you might like to include some of these

In-company Academies can be customised to suit the specific needs of your team. And we're often asked to build in additional lessons for related topics that will help make it a success for your team.

#### From Digital's Marketing Futures Academy

- We draw together key strands from the course to let you see how online marketing is developing and what will happen during the next few years. By understanding the key trends and directions you'll be better equipped for what lies ahead.

#### From Digital's Research Academy

- Audience research insights  
Understanding the time people spend online and the effects of the broadband boom. We look at the effects on web marketing and advertising.
- Advertising research insights  
Understand how advertisers are migrating to the web and where they are placing their budgets. We look at the sectors and formats to reveal patterns you can use.

#### From Digital's Creative Academy

- Creative insights  
Understand the creative impact and how client marketing objectives can be harnessed in different ways. We look at what is possible in online marketing creativity, relating the techniques, technologies and tactics to marketing theory.

#### From Digital's Media Planning Academy

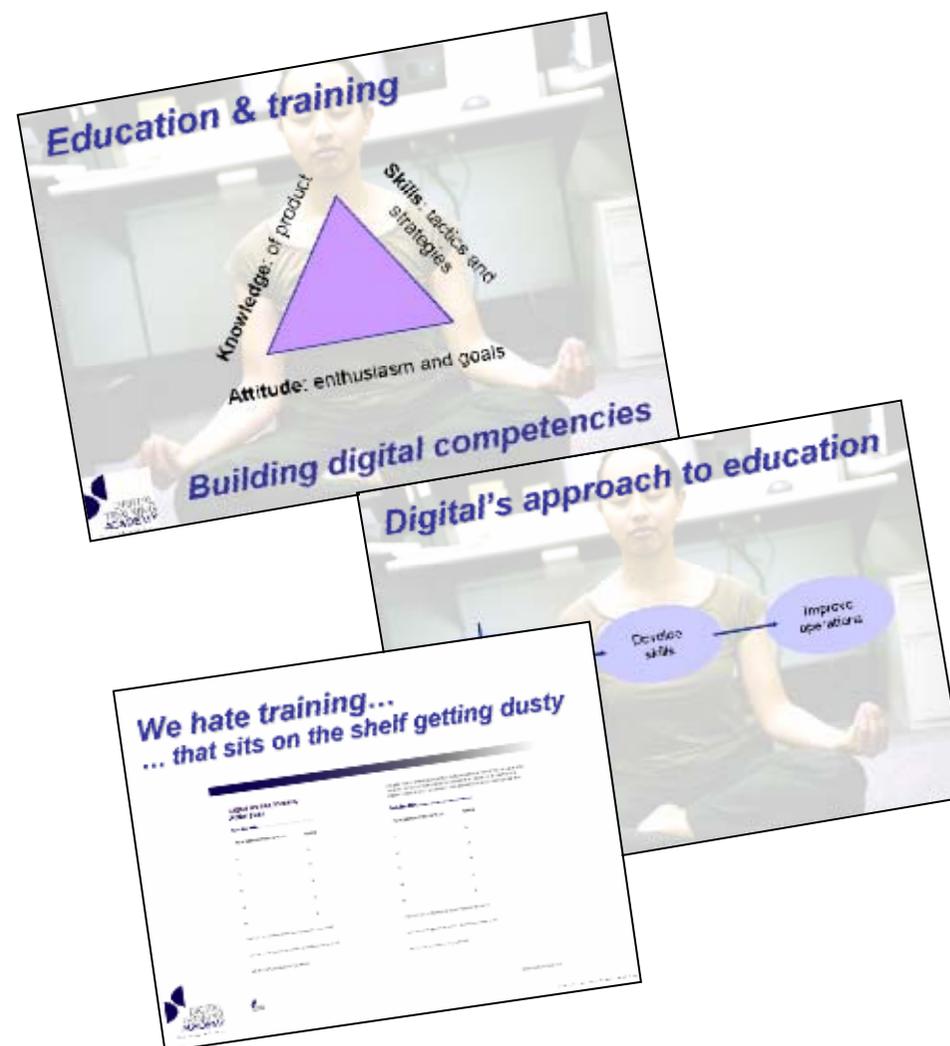
- Getting to grips with online media planning  
We look at how web campaigns are designed and how websites are chosen by media planners. We also explore the latest trends in media planning and put you in the agency's shoes.

#### From Digital's Classic Marketing Academy

- A recap of classic marketing theory  
This update reminds you of the core marketing principles that underlie all advertising campaigns; essential knowledge for media sales teams.
- Web marketing campaign objectives  
We examine what clients are looking for and how their online marketing delivers.
- The direct/brand marketing paradox  
We examine the implication of online as both a direct marketing and branding tool.

## Want to know more about our training approach?

We designed this Academy to change the way your business works. Our goals are in transforming your firm and the way you use the digital channels for marketing communications. Using innovative instructional design techniques we'll get your team applying their knowledge and making the most of what they can learn. You'll build these up during your Academy to create a plan of clear actions. We're no fans of training materials that sit on the shelf getting dusty, so we'll sustain the learning momentum by emailing you the latest Insight Reports after the Academy. Using our training should become part of your weekly routine.



## Your commitment

### Let's get started!

"I would like you to run a training needs analysis ahead of an in-company Digital Training Academy programme. We're committed to helping improve our team's ability in digital marketing, publishing and commerce. I will be part of the steering group for the project and will give the time needed to ensure we maximise the benefit, and I have the authority of my organisation to agree to the terms by which it is offered."

Signature .....

Your name .....

Organisation .....

Date .....

### Next steps

1. Fax or email this sheet back to register your interest so we can start planning dates
2. Call our Academy Managers if you need more information
3. Consider possible dates for your in-company Academy
4. Find out which related teams might benefit from joining the Academy
5. Return the paperwork that we will send you to confirm the Academy booking

### Some important small print

Our in-company Academy courses are subject to a formal engagement letter, the terms of which are on the website or available by email if you would prefer. Here are some of the key terms.

**Team:** You will have an Academy Manager who will look after your team and the administration of the course. One of our senior associates or managers will be your lead trainer, supported by a researcher and administrative staff. For many Academies we have additional expert trainers who supplement the team.

**Engagement:** The full terms of engagement are available online and on request. Courses can only be booked once we have an agreement in place and dates cannot be guaranteed before bookings have been confirmed. Due to the popularity of the Academies we advise that only early booking can guarantee the dates you would like.

**Confidentiality:** We cherish confidentiality and in large organisations, the content, views and discussions related to this project will remain confidential to the commissioning managers and not the wider organisation.

**Cancellation charges:** A cancellation charge of 25% applies if a course is cancelled within 4 weeks before its delivery, rising to 50% within 2 weeks and 100% in the week before.

**Disbursements:** An additional contribution of 5% will be levied on all course fees for related disbursements, which covers course materials production (for up to 15 delegates) and travel to central London. Additional travel and related expenses are charged for courses delivered outside Central London.

**Taxes:** All payments are subject to VAT and our standards terms. If you would like your Academy to be held outside the UK then ask our team for more details.

## Our company support programmes include

- Coaching and mentoring
- Customised in-company training Academies
- Senior masterclasses for critical issues
- Workshops for staff at all levels
- Training and development planning

If you have any questions about our approach to training, or the detailed content of the course then please email or call the team.



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Making sense of a digital world

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