

# Certified Digital Marketing Professional Workshop Summary

The ***Certified Digital Marketing Professional Workshop*** is more than just training. This program combines training with execution and performance. It starts with an all-day immersion workshop which exposes participants to detailed information on the digital opportunities and trends that are available for marketers *right now*. With a solid understanding of the latest trends and successes in the digital world, workshop participants leave prepared to continue their education during the execution portion of the process which takes them out of the classroom and into the field.

Over the next 90 days, each workshop participant is required, as part of their certification goal, to complete a sale using one of the digital capabilities that they have as a resource. Once this sale has been made they are awarded a Certificate of Achievement and the seal below which identifies that seller as a Certified Digital Marketing Professional.



## ***Key takeaways***

- *Digital definitions* that online marketers are using
- Working knowledge of a *digital ad agency*, seeing an RFP
- A better understanding of their own digital capabilities
- Experience with *social media* and how marketers are using it for success
- The ability to create a better *landing page* for their clients
- Plenty of question and answer opportunities

## ***Participants leave better prepared to***

- Present digital solutions to their customers
- Position their digital and interactive capabilities
- Generate sales using their digital resources

## ***The organization benefits because***

- Specific revenue can be traced to this workshop
- Salespeople grow and develop as a result of the training and the execution opportunity provided
- Customers will see you as a solution provider with a wide variety of capabilities

