

GUEST COMMENTARY  
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### DIGITAL SALES AND MARKETING TRAINING IS A NECESSITY

What might have once happened in five years has happened in five months. While publishers were genuinely busy reinventing themselves to become more and more media-centric versus print-centric--knowing the urgency but still feeling there was time--the time ran out. Which begs the question: *What does that mean for you and your career?*

There is no need to review the recent events in our industry, but there is a need for you to make sure you're taking the appropriate actions right now to empower your future. As Helen Keller said, "Security is an illusion," and this has never been more true than in these times of great change.

Simply said, digital media sales and marketing knowledge has become a "must" for all media professionals. As a leading recruiter in media sales and marketing, our firm --**Media Recruiting Group**--began years ago placing candidates into digital positions. Most recently, we saw the great need to offer this to others within our industry in an affordable way through our new training division ([HTTP://MEDIARECRUITING.COM/COURSES.HTM](http://mediarecruiting.com/courses.htm)).

Imagine you're on a sales call, and your client says:

**Branding and search are both important to me and we have to discuss flighting and adjacency, but what I want is a contextual campaign with a behavioral component using rich media and roadblocks on a CPM basis and mobile on a CPC basis.**

**Do you think this campaign will be effective in having readers/viewers pause their multitasking and transmedia navigation?"**

Huh? If you don't know what all this means, or if you know what it means but not with the depth to truly engage, then it is clear that digital training should be in your future.

Digital media training begins to take you from the "then" to the "now"--the "now" to the future. If you are out of work, this will help you get a job. If you are working in print or other traditional media, this will help you expand your value to your current employer and marketability to others. If you are selling digital, look to do an advanced digital media course to advance your knowledge.

Henry Jenkins, director of the **Comparative Media Studies** program at **MIT**, refers to distributed cognition--the ability to interact meaningfully with tools that expand mental capacities--as one of the skills necessary for the 21st-century digital world.

"You have to immerse yourself in the world of digital media," says **Videoegg** Eastern sales director Brian McFarland, a recent guest speaker at Media Recruiting Group's *Digital Media Sales 101* training course.

Providing digital media training for your staff is included in today's "career survival tool kit" for management. Media companies need to embrace the notion that the more knowledgeable and effective their staff is, the more the staff will sell, market, and grow business. You want your staff challenged, improving and inspired. You create loyalty and higher retention when you offer training programs that will empower them.

Summing up: Digital media sales and marketing training is good for your career, good for business, and good for our industry.

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