

**Give Your Radio
Sellers the Tools
They Need to
Grow your Digital
Marketing Share**



Your Radio Sales Team

may already be reaching a good portion of your target audience, but you could reach so many more by adding digital marketing training to your mix. To get ahead of the competition, you need your team to expand their expertise into the vast potential of digital. For this reason, combining radio and digital is a smart move.

Why? Because research shows that digital marketing is a powerful strategy for boosting a company's revenues and sales. Although radio advertising is a dynamic, compelling strategy, adding digital to your team's expertise will only allow your revenue to soar. According to WordStream, the digital advertising industry had a value of about \$350 billion in 2020, is currently estimated to be worth \$460 billion, and experts project it will reach \$786.2 billion by 2026. This research emphasizes the importance of training sales teams to be equipped with the necessary expertise of both radio and digital.

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The Problem:

You need more revenue and sales

Although you believe in your team, sales aren't as great as they could be, and you may even lag behind the competition. The problem is that your team needs better training and coaching to compete in today's aggressive environment. Opening your team up to navigate the digital space is a good start to boosting sales.

So, how do you capture your market's unfair share of digital marketing dollars?

You give them the specialized training they need to reach their full potential. Your sales team will need industry-leading training that covers the foundation of digital marketing and provides a top-level overview of significant channels. The better your team is equipped with digital knowledge and training, the better your company will capture a more substantial share of your market's available marketing revenue.



The Need:

Use all available options for growth

For your company to grow, your sales team must expand its repertoire and learn how to leverage digital solutions more effectively.

Continuous training is the key, no matter what industry your team is in. This is especially true in digital marketing because the environment surrounding how advertising is executed by sales teams and perceived by consumers is constantly changing.

As many as 74% of survey respondents say they don't think they're reaching their full potential at work due to a lack of developmental training. Employees, including salespeople, are looking for more. They also want comprehensive training, expanded knowledge, and skills they can apply in their day-to-day dealings. More than just sales, training your employees gives them a confidence boost and the extra luxury of retaining the best people for your company.

According to Think Impact, at least 60% of employees strongly believe that training will allow them to be better able to accommodate and respond to change. That said, another 70% admit they don't have mastery of the skills needed to do their jobs efficiently.

This is where not just any training is crucial to increasing your sales and revenue; the right training will make all the difference.

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How do you give your sales team the knowledge they need to understand and navigate the digital world?

To set your sales team up for success in the digital world, you will need an expert team to teach them and the most comprehensive digital training in the industry for your team's best results.

This way, they're learning:

- ◆ **The foundations of digital are crucial** — customer avatars, core messaging, and the customer value journey.
- ◆ **The major digital channels** — content marketing, social media marketing, digital advertising, search marketing, email marketing, community management, and data and optimization.



The Solution:

Educating your team on digital marketing

CEO Gregory Balestrero once said, “Employees cannot become more productive in every sense of the word unless they are provided with continuous training.” And it couldn’t be closer to the truth.

This means providing your team with the digital marketing training and coaching they need.

Navaquest’s Digital Marketing Mastery Certification Course is the answer you have been searching for!

Increase sales and revenue by introducing your team to digital marketing knowledge and teaching them all they need to know. Our certification course is a complete digital marketing training course taught by industry leaders.

What will your sales team get from Navaquest's Digital Marketing Mastery Course?

As the most comprehensive digital marketing training course in the industry, there are many benefits to taking Navaquest's Digital Marketing Mastery Class.

When your sales team takes our training course, they get:



10 Core Modules



105 Video Lessons



The Customer Value Journey Handout



The Customer Avatar Worksheet



Core Message Canvas Worksheet



The Full-Color 149-Page Workbook



16-Page Final Exam Study Guide



Digital Marketing Mastery Pacing Calendar Journey Handout



1 Final Exam Worksheet

If you have multiple team members that need the course, you'll want to create a customized plan that suits your needs. This way, everyone is equipped with the digital marketing training they need to apply their full potential to reach and resonate with consumers. Only when every team member is armed with the knowledge and expertise they need to reach their full potential will you be able to achieve the sales/revenue goals you desire from your department.

After all, sales is a team effort. And it's up to you to ensure everyone is prepared for what's ahead.

Ready to learn more and get ahead of the competition? Get started now with our [Digital Marketing Mastery Class](#), and [contact us](#) with any questions you may have.