

# DIGITAL MEDIA TRAINING FOR RADIO STATIONS

## DETAILED TRAINING AGENDA FOR RADIO TODAY

### DAY 1:

#### INTRODUCTION & CONTEXT SETTING – 15 MINS

#### MODULE 1: ORIENTATION TO DIGITAL MEDIA – 90 MINS

- Introduction to Digital Media
- Why care about Digital Media: Opportunities and Trends
- Introduction to key digital marketing techniques
- Key terminology used in digital marketing
- The Digital Media Mix
- Strategic overview of multiple concepts like SEO, SEM, content marketing, media planning, & social media
- Introduction to leveraging digital media in the news and media space

#### MODULE 2: CONTENT CREATION & PACKAGING FOR DIGITAL MEDIA – 90 MINS

- Why content creation for social media is very different from content creation for traditional media
- Digital and mobile content creation best practices
- Creating images for digital media using online tools like Canva
- Creating animated GIFs using ezgif
- Enhancing and optimizing video content using free online editing apps like Viva Video

#### MODULE 3: INTRODUCTION TO CONTENT DISTRIBUTION ON SOCIAL MEDIA – 45 MINS

- Overview of Social Media
  - Introduction to all Social Media Channels (Facebook, Twitter, Instagram, LinkedIn, Snapchat & Pinterest) and their Primary audience characteristics, Business Objectives they are suitable for
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## MODULE 4: DISTRIBUTING CONTENT THROUGH FACEBOOK – PART 1 - 150 MINS

- Facebook Marketing Terminology
- How Facebook works - Understanding the Facebook Newsfeed Algorithm and key algorithm parameters
- Facebook Page Best Practices
- Analytics on Facebook
- Facebook Video Best Practices
- KPIs to measure success
- Introduction to Facebook Advertising
- Facebook ad campaign structure
- **Exercise – Finding what content is working and measuring content success through the Facebook Insights tool**

### DAY 2:

## MODULE 5: DISTRIBUTING CONTENT THROUGH FACEBOOK – PART 2 – 90 MINS

- Audience Targeting on Facebook Ads – Promoting content to the right audiences
- Ad placements on Facebook
- The Facebook Pixel
- Custom and Lookalike audiences on Facebook
- Using Facebook Ads for effective and targeted content distribution
- The end-to-end process of creating a Facebook ad campaign
- Facebook ad campaign optimization
- **Exercise – Create a Facebook ad campaign promote a video to a specific relevant target audience**

## MODULE 6: DISTRIBUTING CONTENT USING INSTAGRAM – 90 MINS

- Instagram for content distribution
  - The Instagram Audience
  - The Instagram feed algorithm
  - Instagram Best Practices
  - Analytics & Measurement on Instagram
  - Instagram stories – The shift from scroll to stories
  - **Exercise – Use the tools discussed to find the best hashtags to use for a particular post on Instagram**
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## **MODULE 7: LEVERAGING YOUTUBE ADVERTISING FOR EFFECTIVE DISTRIBUTION OF CONTENT - 90 MINS**

- Creating a YouTube ad campaign
- Audience targeting on YouTube
- Using YouTube for sequential content distribution
- YouTube ad types
- **Exercise – Creating an ad campaign on YouTube using Google Ads**

## **MODULE 8: DIGITAL MONETIZATION STRATEGIES FOR RADIO – 90 MINS**

- How radio channels can monetize digital media
- Monetization of various digital assets
- Branded Content
- Content Asset Monetization
- Digital Monetization Case Studies

## **DISCUSSION, Q&A, FEEDBACK AND CLOSURE – 30 MINS**

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