



DIGITAL MEDIA TRAINING SERVICES

For the novice, intermediate and the expert marketer, Growth Marketing Werks provides digital media training services that are guaranteed to up your team's expertise level! Growth Marketing Werks is a boutique digital media consultancy with a proven track record of maximizing digital marketing dollars for both advertisers and agencies. With more than 12 years of specialized expertise, GMW's trainings are comprised of forums, workshops and presentations. Conducted in the comfort of your own office, the attendee count is limited to ensure a productive and interactive experience. Your commitment to invest in your number one asset will show an increase in performance, confidence and retention.

Meet Your Digital Media Expert



Suzanne pioneers the digital media landscape and fulfills her passion for advertising as founder and digital media strategist of Growth Marketing Werks, a boutique digital media consultancy. Suzanne launched her media career as an advertising sales executive with The Boulder Daily Camera, Food Network, Fine Living and DIY Network. In 2008, AudienceScience, a performance-driving leader in audience targeting and retargeting, hired Suzanne to generate revenue from the Midwest territory. As she was able to during her previous positions, Suzanne diligently built the new territory into a multi-dollar revenue driver. Today, Suzanne wears a variety of notable digital media 'hats,' including:

- Principal at Growth Marketing Werks
- National Digital Media Strategist
- Digital Media Thought-Leadership Panelist
- Digital Media Trainer
- Published Digital Media Expert
- CU-Boulder MBA Advisor - Digital Marketing

To schedule your media training session, email at info@growthmarketingwerks.com.

Want to hear a voice? Call **720-336-3308**.

Explore more at www.growthmarketingwerks.com.



Data-Driven Advertising 2.0

Digital advertising spend is at an all-time high, and for good reason. The explosion of digital customer data is fueling unprecedented opportunities for advertisers to identify and connect with prospective customers like never before. Unlike traditional digital advertising, data-driven advertising taps consumer data and robust technologies to deliver highly targeted ad impressions that can reduce costs while improving overall campaign effectiveness.

Data-Driven Advertising 2.0 will provide attendees a roadmap for getting starting with data-driven advertising, highlights key obstacles and opportunities, and illustrates the impact of data targeting with several case studies. A detailed Provider Reference Guide compares capabilities and solutions for ten top providers of data-driven advertising. Designed to drive performance in any advertiser's paid digital media strategy, this 90-minute presentation will empower attendees with the tools and the knowledge to navigate data-driven, performance-based digital advertising campaigns.

Format

- Introduction
- Current Digital Media Ecosystem
- Key Performance-Based Data-Targeted Pillars
- Campaign Considerations
- Media Providers Pros/Cons
- Thwarting Obstacles to Opportunities
- Ten Simple Steps to Get Started
- Advertiser Case Studies
- Recap
- Q/A

Who

- Media, Account, Executive Teams
- Maximum 20 Attendees

Level

- Intermediate to Expert

Fee: \$3,500

- Does Not Include Travel Expenses (Travel Expense Exempt: Front Range of Colorado)

**Do you have a digital media strategy that needs a third eye or a new perspective?
Ask Growth Marketing Werks about their hourly consultative services**

