

## 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](mailto:info@growthmarketingwerks.com).  
Want to hear a voice? Call **720-336-3308**.  
Explore more at [www.growthmarketingwerks.com](http://www.growthmarketingwerks.com).





## On-Site Training Workshop: Digital Media 101

Digital Media 101 is a two-hour session designed to transform your digital media knowledge into that of a seasoned media professional. Attendees will walk away with a basic understanding of the evolution of digital media, the current state of digital media, and the key components to conducting intelligent discussions with internal teams, clients and prospects alike. This workshop will be customized specifically to either B2B or B2C advertisers.

### Format

- Introduction
- The Evolution of Digital Media: Branding to Performance
- The Current Digital Media Landscape: B2B or B2C
- The 5 Key Questions to Ask Potential Advertiser and How to Respond
- Recap

### Who

- Media, Account Teams
- Maximum 15 Attendees

### Level

- Novice to Intermediate

### **Fee: \$2,600**

- 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**

