

This webinar is presented to you **FREE** by your State Broadcasters Association



2nd

TUESDAY

Presented by: **Greg Gibbons**
Digital Expert

DIGITAL MARKETING: ASSISTING YOUR CLIENTS AS THEY REOPEN IN TODAY'S ENVIRONMENT!

TUESDAY, SEPTEMBER 8TH, 2020 - NOON ET



In this extraordinary session, managers and sellers will discover a practical and useful understanding of how to integrate digital into their station's selling culture. Why should we approach businesses with digital strategies during these stressful times? Why is a digital strategy necessary today? How can I keep a digital schedule from moving money away from my advertisers' broadcast budgets? What percent of an advertiser's budget should you recommend for digital marketing? How can my advertisers not get lost in all the political advertising activities? Plus, you'll see examples of successfully integrated broadcast and digital campaigns. Make your reservation today, and don't miss this one!

Every single day, Greg Gibbons assists broadcast salespeople and businesses in **SUCCESSFULLY** coordinating their traditional and digital marketing efforts into cohesive strategies and campaigns. By using a results-focused approach, he determines which tools are relevant to each client's needs. Greg is a rabid marketing professional with over 20 years of experience helping companies with all things digital. Whether it's websites, mobile apps, social media, or any unique and new digital advertising techniques, he uses all available tools to help businesses acquire new customers, maintain relationships, and retain existing clients.

[Click here to sign up for this FREE webinar!](#)



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!