CASE STUDY

KEYMEDIA SOLUTIONS

Innovative marketing solutions that deliver results.

Client Case Study: Advertiser Partner Training

Challenges

This print industry client recognized that they were in a pivotal point, media planning was changing and their members and clients were looking to them for unbiased information.

For their members, this meant helping them compete to retain and grow their revenue. For their clients, it meant delivering a reliable buying service for online ad placements. In short, they were looking for our client to become a reliable resource in digital media.

Strategy

Our primary goal was to come up with a digital solution that addressed both the member and client needs. And overall, simplfy the buying process for advertisers & agencies by providing the most cost-effective solutions for their customized needs through one resource.

Execution

The plan began with an emphasis on education. KeyMedia Solutions rolled out an ongoing training schedule with the intent to ensure the account service team was comfortable and knowledgeable on the terminology, services available, and price structure.

Concurrently, we met with their operations and finance teams to prepare for the differences between working with digital media platforms and print companies.

Our teams collaborated on proposals and new business pitches, shared insights on the clients and their campaign performance, and reviewed campaign data.

"We are smarter marketers. We are more competent going out into the field and talking to our clients because of the training KeyMedia Solutions has provided us."

- Samantha F.

Results

The organization feels they now offer a unique competitive advantage due to the active learning through our strategies.

They partner with advertisers to provide readership information, rates, demographics, and robust campaign recommendations to best solve goals by layering print and digital.