

Digital Sales Course created by SPARK Media and Red & Yellow

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While there are many curriculums and courses for digital media, strategy, marketing, copywriting, social media, etc., none of them deal with the topic of selling the digital medium to marketers and agencies. SPARK Media together with Red & Yellow resolve the situation by creating a new Digital Sales Course.

“As a media sales powerhouse, we feel the lack of this necessary skill the most acutely,” says SPARK Media’s CEO Gill Randall. “By collaborating with Red & Yellow, we have worked on creating the Digital Sales Course, in conjunction with our in-house Digital Sales Academy to provide students with the best possible grounding in online advertising and digital sales.”



The course will focus on Marketing Communications and the Role of Online Advertising, Introduction to Online Advertising, Implementing Performance and Premium Display Campaigns, Implementing Social Media Campaigns and finally Selling Digital Media.

“Red & Yellow is dynamic and very much in tune with the advertising and marketing industry’s needs and a very good fit with SPARK Media,” says Randall. “We feel they have a similar vision and vested interest in developing the youth of today.”

The SPARK Media internal Digital Sales Academy has performed very well. Over the past year the interns have completed their Red & Yellow Digital Marketing course and passed with flying colours. They are currently job shadowing within the different divisions of Caxton.



“We are already seeing the benefits of the training as the current interns do their rounds amongst the various Caxton businesses,” concludes Randall. “We look forward to welcoming the next intake which will be starting in March.”

To find out more or tailor make the course for your company, contact:

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To contact SPARK Media call 010 492 8390, visit www.sparkmedia.co.za, follow them on Twitter at www.twitter.com/SparkMediasa or look for ‘SPARK Media’ on Facebook or Instagram (sparkmediasa).

Spark Media DNA

Established in 2015, SPARK Media is a result of a fusing between NAB and Habari Media using the legacy platforms and Caxton owned print and digital products in the form of NAB and a cutting edge digital sales agency in the form of Habari Media to create this new media sales powerhouse.

SPARK Media are Strategic Partners in Audience Research and Knowledge and they offer ‘Insights that Ignite’.

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Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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