



centro.

AUDIENCE EXTENSION WEBINAR

Business Development Strategies: Become a Digital Expert

October 13th, 2020



YOU HAVE A VARIETY OF RESOURCES

Centro Resources

Industry Publications

Personal Network

The background of the image features a blurred view of a city skyline through a window. In the foreground, numerous vertical gold-colored tubes of varying lengths are suspended, creating a modern, artistic installation. The text 'CENTRO RESOURCES' is centered in a bold, black, sans-serif font. A thin vertical gold line is positioned to the left of the text.

CENTRO RESOURCES

CENTRO RESOURCES

DESIGNED FOR MEDIA COMPANIES

RESOURCE LIBRARY

TACTIC ONE SHEETS

Listen to webinars and download one sheets specific to tactics available in the DSP.

SUCCESS STORIES

Download a variety of different successes across multiple verticals and organized by goal type.

DIGITAL RESEARCH

Find research and customer profiles about a variety of verticals and the digital space.



MATERIALS, PRODUCT PIECES AND RESEARCH

What are you up to today? Select a topic to find resources that will help you be successful with whatever you need to get done today.



<https://audience-extension.centro.net/>

MONTHLY WEBINARS



LIVE OR ON DEMAND!

Goal: Help sellers pitch digital by breaking the digital space and Basis DSP into bite-sized pieces.

Each webinar comes with a deck and a one sheeter!

CENTRO RESOURCES

DESIGNED FOR THE INDUSTRY

DIGITAL INDUSTRY KNOWLEDGE

KEEP UP TO DATE ON THE DIGITAL INDUSTRY WITH RESOURCES
BUILT FOR BRANDS, AGENCIES, AND MEDIA COMPANIES



BLOG

Read about a variety of digital topics and Basis specifics.



PODCAST

Tune in for a wide variety of topics with Noor Naseer in AdTech Unfiltered.



CENTRO INSTITUTE

Check out a variety of options for buyers, digital beginners, and leadership.

The background of the image shows a bright, modern interior space. In the foreground, there are large windows with white frames, looking out onto a cityscape. Above the windows, the ceiling is decorated with numerous vertical, gold-colored tubes of varying lengths, some of which have small lights or reflective surfaces. The overall atmosphere is clean, bright, and contemporary.

INDUSTRY RESOURCES

DIGITAL PUBLICATIONS

Subscribe to whitepapers and daily emails from the industry's leading publications





PERSONAL NETWORK

TAP INTO YOUR NETWORK



TEAMMATES

Use your internal team or your Centro team – no one accomplishes anything alone.



LINKEDIN

Great place to expose yourself to a variety of topics and opinions within the digital space.



VIRTUAL EVENTS

Find virtual events - educational or networking – buy in to the new way we “get together.”



DIGITAL EXPERT TIPS

Utilize a variety of resources

Don't be afraid to ask questions!

Stay on top of the industry – it's always changing

Network to learn from a different perspective

Remember that no one knows everything



QUESTIONS?



**THANK
YOU.**

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