

T-Shaped Performance Marketer Program Overview

This is an **A-Z online program for Paid Ads specialists and Performance Marketing Team Leaders** who want to learn an **integrated holistic marketing approach**.

In other words, it's a revolutionary path to becoming a T-shaped marketer – **generalist (who understands all digital marketing layers and funnels) with deep experience in 1-3 fields (paid ads & analytics at a minimum)**.

It includes understanding and learning how to apply **marketing fundamentals** (as Persona and USP), **funnel stages and campaigns, content, creatives, and pages** – everything that's **usually missed in the education of paid ads specialists**.

At the same time, we go deep into **Facebook Ads, Google ads, Google Analytics and GTM**. That includes setting things up backstage: **tracking, auditing, and reporting**; as well as briefing and ideation of **highly converting visuals and copy for your campaigns**.

An outdated approach where marketing is fragmented and paid ads specialists are only executing paid campaigns and launching ads, simply doesn't work anymore.

The future of marketing is T-shaped. We'd love you onboard.

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|-----------------------------|---------------------------------------|--|
| ✓ Starting in February 2022 | ✓ 4 Certificates | ✓ For Specialists, Team Leaders, SEO, CMO, Heads |
| ✓ 9 Months | ✓ Implementation Tasks And Final Exam | ✓ Q&A and Mastermind Sessions |
| ✓ 6 Modules | ✓ 100+ Lessons | ✓ 12 Downloadables, Blueprints, and Checklists |

Click here to apply for the program for yourself or someone from your team and secure your **45% discount**.

APPLY NOW

Program Mentors & Speakers



"We know that in the world of information overload, it can give you a headache to choose whose advice to follow and whose to reject. If in doubt - follow the people who are actually walking their talk and who put theory into hardcore practice in their ruthless combat zone of marketing."

Ewa Wysocka
CEO & Founder of Tribe47

Tribe47 is a **holistic full-funnel growth & marketing agency** born from the need of isolated, conflicting segmented marketing services offered in the market.

The program is prepared by practicing marketing experts from Tribe47 who have:

- ✓ Managed \$10,000-\$1,000,000 monthly media budgets,
- ✓ Trained 100+ marketers (internal and external) utilizing the best frameworks,
- ✓ Launched several successful products and businesses,
- ✓ Optimized 1000+ of paid ads campaigns,
- ✓ Designed and implemented 100+ online marketing funnels and strategies.

You Can Find Us Speak & Mentor At:



Google
for
Startups



I ♥ marketing

500
startups

mindvalley

salto

& more!



Program Modules

I. T-shaped Marketing & Online Sales Funnels

- Holistic Marketing Concept
- 6 Layers of Marketing
- Online Sales Funnels
- Funnel Stages
- Types of Funnels
- Types of Marketing Campaigns in the Funnel
- Marketing Strategy
- Market, Persona, USP
- Business Model & Stage
- Emails & Lifecycle Marketing
- Metrics, KPIs & Goals
- Minimum Project Team & Marketing Skills

and more...

II. Facebook Ads in the Funnel

- Facebook Ads Strategy
- Facebook ads Structure
- Facebook ads Hygiene and Processes
- Facebook Ads Algorithm
- Facebook Ads Advanced Targeting & Remarketing
- Facebook Ads Optimization
- Facebook Ads Creatives
- Facebook Ads Tracking & Reporting
- Facebook Ads Events & Attribution
- Facebook Ads Frameworks & Insights

and more...

III. Analytics in the Funnel

- Metrics & KPIs in the Funnel
- Tracking & Reporting in the funnel
- Data-driven Planning & Strategy
- Google Analytics 4
- Google Tag Manager
- Tracking Troubleshooting & Hygiene
- Data Analysis Frameworks
- Integrating Different Data Sources
- Third-party Tools
- iOS 14+ and Cookieless World
- Analytics Auditing
- Data Visualization

and more...

IV. Google Ads & YouTube Ads in the Funnel

- Google Ads Campaigns vs. Purchase Intent
- Google Ads Strategy
- Google ads Structure
- Google ads Hygiene and Processes
- Google Ads Search
- Google Display Network
- Shopping Ads
- App Campaigns
- Google Ads Optimization
- Google Ads Algorithm
- Google Ads Creatives

and more...

V. Content, Pages & Ads in the Funnel

- Content vs Funnel Stages and Campaigns
- Copy Types & Formulas
- Landing Pages
- Lead Magnets
- Video Ads
- Video Scripts
- Storytelling
- Product Ads (eCommerce)
- Brainstorming & Ideation
- Briefing
- ToV & Visual Identity
- Limited Creativity
- Trends & Metaphors
- Best Practices & Insights

and more...

VI. Soft Skills for T-Shaped Marketer

- Mindset
- Time & Task Management
- 5 Dysfunctions of a Team
- Feedback Giving & Receiving
- Ownership & Accountability
- Communication & Overcommunication
- Expectations & Intentions
- Personal & Company Values
- Team & EGO
- Appreciation
- Conflict
- Internal & External Motivation
- Space & Environment
- Innovation & Experimenting
- Trust
- Leadership
- Growth

and more...

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Program Timeline

This program is an exciting **blend of tools, skills, processes, and templates** that will act as a springboard for your growth – whether you're a Team leader or a paid ads marketer.

We'll go wide, and we'll go deep. **From advanced paid traffic techniques, to funnel implementation on advertising platforms and aligning marketing strategy with (post)pandemic and data regulation crisis world.**

Last, but not least: you'll see how **your expertise and actions contribute to the entire funnel, and – zooming out even more – business's strategy and goals.**

Check **how we designed your learning program** to make it an **exciting journey from learning & understanding to implementation, testing & creative innovation.**

In **February 2022**, when the cohort starts, you get access to the learning platform and to the first 2 modules:

- 1. T-shaped marketing and online sales funnels**
- 2. Facebooks Ads in the funnel**

You have 3 months to complete them - watch videos, download and study additional materials, and complete tasks for both modules.

Your application is approved!

**FEB
2022**

In **May 2022** (if you've completed your tasks) the next modules open:

- 3. Analytics in the funnel**
- 4. Google Ads in the funnel**

These are bigger modules - with Google Analytics and GTM lessons, so we give you the next 3 months to complete it

**MAY
2022**

In **August 2022** (if you've completed your tasks) we open the last 2 modules for you:

- 5. Content, Pages, and Ads in the funnel**
- 6. Soft skills for T-shaped Performance Marketer**

You have 3 months to complete them - watch videos, download and study additional materials, and complete tasks for both modules.

**AUG
2022**

In October 2022 (if you've completed your tasks for all modules) your final exam will be open for you.

You have time to complete it **by the end of October 2022** and you have **two attempts to pass it**. We will be supporting you with a full program recap, quizzes, additional materials to prepare for the exam, and Q&A sessions/webinars.

**OCT
2022**

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After Completing This Program...

If You're a Specialist, or Senior...

You'll get your mojo back. You'll have a **holistic, T-shaped impact on the whole strategy.**

You'll deeply understand marketing fundamentals — funnels, which campaigns to launch, how creatives and content influence results. You'll have ahead-of-the-game specialization skills such as:

- Facebook Ads, Google and YouTube ads frameworks, processes, insights, and algorithm-oriented tactics,
- Analytics implementation, tracking, reporting, data analysis & visualization,
- Ads creatives, copy briefing, ideation, and more...

Stop simply executing paid ads. Reinvent yourself — **with power, purpose, and impact.**

If You're a Team Leader...

You'll lead with **value, pride and purpose — and your team will:**

- Wield tactics to **actively fix issues**, bottlenecks and growth-stoppers,
- Change the game for **decreasing ROAS results or Revenue plateau**, by completing the puzzle of funnels types, stages, campaigns, content, pages and ads,
- Be **prepared for iOS14+ changes** in a cookieless, post-pandemic world. They'll track and attribute data — you'll control spending and scaling,
- **STOP being silent paid ads executors! Instead they will reclaim their own process and results by actively contributing, crushing goals and KPIs, thinking laterally (even with limited budget and resources!)**

If You're a CEO, CMO, or Head...

Your business will be **primed** for a new, (post)pandemic world. How?

After this program your team will:

- Know HOW to align paid ads with an entire strategy to supercharge KPIs,
- Discover which marketing strategies ignite smart growth — **and smash your 2022 goals (and the competition). Effortlessly.**

Imagine your team working as one holistic, cohesive whole.

Optimizing advertising, implementing funnels and fixing problems with powerful processes, insights, tactics and strategies to boost ROASes.

Together? **You're irresistible.**

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APPLY NOW

Application Process

Now we're excited to offer you the chance to apply for Academy47's T-shaped Performance Marketer program with a **time-limited 45% discount**. **Yes, you need to first apply for the program - the admission is selective, NOT "first come, first served"**.

If you are a marketer - you can apply for yourself, but there is also a possibility to apply as HR/Team Leader/Manager for your team member(s).

We'll get back to you with a final decision on application approval within one business day.

Good luck with the application and we hope to see you onboard!

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