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.

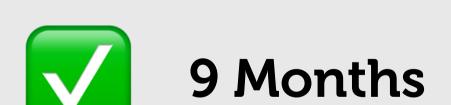
An outdated approach where marketing is fragmented and paid ads specialists are only executing paid campaigns and launching ads, simply doesn't work anymore.

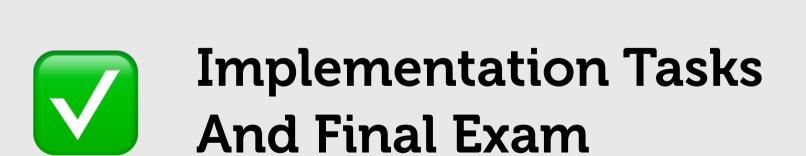
The future of marketing is T-shaped. We'd love you onboard.





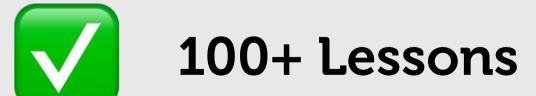














Click here to apply for the program for yourself or someone from your team and secure your 45% discount.

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:

ADWORLD

Google for Startups



I**♥**marketing

500 startups

**** mindvalley

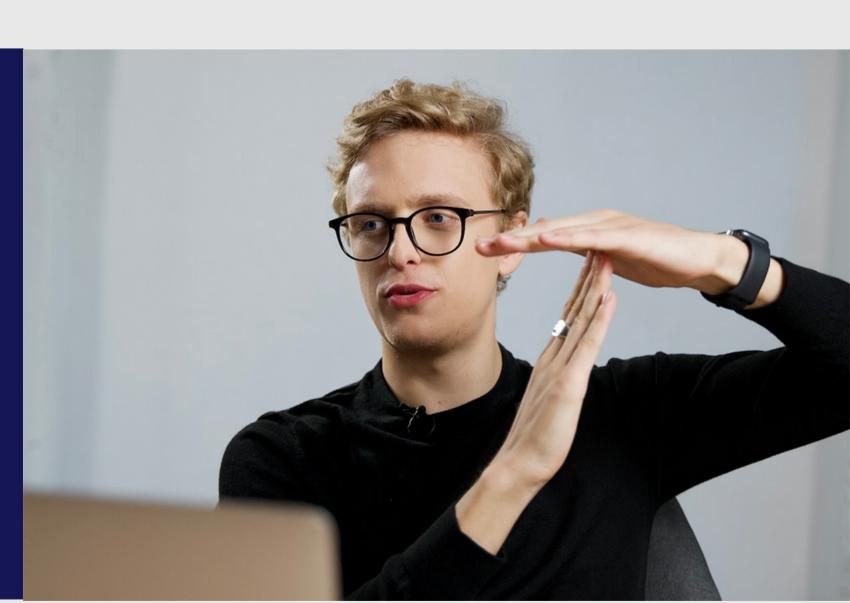


& more!









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...

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

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 In **August 2022** (if you've completed your tasks) we open cohort starts, you get access to the learning platform and to the the last 2 modules for you: first 2 modules: 5. Content, Pages, and Ads in the funnel 1. T-shaped marketing and online sales funnels 6. Soft skills for T-shaped 2. Facebooks Ads in the funnel **Performance Marketer** In October 2022 (if you've You have 3 months to complete You have 3 months to complete completed your tasks for all them - watch videos, download them - watch videos, download modules) your final exam will be and study additional materials, and study additional materials, open for you. In May 2022 (if you've completed and complete tasks for both and complete tasks for both your tasks) the next modules modules. modules. You have time to complete it **by** open: the end of October 2022 and 3. Analytics in the funnel you have **two attempts to pass** 4. Google Ads in the funnel it. We will be supporting you with a full program recap, quizzes, These are bigger modules - with additional materials to prepare Google Analytics and GTM Your application for the exam, and Q&A sessions/ lessons, so we give you the next 3 is approved! webinars. months to complete it AUG 2022 OCT 2022

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

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!)

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.

CEO, CMO, or Head...

If You're a

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

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!

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