



DIGITAL MARKETING

**WOULD YOU LIKE TO BE ONE OF THE FEW
WHO (TRULY) UNDERSTAND
DIGITAL MARKETING?**

Learn from the best • 15-min classes • \$750

(payable in installments)

Special launch price, (late \$995)

The new program from ThePowerMBA business school that's democratizing higher education worldwide.

55.000+

STUDENTS

90+

COUNTRIES

600+

TOP COMPANIES

Taught by some of the industry's leading talent:

Co-Founder Sugarfina Co-Founder Waze Co-founder Youtube Co-Founder Netflix Founder & CEO Zuckerberg Media Co-CEO ThePowerMBA Author THE LEAN STARTUP CEO BBES NBA All-Star & Leadership Expert Co-Founder & CEO Whole Foods Market Co-founder Shazam

Rosie O'Neill Uri Levine Steve Chen Marc Randolph Randi Zuckerberg Borja Adanero Eric Ries Bisila Bokoko Pau Gasol John Mackey Chris Barton



Why?

Because without it, we would not be where we are today. Our success is intimately tied to our ability to master our digital channels. Now, we want to share everything we know with you! Plus the majority of digital marketing training is either:

1. IMPRACTICAL

2. OUT OF DATE

So... how's your Digital Marketing?

- ✓ ***Are you up to date with the latest concepts?***
- ✓ ***Are you confident using the most common software suites?***
- ✓ ***Do you know where to apply focus during a new product/business launch?***
- ✓ ***Are you still overly dependent on agencies and freelancers?***
- ✓ ***Are you still unsure who to hire?***
- ✓ ***Do you feel confident in your area of expertise but lost when asked to work outside of it?***

Learn from the best

We've brought on some of the industry's finest talent, including directors and founders of Airbnb, Unbounce, Zalando, and many, many more.



BORJA ADANERO

Co-CEO, ThePowerMBA



KUBI SPRINGER

International Brand
Consultant



JONATHAN MILDENHALL

Ex-CMO, Airbnb



RANDI ZUCKERBERG

Co-founder & CEO,
Zuckerberg Media



OLI GARDNER

Co-founder, Unbounce



NATALIE WILLS

Global Director Social
Media, Zalando



GRANT LINGEL

Consultant, Advisor
and Investor



Discover your level of Digital Marketing

Leading marketing experts challenge your digital marketing knowledge in a short 3-min test.

Discover how your knowledge of the latest tools, concepts, and methodologies stacks up against your peers.

What do you say?

[TAKE THE TEST \(3-MIN\)](#)





INSPIRED BY THE BEST

Learn from some of the biggest names in digital marketing; founders, directors, and executives from Facebook, Nike, and Airbnb...



PRACTICAL LEARNING

Obtain relevant, up-to-date knowledge that's applicable from day 1. Complete the course at your own pace, with online classes and real-time webinars.



BUILD A NETWORK

Join one of the largest business communities of over 50,000 students and alumni, with online events and webinars held in your area and worldwide.

ThePower DigitalMarketing is specifically designed to help:

- Entrepreneurs
- Executives
- Students
- Engineers
- Sales Managers
- Large Corporations
- Marketers
- Salespeople
- Pharmaceuticals
- Freelancers
- Architects
- Business Owners
- Startups
- Consultants
- Agencies
- Lawyers
- Designers
- An many, many more!

How does it work?

+195 15-minute classes available at any time, from any device, plus **150 (optional) specialized session**

Open forum to ask questions you might have plus a private community on LinkedIn.

Downloadable materials/resources

Monthly webinars and speed networking

You'll learn everything you need to know to take on today's digital marketing world!"

Grant Lingel
Consultant, Advisor and Investor



How are we going to achieve it?

.1

By teaching you the foundations of digital marketing that make a real difference (and are not taught anywhere else).

.2

A 360° understanding of digital marketing (all channels, metrics, strategies, etc.).

.3

Guiding you step by step in the usage of the most common tools and software, so you're no longer dependent on someone else.

.4

Learning from some of the most established names in the entrepreneurial sector, as well as executives from the likes of LinkedIn, Nike, Facebook, L'Oréal, etc.

.5

On-hand to answer all of your questions in the open forums.

Our revolutionary new method based on 15-minute classes (microlearning) has already changed the way over 55,000 students study business around the world. Now we want to HELP YOU to become a true expert in digital marketing.

Here's what a few leaders and digital marketing experts from around the world had to say



"Super excited to be joining the first cohort of ThePowerDigitalMarketing in June! I'm currently completing ThePowerMBA, and if the course content, levels of engagement and networking effects I've received so far are anything to go by, this digital marketing course will also be a real game changer! If you're a disruptor, and looking to upskill yourself in a real world, practically minded way, you won't be disappointed!"

York Spencer

GLOBAL MARKETING DIRECTOR AT
SINGHA CORPORATION



"So excited - I will be joining the first cohort of ThePowerDigitalMarketing in June 2021! I believe that to stay ahead, constant learning is a must. That is why I chose this Digital Marketing program that could tick all what I was looking for: flexible, modern, affordable, dynamic, insightful, and to the point. All without sacrificing my daily job or my professional progression."

Annika Liebsche

HEAD OF MARKETING, COMMUNICATIONS
& BUSINESS DEVELOPMENT

MÖHRLE
HAPP
LUTHER



So... am I only joining a digital marketing program?

NO, ThePowerDigitalMarketing is much more than that!

By joining, you will become part of the ThePowerMBA's global community of over +50,000 professionals who, like you, are restless and eager to learn:

- **Participate in both global events and those in your local community**
- **Build a powerful network**
- **Attend webinars from some of the industry's leading experts**
- **And much, much more!**



ThePowerMBA is democratizing education worldwide with its revolutionary new approach to learning, showing it's not obligatory to dedicate years of your life (or savings) to remain relevant in modern-day business.

Our curriculum

#1 BUSINESS FUNDAMENTALS

- Customers and market objectives
- How to create a winning value proposition
- How to create a disruptive value proposition and find your blue ocean
- How to innovate with Lean Startup (the right way!)
- Power selling

#2 MARKETING 360°

- Key metrics
- Strategic vision
- Branding and attracting customers
- Conversion optimization
- Capturing and lead nurturing
- Loyalty and retention
- Recommendation and viral marketing

#3 SPECIALIZATIONS

- Facebook Ads
- Google Ads
- Google Analytics
- PowerCMO
- Working with marketing agencies
- Growth Hacking
- Influence marketing
- Legal

If you've made it this far, it's probably a sign that our Digital Marketing Program is a good fit for you

But you still might be thinking:

- I don't have time.
- I already know a lot about digital marketing.
- I don't need to learn it as we already have more knowledgeable people on the team.
- Now's just not a good time...

This is why we have prepared a program that adapts to you. It doesn't require an unrealistic investment in terms of time or money, and focuses only on concepts you'll be able to apply from day one.