Head of Marketing Bootcamp | April 13th - May 18th, 2025

BECOME A HEAD OF MARKETING

Get The Skills And Tools You Need To Walk Into Any Marketing Role, In Any Industry, And Immediately Drive Results From Day 1...And 4 Weeks

Enroll Now ▶

NOTICE: Enrollment closes at 11:59 PT on Thursday, April 21st (or as soon as we have 75 students)...and stay for a live Q&A session.

Master The Most Important (But Least Understood) Role in Marketing Today

-$93,304
Average cost of a marketing degree, plus 4 years of your time.

4,625
Current Head of Marketing job openings in the US alone.

+$114,150
Average Head of Marketing annual salary in the US.

But the role I just described is not a "Chief Marketing Officer."

The role I just described...**the one most businesses actually need**...is the Head of Marketing.

A Head of Marketing could be a VP of Marketing, a Director of Marketing, or even a Marketing Manager in some companies. But while a CMO (who focuses more on brand, reputation, and budget allocations) heads of Marketing focus on execution and results.

In Other Words, Heads Of Marketing Actually DO Marketing, Which Is Why They Are In Such High Demand.

If you want proof, check this out...

There are over 6,400 open opportunities for "Head of Marketing" in the U.S., alone, with less than a few hundred qualified applicants to fill those roles.

That's why, if you're a marketing professional, learning how to become a true Head of Marketing is the most valuable skill you can acquire in today's market.

And if you're a founder or CEO, the most valuable role you can add to your team is a Head of Marketing who can drive results and execute effortlessly. And for a $250K salary (or more) you'd be crazy NOT to want this person!

To put it simply, the Head of Marketing role is the most valuable, but least understood role in all of marketing. Maybe all of business.

So, knowing this, we decided to do something special...something we've NEVER done before, and...

All You Need Is 4 Weeks To Master The 4 "Head Of Marketing" Skills

During this 4-week Head of Marketing bootcamp, I'll show you behind the scenes of how our most successful Heads of Marketing master all of skill sets and the help of specialized tools and resources.

This is truly going to provide you the insider knowledge you need to create a lasting, successful career as a marketing leader.

Together, we will work to plan, execute, measure, and optimize an integrated marketing strategy that drives compounding growth for your organization...in just 4 weeks!

You'll leave with real results to share with your current (or future) employer plus the ability to call yourself a Certified Digital Marketing Strategist (more on that below).

If that sounds like a worthy goal, then I'd like to invite you join us and social today.

Talk soon,
Ryan

INTRODUCING...

The Head Of Marketing Bootcamp

A hands-on, 4-week course for people who want to become or want one of their team members to become a Head of Marketing. Perfect for those who want to secure one of the "Head of" roles, have a career-changing mindset, and ZYN with this program together.

- **Expert coaching** over an 4-week program to help you stay motivated and consistent
- **Ongoing access** to the 8-module Head of Marketing Bootcamp curriculum for your career
- **8+ live sessions** for Q&A, small group workshops, assignment reviews, and more
- **Certificate of Completion** with your personal details and your employer will be able to verify its authenticity

- **Special guest "Head of Marketing" instructors** all from different industries and businesses all share their stories and best tips
- Access to the **members-only online community** to share progress, get feedback, and network with other students
- The "Head of Marketing Bootcamp" **templates and tools including 90+ the-black worksheets and swipe files**
- Our **Digital Marketing Mastery certification** (a value can proudly display that you are a Certified Digital Marketing Strategist

- **A private Slack channel** so you can get support from your peers and reach out to the DigitalMarketer team anytime you have a question
- **A 30 person limited class** so you get the attention and personalized support you need to succeed in this training

Enroll Now ▶

How It Works

DigitalMarketer's Head of Marketing Bootcamp is an challenging yet it is rewarding. Each unit is taught by an industry expert and facilitated (virtually) each week by a live instructor in a live, small group, classroom-style format with no more than 30 classmates per class.

In each live session students will complete course trainings and "mini projects" as well as participate in group discussions relating the course material to their own business.

These projects, coupled with the live lessons, will, in just 4 weeks, arrange each the skills necessary to be a "Head of Marketing" regardless that only a Head of Marketing can possess.

Here's how the course itself will be delivered:

On Mondays and Thursdays, you'll attend a live training session with the instructor and your class. Each session will be recorded and made available to students that are unable to make the live call immediately after. During these sessions, we'll also kick off a discussion thread where you'll be asked to apply course information to a real-world business scenario.

Your instructor will also provide you with weekly coursework which can be reviewed during office hours on Tuesdays.

Throughout the course, we will also be referencing special guest instructors that will have bonus sessions for all members. The dates and times of these sessions are subject to change based on their availability of the guests and a fully published schedule will be provided to you during kickoff week.

At the end of 4 weeks, the course ends with a comprehensive exam in a final capstone project based on a real-life business scenario. Submission and review of this project is required in order to receive your certificate.

Course Breakdown

Over 4 weeks, you will master the skills of a Head of Marketing must possess. Mastery of these skills is truly the difference between just being a specialist in a specific marketing discipline and actually holistically understanding marketing strategy to be able to sit in a "Head Of" seat. Each session will mix strategic with execution and you'll get instructor feedback to grow your skill in a positive, friendly, "learn-from-each-other" environment.

Session 1
April 27th
Kickoff Week
Get ready for the next 4 weeks! This week we will meet your instructor and get to know your classmates. We'll also dive into the "Head of Marketing Bootcamp" course training and how to get the most out of your time including posting participation and how to achieve your coveted Head of Marketing Bootcamp certificate.

Session 2
May 5th
Clarify The Objectives
The number one skill a Head of Marketing must possess is the ability to create clarity around goals and objectives. This session will focus on creating strategic alignment and KPI's, scale, and much importantly alignment with business objectives. But how? That's exactly what we'll cover in week one and give you a template to document and visualize your growth engine which is the one source of truth for alignment.

Session 3
May 9th
Define The Strategy
Once we are aligned on the business objective, how do we get there? This week we'll show you the exact process to map out the shortest path between the assets, resources, and tactics you have at your disposal and the goal you want to hit. Once you've your growth plan, reveal the 5 key pillars that every business must have to be a goal, and give you a clear process on how to prioritize projects that will fit your goals...without getting distracted by shiny objects.

Session 4
May 12th
Run The Numbers
Pains are great, but what if they don't work? Even worse, what if they never COULD work? This week is for the numbers. You'll learn a step-by-step blueprint for ensuring the hypotheses is in line with previous results, expectations, or assumptions and that it achieves the stated business goal.

Session 5
May 16th
Execute The Plan
This is where the rubber meets the road. To be an effective Head of Marketing you have to know how to execute. During this week, you'll identify the key players in your project and learn how to effectively communicate the project scope and requirements to your team. Plus, you'll learn how to "sell" your project in order to effectively manage creative and technical bandwidth as projects launch on time and on budget.

Session 6
May 19th
Build Your Scorecards & Dashboard
We have a lot more and time again...."How do I track and improve the ROI of our marketing efforts?" That's exactly what we are going to solve this week. It all starts with a repeatable process to identify key metrics (KPIs) both leading and lagging that are essential in the success of the campaign. From there, you will learn how to create a dashboard that tracks those metrics, how to create campaign effectiveness and how to create a feedback loop to optimize.

Session 7
May 23rd
Communicate With Key Stakeholders
Once we know the results, what do we do with them? Effective marketing leaders need to know the exact meaning behind and communication cadence with the stakeholders and key members within the organization. You must know how to effectively communicate with those who report to you, other departments that are impacted by your efforts, and a leadership team that is working to drive the entire organization forward. This week, we'll show you the ins and outs of these types of communication and that's exactly what you're going to learn.

Session 8
May 25th
Optimize For Growth
It's the Head of Marketing's job to be the first to identify (and impact falling key metrics and facility assumptions. Once you know how to diagnose and solve problems, the next level of optimization is how to automate and scale "the winners." This week you'll learn how to effectively manage and re-allocate time and money budgets away from areas of low performance towards area of high performance.

Session 9
May 28th
Celebration Week
That's it! You're ready to walk into any marketing role, in any industry, and immediately drive results. This week we'll put the finishing touches on your capstone project so it's ready to submit to review and receive your certificate of completion. Then it's time to celebrate the hard work you put in over the last 4 weeks!

Enroll Now ▶

Who Should Enroll?

- **New Marketing Professionals** looking to get an edge in an increasingly crowded workspace
- **Seasoned Marketing Pros** looking to sharpen their skills and speed in the newest trends in the field and/or get a promotion
- **Startup Founders** looking to wear many hats and build customers and clients without being forced to ease money from outside investors
- **Freelancers / Consultants** looking to expand your service offerings and deliver results for your clients

Meet Your Instructors

Ryan Deiss
Co-Founder & CEO, DigitalMarketer

A marketer turned entrepreneur turned angel investor and today's mentor, Ryan is the creator of the "Customer Value Optimization" methodology and has introduced and popularized many of the digital selling strategies that modern companies now take for granted. He quite literally wrote the book on marketing while also founding many successful companies including Founcity, Lifestyle Design, Inc., Sharp Tank (now Daymond John), etc. His companies practically over the internet.

Richard Lindner
President, DigitalMarketer

A sought-after executive leadership expert, working with some of the world's most exciting brands, Richard has helped companies like Ford, Nestlé, Sony, Microsoft, and Disney grow their business. He defined the roles of the Chief Experience Officer, Chief Digital Officer, Chief Marketing Officer, and led tech managed staff over a $10.2M annual sends (in multiple markets), created & implemented strategies to overcome major changes in Nielsen, Kantar & Ernst & Young partnership, created brand-wide and stakeholder-wide and generated over $400M in revenue from various digital and retail channels.

Matt Swan
Head of Marketing, DigitalMarketer

Matt's key result is his life an influencer...which is exactly what he earned. After watching his first monetization attempt fail, he was hooked. He spent the next 3 years obsessively studying marketing (mostly DigitalMarketer) and then launched his own digital marketing agency, Ignition Marketing, in 2017 (agency in Arizona). It didn't take long for him to discover his love for small businesses and change-makers. A natural-born teacher, he quickly taught himself how to grow a profitable business and how to help others do the same. Matt's passion for teaching and his ability to make complex marketing concepts simple and actionable has made him a sought-after speaker for conferences, meetups, and corporate trainings. He's also a fan of the Oxford Comma, Dr. Who, and Star Wars.

Enroll Today!

The Essential Bootcamp

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- Expert coaching over a 4-week program to help you stay motivated and consistent
- Ongoing access to the 8-module Head of Marketing Bootcamp curriculum
- 8+ live sessions for Q&A, small group workshops, assignment reviews, and more
- Certificate of Completion with your personal details and overall badge
- Access to the members-only online community to share progress, get feedback, and network with other students
- 11 Personalized Bonuses of Your Choosing: Strategy with Ryan Deiss ($9995 Value)
- 15 Months Access to Pro+ DigitalMarketer Membership ($1,500 Value)
- $1,000 Off 30 Other DigitalMarketer Bootcamps ($8000 Value)
- 12 Months Access to DigitalMarketer Lab + Consulting with DigitalMarketer's Senior Strategists ($1,200 Value)

Total Value: $5,090
Today Just $2,995 (Save 50%)

Enroll Now

Click Here To View Payment Plans

The VIP Bootcamp

NOTICE: There are only 30 spots available (out of 50 students...will you be one of them?

- 11 Personalized Bonuses of Your Choosing: Strategy with Ryan Deiss ($9995 Value)
- 1 Year Access to the Head of Marketing Bootcamp Curriculum ($2,995 Value)
- $1,000 Off 30 Other DigitalMarketer Bootcamps ($8000 Value)
- 12 Months Access To DigitalMarketer Lab + Consulting with DigitalMarketer's Certification ($1,995 Value)
- Expert coaching over a 4-week program to help you stay motivated and consistent
- Ongoing access to the 8-module Head of Marketing Bootcamp curriculum
- 8+ live sessions for Q&A, small group workshops, assignment reviews, and more
- Certificate of Completion with your personal details and social badge
- A private Slack channel to get support from your peers and the DigitalMarketer team
- The Head of Marketing Mastery suite of templates and tools including 90+ the-black worksheets and swipe files
- 15 Months Access to DigitalMarketer Pro+ Membership ($1,500 Value)
- Our **Digital Marketing Mastery certification** so that you can proudly display that you are a certified Digital Marketing Strategist ($995 Value)
- "Building Your Growth Team" bonus from Richard Lindner ($995 Value)
- "Budgeting & Resource Allocation For Growth" bonus from Richard Lindner ($995 Value)
- 12 Months Access to DigitalMarketer Lab + Consulting with DigitalMarketer's Senior Strategists ($1,200 Value)

Total Value: $26,695
Today Just $8,995 (Save 74%)

Enroll Now

Click Here To View Payment Plans

Our Risk Free Guarantee

Listen...we get it...

We know what it's like to feel apprehensive about a big investment in yourself.

That voice inside your head that says "But is this going to work for me?"

Well, one thing you're going to know about this, besides the incredible value and everything you're going to learn, is our guarantee. We are so confident that you're going to get 10x value from your investment that we'll let you have access to it for a full 30 days with a 100% money back guarantee.

...and you can keep everything...even the bonuses...free of charge...Since we're the ones, we can make this program a full test drive.

And, within 30 days, if you can't genuinely state that I did not deliver at least 10X more value than you bought this program for...you will be entitled to a full refund.

...and you can keep everything, too.

Everything you've downloaded, everything you've displayed...you get to keep that for the rest of your life. No harm, no foul.

If you're not satisfied for any reason just let us know by emailing support@digitalmarketer.com and we'll get you your refund no questions asked.

We're that confident in the course and what it will do for you. **That means you have NOTHING TO LOSE.**

Frequently Asked Questions

+ What's the investment?

- How do I access the program?
- Will there be a certificate?
- How do I convince my boss to invest in this certification for me?
- What if I can't watch the training live, will there be a recording? Will there be additional speaker presentations?
- What if this training isn't a fit, or doesn't meet my needs for some reason?
- Can I buy this program for a team member or someone else I think would benefit from it?
- I bought multiple seats, how can I add colleagues?