Media Buyer Bootcamp | July 1st - August 3rd, 2022

BECOME A MASTER MEDIA BUYER

MEDIA BUYER BOOTCAMP
Powered by Pixel Perfect Media

Get The Proven Path To Transform Your Crumbling Campaigns Into Consistent, Sustainable, & Scalable Profit-Printing Machines...in July & Week

Enroll Now ▶

Overcome iOS Updates, Crumbling Conversions, & Surging Ad Costs To...

Become One Of The Most In-Demand Media Buyers On The Market

-78%
The percentage of businesses that are unhappy with their conversions

18,901
Current Media Buying job openings in the US alone.

+64%
Increase in US digital ad spend since 2020

WARNING: This is Controversial...

What I'm about to say is going to be hard to hear but it's time to face it...

Paid traffic, or we've known it, is dead.

Do you remember when you could spend $100.00 on Facebook ads and make an easy $5,000 without really even trying?

Well, with ever-changing algorithms, iOS updates, new privacy settings, and more competition it feels almost impossible to make just profitable these days.

... But that is only true if you are using the old playbook.

Let me show you something...

Media Buyer Bootcamp

Spend: $10,234.70
Revenue: $450,000.00
ROAS: 41.10X
(The charts are a lapse)

This is a revenue report from a campaign that the instructors of this program are running RIGHT NOW.

I know that might seem impossible.

What most of us don't remember is that media buying has been a skill set that has been around for much longer than Facebook, Instagram, & Youtube.

The fact is these platforms are the last two decades have made media buying easy and most of us consumed. (Guilty as charged 🙋‍♂️)

The emergence of these platforms, and their ability to gather incredible amounts of customer data for ad marketers to use for FREE, is what has made buying ads a lot easier.

These platforms profited solely on our ad spend so they did everything they could to help us create ads with just the click of a button. (And we profited quite well from it, LOL)

In essence, the conditions these platforms created made building profitable paid ads as easy as selling water in the Sahara.

Now, with the inability to leverage that 3rd party data to laser target easy sales and rope customers, most media buyers (and businesses) are lost in that same desert.

The Truth Is, For The 1st Time Since Marketing Has Gone Digital, Media Buying Takes Some Serious Skills.

The "smash & grab" style strategies that characterized the last couple decades are dead. 🪦☠️

That means to be successful now you need to know how to:

- Create an effective strategy to **convert cold traffic into red hot buyers**
- Craft a message that cuts through the noise & **attracts the attention of your ideal prospects**
- **Develop kick-ass creatives to amplify that message** in a fun, entertaining, and impactful way

Sounds like a lot of additional skills to **create an omnipresent-like echo chamber for your brand or product** across multiple platforms simultaneously.

So the question is... "How what do we do?"

If the old playbook doesn't work then what is the media buying blueprint that will allow you to run profitable paid ads?

Well, of course success can come in all shapes and sizes.

But, there is the one strategy that is primarily being used by the biggest brands and celebrity influencers that are experiencing massive success right now.

Strangely, this framework was developed by a university professor and a serial entrepreneur that has now made them one of the most in-demand, sought after dynamic duos in all of paid media.

They are currently being revered by the biggest brands and marketers in the biz including... Disney Stars, Heineken, Jeff Lerner, Bayes Kickers, Red Bull, and more.

Their approach? It's called... "The Four Bucket Framework".

The reason the framework is so powerful is because it campaign leverages cutting-edge AI with their proprietary process for developing powerful customer insights, killer content, kick-butt creatives, and some direct response marketing tactics to help turn fishing funnels into profit-printing machines.

It's been proven that, when the framework is applied properly...

Media Buyers Can Turn Their Failing Funnels Into Profit-Printing Machines

... And that's exactly what we are going to show you how to do, step-by-step!

During the 6 week Media Buyer bootcamp,these two 'in-the-trenches' media buying mavericks will show you how the most successful media buyers master all the necessary skills to turn paid ads into profit in a profit-printing machine.

This is truly going to provide you the insider knowledge you need to become one of the most in-demand media buyers in the marketplace today.

Together, we will work to plan, execute, measure, and optimize an integrated paid marketing strategy that drives tangible results... in just a few weeks!

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

If that sounds like a worthy plan, then I'm sure you'll want to join us and enroll today.

INTRODUCING...

The Media Buyer Bootcamp

A tactical, hands-on 6 week immersion into paid media buying led by Jeff Lerner, Partnered & Andy McDuff, President & CEO of 1 Pixels Media. You will be joined, who want to become an avant one of these 21st century, digital-age, Mad Men. During this 6 week program we will manage to secure one of the 50 coveted spots, here's what you'll receive during this 6 week program:

- **Expert coaching** over an 8 week program to help you stay motivated, consistent
- **Ongoing access** to the 8-module Media Buyer Bootcamp curriculum for your review
- **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

- Access to the **members-only online community to share progress, get support, and network with fellow members**
- The Media Buyer vault, tons of **templates and tools including 10-in-the-black worksheets and swipe files**
- Our **Fast Traffic Mastery certification so that you can proudly display that you are a Certified Customer Acquisition Strategist**

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

Enroll Now ▶

How It Works

DigitalMarketer's Media Buyer Bootcamp is as challenging as it is rewarding. This training is taught by industry experts and facilitated through live, small group workshops in a fun, small group, classroom-style format with no more than 30 students.

You will use Facebook ads and Google ads (course trainings and "none property" as well as participate in a competition relating the course material to see that get and winner.

Those who successfully complete the Bootcamp will, in just 6 weeks, emerge with the skills, knowledge, and "in the trenches" experience that only a Media Buyer can possess.

Here's how the course itself will be delivered:

On Tuesdays & Thursdays, you'll attend a live training session with the instructors at 1 pm EST. Trainings will be recorded and available for all students that are unable to make the live call immediately after. During these sessions, we'll dart into a lot of discussion where you'll be asked to apply course information to a real-world paid traffic scenario.

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

At the end of 6 weeks, the coursework you've completed will all culminate 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 6 weeks, you will master the core skills that every Media Buyer must possess. Mastery of these skills is truly the difference between just being a glorified spreader who turns the knobs and buttons on a paid media platform and being a profitable operator who turns the knobs and buttons on a paid media platform that generates tons of profit for your business and brands right now.

Each session will mix average audit execution and you'll get instructor feedback to give you a clear path to success.

Here's how each week will break down...

Session 0
July 1st
The Kick Off Call
Get ready for the rest 6 weeks! This week we will meet your instructors and get to know them and their backgrounds. We will review the course objectives and the training and how to get the most out of your time including grading, participation, and how to achieve your coveted Media Buyer Bootcamp certificate.

Session 1
July 5th
Who: Avatar (Empathy mapping)
So many people look at their offer and product and say "here's how I'm going to market it".
What's often missed is thinking through WHO this serves, how they think, what they want, what they need, what they fear, what they're willing to do to achieve those things going on in their head and we want to meet them where they are at.
Most media buyers start with the product or offer and then put together their marketing strategy. During this week we're going to flip the strategy around and start with your customer. Avery & Andy are going to walk you through their "Empathy Mapping" approach which is the key to truly "dialoguing a successful ad campaign" (identifying who your customer is and where they are in their journey are and what they need to hear from you in order to take the next step in your relationship and we are going to walk you through the process step-by-step.
By the end of session who you will know what's going through your prospects minds and better understand their which, in turn, enables you to sell more effectively to them.

Session 2
July 7th
Where: Channel Selection & "Paid" Organic
Now that you know who your customer is, it makes it much easier to identify where they are.
Each channel requires a unique approach and produces differently and you want to be sure that you're in the right place. Now we can sit around and say that Kow do you do that? We'll show you.
We'll also go through something Aaron and Andy call, "Paid Organic". This is semi-strategy Aaron and Andy has implemented for the biggest names in marketing such as Nestle, Frank Kern, Clen Lock, and many more.
Once you understand how to apply this strategy to your ad campaigns you will be able to introduce customer-friendly ad content for your brand or brand.

Session 3
July 12th
What: Metrics & Modeling
We're going to show you and give you access to some of our models which is pre-populated with formulas and ready to go so you can plug and play at every stage of your funnel so you know where to prioritize your time. We're going to be walking you through and giving you those as you know exactly how to get where you're going.
Your key to success starts with pinpointing every element in your campaign and the objectives you are shooting for at each stage.
By the end of this session, you are going to have that strategy, the tools, templates, and personal guidance to make your campaign a winner!

Session 4
July 14th
How (Part 1): Messaging & Creative
You now understand your who, what, and why. Now it's just how to ads on, and which metrics matter. Now we'll go through how to get inside your prospects minds and visually communicate with them in a way that "stops the scroll". We'll show you how to write the corresponding metrics that should go with that creative to know if you are on the right track.

Session 5
July 19th
How (Part 2): Facebook, Instagram, & TikTok
The same process that Andy has implemented to multi-mate-million to maximize ROAS. Social platforms such as Facebook, Instagram, and TikTok are no exception. We'll give you the roadmap to each platform so your best equipped to not only launch your campaign, but achieve maximum return.

Session 6
July 21st
How (Part 3): Youtube & Search Traffic
Youtube and platforms like Google Adwords, do YouTube and Search Traffic (Google). Understanding these fundamentals will make launching your campaigns quicker and more effective. We'll show you the ins and outs of these to assure your campaign is built in a way that draws in your customer easier.

Session 7
July 26th
Testing and Optimization
Now you launch your campaign, what do you do next? What about four weeks from now? What about after? We are going to walk you through exactly what you need to do at each stage of the campaign to be continuous to continue to test and optimize your funnel so you in a better place to scale.

Session 8
July 28th
Scaling and Optimization
Making it rain! After you launch a successful campaign, how do you continue to optimize and scale your business? Maybe it's 7-figures per year to 7-figures per month? Regardless of your goal, we'll give you the tools and strategy you need to achieve them.

Bonus Session
August 2nd
The 8-Figure Scaling Roadmap: A Step-by-Step Growth Plan For *AFTER* Your Ads Are Working!
You can know how to do paid media really well but if you don't know how to do it too well (which is our goal for you) you can actually break all the systems in the business if you're not ready. You need to know what to look for, what things may be just in place, and what portfolio to avoid so you can be proactive about that so you will not have to be reactive later on. We'll show you what to look for so you're in place. For 7-figure scaling roadmap will prepare you for rapid scale.

Enroll Now ▶

Who Should Enroll

New Media Buyers
Looking to get an edge in an increasingly competitive & difficult environment.

Seasoned Media Buyers
Looking to get back on track with the strategies that are working now.

Business Owners
Looking to solve your paid media problem yourself or have an in-house media buyer to do the job.

Agencies & Consultants
Looking to create our competitive advantage by adding a "Media Buyer Bootcamp" to our service menu.

Meet Your Instructors

Aaron Parkinson
CEO, 7 Mile Media

Aaron Parkinson is first and foremost a family man. After a failed career as an athlete, he turned to the internet as a means to support his family and raise his children working from home. Since his humble beginnings, Aaron has built a multi-million dollar business with a team of 50 employees, a portfolio of 8-figure online ventures, and generated over a billion dollars in online sales. He regularly 7-Mile Media, works with some of the most sought-after educators on the planet.

Aaron believes strongly in alternative education and his passion is help experts bring their message to the masses. He believes that we all have a special gift and through sharing that gift we make the world a better place. Aaron and his 7-Mile Media team have helped over 1,000 entrepreneurs, coaches, & consultants bring their message to life.

Aaron's passion for digital marketing stems from his time in the military. He was a Signals Intelligence Analyst in the Royal Canadian Navy & Army. While serving in the military, Aaron was responsible for the collection, analysis, and dissemination of intelligence. Aaron's training in Signals Intelligence, Aaron's training in Intelligence Analysis, Aaron's training in Intelligence Analysis, Aaron's training in Intelligence Analysis

at 'pre-launch', 7-day post launch, & 14 days out to ensure your campaigns are hitting goals within 3 weeks **($1995 value)**

- ✗ **12 Months Access** To Future Media Buyer Bootcamp Cohorts **($2995 Value)**
- ✗ **$1,000 Off** All Other DigitalMarketer Bootcamps **($4000 Value)**
- ✗ **12 Months Access To DigitalMarketer Lab+** Including all 12 of DigitalMarketer's Certifications **($2995 Value)**

Total Value: ~~$4,982~~

Today Just: $2,995 (Save 40%)

Enroll Now

Click Here To View Payment Plans

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- ✓ **12 Months Access To DigitalMarketer Lab+** Including all 12 of DigitalMarketer's Certifications **($2995 Value)**

Total Value: ~~$26,962~~

Today Just: $6,995 (Save 74%)

Enroll Now

Click Here To View Payment Plans

PLUS: Get These Limited-Time Bonuses When You Purchase Before The Timer Runs Out...

The Paid Traffic Training Bundle:

- ✓ The Navigating a New "Privacy First" World Workshop ($295)
- ✓ The Launch a YouTube Ad to Attract New Leads and Customer Workshop ($295)
- ✓ The Getting Google Ads to Finally Click Workshop ($295)
- ✓ The Preparing for the New "Privacy First" World: A Marketer's Guide to iOS 14 Playbook ($27)
- ✓ The Retargeting Playbook ($27)
- ✓ The Buyers from Scratch Challenge Recordings ($49)
- ✓ The Fill Your Funnel Jumpstart Pack ($95)
- ✓ The Ultimate Funnel Building Swipe File: Predictable Selling System ($995)

Total Value: ~~$2,078~~

FREE When You Enroll Today

Enroll Now »

05 DAYS 19 HOURS 40 MINUTES 19 SECONDS

Our Risk Free Guarantee

Listen, we get it…

We know what it's like to feel uncertain 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 love 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 3X the value from your investment that we'll let you have access to it for a full 30 days with a 100% money back guarantee.

Attend the live calls… Download all the documents… Test out all the strategies… Stress test the templates… Give this whole program a full test drive…

And, within 30 days, if you can't genuinely state that I did not deliver at least 300% more value than you bought this program for…you will be entitled to a full refund.

…and you can keep everything anyways.

Everything you've downloaded, everything you've deployed… 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 you'll get you an immediate refund.

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

Frequently Asked Questions

- **What's the investment?**
- **Why are we qualified to teach this Bootcamp?**
- **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?**