

Transcript: Module 1 - Lesson 1

Welcome to Building a Paid Media Program!

(Each transcript is manually proofread for typos, time stamped, and highlighted for key insights – hope you enjoy it!)

(00:00):

Welcome to Module 1 - Lesson 1, Building a Paid Media Program from scratch. I'm Silvio Perez, and I'll be your instructor for this course. Every lesson in this course is less than 10 minutes and purposely designed. You're going to walk away with a framework for building a paid media program, something that's taken me years to develop. Now, the roadmap for this course is as follows. In module one, we're going to talk about foundations for scale. This is where you're going to discover the scale framework and what separates the top 1% of advertisers. In module two, we're going to focus on strategize, which is all about creating your battle plan. You're going to learn how to become a must have to prospects and create a full funnel pay media strategy. In module three, we're going to talk about configuring, which is all about establishing visibility, and you're going to learn how to audit and install the necessary tracking systems so that you can scale efficiently.

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In module four, we're going to talk about assemble, which is all about building your campaigns, and you're going to learn how to avoid budget traps and build successful campaigns from the start. And then in module five, you're going to talk about learning, which is all about optimizing performance, which is, in my opinion, where the real work begins. And there's going to be a lot to learn here around how to create an experimentation engine for continuous growth. And then finally, in module six, we're going to

talk about expand, which is all about scaling profitably, where you're going to learn how to unlock resources and expand with the scaling quadrant. Now, this course is jam packed with resources, so you can put all of this material into practice. For example, we have the course workbook, which is what you see right now. All of the lessons that we cover are going to be from this course workbook, so you're going to want to reference this very frequently. We also have instructor notes, and rewrote your notes for you. I know a lot of you guys, there's a lot of time that goes into taking notes.

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So we went ahead and created the instructor notes for you where we summarized the lesson for you. Next up, we have the lesson transcripts. Surprise to me is some of you guys love reading transcripts more than you watch video lessons, which actually blew my mind. So we actually went ahead and polished our lesson transcripts for you where we're actually highlighting key sections throughout the course. And then finally, we have tons of tools, templates and resources. So all of this information you can put into practice. Now, if you actually go into the academy itself and you navigate down here, you can see the resources tab. And here in the resources tab is where you're going to be able to access any of the resources that we mentioned in the download section. So your action item for this lesson is to download the course workbook and familiarize yourself with the course portal. And by the way, if you find value from this course at any point in time, please share with your colleagues or leave a testimonial. It's a hundred percent optional, but we appreciate your support. I'll see you in the next lesson.

P.S. If you find value from this course, share it with your colleagues or leave a testimonial. 100% optional but we appreciate all the support! ❤️

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