



**DO YOU KNOW  
WHAT ARE THE  
LATEST TRENDS &  
PLATFORMS  
THAT ARE  
SHAPING THE  
FUTURE OF  
MARKETING?**



**AND DO YOU  
KNOW HOW TO  
LEVERAGE THEM  
TO IMPROVE YOUR  
MARKETING  
EFFORTS AND  
OVERALL BUSINESS  
RESULTS?**

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We have created a  
program called

**MARKETER 3.0**

to help you answer these  
questions focused on  
6 main topics:



- **GAMING**
- **TIK TOK**
- **METaverse**
- **CONNECTED TV**
- **INFLUENCERS**
- **E-COMMERCE**

# COURSE FORMAT

Each course is 2 hours long and is divided into three sections:

- Fundamentals & Landscape
- Opportunities available for brands (organic+paid)
- Best Cases

# PRICING

We understand all courses might not be able fundamental to your business. To accommodate your needs, we offer the following pricing packages:

- Min. 3 Courses: \$9,000
- 4 Courses: \$11,000
- 5 Courses: \$13,000
- 6 Courses: \$15,000

## WHY ARE THESE COURSES IMPORTANT TO YOUR BUSINESS?

### GAMING

Globally, online game revenue is estimated to reach \$26.2 billion in 2022. Currently, over 227 million people in the US play video games. By 2025, it is expected that there will be nearly 172 mobile gamers in Latin America.

### TIKTOK

TikTok app has been downloaded over 2.6 billion times worldwide with over 200 million times in the United States alone. With an estimated 136.1 million TikTok users in Latin America in 2022 and a projected increase to 173.3 million by 2027

### METaverse

In 2022, the global metaverse market is expected to rise to \$47.48 billion US dollars. It will surge to \$678.80 billion US dollars by 2030.

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### CONT...

### INFLUENCERS

The influencer market is projected to expand to a whopping \$16.4 billion industry. In 2022, 73% of U.S. marketers in companies larger than 100 employees were expected to use influencers for marketing purposes.

### E-COMMERCE

By the year 2040, it's estimated that 95% of all purchases will be through eCommerce. By 2025, retail e-commerce sales in Latin America are estimated to reach 160 billion U.S. dollars.

