



90% of Marketers Are Not Trained in Marketing ROI & Marketing Performance

Differentiate Yourself

US\$995
ONLY

Become a Certified ROI Marketer®

The Most Complete 360-Degree ROI Marketing Education (Short) Program in the World

Study Online • In <35 Hours • Boost Your Career Prospects

Exclusively by



FOURNAISE
Marketing Performance Institute®

The Authority in ROI Marketing Education®
A Division of Fournaise, One of the World's Leading Marketing Performance Boosters

www.fmpi.fournaisigroup.com

What are ROI Marketers®?

**ROI Marketers® are
360-Degree Performance Machines
Trained to Deliver (Real) Business Results**
More Sales, More Market Share,
More Prospects, More Conversions™



**This Exclusive ROI Marketer® Certification (Short) Program is based
on the (Actual) ROI Lessons of 30+ million Marketing Strategies & Ads**



It's Real Marketing ROI Taught by Real ROI Marketers® With Track Record™

The Fournaise Marketing Performance Institute® (FMPI) is the Top Dog School for ROI Marketing™ and a Division of The Fournaise Marketing Group, one of the global leaders in All-Media Marketing Performance Measurement & Management (MPM).

Fournaise Tracks & Boosts Marketing Performance & Marketing ROI for the World's Top Organisations

Fournaise Performance-Tracks the effectiveness of 2.5+ million Marketing Strategies & Ads each year, across 20 countries, 13 industries & 11 languages, B2C, B2B. Its Marketing Performance solutions have been activated on or for Brands such as:



- ▶ Intel, Dell, Qantas, Singapore Airlines, HSBC, MasterCard, Nestlé, Ricola, Listerine, Adidas, Nike, IDC, Vans, Seagate, Energizer, Canon, Hitachi, Johnson & Johnson, E*TRADE, News Limited, Lexus, BMW, Volkswagen, McDonald's, Burger King, KFC, Guinness, Baron's, Solvay, Bank of China, OCBC & Commonwealth Bank of Australia
- ▶ And most of the world's Top Ad Agencies, such as Ogilvy, JWT, M&C Saatchi, Euro RSCG (Havas), Grey, Iris, DDB, Y&R and McCann Worldgroup

Fournaise's Marketing Performance Tracking Data is Regularly Quoted by the Media Around the World

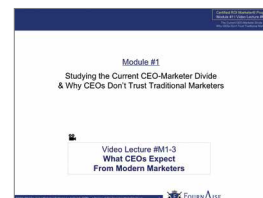
Over the last 13+ years, Fournaise's Performance-Tracking data and results have been quoted in most of the leading Business publications around the world, including Forbes, BusinessWeek, Bloomberg, CNBC and Harvard Business Review, and most of the Marketing/Media publications in the world, including WARC, Marketing, MarketingWeek, CMO, eMarketer, Campaign, AdvertisingAge and B&T.



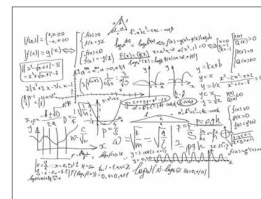
The Most Complete 360-Degree ROI Marketing Education Program in the World

It is specifically designed for Marketing, Business and Advertising professionals and students who want to Master the Art & Science of Marketing ROI, Marketing Effectiveness, Marketing Performance across all Media & Industries. B2C. B2B.

**This Exclusive Program can be Completed in <35
Hours, On Demand, At Your Convenience. It Covers:**



**4 Program Modules
30+ Video Lectures
(of 60 minutes on average)**



**40+ Must-Know
Formulae & KPIs**



200+ Statistics



**50+ Examples & Case
Studies, Including:**

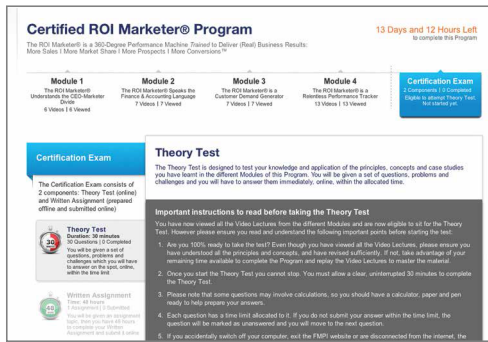
- Billabong
- JC Penney
- Puma
- Adidas
- Carrefour
- Canon

Study at Your Own Pace & Place, At Your Convenience

Program Modules are delivered Online through our Self-Study Platform

Study in <35 Hours, Whenever You Want
(You have 6 months to complete the Program & take the Certification Exam)

Study from your Desktop, Laptop, Tablet or SmartPhone



Program Curriculum

1

MODULE #1 → Studying the CEO-Marketer Divide & Why CEOs Don't Trust Traditional Marketers



6 Video Lectures

You can't be an ROI Marketer® without first clearly understanding the CEO-Marketer Divide. In this Module, we will spend time studying that divide: why does it exist? why is it widening? what are the issues? who's at fault? what do CEOs want from Modern Marketers and what CEOs expect from them?

- ▶ 80% of Marketers out there are Traditional Marketers: we will study who they are, what they do, how they think, their way of working
- ▶ CEOs are telling us they don't trust Traditional Marketers. They believe Traditional Marketers lack business credibility – why? how? what are the top issues CEOs have with Traditional Marketers?
- ▶ CEOs are telling us they want ROI Marketers®, the New Breed of Modern Marketers: we will study who they are, what makes them different, and how to recognise them

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MODULE #2 → Studying the ROI Marketer® Core Pillars: Accountability, Adaptability, Finance & Accounting



7 Video Lectures

The ROI Marketer® is Rare and Sought After. Knowledgeable in and comfortable with core Finance & Accounting principles, the ROI Marketer® is able to understand and optimise the impact his/her Marketing decisions can have on the company's financial performance. In this Module, we will particularly study how the ROI Marketer® is able to understand & speak the Finance & Accounting (and Shareholder Value) language of the company's Top Management:

- ▶ Profit & Loss (P&L), Balance Sheet & Cash Flow: Revenue, Gross Profit, Operating Expenses, Net Profit, EBIT, EBITDA, Capital & Reserves, Tangible/Intangible Assets, Liabilities and Equity
- ▶ Key Financial Ratios related to Profit Maximisation & Wealth Maximisation, such as P/E Ratios, ROE, ROA, DYR and TSR

3

MODULE #3 → Learning the ROI Marketer® 8-Point Formula to Generate More Customer Demand



7 Video Lectures

- ▶ In this Module we will study how the ROI Marketer® is a No-nonsense Science-driven Performance Machine 100% focused on generating more customer demand
- ▶ We will analyse the ROI Marketer®'s ability to turn *Sun Tzu's Art of War* philosophy into a Strategic Marketing Weapon
- ▶ We will dissect Point by Point the ROI Marketer®'s unique Engineer-like 8-Point Marketing Performance Formula making him/her 70% better at developing effective Product & Communication Customer Value Propositions (CVPs), and 76% better at developing sharper, more audience-engaging cross-channel campaign strategies than Traditional Marketers

4

MODULE #4 → Learning the ROI Marketer® Performance Tracking & Boosting Tools & KPIs



13 Video Lectures

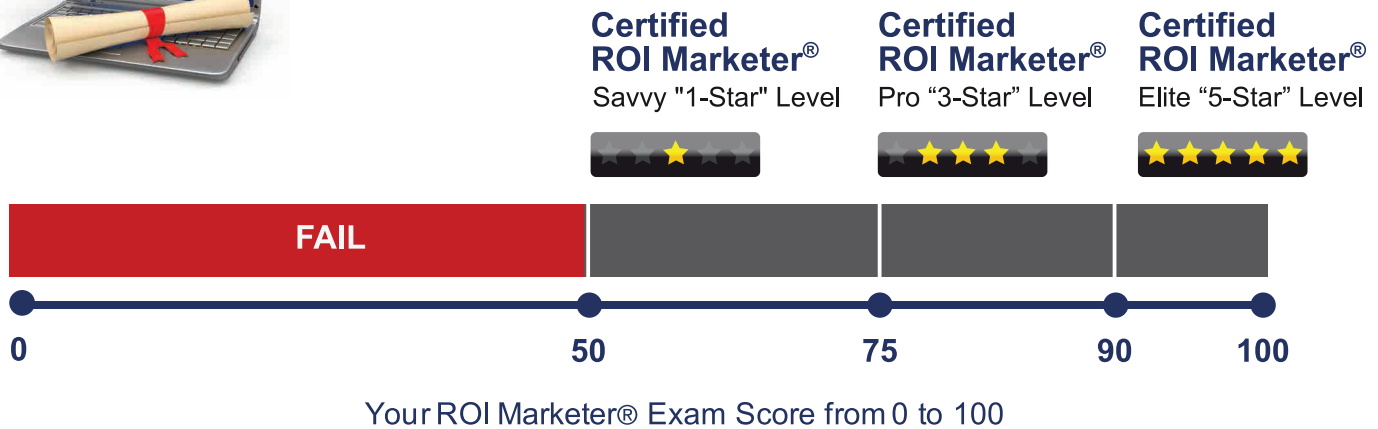
In this module we will learn and study how:

- ▶ The ROI Marketer® is the Master of the Brief: with a clear Template, Mantra & Reference Guru
- ▶ The ROI Marketer® is an "All-Stages" & "All-Media" 360-degree Performance-Tracking Expert – who knows what type of Precision-Science Performance-Tracking Tools & Techniques to apply to turn Big Data into Relevant Data
- ▶ The ROI Marketer® knows the type of 360-degree Marketing Performance Dashboard needed to monitor, maximise and report on Marketing Performance & ROI
- ▶ We will also study how the ROI Marketer® gets the best results when it comes to the latest buzzwords: Marketing Automation, Prospect Funnel Management (Scoring, Conversion), Digital, Content & Inbound, Performance Marketing, SoLoMo (Social, Local, Mobile), Shopper Conversion, Sponsorship & Figurehead Marketing

3 Levels of ROI Marketer® Certification



Your ROI Marketer® Certification Level
will be a function of your ROI Marketer® Exam Score



Your ROI Marketer® Certification Materials

Differentiate Yourself from the Other Marketers Out There

Once you have completed and passed your Certification Exam, you will be allowed to use and display our Certification Materials, to enable you to show the world that you are a Certified ROI Marketer®, i.e. a 360-Degree Performance Machine Trained to Deliver (Real) Business Results: More Sales, More Market Share, More Prospects, More Conversions™.

1

Your Certified ROI Marketer® Profile Page in our 24/7 Verification Centre

Accessed by Recruitment, Human Resource, Marketing & Management Professionals around the world to verify the ROI credentials of Marketing Professionals who have successfully achieved our ROI Marketer® Certification

2

Your Certified ROI Marketer® Digital Badge

Display your Certified ROI Marketer® Digital Badge on your Business Card

Display your Certified ROI Marketer® Digital Badge on your CV

3

Your Certified ROI Marketer® Text Badge

Display your Certified ROI Marketer® Text Badge on your Business Card

Display your Certified ROI Marketer® Text Badge on your Email Signature

Preview Video



www.fmpi.fournaisgroup.com/video

Contact Us



fmpi.enquiries@fournaisgroup.com

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- 3) Pay by
- 4) Start the Certification Program