

R17

R17 ACADEMY

CAREER ACCELERATION PROGRAMME

Meta
Business Partner

Google
Partner

shopify experts

HubSpot
CERTIFIED PARTNER

KLAVIYO
PARTNER

customer.io
Partner



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finance

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AP

start
ups
ticker
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Bloomberg

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GRÜNDERSZENE

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carpathia
DIGITAL COMMERCIAL PARTNER

CBS

MarketWatch

IOL

ENDORSED BY THE EMBASSY OF SWITZERLAND IN SOUTH AFRICA

WWW.R17VENTURES.COM

R17 VENTURES OVERVIEW

R17 Ventures AG is a leading full-service performance marketing agency with offices in Zürich, Berlin and Cape Town.

Growth is at the core of everything we do.

We enable growth to our clients through cutting-edge, world class paid media solutions, inclusive of paid social, PPC, and email marketing; visual assets and content creation; and Shopify development and funnels.

We also enable growth for team through fostering a company culture of growth through driving personal and corporate development mentorship, hosting regular upskilling seminars, team-building, courses and providing education allowances.

The R17 Academy forms part of our people growth strategy.

R17 ACADEMY OVERVIEW

The R17 Academy is a 3-month long accelerated career growth apprenticeship where new graduates gain all the tools and know-how to make it in the industry through theory and practical exposure.

Upskilling and development is a pillar of R17 and as an employer in South Africa – in addition to Switzerland, we view it as part of our responsibility to help solve youth unemployment and create opportunities for economic growth.

The R17 Academy offers very competitive packages and milestone promotions to graduate apprentices with the ultimate goal of them gaining full-time employment.

Duration: 1 months theory & 2 months practical

Curriculum: Google Ads, Social Ads, Content Creation, Analytics and & E-Commerce Fundamentals

Start Date: June 2024

ACADEMY MODULES

Module	Outcomes
Performance Marketing	Understand and apply performance marketing principles
Google Search	Build, optimise and report on search campaigns
Google Shopping	Build, optimise and report on shopping campaigns to drive profitable growth
Content Creation	Understand creative best practices across different platforms and develop sound create strategies for the different stages of the marketing funnel
Meta Ads	Build, optimise and report on Facebook and Instagram campaigns

ACADEMY MODULES

Module	Outcomes
Google Analytics	Understand and analyse data across channels in Google Analytics
Klaviyo	How to effectively utilise email marketing as part of a conversion strategy
Shopify	Intro to Shopify, e-commerce and building user friendly landing pages that convert
Measurement and Tracking	Measure ROI and implement tracking with Google Ads and Google Tag Manager

ACADEMY ACCREDITATION

By the time graduate apprentices complete the R17 Academy programme, they will have the following certifications and accreditations:

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Ads App Certification
- Google Ads Measurement Certification
- Google Ads Shopping Certification
- Klaviyo Certification

GET INVOLVED

Feeling inspired to get involved with the R17 Academy and make a difference for young graduates? There are 3 ways you can be a part of it:

- Invest financially in the Academy
- Donate devices, software, services or products for welcome packs / goodie bags
- Apply to be a guest lecturer