



VI

The Channel.

SIXTY DAYS. ONE BET. ONE SIGNAL.

mits.ro

FIELD GUIDE

25 PAGES

FREE

CONTENTS

What's *inside*.

01	Why <i>one</i> channel kills five	p. 3
02	The eight <i>real</i> channels	p. 4
03	How to <i>pick</i> the right one	p. 6
04	Set the <i>budget</i> honestly	p. 9
05	Instrument it <i>before</i> you spend	p. 11
06	The <i>weekly</i> template	p. 13
07	Reading the <i>signal</i>	p. 15
08	Kill criteria, written down	p. 17
09	Channel-specific <i>quick-starts</i>	p. 18
10	Common mistakes	p. 22
11	Official resources	p. 23

HOW TO USE

This is a sixty-day plan, not an essay. Pick one channel from chapter 2. Set the budget on page 9. Instrument the events from Field guide 03. Run the weekly template on page 13. Decide using the kill criteria on page 17. Then, and only then, pick the next channel.

I

*Why **one** channel kills five.*

Five mediocre channels is the most common way young companies die. They look busy, feel busy, spend money everywhere, and learn nothing about anywhere. One channel, run with conviction for sixty days, teaches more than five run for a year.

The math of attention

Every channel takes setup, learning, creative, optimisation, and reporting. Call it eight focused hours per week per channel to do it well. Five channels is forty hours. That is the entire workweek of one founder, before strategy, calls, building, or hiring.

One channel is eight hours. The other thirty-two are spent improving the product the channel feeds. That is the difference between a company growing because of marketing and a company chasing it.

The hidden cost of "trying everything"

- **Diluted learning.** Each channel needs 30-90 days to teach you anything. Five at once means none of them teach you anything in time to act.
- **Budget cancer.** 200 EUR on five channels is 1,000 EUR no channel takes seriously. 1,000 EUR on one channel is a real test.
- **Brand inconsistency.** Different formats, voices, audiences. The brand becomes whatever fits the platform that day.

What "one channel" does not mean

It does not mean one platform forever. It means: pick one for the next sixty days. Run it hard. Decide. Then either double down or pick the next one. Sequential, not simultaneous.

If a channel is worth running, it is worth running with focus. If it is not worth focus, it is not worth running.

What you keep doing in parallel

You can keep replying to inbound, attending events you already attend, posting on the founder's personal account. Those are not "channels" in the marketing sense. They are baseline behaviour. The channel is what you have decided to test, instrument, and judge.

II *The eight **real** channels.*

There are not fifty channels. There are eight, plus combinations. Pick one.

The list

CHANNEL	BEST FOR	TIME-TO-SIGNAL
1. Search ads (Google)	Existing demand. Buyers actively searching.	2-4 weeks
2. Social ads (Meta, TikTok, LinkedIn)	Latent demand. Audiences with a sharp shared trait.	4-8 weeks
3. SEO / content	Recurring questions you can answer durably.	3-6 months
4. Outbound (cold email, cold call)	High-value B2B with named target accounts.	4-8 weeks
5. Partnerships / referrals	Established networks already serving your customer.	2-3 months
6. Communities	Tight-knit places where your customer already gathers.	4-12 weeks
7. Events / speaking	High-trust, low-volume products. Niche industries.	2-3 months
8. PR / earned media	Stories that genuinely have news value.	Unpredictable

What each really is, in plain English

1. Search ads

You pay to appear when someone types a query into Google or Bing. Strong when there is existing demand (someone is already looking for "dental software" or "tax filing for freelancers"). Weak for products people do not yet know they need.

2. *Social ads*

You pay to interrupt someone scrolling. Meta (Facebook + Instagram) for consumer or small-business. LinkedIn for senior B2B. TikTok for under-35 consumer. Strong when you can identify the audience by a shared trait. Weak when the audience is too diverse.

3. *SEO / content*

You write articles or build tools that answer recurring questions. Google sends free traffic to whoever answers best. Strong for evergreen questions. Slow to start. Compounds.

4. *Outbound*

You email or call people directly. Strong for high-value B2B (a single deal pays for hundreds of emails). Weak for low-priced consumer products (uneconomic).

CHAPTER 02 (CONTINUED)

5. *Partnerships / referrals*

Someone else's audience is already your audience. You agree to share, often via a fee or commission. Strong when you can find a partner whose customer is already yours. Weak when the alignment is loose.

6. *Communities*

Slack groups, Discords, subreddits, professional forums where your customer already gathers. Not a "spam the community" channel. A "be the most useful voice in the room" channel. Strong for niche audiences. Slow to earn.

7. *Events / speaking*

Conferences, trade shows, meetups. Strong for high-trust, low-volume products (selling to 30 hospitals, not 30,000 individuals). Weak for fast-moving consumer products.

8. *PR / earned media*

Press coverage you did not pay for. Hard to manufacture, but powerful when it lands. Most useful when you have a genuinely newsworthy story (funding, launch, milestone, founder profile). Not a reliable engine for ongoing leads.

What is not on this list

- **"Brand awareness".** That is not a channel. It is a side effect.
- **"Influencer marketing".** A subset of social ads or partnerships. Not a separate engine.
- **Email marketing.** A retention channel, not an acquisition channel. Important, but later.
- **"Going viral".** Not a strategy.

III

How to *pick* the right one.

Picking the wrong channel is more expensive than picking late. Three filters narrow eight to one.

Filter 1: where do customers already buy this kind of thing?

Watch your existing customers (yes-customers from Field guide 05). Ask them in the loop calls how they found you. The answer points to the channels worth testing first. If they all say "Google search", do not start with social ads.

Filter 2: what is your average sale price?

The price tells you which channels are economical.

AVERAGE SALE PRICE	CHANNELS WORTH TESTING FIRST
Under 50 EUR / month or one-off	SEO, social ads, communities. Outbound is uneconomic.
50-500 EUR	Search ads, social ads, SEO, partnerships.
500-5,000 EUR	Search ads, partnerships, outbound, content.
Over 5,000 EUR	Outbound, events, partnerships, PR. Ads are usually inefficient.

Filter 3: what time can you actually commit?

If you have eight hours a week, paid channels (search, social) are higher leverage because tools do most of the optimisation. SEO, outbound, communities and events demand more dedicated human time.

If your eight hours are scattered, pick the channel that punishes scatter the least: a managed search-ads campaign with one keyword theme, run by you for sixty days.

The "where do they already gather" question

For B2B, walk through this list in your head. If your customer is:

- A solo professional searching for tools: **search ads + SEO.**
- A senior decision-maker at a known company: **outbound + LinkedIn ads + events.**
- A consumer impulse-buyer: **social ads + influencer-style content.**

- A specialist in a niche industry: **communities + speaking + partnerships.**

CHAPTER 03 (CONTINUED)

The "what would I do without ads" question

Most companies should have a non-paid channel as one of their first two bets. Ads on top of a non-paid channel make the maths work. Ads alone are a treadmill.

- **Sequence A:** Social ads (fast learning) -> SEO (compounding).
- **Sequence B:** Search ads (capture demand) -> partnerships (multiply demand).
- **Sequence C:** Outbound (highest fidelity) -> events (deepen accounts).

Pick the sequence first. Run the first leg for 60 days. Decide.

EXERCISE / 30 MINUTES

PICK THE SIXTY-DAY BET

Apply the three filters. Write your answers. Do not skip filters because they are uncomfortable.

1. Where my customers say they came from (top 2):

2. Average sale price band:

3. Hours per week I will commit to the channel:

Channel chosen for sixty days:

Start date:

Decision date (start + 60):

IV

*Set the **budget** honestly.*

A test budget is a bet on a hypothesis. Too small and the answer is "we do not know". Too big and the lesson is too expensive.

The "minimum viable test" rule

The smallest spend that can produce a clear answer is roughly 10x your target customer acquisition cost (CAC).

If you expect CAC around 100 EUR, the smallest meaningful test is around 1,000 EUR over the test window. Below that, you cannot tell signal from noise.

The "do not bet the farm" rule

A test is a test. Cap it at a number you can afford to lose entirely. If the channel does not work, you should not be in trouble. The 60-day budget should be at most 25 percent of the marketing money you have for the year.

The honest budget formula

60-DAY TEST BUDGET

TEST BUDGET = $\max(10 \times \text{expected CAC}, 1000 \text{ EUR})$
with cap = 25% of annual marketing budget

Worked examples

- Bootstrap SaaS, 2,000 EUR/month marketing budget. Annual marketing = 24,000 EUR. Cap at 25% = 6,000 EUR. Expected CAC = 200 EUR. $10 \times \text{CAC} = 2,000 \text{ EUR}$. Test budget = 2,000 EUR.
- Funded startup, 20,000 EUR/month marketing budget. Annual = 240,000 EUR. Cap at 25% = 60,000 EUR. Expected CAC = 500 EUR. $10 \times \text{CAC} = 5,000 \text{ EUR}$. Test budget = 5,000 EUR (the floor of the formula, well within the cap).
- Side project, 200 EUR/month. Annual = 2,400 EUR. Cap = 600 EUR. CAC unknown. Test budget = 600 EUR. The test will be noisy. That is fine. You are buying a sketch, not a portrait.

Splitting the budget across the 60 days

Not flat. The first two weeks you will not have your creatives or targeting right. Spend less. The last four weeks, when the campaign has a track record, spend more.

- **Week 1:** 10% of test budget. Cheap learning.
- **Week 2:** 15%.
- **Week 3-4:** 25% combined.
- **Week 5-8:** 50% combined. The "real" test.

CHAPTER 04 (CONTINUED)

What "spend" includes

Not just ad spend. Also:

- Tool subscriptions specific to this channel (e.g. an SEO tool, a cold email tool).
- Freelancer fees (creative production, copy, list-building).
- Your own time, costed at a notional rate. Even if you do not actually pay yourself, hours spent here are hours not spent on the rest of the company.

The honest CAC at the end (Field guide 04) folds all of these in. The honest budget plans for them up front.

Reserve a "kill fund"

Set aside an extra 10 percent of the budget that is not committed to the channel. If the early results are surprisingly good, you have ammunition to scale within the test. If the early results are bad, you have ammunition to switch creatives without destroying the rest of the test.

A COMMON FOUNDER ERROR

Spending the entire test budget in week one because "let's just see what happens". You will see noise, not signal. The 8-week ramp pattern above gives the algorithm and your creatives time to find their feet.

V

*Instrument it **before** you spend.*

Spending money on a channel without working analytics is the most expensive mistake in this book. The fix is one Saturday of work, done before the first euro is spent.

The pre-flight checklist

Adapted from Field guide 03. Run this list. If any item is "not yet", delay the campaign launch.

- ☐ GA4 Page View fires on every page (Realtime confirms in Incognito).
- ☐ lead_form_submitted event fires when I submit the form myself.
- ☐ purchase event fires when I make a 1 EUR test purchase, with correct value and currency.
- ☐ Both events are marked as "key events" in GA4.
- ☐ UTM parameters are configured for every campaign link (chapter 9 has a template).
- ☐ If using paid ads, the conversion is also imported into the ad platform (Google Ads or Meta Ads Manager).
- ☐ A weekly Looker Studio (or GA4 saved report) tile shows: spend, leads, customers, CAC.

UTMs, the simplest version that works

A UTM is a set of tags you add to the end of a URL so analytics knows where the visitor came from. Use the same five fields, every campaign:

FIELD	EXAMPLE
utm_source	google, meta, linkedin, partner-acme
utm_medium	cpc, email, social, referral
utm_campaign	2026-q2-search-test
utm_content	headline-a, video-30s
utm_term	Keyword (search ads only)

Use lowercase. Use kebab-case (hyphens, not spaces). Be consistent. Inconsistent UTMs ruin reports for years.

CHAPTER 05 (CONTINUED)

GOOGLE / OFFICIAL TOOL UTM URL BUILDER (FREE)

- [ga-dev-tools.google / campaign-url-builder](https://ga-dev-tools.google/campaign-url-builder)



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GOOGLE / OFFICIAL HELP CUSTOM CAMPAIGNS (UTM) REFERENCE

- [support.google.com / analytics / custom campaigns](https://support.google.com/analytics/custom-campaigns)



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Importing the conversion into the ad platform

For Google Ads, import the GA4 key event into Google Ads. Without this, the ad platform optimises for clicks, not customers.

GOOGLE ADS / OFFICIAL IMPORT GA4 CONVERSIONS TO GOOGLE ADS

- [support.google.com / google-ads / import GA4](https://support.google.com/google-ads/import-GA4)



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For Meta Ads, install the Meta Pixel via GTM and configure the standard events. Then map them to your campaigns in Ads Manager.

META / OFFICIAL META PIXEL VIA TAG MANAGER

- [facebook.com / business / help / about Meta Pixel](https://facebook.com/business/help/about-Meta-Pixel)
- [facebook.com / business / help / Pixel via GTM](https://facebook.com/business/help/Pixel-via-GTM)



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For LinkedIn Ads, install the Insight Tag and define conversions in Campaign Manager.

LINKEDIN / OFFICIAL

LINKEDIN INSIGHT TAG AND CONVERSIONS

- [linkedin.com / help / Insight Tag overview](https://linkedin.com/help/Insight-Tag-overview)
- [linkedin.com / help / conversion tracking](https://linkedin.com/help/conversion-tracking)



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VI

The weekly template.

Every Friday afternoon. Thirty minutes. Same template, every week, for eight weeks. The template is more important than any single number on it.

The eight rows

FIELD	EXAMPLE
Week (1-8)	3
Spend this week	320 EUR
Leads (Event 1)	14
Customers (Event 2)	3
CAC this week	$320 / 3 = 107$ EUR
Conversion rate (lead -> customer)	$3 / 14 = 21\%$
One thing I changed	Switched the headline to question 3 phrase from the loop
One thing I will change next week	Pause the bottom-performing ad set

Where to keep it

One Google Sheet, eight rows. Or one Notion page with the eight fields. The format does not matter. The discipline of filling it every Friday at the same time matters.

Why "one change at a time"

If you change the headline, the ad image, the landing page, and the audience all in week 4, you cannot tell what caused the change in numbers. Disciplined founders change one thing per week. Honest founders change one thing per fortnight.

A TRAP THAT FLATTERS FOUNDERS

Week 1 numbers are usually bad. Week 2 numbers are usually a little better. Founders read this as "it's working" and pour money in. Often the week 2 lift is the algorithm finishing its learning phase, not your campaign improving. Wait until week 4 before drawing conclusions.

CHAPTER 06 (CONTINUED)

The Friday ritual, in detail

1. **Pull the data.** Spend from the ad platform. Leads and customers from GA4 (or your CRM). 5 minutes.
2. **Fill the eight rows.** Numbers go in unformatted (e.g. 320, not "EUR 320"). 5 minutes.
3. **Compare to last week.** Are CAC and conversion rate moving in the right direction? 5 minutes.
4. **Pick one change.** One. Write it in the "one thing I will change next week" cell. 10 minutes thinking.
5. **Implement the change.** Or schedule it for Monday morning. 5 minutes.

What "one change" can look like

- Pause the bottom 30 percent of ad sets by spend.
- Replace the worst-performing creative with a new one.
- Tighten or loosen one targeting parameter.
- Change the landing page hero to the loop-call phrase.
- Move budget from one ad set to another.
- Add or remove one keyword in search ads.

What it should not look like

- "Test five new headlines."
- "Move 80 percent of the budget."
- "Switch from LinkedIn to Meta."
- "Hire a freelancer."

The point of one change per week is so you know which change moved the numbers. Five changes per week is a chaos experiment.

VII

*Reading the **signal**.*

By week 4 you should have enough data to feel something. By week 8 the question "is this channel real or theatre" must have an answer.

The signal-to-noise rule

A weekly change of less than 20 percent (in CAC, in conversion rate) is usually noise. Inside any week, ad platforms vary by 10-15 percent for reasons you cannot control. Treat changes as real only when they hold for two consecutive weeks.

Three trends to watch

Trend 1: CAC over time

Plot CAC for weeks 2-8 (week 1 is too noisy). A flat or declining line is healthy. A rising line through weeks 5, 6, 7 means the channel is saturating, audiences are exhausted, or the creative is fatiguing.

Trend 2: lead-to-customer conversion rate

If the channel is delivering leads but they do not convert into customers, the channel is bringing the wrong people. That is a targeting or messaging problem, not a sales problem.

Trend 3: lead quality (qualitative)

Read your last 20 inbound leads. Are they the right kind of person, with the right problem? If yes, even a high CAC can be worth optimising. If no, a low CAC is misleading.

What "good signal" looks like at week 8

- CAC has been within target range for at least three consecutive weeks.
- Conversion rate from lead to customer is at or above your historical baseline.
- You have a written hypothesis for why the channel works ("we capture intent at the moment they search for X").
- You can imagine doubling the spend without CAC blowing up.

If all four are true, the channel is real. Scale it.

CHAPTER 07 (CONTINUED)

What "bad signal" looks like at week 8

- CAC is more than 1.5x your target and not trending down.

- Lead-to-customer conversion is consistently below baseline.
- Leads "feel wrong" when you read them, even if the count is high.
- Every week's "one change" failed to move the numbers.

If two or more of these are true, the channel is not working as a primary engine. Move on. Do not linger.

The "ambiguous" case

Sometimes week 8 is mixed. Some signals positive, others not. Two options:

- **Extend by 30 days.** Same budget. One change per week. Decide by week 12. Use this only when you have a specific written hypothesis you have not yet tested.
- **Move on.** A channel that needs more than 90 days to prove itself is not a strong enough engine to bet a small company on. Save it for later.

A TEST MOST FOUNDERS SKIP

Pause the channel for one week at month 3. If the leads disappear, you know the channel is real. If leads keep coming, much of what you were attributing to the channel was actually direct or referral traffic UTM'd as paid. The pause is a brutal but honest read.

VIII

Kill criteria, written down.

Most channels die slow because nobody wrote down when to kill them. Decide before you start, in writing. Then it is a rule, not a fight.

Write the kill criteria on day one

Before the first euro is spent, write three sentences and date them.

1. I will kill this channel if CAC is above [X] for three consecutive weeks after week 4.
2. I will kill this channel if lead-to-customer conversion is below [Y]% across weeks 4-8.
3. I will kill this channel if I have made no honest progress on the channel's hypothesis by week 8.

Save these as "Channel test / Wave 1 / Kill criteria". Tape a printout to the wall if you have to.

Why pre-committing matters

At week 8, if numbers are bad, you will be tired, defensive, and looking for reasons to keep spending. You will find them. The pre-committed kill criteria are the founder of week 1 protecting the founder of week 8 from a sunk-cost spiral.

What "killing" actually means

- Pause all paid spend on the channel.
- Archive (do not delete) creatives, audiences, and copy in case you revisit later.
- Write a one-page post-mortem: what we tested, what worked, what did not, and what we would try differently.
- Put the channel back on the candidate list for the next bet, with the post-mortem attached.

What a post-mortem looks like

Five sections, half a page total:

1. Hypothesis tested.
2. Budget and timeframe.
3. Result (numbers).
4. What we learned (qualitative).
5. What we would try differently if we returned to this channel.

Date it. Save it next to the kill criteria. After three waves, this folder is the most useful internal document you have for marketing decisions.

IX

Channel-specific *quick-starts*.

One page per channel. Day-one steps and the official-doc link to go deeper.

1. Search ads (Google)

1. Create a Google Ads account at ads.google.com.
2. Pick the "Standard" account, not "Smart". Smart hides too much.
3. Create one campaign. Type: Search. Goal: Leads or Sales.
4. One ad group. 5 to 10 keywords closely related to your one-sentence pitch (Field guide 01).
5. Two responsive search ads with different headlines. Use phrases from the loop calls (Field guide 05).
6. Connect GA4 conversions (chapter 5).
7. Daily budget = test budget / 60 days.

GOOGLE ADS / OFFICIAL

SEARCH CAMPAIGNS FROM SCRATCH

- [support.google.com / google-ads / create a search campaign](https://support.google.com/google-ads/create-a-search-campaign)
- [skillshop / Google Ads certifications](https://skillshop.google.com/certifications)



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2. Social ads (Meta)

1. Create a Meta Business account at business.facebook.com.
2. Install the Meta Pixel via GTM.
3. One campaign. Objective: Leads (or Sales for ecommerce).
4. One ad set with one tight audience (one shared trait, age range, location).
5. Three creatives, same offer, different angles (testimonial, problem, demo).
6. Daily budget = test budget / 60 days.

META / OFFICIAL

SET UP YOUR FIRST META AD

- [facebook.com / business / help / create your first ad](https://facebook.com/business/help/create-your-first-ad)
- [facebook.com / business / learn \(Meta Blueprint\)](https://facebook.com/business/learn/meta-blueprint)



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3. *SEO / content*

1. Set up Google Search Console for the site at [search.google.com / search-console](https://search.google.com/search-console).
2. Pick three "questions" your customer types into Google. They are usually 4-7 word phrases starting with "how", "why", "what", or "best".
3. Write one article per question. 1,200-2,000 words. Plain English. The same voice you use on calls.
4. Internal-link the three articles to each other and to your home page.
5. Submit the URLs to Google Search Console for indexing.
6. Track impressions and clicks per article weekly.

GOOGLE / OFFICIAL

SEARCH CENTRAL + SEARCH CONSOLE

- [Google Search Central / SEO starter guide](#)
- [support.google.com / Search Console help](https://support.google.com/SearchConsole/help)



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4. *Outbound (cold email)*

1. Build a list of 200 named contacts at companies that match your customer profile. Use LinkedIn Sales Navigator or Apollo.io. Verify emails with a free tool like Hunter.io's verifier.
2. Write a 4-step sequence: introduction, value-add, ask, polite close. Each email under 90 words.
3. Send no more than 50 cold emails per inbox per day. Use a separate domain (e.g. `get.yourbrand.com`) so deliverability problems do not poison your main domain.
4. Track replies and meetings booked. Optimise on reply rate first, meeting rate second.

GOOGLE WORKSPACE / OFFICIAL

SENDER GUIDELINES (ESSENTIAL TO READ BEFORE ANY COLD EMAIL)

- [support.google.com / mail / sender guidelines](https://support.google.com/mail/senderguidelines)



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5. *Partnerships / referrals*

1. Identify five non-competing companies that already serve your customer.
2. Reach out to the founder or head of partnerships. One paragraph email: who you are, why your customer is theirs, what you propose (referral fee, cross-promotion, embedded offer).

3. Start with the simplest deal: a referral commission of 10-20 percent of first-year revenue per referred customer.
4. Build a tracked referral link for each partner (use the UTM template).
5. Treat the partnership like a small ad campaign: weekly check-in, monthly review.

6. *Communities*

1. List three places your customer already gathers (subreddits, Slack groups, Discords, professional forums).
2. Join under your real name. Lurk for two weeks before posting.
3. Post twice a week with substantive answers to other people's questions. Never link to yourself in those answers.
4. Once a month, write a post that genuinely helps the community. Link sparingly and only when relevant.
5. Track sign-ups attributed to the community via UTMs (set `utm_source` to the community name).

7. *Events / speaking*

1. List the five most-attended events in your customer's world this year.
2. For two of them, apply to speak (workshops or panels are easier to land than keynotes).
3. For three, attend with a clear pre-event outreach plan: 10 named accounts you want to meet.
4. Track meetings booked and follow-ups completed inside two weeks of the event.

8. *PR / earned media*

1. Make a list of five journalists who have covered your space in the last 12 months. Read their last three articles each.
2. Pitch ONE story angle, in three sentences, that fits their beat. Personalised.
3. Have a shareable, well-structured "press kit" page (founder bio, product description, three 1-line quotes from happy customers, screenshots).
4. Treat coverage as a bonus, not a plan. PR cannot be a primary acquisition channel for most companies.

X

Common mistakes.

1. Picking the channel before knowing the customer

If you have not done Field guide 05 (the Loop), you do not yet know where your customers came from in their own words. Channel selection without that data is a guess.

2. Running before measuring

Spending money before GA4 events fire is the most expensive mistake in this book. The pre-flight checklist (chapter 5) is non-negotiable.

3. Changing five things every week

You will not learn what worked. Every week, one change.

4. Comparing your CAC to industry benchmarks

You do not know how those benchmarks were calculated. Compare yourself to yourself, week over week.

5. Killing in week 2

Most channels look bad in week 2. Hold to the kill-criteria timeline: week 4 is the earliest honest read, week 8 is the verdict. Earlier kills are panic.

6. Not killing in week 8

If the criteria say kill, kill. The "let me give it another month" instinct burns more money than any week-1 mistake.

7. Skipping UTMs

Without UTMs, you will not be able to tell which channel produced which customer. Every campaign link gets the same five-field UTM scheme. No exceptions.

8. Hiring an agency before you have run the channel yourself

Run it yourself for 60 days. You will learn the language, the levers, and the lies. Only then can you usefully manage an agency. An agency before that point is paying someone to teach you what you should have learned with your own hands.

CHAPTER 11

XI

Official resources.

GOOGLE SKILLSHOP / FREE CERTIFICATIONS

SEARCH ADS, DISPLAY ADS, ANALYTICS, TAG MANAGER

- [skillshop.exceedlms.com / catalog](https://skillshop.exceedlms.com/catalog)



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GOOGLE ADS / OFFICIAL

HELP AND BEST PRACTICES

- [Create a search campaign](#)
- [Import GA4 conversions](#)
- [UTM \(custom parameters\) and auto-tagging](#)



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META BLUEPRINT / FREE

META ADS TRAINING AND CERTIFICATIONS

- [facebook.com / business / learn](https://facebook.com/business/learn)
- [Meta Pixel overview](#)



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LINKEDIN MARKETING LABS / FREE

LINKEDIN ADS TRAINING

- [business.linkedin.com / marketing-solutions / learning-center](https://business.linkedin.com/marketing-solutions/learning-center)
- [LinkedIn Insight Tag overview](#)



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GOOGLE SEARCH CENTRAL / FREE

SEO FROM THE SOURCE

- [SEO starter guide](#)
- [Search Console help](#)



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HUBSPOT ACADEMY / FREE

INBOUND AND CONTENT MARKETING

- [Inbound Marketing certification](#)
- [Content Marketing certification](#)
- [Email Marketing certification](#)



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Y COMBINATOR LIBRARY / FREE

FOUNDER ESSAYS ON GROWTH

- [ycombinator.com / library](#)



SCAN

*One channel. **Sixty days.***

Pick the channel. Set the budget. Wire the events. Run the weekly template. Hold the kill criteria. At day 60, decide. Then either double down, or pick the next channel and repeat.

Five mediocre channels run at the same time will exhaust you. Six channels run sequentially over three years will build a real growth engine.

END OF THE FIELD-GUIDE SERIES.

mits.ro

MITS.RO