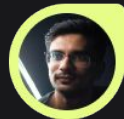
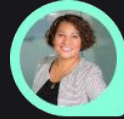




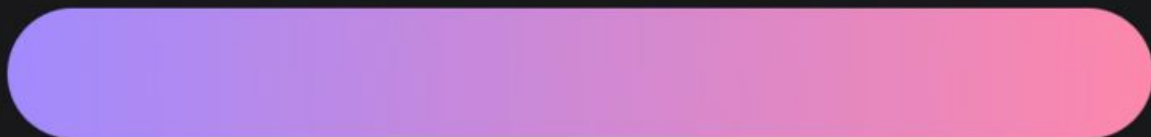
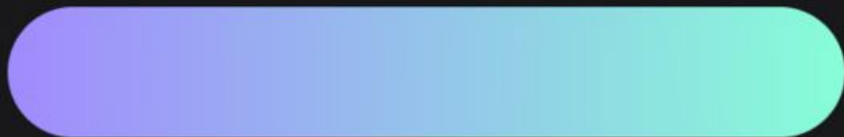
Zapnito x The Marketing Academy

How The Marketing academy is empowering marketing leaders worldwide with tailored resources and knowledge sharing through The Virtual Campus hub.





The
Marketing
Academy



The Community Challenge

In 2020 The Marketing Academy - a globally recognized professional development provider for marketing, media, and advertising talent— launched a new learning program for their community around the world centred in virtual delivery. The program's immediate success created the need for a more centralized and interactive online community experience. The Marketing Academy sought a platform that could serve as an online hub — a single destination to promote virtual events, host high-value content, bring the community together and promote partners.

A centralised hub

The Marketing academy wanted to centralize access to their content and learning resources, promote their virtual events, and create dedicated, private spaces for peer-to-peer networking within individual cohorts and the Global Alumni.

Accessible expert resources

They sought to make resources more accessible to program cohorts and empower The Marketing Academy team to design new experiences that added value to The Marketing Academy Community.

The Zapnito Solution

The flexibility of Zapnito's platform allowed The Marketing Academy to centralize access to their content and learning resources, promote their virtual events, and create dedicated, private spaces for peer-to-peer networking within individual cohorts and the Global Alumni.

Seamless Onboarding:

The Marketing Academy utilized campaign links within Zapnito to invite people to the community and track uptake by the various groups of users. For Cohorts they were also able to invite them directly into cohort-specific rooms at the same time as onboarding. This streamlined onboarding process helped grow the community by making it easy for newcomers to access and engage with relevant content from the start.

Courses:

The Marketing Academy team used Zapnito's Courses feature to build highly valuable 'Learning Journeys'. This allowed them to craft and curate learning experiences so their community could select a journey based on their personal needs and experience levels.

Personalized, Cohort-Specific Private Rooms:

Zapnito's platform enabled The Marketing Academy to create unique private rooms for each cohort, such as The Scholarship, The Fellowship and the Alumni. This tailored structure allowed the community to access and share relevant content while engaging directly with their peers in a secure, private space.

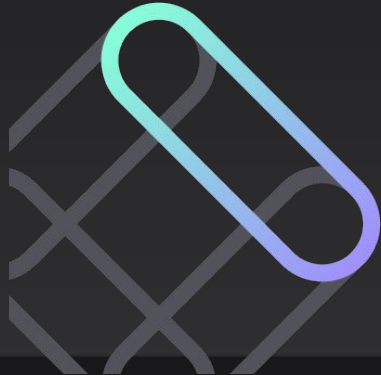
Enhanced Homepage Navigation:

To optimize user experience, The Marketing Academy used Zapnito's code snippet library to improve homepage layout. This guided their community seamlessly to the areas of the Hub that they needed, boosting engagement and satisfaction.

Results

4000+

Over 4,000 members enrolled on The Virtual Campus within the first four months via personalized invitations

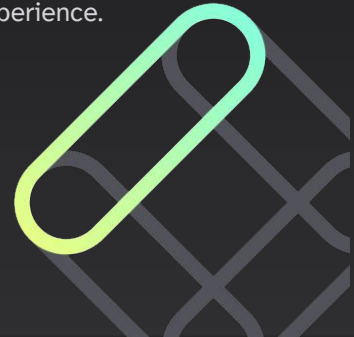


11

11 corporate partners with increased homepage visibility

90,000+

Interactions with expert content, due to a smooth member experience, including Personalized cohort rooms, tailored learning journeys, and streamlined navigation enhanced community access to relevant content, fostering a more engaging learning experience.



Why Zapnito?

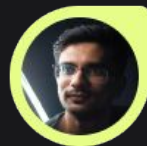
The Marketing Academy chose Zapnito for its robust platform capabilities, seamlessly combining community-building, learning tools, and knowledge sharing. Zapnito's flexibility was essential, enabling personalized, cohort-specific experiences that made it easy for their community to access valuable resources and connect with their peers. The ability to use curated newsletters also allowed The Marketing Academy to promote relevant, high-value content, ensuring frequent return visits.

In a true spirit of partnership, Zapnito's team worked closely with The Marketing Academy to provide analytics, offering insights needed to monitor engagement, refine content strategies, and measure program impact. Additionally, Zapnito's responsive customer support ensured that the platform evolved alongside The Marketing Academy's expanding community, making it the ideal partner to drive growth and empower the next generation of marketing leaders.

Today, the team at The Marketing Academy continues to build on this foundation, confident in their ability to provide a dynamic, ever-evolving space for learning and connection—a space they proudly describe as their “gift to the industry.”

“The platforms look and feel is unique to us and we have been able to evolve it as our community has grown. Within weeks we had thousands of people enrolled just through word of mouth.”

- Sherilyn Shackell, Founder and CEO, The Marketing Academy



Thank you

Find out more at <https://zapnito.com>