



Buffer's T-Shaped Marketer Framework

Base
Knowledge

Marketing
Foundation

Channel
Expertise

Depth of Knowledge
↓

Behaviour Psychology		Storytelling		Data & Analytics		Research		Design & UX		Branding & Positioning					
Copy-writing		Sketch, Canva, & Wireframe		A/B Testing		Video		Statistics & Excel		Funnel Marketing		HTML & CSS		Customer Experience	
Biz Dev	Community	CRO	Email	Events	Content Marketing	SEO	Multimedia	Paid Ads	Partnership	PR	Social Media	Viral			



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Daftar Sertifikasi

Google: Google Ads Certification (FREE)

https://skillshop.exceedlms.com/student/catalog/list?category_ids=2844-google-ads-certifications

Facebook: Facebook Blueprint Certification (\$70 / Certification)

<https://www.facebook.com/business/learn/certification>