

Growth Marketing

Duration: 1 Day · **Training format:** Virtual Classroom / Online

Description

Growth marketing training introduces participants to modern marketing strategies and techniques. It aims to enable your company to achieve its growth goals by equipping them.

This training emphasizes the importance of data-driven approaches and continuous experimentation, unlike traditional marketing methods. Participants learn tools such as A/B testing, personalization techniques, viral marketing, and scalable growth tactics to develop effective strategies in areas such as customer acquisition, retention, and revenue growth.

And with successful case studies and real-world applications by being supported, participants are encouraged to develop innovative ideas and strategies that will make your company more competitive.

During 1 full-day online training, examples from different sectors along with theoretical knowledge cases are examined. At the end of each section, the topics are better with a question and answer and discussion section. It is aimed to be comprehended. By discussing internal cases, how theoretical knowledge can be put into practice exemplified.

Outline

What is Growth Marketing?

Reprogramming our perspective with a focus on growth

Understanding the Consumer – Consumer Lifecycle

Different Customer Acquisition Methods

Agile Planning

A/B Tests

CRO – Conversion Rate Optimisation

Retention Strategies

Data-Driven Thinking

Growth Hacking Methods

Growth hacking strategies

Growth hacking techniques

Metrics to use for growth hacking

Marketing automation tools

Contributions of Artificial Intelligence

Prerequisites

There are no prerequisites for this course.