

Growth Marketing: From Mindset to Scalable Growth Systems

2 Days Per Week

15 Hours

Workshop Outline for intermediate level:

Session 1: Growth Marketing Mindset

- What is Growth Marketing vs Traditional Marketing
- Growth as a business mindset, not a channel
- Understanding growth loops vs funnels
- The role of experimentation & learning

Session 2: Growth Strategy Foundations

- Defining the real growth goal
- North Star Metrics
- Aligning growth with business model
- Identifying growth opportunities

Session 3: Customer Journey & Growth Levers

- Mapping the full customer journey
- Key growth levers
(Acquisition, Activation, Retention, Revenue)
- Identifying bottlenecks
- Prioritization frameworks

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Workshop Outline for intermediate level:

Session 4: Building Scalable Growth Systems

- From tactics to systems
- Channel strategy vs channel testing
- Sustainable growth vs short-term wins
- Cross-channel integration

Session 5: Execution, Measurement & Scaling

- Metrics that matter vs vanity metrics
- Reading data for growth decisions
- Turning strategy into an execution roadmap
- Testing, iteration & scaling
- Common growth mistakes
- Real-world case studies & final growth framework

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Workshop Target Audience:

- Digital Marketers (Intermediate Level)
- Growth Marketers
- Startup Founders
- Business Owners
- Marketing & Growth Teams

Workshop Outcome:

By the end of this workshop, participants will be able to:

- Think with a growth-driven mindset
- Build a clear and structured growth strategy
- Identify and prioritize real growth opportunities
- Design scalable growth systems
- Measure and optimize growth performance effectively
- Apply growth thinking to any business model

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Workshop Summary in General:

- This workshop focuses on Growth Marketing as a strategic mindset rather than a set of tools or tactics.
- Participants will learn how to think, plan, and execute growth strategies that are scalable, measurable, and aligned with real business objectives.
- The workshop combines strategic thinking, real-world frameworks, and practical applications to help marketers and business owners drive sustainable growth across different industries.