

Growth Marketing Foundations

GoSkills online course syllabus

Skill level

Beginner

Lessons

42

Pre-requisites

No prior experience needed

Video duration

1h 35m

Estimated study time

1h 35m

Instructor

Brad Batesole

Introduction

1 Grow your business with growth marketing

Defining Growth Marketing

2 What is growth marketing?

Marketers who don't embrace growth marketing, or at the very least it's core teachings, may be outmaneuvered by those who do.

3 The evolution of growth marketing

Today, with fewer resources, smaller budgets, and competing with content and messaging everywhere. After watching this video you'll be able to identify how growth marketing can cut through the noise.

4 Goals of growth marketing

Growth marketing is all about delivering accelerated, sustainable, and profitable growth to your business.

5 How to be a growth marketing leader

Because growth marketing is a mindset, and not a set of tools, or a list of instructions, it all starts with how you step into the role of a growth hacker.

6 A disclaimer on growth marketing

Growth marketing is more than just a quick win, it's about creating a sustainable process to drive consistent growth over time using proven methods.

Elements of Growth

- 7 The agile growth marketing process**
The growth marketing process provides a specific set of activities you'll undertake to uncover opportunities that help you achieve your growth goals.
- 8 Building a growth marketing team**
In most organizations, teams operate in a silo, in growth marketing the key is to build a growth team - you want to create a group that is entirely cross-functional.
- 9 Using Customer interviews**
When you've worked so hard to build something or spent so long working at a company, it's easy to get blinders on to reality.
- 10 Who are your customers?**
A pivotal component to growth marketing is understanding your customer.

Initial Strategy

- 11 Communicating your key metric**
One of the biggest challenges in growth, is remaining focused.
- 12 What are OKRs and how are they used?**
A highly popular approach at companies like Google, LinkedIn, and Twitter is to use Objectives & Key Results (OKRs) to align teams and make it easy to identify how each team is progressing towards the goal.
- 13 How to lead an OKR strategy session**
Setting OKRs, and creating your North Star Metric, can be challenging.
- 14 Using the lean canvas for marketing**
The Lean Canvas is way to organize ideas and it works to not only keep the team focused, but also to help formalize new ideas as they come in so you can quickly evaluate if they're truly worth pursuing.
- 15 Drafting your lean canvas**
Drafting a lean canvas can help you get started building a growth marketing strategy.

Laying the Foundation

- 16 The digital marketing and sales funnel**
The marketing funnel outlines the fundamental stages of a consumer's journey: Awareness, Interest, Desire, Action, Advocacy.

- 17** What is the customer journey?
At the top, or the widest point of the funnel is where a buyer starts their journey, and the bottom, the narrowest part, is where they complete it.
- 18** Mapping the customer journey
Mapping the customer journey is a complex process.
- 19** Mastering the customer journey
Much of what we do in growth marketing is really about finding ways to unlock ideas.

Growth Levers and Loops

- 20** What are marketing growth levers?
Leverage is key to growth -- because the goal is to use the smallest input possible to generate a much bigger outcome.
- 21** Identifying marketing growth levers
Growth levers are how we influence growth at a company.
- 22** What are growth loops?
We can be even more efficient at marketing, if our growth initiatives become their own repeating engine.
- 23** Growth loop examples
Growth loops give us that ability to create new users, bring back old users, and improve retention.

Product Lifecycle

- 24** Management of the product life cycle
All successful products go through the product life cycle.
- 25** Technology adoption life cycle
Just as your product goes through a lifecycle, so does your consumer.
- 26** Excel through the product life-cycle
Everything is constantly changing.

- 27** Evaluating product-market fit
Product-market fit is about finding those customers who are desperate for what you have.

Starting the Growth Process

- 28** Growth process in action
Growth is not about a tactic, a trick, or one silver bullet.
- 29** Generating ideas and team communication
We need ideas for Growth, and lots of them.
- 30** ICE for project and time management
Whenever you're managing a series of ideas for how to improve your growth, you need a way to figure out priorities.
- 31** Failure and maintaining positive outlook
It's inevitable, at some point that a growth strategy will fail.
- 32** Digital marketing fatigue
Consumers respond to novelty -- it's the reality of Marketing.

Growth Opportunities

- 33** Leverage your customers to improve sales
If you're already fortunate enough to have a customer base — you can prepare for growth by intentionally leveraging them.
- 34** Retain your users to improve sales
A lot of effort goes into bringing in new users.
- 35** Data driven growth marketing
To be successful, having a high-level overview of your data isn't enough.
- 36** Exclusivity as a sales strategy
Being part of something exclusive has been a marketing strategy long before the days of the internet.

37 API Integrations

An often overlooked but powerful growth strategy is to open up your platform for use by others.

Capturing Data

38 Key data metrics to track and report

Effective marketing is a science — in order to pinpoint a strategy, report on results, and evaluate opportunities for improvement, you need to be capturing and analyzing data.

39 Monthly recurring revenue (MRR)

MRR stands for Monthly Recurring Revenue, and it's the measurement of your predictable revenue stream.

40 Churn rate

Retaining customers will be key to meeting your growth goals.

41 Measure customer acquisition cost (CAC)

Customer acquisition cost, is the total cost to acquire a customer.

Conclusion

42 Your growth path forward

[Go to GoSkills.com](https://goSkills.com)