

develop growth marketing skills

to accelerate yourself and your company!

12-week digital marketing course with Growth Tribe & Cumulus Park Studio

Next edition: start November 11, 2020

With the world going online – now faster than ever – it's time to master highly needed digital skills and push your company forward. Perhaps your role is changing in the company, or you want to bring the change: our 12-week digital marketing course takes you to the fast lane.

This training allows you to learn highly sought after skills in technical, data-driven, behavioral, SEO, PPC, social media, content and analytical marketing to attract customers and help retain them. During this course you become part of the cross-industry network of Cumulus Park Studio where

people learn, innovate and collaborate. You'll get a peek behind the scenes at a company that has digital integrated into their DNA.

Together with the best digital learning experts from Growth Tribe, we push you and your company forward!

who is this course for?

No prerequisites are needed!

- Traditional marketers and marketing executives who want to sharpen their game
- Marketing managers and senior management
- Entrepreneurs or business owners
- Graduates who want to increase their employability
- Career changers who want to kickstart a career in digital marketing
- We also have a whole mix of people from IT, sales, customer support, product, design and more

Key elements of the program

12 weeks:

- Personal Capability Scan
- 6 live half-day classes
- Exercises and homework
- Approx. 3-6 hrs of self-study per week (or more, depends on you!)
- 4 personal coaching sessions
- Personal Learning App
- Self-study material
- Work on personal projects to sharpen your skills
- Learning and connecting with peers from other companies

What you can do after this course

- Master the marketing strategies, tactics & tools used by the world's leading marketing teams
- Attract customers using the right media channels
- Measure the impact of marketing efforts, to prove their return on investment
- Master an end-to-end marketing experimentation process, from ideation, design, analysis & implementation
- Make websites and products visible to more customers through organic channels (content, SEO) or paid channels (social ads, PPC)
- Tool stacks used by businesses to fuel growth
- Use behavioral techniques & tools to retain more customers once they have been attracted
- Create a digital marketing strategy for a business
- Build a portfolio project based on a new or redesigned digital product experience
- Connect to your newly build network of digital marketing peers

Growth Tribe & Cumulus Park Studio



We believe together, regardless of size, we can achieve more than we could ever have alone. That's why we team up with the best experts we can find.

Growth Tribe is Europe's 1st growth academy, empowering people and companies to rapidly gain skills in areas such as data-driven growth

marketing or A.I. without code. They are famous for redefining the way adults and organizations learn. Their courses receive very high ratings and while they launch courses the world hasn't seen yet, they build the future of education. Now you know why we love to work with them!

Together we mix the best: a highly effective and cool learning experience to boost your skills, while you connect to an interesting network, meet inspiring people and get connected to companies that are ahead of the curve in digital.

How is the program build up?

Week 1 – The Fundamentals

- Digital marketing basics
- A data-driven marketing mindset
- The digital marketing process
- Building personas
- Understanding customer needs & customer journeys
- Homework: personas, customer journey, GROWS app

Welcome call with community manager and kick-off (virtual) drinks with team

Weeks 2, 4, 6, 8, 10, 12

Focus on key capabilities to strengthen your T-shape; depending on your skills assessment these could be:

Search engine optimization, paid social, email marketing, content marketing, social media marketing, multichannel analysis, marketing automation, formulating & executing A/B Tests, UX, branding, retention, digital marketing strategy and more!

Week 3 – Measuring Results

- Soft & hard data
- Set up Google analytics and Google tag manager
- Using soft & hard data to analyze campaigns
- Making a tracking plan
- User-testing and five-second tests
- How to audit your tracking
- Implementing data tools

Week 5 – Marketing Channels

- Marketing channels
- Overview of all channels and how to choose the right one(s)
- Piggybacking your competitors
- Leveraging Other People's Networks (OPN's)
- Building conversion centric ads
- Building conversion centric landing pages
- Build your first landing page
- Marketing automation
- Inspirational cases for building traction

Peek behind the scenes with a company that has fully integrated digital marketing

Week 7 – Converting Visitors

Acquisition, persuasion & CRO:

- The Lift Model
- Landing page optimisation: cognitive overhead
- Usability testing: value proposition & clarity
- The psychology of persuasion
- Getting started with tools-based marketing
- Persuasion techniques & use cases
- Urgency & anxiety
- Introduction to engineered marketing

Virtual meeting with you and one of your colleagues on the power of collaborative innovation

Week 9 – Referrals & Virality

- Building virality into a campaign
- Finding & determine your WOW moments with data
- Mapping WOW moments
- Referral marketing: growth loops
- Creating & optimising growth loops

Week 11 – Growth Strategies

- How to ideate
 - Ranking ideas
 - Experiment design
 - Table coaching
 - How to fit strategies within the organization
- Graduation ceremony!!**

Cumulus Park Studio

Cumulus Park Studio is a multi-industry, multidisciplinary community of thinkers and doers, of study programs, companies, entrepreneurs, startups, students, researchers, government and the local community, in Cumulus Park, Amsterdam's new innovation district.

As a non-profit foundation (in formation), we bring together an ecosystem and community that can progress faster by learning and innovating together. We do this not only with the best partners we can find, because if you are part of the community, you will end up in a diverse network and you can count on us to bring the best experts together for you.

contact & practical information

Venue: Digital or blended, based on the latest corona developments.
If face-to-face sessions are scheduled, they will take place at Cumulus Park Studio

Key dates:

October 15, 2020: deadline to express your interest
October 21, 2020: deadline to subscribe

Max. participants: 20

Price: € 2,995 for the full program

Are you interested? Please contact us before **October 1, 2020**
at benthe.van.schendel@cumuluspark.com

join us