

COURSE BROCHURE

Growth Marketing & Data-Driven Marketing

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

Growth Marketing & Data-Driven Marketing is a premium executive training program designed to help organizations accelerate sustainable growth, improve marketing performance, and make smarter strategic decisions through data, experimentation, customer insights, and measurable execution. In today's competitive and digitally connected environment, successful marketing is no longer based on intuition alone; it requires analytical thinking, performance measurement, audience intelligence, growth strategy, digital optimization, and continuous improvement.

This course is developed for government entities, ministries, public sector organizations, large corporations, and executive professionals seeking to strengthen their ability to design growth-focused marketing strategies, interpret marketing data, optimize campaigns, improve customer acquisition and retention, and align marketing investments with measurable organizational outcomes. It provides participants with practical tools to analyze customer behavior, evaluate marketing channels, build performance dashboards, improve conversion journeys, and turn marketing insights into strategic action.

The executive-level value proposition of this program lies in helping organizations transform marketing from activity-based execution into a disciplined growth engine driven by evidence, performance, and measurable impact. Participants will learn how to identify growth opportunities, optimize marketing resources, improve campaign effectiveness, strengthen customer engagement, and build a data-driven marketing culture that supports competitiveness, institutional visibility, public value, and long-term performance.

Course Objectives

By the end of this Growth Marketing & Data-Driven Marketing course, participants will be able to:

- Understand the strategic role of growth marketing in organizational performance, customer acquisition, retention, and market expansion.
- Apply data-driven marketing principles to improve planning, execution, and decision-making.
- Analyze customer behavior, audience segments, digital journeys, and engagement patterns.

investment.

- Improve customer conversion, retention, loyalty, and lifetime value through structured growth initiatives.
- Build experimentation approaches that support continuous optimization and evidence-based improvement.
- Develop performance dashboards and executive reports for marketing and growth decisions.
- Translate marketing data into practical recommendations that support real-world organizational impact.

Course Content: 5-Day Training Outline

Day 1: Growth Marketing Strategy and Data-Driven Marketing Foundations

- The strategic role of growth marketing in modern organizations.
- Understanding growth marketing as a discipline that connects strategy, data, execution, and performance.
- The difference between traditional marketing, performance marketing, and data-driven growth marketing.
- Growth marketing in government entities, ministries, public sector organizations, and large corporations.
- Aligning growth marketing strategy with organizational goals, customer needs, and institutional priorities.
- Understanding the customer lifecycle: awareness, acquisition, engagement, conversion, retention, loyalty, and advocacy.
- Key growth drivers across digital channels, service touchpoints, content, customer experience, and brand trust.
- Building a data-driven marketing mindset across teams and leadership levels.
- Practical exercise: assessing current marketing growth opportunities and performance gaps.

Day 2: Customer Data, Audience Segmentation, and Market Intelligence

- Understanding customer data and its role in marketing strategy and growth decisions.
- Identifying relevant data sources: customer feedback, digital analytics, campaign data, sales data, service data, and market research.
- Analyzing customer behavior, needs, motivations, expectations, and engagement patterns.
- Developing audience segmentation based on behavior, value, needs, lifecycle stage, and channel preferences.
- Building customer profiles and audience personas for more relevant marketing strategies.
- Using market intelligence to identify trends, opportunities, risks, and competitive signals.
- Understanding customer journeys and key moments that influence conversion and retention.
- Turning raw data into actionable marketing insights.

communication platforms.

- Evaluating channel effectiveness based on audience relevance, engagement quality, cost efficiency, and strategic impact.
- Building integrated marketing campaigns that connect messages, channels, content, timing, and customer journeys.
- Improving conversion journeys through stronger value propositions, clearer calls to action, and reduced friction.
- Understanding conversion rate optimization and its role in growth marketing.
- Using content performance data to improve messaging, relevance, and engagement.
- Applying personalization principles to increase customer response and relationship quality.
- Identifying underperforming channels and optimizing marketing resource allocation.
- Practical exercise: analyzing a campaign journey and identifying conversion improvement opportunities.

Day 4: Marketing Analytics, Experimentation, and Performance Measurement

- Key marketing analytics concepts for executives, managers, and marketing teams.
- Selecting meaningful marketing performance indicators for growth, engagement, acquisition, retention, and revenue impact.
- Measuring reach, impressions, engagement rate, click-through rate, conversion rate, acquisition cost, retention rate, customer lifetime value, and return on marketing investment.
- Building test-and-learn approaches for campaign optimization and continuous improvement.
- Designing marketing experiments to compare messages, audiences, channels, offers, and customer journeys.
- Interpreting performance data and avoiding common mistakes in marketing analysis.
- Using dashboards to monitor marketing effectiveness and support leadership decisions.
- Connecting marketing performance with customer experience, sales performance, reputation, and organizational outcomes.
- Practical exercise: building a marketing performance measurement framework.

Day 5: Growth Planning, Marketing Governance, and Implementation Roadmap

- Translating data insights into growth strategies and marketing action plans.
- Building a structured growth marketing roadmap for customer acquisition, engagement, retention, and expansion.

- Developing executive reports that communicate marketing results with clarity and strategic relevance.
- Building a culture of continuous improvement, experimentation, learning, and performance discipline.
- Preparing practical recommendations for marketing transformation and organizational growth.
- Final practical exercise: presenting a growth marketing and data-driven marketing implementation roadmap.

Target Audience

This course is designed for professionals, managers, and decision-makers responsible for marketing strategy, digital marketing, growth, communication, customer engagement, business development, service improvement, or performance management, including:

- Marketing managers and marketing directors.
- Digital marketing managers and campaign specialists.
- Growth marketing professionals and performance marketing teams.
- Communication and public relations professionals.
- Business development and commercial managers.
- Customer experience and customer engagement teams.
- Data analytics and marketing insights professionals.
- Sales and account management professionals.
- Public sector communication, service improvement, and citizen engagement teams.
- Executives and department heads seeking stronger evidence-based marketing decision-making capabilities.

Course Requirements

Participants do not need advanced technical expertise to attend this program. However, it is recommended that they have:

- Basic understanding of marketing, communication, customer experience, sales, or organizational strategy.
- Professional involvement in marketing planning, campaigns, digital channels, customer engagement, data analysis, or performance reporting.
- Interest in improving marketing effectiveness, customer acquisition, retention, and measurable growth.
- Readiness to participate in discussions, case studies, exercises, and practical analysis activities.
- Ability to connect course concepts with real marketing challenges, audience needs, service journeys, and organizational priorities.

discipline and apply data-driven tools to improve campaign performance, customer engagement, channel effectiveness, and organizational outcomes.

The methodology includes:

- Interactive expert-led sessions focused on growth marketing strategy, data-driven decision-making, and marketing performance.
- Real-world case studies from corporate, governmental, public sector, and institutional environments.
- Practical exercises in audience segmentation, campaign analysis, conversion improvement, and performance measurement.
- Group discussions on growth opportunities, marketing challenges, customer behavior, and executive reporting.
- Scenario-based activities for interpreting data, optimizing campaigns, and prioritizing marketing investments.
- Templates for customer profiles, growth plans, campaign optimization, analytics dashboards, and executive reports.
- Peer learning and guided reflection to strengthen analytical thinking and performance-focused decision-making.
- Final implementation planning to support workplace application after the course.

Learning Outcomes

Upon successful completion of this Growth Marketing & Data-Driven Marketing training program, participants will be able to:

- Understand growth marketing as a strategic driver of customer acquisition, engagement, retention, and organizational performance.
- Apply data-driven marketing principles to improve planning, execution, and performance management.
- Analyze customer behavior, audience segments, journeys, and marketing touchpoints.
- Identify growth opportunities across channels, campaigns, services, and customer relationships.
- Design integrated marketing initiatives based on evidence, insights, and measurable priorities.
- Improve campaign effectiveness through testing, optimization, and performance analysis.
- Use marketing analytics to evaluate channel contribution, conversion quality, and return on marketing investment.
- Build performance dashboards and executive reports that support leadership decisions.

This course is delivered by an internationally certified expert with extensive practical and consulting experience. The instructor brings strong expertise in growth marketing, data-driven marketing, marketing analytics, campaign optimization, customer insights, performance marketing, digital strategy, customer journey analysis, conversion improvement, and organizational consulting. The training approach combines executive insight with practical analytical tools, enabling participants to understand advanced marketing performance concepts and apply them directly within corporate, governmental, public sector, and institutional environments.

Contact Us

For registration inquiries, upcoming dates, or group pricing, please contact us:

Website

www.skillslab-training.com

Email

info@skillslab-training.com

WhatsApp

+966 559 653 447

Generated by Skillslab Training

info@skillslab-training.com | WhatsApp: +966 559 653 447

www.skillslab-training.com