Growth Hacking Strategies for Scalable Business Training Course



21 - 25 Dec 2026

Cape town

4600 € (Per Person)

Ref: #MAR9500_284748

Course Introduction / Overview:

This course provides a comprehensive exploration of growth hacking, a process of rapid experimentation across marketing, product development, sales, and other business areas to identify the most efficient ways to grow a business. Moving beyond traditional marketing, this program, inspired by the principles outlined by thought leaders like Sean Ellis in his seminal book "Hacking Growth", focuses on a data-driven and iterative approach to customer acquisition, activation, retention, and revenue generation. Participants will learn to cultivate a growth mindset, essential for navigating the fast-paced digital landscape. The curriculum is designed to be intensely practical, equipping attendees with a framework for identifying key growth levers, designing and executing low-cost experiments, and analyzing results to make informed decisions. BIG BEN Training Center has developed this course to empower professionals to build scalable and sustainable growth engines for their organizations, transforming them from conventional marketers into strategic growth leaders. This is not just about learning tactics; it is about mastering a systematic methodology for achieving exponential growth.

Target Audience / This training course is suitable for:

- Marketing Managers and Specialists.
- Product Managers and Developers.
- Startup Founders and Entrepreneurs.
- Digital Marketing Professionals.
- Business Development Executives.
- Data Analysts and Business Intelligence Professionals.
- Sales Managers seeking innovative growth strategies.
- Consultants focused on business growth and transformation.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- E-commerce and Retail.
- Financial Technology (FinTech) and Banking.
- Media, Publishing, and Entertainment.
- Telecommunications and IT Services.
- Healthcare and Pharmaceutical sectors.
- Travel and Hospitality.
- Governmental and Non-Profit Organizations seeking innovative outreach.

Target Organizations Departments:

- Marketing and Communications.
- Product Development and Management.
- Sales and Business Development.
- Corporate Strategy and Innovation.
- Data Analytics and Business Intelligence.
- Customer Experience and Support.
- Information Technology.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and implement a growth hacking mindset and framework within their organization.
- Master the AARRR (Pirate Metrics) funnel for tracking and optimizing the customer journey.
- Design, launch, and analyze A/B tests and multivariate experiments to improve conversions.
- Identify and leverage unconventional channels for rapid user acquisition.
- Create and optimize viral loops and referral programs to drive exponential growth.
- Utilize data analytics to uncover actionable insights and identify growth opportunities.
- Implement effective strategies for customer activation and long-term retention.
- Build a scalable growth engine that aligns marketing, product, and sales efforts.
- Apply lean marketing principles to achieve significant results with limited resources.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, immersive, and practical, ensuring that participants can immediately apply the concepts learned. This course moves beyond theoretical lectures and focuses on experiential learning. Sessions will be built around real-world case studies of successful growth hacking from companies like Dropbox, Airbnb, and HubSpot, allowing participants to deconstruct and analyze effective strategies. A significant portion of the course is dedicated to hands-on workshops where attendees will work in teams to develop growth hypotheses, design experiments, and create mock-up campaigns. These collaborative exercises foster critical thinking and problem-solving skills. The facilitator will guide interactive discussions, brainstorming sessions, and peer-to-peer feedback, creating a dynamic learning environment. Participants will leave with not just knowledge, but also a practical toolkit and a clear action plan to implement growth hacking initiatives within their own organizations.

Course Agenda (Course Units):

Unit One: The Foundations of Growth Hacking

- The Growth Hacking Mindset vs. Traditional Marketing.
- Defining Growth Hacking and its Core Principles.
- The Role of the Growth Hacker and Building a Growth Team.
- Understanding the AARRR Framework (Pirate Metrics).
- Setting SMART Goals and Identifying Key Performance Indicators (KPIs).
- The High-Tempo Testing and Experimentation Cycle.
- Customer Persona Development for Growth.

Unit Two: Acquisition and Activation Strategies

- Leveraging Content Marketing and SEO for User Acquisition.
- Social Media and Community Building Hacks.
- Paid Advertising Strategies for Rapid Growth Testing.
- Mastering the Art of the Landing Page for High Conversion.
- Optimizing the User Onboarding and First-Time Experience.
- Implementing Product-Led Growth (PLG) Principles.
- Techniques for Generating Early Traction and Buzz.

Unit Three: Maximizing Conversion and Retention

- Fundamentals of Conversion Rate Optimization (CRO).
- Conducting Effective A/B and Multivariate Testing.
- Psychology of Persuasion and User Behavior Analysis.
- Email Marketing Automation for Nurturing and Retention.
- Building Customer Loyalty and Reducing Churn.
- Using Surveys and Feedback Loops to Improve the Product.
- Personalization Tactics to Enhance User Engagement.

Unit Four: Revenue, Referral, and Viral Growth

- Developing and Testing Pricing Strategies.
- Monetization Models and Upselling Techniques.
- Designing and Implementing Effective Referral Programs.
- Engineering Virality and Creating Viral Loops.
- The Science of Word-of-Mouth Marketing.
- Leveraging Influencers and Strategic Partnerships.
- Calculating Customer Lifetime Value (CLV) to Inform Strategy.

Unit Five: The Growth Toolkit and Scaling Success

- Essential Analytics Tools for Growth Hackers.
- A/B Testing and CRO Platforms.
- Marketing Automation and CRM Tools for Scalability.
- Creating a Repeatable and Scalable Growth Process.
- Analyzing Data and Reporting on Growth Experiments.
- Overcoming Common Obstacles to Growth.
- Developing a 90-Day Growth Hacking Action Plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As growth hacking tactics become more mainstream, how can businesses maintain ethical standards while pushing the boundaries of user acquisition and engagement?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic framework and analytical mindset behind sustainable growth, rather than merely providing a checklist of temporary tactics or tools. While many programs concentrate on specific digital marketing channels, this curriculum integrates product development, data analysis, and marketing into a unified, holistic process. We emphasize the scientific method of forming hypotheses, prioritizing ideas, testing rigorously, and learning from both successes and failures. The content is structured to build a deep, foundational understanding of customer psychology and behavior, enabling participants to create their own growth strategies tailored to their unique business context. Furthermore, the course is intensely practical, dedicating significant time to hands-on workshops and case study deconstructions. Participants will not just hear about growth hacking; they will practice it, developing the critical thinking skills necessary to build a continuous growth engine long after the course concludes.