

Email: [info@gatewayconsulting.com](mailto:info@gatewayconsulting.com) | Phone: +96522968641  
<https://gatewayconsulting.com>

---

## GROWTH MARKETING BOOTCAMP: FROM METRICS TO MOVEMENT

<b>Start Date:</b>	01/06/2026	<b>End Date:</b>	05/06/2026
<b>Categories:</b>	Public Relations & Market	<b>Venues:</b>	Milan
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This intensive bootcamp teaches data-driven growth marketing techniques to drive customer acquisition, engagement, and retention. Participants will learn how to build, measure, and scale marketing strategies that convert and sustain momentum.

### OBJECTIVES

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

- Define growth marketing and its role in scaling modern brands.
- Use funnel frameworks to identify acquisition and retention opportunities.
- Analyze campaign performance and iterate for continuous improvement.
- Apply A/B testing, automation, and behavioral insights to optimize growth.
- Design experiments and growth loops that fuel sustained engagement.

### COURSE OUTLINE

1- Growth Marketing Fundamentals & Funnel Thinking 2- Metrics That Matter: CAC, LTV, and Activation 3- Experimentation, Testing, and Rapid Iteration 4- Channels, Tools & Automation for Growth 5- Building Growth Loops and Retention Engines

### TARGET AUDIENCE

All Supervisory Levels, Marketers, growth hackers, founders, product managers, and digital strategists seeking scalable, results-driven marketing strategies.

### METHODOLOGY

Growth case studies, KPI workshops, funnel diagnostics, testing templates, and growth loop planning labs.

### CONCLUSION

Participants will leave with a performance-focused marketing plan and the skills to drive measurable, scalable growth across channels.

## DAILY AGENDA

### Day 1: Growth Mindset & Funnel Strategy

Learn the foundations of growth marketing and how funnels drive business performance.

### Day 2: Mastering the Metrics

Track key metrics and identify high-impact opportunities across the funnel.

### Day 3: Test, Learn, Repeat

Use A/B testing and data insights to continuously improve campaign performance.

### Day 4: Channel Power & Automation

Explore channels and tools that scale acquisition and automate engagement.

### Day 5: Build Your Growth Engine

Design a sustainable growth loop and campaign strategy for long-term momentum.

*For more information, please contact us:*

*Email: [info@gatewayconsulting.com](mailto:info@gatewayconsulting.com) | Phone: +96522968641*

*<https://gatewayconsulting.com>*