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GROWTH MARKETING BOOTCAMP: FROM METRICS TO MOVEMENT

Start Date:	31/08/2026	**End Date:**	04/09/2026
Categories:	Public Relations & Market	**Venues:**	Milan
Formats:	In Person	**Instructors:**	

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:
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