

Growth Management and Performance Marketing

Duration: 5 Days

Language: en

Course Code: PM1-121

Objective

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

- Understand the role and responsibilities of Growth Managers and Performance Marketing Leads.
- Design and implement growth frameworks that align with business objectives.
- Optimise digital marketing campaigns across channels for ROI and scalability.
- Use data analytics, A/B testing, and attribution models to drive performance.
- Collaborate effectively with product, sales, and customer success teams.

Audience

This course is ideal for:

- Marketing professionals transitioning into growth or performance roles.
- Digital marketing managers and strategists.
- Entrepreneurs and startup founders.
- Product managers seeking to enhance growth capabilities.
- Analysts and consultants working in growth-focused environments.

Training Methodology

The course blends lectures, hands-on exercises, case studies, and group discussions. Participants will use marketing tools and analytics platforms to design, test, and optimise growth and performance marketing strategies in practical scenarios.

Summary

This advanced training course is designed for professionals aiming to excel as Growth Managers and Performance Marketing Leads, roles that are central to scaling modern digital businesses. The course provides in-depth knowledge of growth strategies, performance marketing channels,

data-driven decision-making, and cross-functional leadership.

Participants will learn how to combine creativity with analytics to drive customer acquisition, engagement, and retention. The course emphasises experimentation frameworks, funnel optimisation, paid media strategies, and attribution modelling, equipping learners with the skills to achieve measurable business impact.

Course Content & Outline

Section 1: Introduction to Growth and Performance Marketing

- Defining the roles of Growth Manager and Performance Marketing Lead.
- The growth mindset: experimentation and agility.
- Key differences between traditional marketing and growth marketing.
- Case studies of companies that scaled through growth-driven strategies.

Section 2: Customer Acquisition and Funnel Optimisation

- Understanding the customer journey and growth funnels.
- Multi-channel acquisition strategies: paid, organic, partnerships.
- Conversion rate optimisation (CRO) techniques.
- Retention and lifecycle marketing tactics.

Section 3: Paid Media and Performance Campaigns

- Campaign setup and optimisation across Google Ads, Meta, LinkedIn, TikTok.
- Programmatic advertising and remarketing strategies.
- Budget allocation and bidding strategies for ROI.
- Attribution modelling and measuring channel effectiveness.

Section 4: Data, Analytics, and Experimentation

- Key metrics and KPIs for growth and performance marketing.
- Tools: Google Analytics, Mixpanel, Amplitude, BI dashboards.
- Designing and analysing A/B tests and multivariate experiments.
- Data-driven decision-making for campaign scaling.

Section 5: Leadership and Cross-Functional Collaboration

- Leading growth initiatives across product, sales, and customer success.
- Building and managing high-performance growth teams.
- Communicating results and insights to stakeholders.
- Creating long-term growth roadmaps and scaling strategies.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership, Sales & Marketing

Tags

Performance Marketing, Growth Management, growth-driven strategies

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Explore the differences between sales & marketing, their roles in business growth & why strong collaboration between teams drives success.