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Growth Hacking training: State of the art

2 days (14 hours)

Growth hacking, or how startups compete with major corporations?

Growth Hacking course presentation

Growth hacking is the worthy successor to marketing, its overgrown little brother. Growth hacking is the business of "activating growth". It's smart marketing, using all the loopholes, tricks and techniques of the web to achieve far greater returns than traditional marketing. It's the secret of startups and the why, how and why of what makes these companies so exceptional.

Growth hacking is for fans of Pareto's law (20% of causes = 80% of effects): it's the art of doing more, using less. In growth hacking, we aim for returns in excess of 1000%. Growth hacking is much more than an art reserved for hackers or geeks. We're stealing their mindset, and extending it to all parts of the business. Growth hacking is much more than lines of code, it's a state of mind open to all!

In this training course, you'll learn how to increase your sales by adopting original techniques to outperform your competitors. If you want to change your mindset in 2019, this team training course is for you!

Objectives

- Discover growth hacking
- Understanding the secrets of startups
- A hacker mindset
- Unravelling history's biggest growth hacks from A to Z
- The tools of the growth hacker
- Creating an environment conducive to growth hacking
- Know how to talk to growth hackers so you can recruit them
- Applying growth hacking to the physical world
- Putting growth hacking into practice

Target audience

Manager, Project Manager, Project Manager, Technical Director, Sales, Marketing, HR, Community Manager, Engineer, Web Developer

Prerequisites

It's a first approach, where no knowledge of computers or code is necessary.

Our Growth Hacking training program

Day 1 - Introduction

- What is growth hacking?
- His guru: Sean Ellis
- AARRR
- Its birth in startups
- Its recent appearance in major groups

The biggest growth hack in history

- Airbnb
- Dropbox
- Million dollar homepage
- Hotmail
- Spotify
- Reddit
- Box
- Candy crush
- Youtube
- Facebook
- Tinder
- Instagram
- Snapchat
- Twitter

Personal examples

- Unséjourhospitalierrentable.fr
- Toutmestravaux.fr
- Ebook: "How to pass your midterms in a hurry?"

The hacker mindset

- The growth hacker, the gold digger

- Experimentation and serendipity will save you
- There are no lucky people, only those who seize opportunities.
- The only variable to maximize is time
- Pareto's law
- Fake it until you make it
- The market never lies
- Don't try to prove you're right, try to win.
- Prioritize
- Organize like a machine
- Good artists copy, great artists steal
- Create your gang
- Pay it Forward

Growth hacking in the physical world

- American Apparel
- myletterlater
- Containers
- A restaurant (website + zapier + trello)

Putting it into practice

- What is a muse?
- Brainstorming muses

Day 2 - How to talk to a growth hacker? And recruit them!

- Why is recruiting a growth hacker essential?
- Understand its daily life, its challenges, its aspirations...
- Pay him handsomely...
- ... But that's not all!

Creating an environment conducive to growth hacking

- No prejudices, only the market is right
- Failure is a diploma
- Limiting budgets!
- Favoring small teams...
- ...and heterogeneity

How do I get trained?

- Book: Growth hacker marketing
- Book: Growth hacking handbook: 100 practical startup growth tactics
- Podcast: Growth makers
- Podcast: Marketing Mania

- Udemy
- Coursera
- Medium
- Product hunt
- Growthhacker.com
- Hackernews

The growth hacker's toolbox

- Zetoolbox
- Google trend
- Godaddy.com
- Wix
- Wordpress
- Strinkingly
- Shopify
- Squarespace
- Bubble.is
- Weebly
- Speedtest google
- Figma
- Invision
- Marvel app
- Ionic
- Nounproject
- Flaticon
- Emojypedia
- Pixabey
- Burst
- Pexeel
- Dafont
- Google font
- Coloradobe.com
- Colormatter
- Jarvee
- IFTTT
- Zapier
- Google sheet
- Trello
- Evenbrite
- Stripe
- Freelancer
- Upwork
- Odesk
- Github
- Mailjet
- Mailchimp
- Facebook adds
- LinkedIn adds
- Instagram adds
- Adwords
- Clickfunnel
- Google analytics
- Mixpannel
- Kissmetric

Putting it into practice

- Small-group creation of a muse

MCQs: what you need to know

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.