



# Growth Marketing Certificate

Dive into our Growth Marketing Course and explore key modules.

Fire up your growth engine

An illustration of a laptop and a tablet. The laptop screen shows a certificate for "Growth Marketing" awarded to "John Doe" on "15.06.2023". The certificate includes the GrowthTribe logo, the text "CERTIFICATE Growth Marketing", the name "John Doe", and a signature of Peter van Sabben, Co-founder. Below the signature is the text: "Become an expert in the tools, techniques and strategies that the world's leading businesses use to grow, and drive impactful growth in your organisation." A red ribbon seal is attached to the top right of the laptop. The tablet in the foreground shows a "Let's start learning!" button with a play icon, and course details for the "Growth Marketing Certificate": 2324 students, 15.5 hours, English language, English/Dutch content, and an intermediate level.

Let's start learning!

**Growth Marketing Certificate**

- 2324 students
- 15.5 hours
- English
- English, Dutch
- Intermediate

**GrowthTribe**

CERTIFICATE

**Growth Marketing**

**John Doe**  
successfully completed the course in  
Growth Marketing  
15.06.2023









Become an expert in the tools, techniques and strategies that the world's leading businesses use to grow, and drive impactful growth in your organisation.

*Peter van Sabben*  
Peter van Sabben  
Co-founder

# Growth Marketing Certificate

Dive into our Growth Marketing Course and explore key modules, from nailing the basics of digital marketing to crafting killer experiments. Elevate your skills in funnel marketing, conquering awareness, activation, and referral tactics.

## Course format

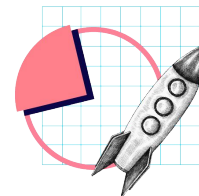
 20-40 h total	 No prerequisites
 Self-paced	 Join as a team
 € 995	 6 Modules
 Certificate of Completion	 Blended

## Why Growth Marketing?



### In-demand career

Forbes considers Growth Marketers a new breed of Chief Marketing Officer (CMO).



### Exponential Growth

Companies that experiment the most outperform the S&P 500 by a large margin

## Who is this course for?

- Entrepreneurs seeking rapid business expansion
- Anyone craving career growth through cutting-edge marketing expertise
- Marketing professionals aiming for data-driven, impactful strategies

## What can you expect to learn?

- Gain knowledge and experience in all aspects of successful Growth marketing.
- Fully understand the power of experimentation. From ideation, to ranking, executing, and analysing.
- Know how to improve each step of the customer journey for greater business success.

## Curriculum Overview

### Module 1 – Foundations of Growth Marketing

Understand the difference between Growth Marketing and Digital Marketing. Embrace data-driven strategies, defining personas and their tasks, while mapping the customer journey for effective results.

### Module 2 – Make Data Work for You

Delve into the world of data and lean analytics. Understand the significance of data and its role in shaping strategies. Distinguish between quantitative and qualitative data, and use data effectively to drive informed decision-making.

### Module 3 – Design & Execute Your Own Experiments

Build upon insights from the first two modules, generating ideas with precision using BRASS and PIES frameworks. Craft your unique experiment, meticulously analyze outcomes, and decode data to glean invaluable insights.

### Module 4– Full Funnel Marketing: Awareness & Acquisition

Learn to select optimal awareness channels and gaining insights from competitors. Develop personalised marketing tools that double as effective channels. Delve into optimising landing pages for maximum impact.

### Module 5 – Full Funnel Marketing: Activation & Retention

Discover the secret to defining and creating that irresistible "wow" moment that hooks users. Learn how to seamlessly link active users with effective retention strategies, ensuring your audience stays engaged and loyal.

### Module 6 – Full Funnel Marketing: Referral & Revenue

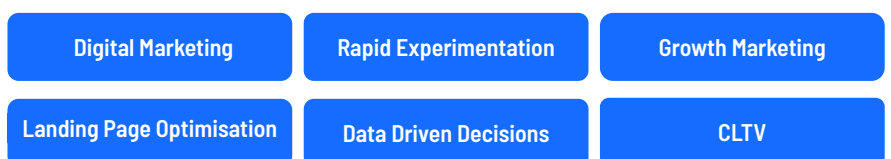
Uncover the secrets of organic virality and harness growth loops for impactful referrals. Explore CLTV and revenue metrics, and master overcoming revenue blockers. Learn how to wield qualitative data for revenue enhancement, shaping a holistic strategy for sustained growth.

## Industry Expert



**Alain Abou-Atmeh**  
Growth Marketing Expert  
& Trainer

## Core Skills



## Testimonials



**Rik De Vitte**  
Growth Hacker



Attending a Growth Tribe course is like going on a learning roller coaster. Get ready to: learn new (in high demand) skills, get inspired, have fresh ideas popping into your head and meet new interesting people!



**Meagan Cedarbaum**  
Product Manager



Growth Tribe doesn't only deliver amazing content, learnings, coaches & trainers, but has designed an interactive, fun and seamless online learning experience.

# Your Investment

Choose what's right for you

## Key Features

### Professional Certificate

### Premium Membership

€995

One-time purchase.

€1495

Paid yearly.

Certificates (18-24 hours)

1

15+

Bonus Modules (2 hours)

✗

75+

Bi-weekly Microlearning

✗

✓

Downloadable Resources

✗

100+

35.000+ Community Access

✓

✓

'Ask An Expert'

✓

Priority

Personal Career Coaching

✗

3

Job Board

✓

✓

6x/Month Community Events

✓

✓

Masterclasses

✗

4

Exclusive Senior Leaders Community

✗

✓

# Looking for more than just a Certificate?

Discover our **Membership**

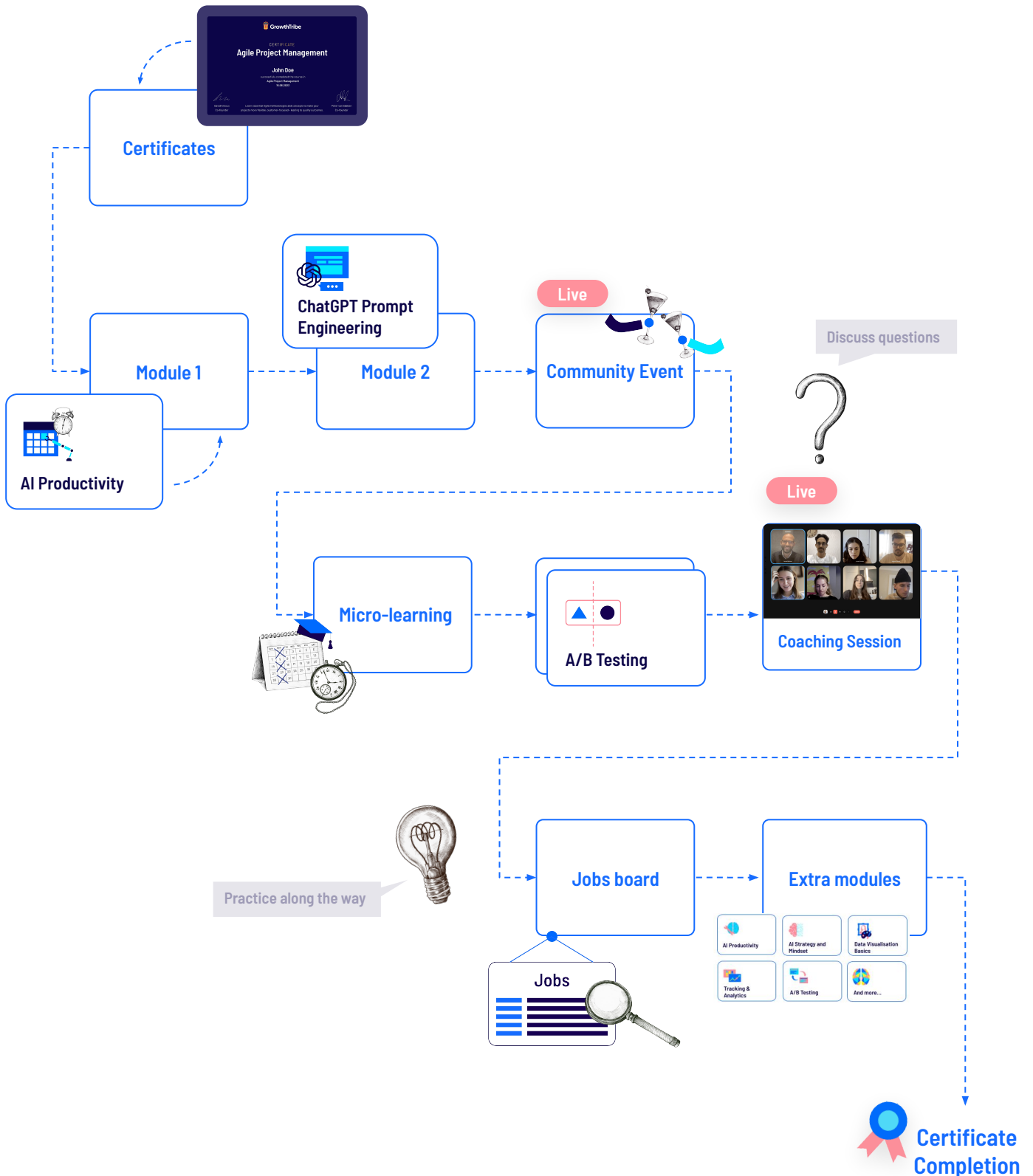


Keep reading to learn how it works and  
the features you'll enjoy.

# Access a world of opportunities!

## Flexible formats for impactful learning.

Embrace flexible learning in engaging formats that make it **fun and easy**. Explore content at your own pace and join live sessions for an enriched experience – all designed to boost your growth journey.



# Unlock all 15 internationally recognised certificates.

As a member, you gain access to our complete library of certificates in high-demand **digital skills**. Choose the ones that resonate with your goals, and even bundle them for a deeper skill set that sets you apart.

## Data & A.I.



**A.I. for Business**



**Business Analytics**

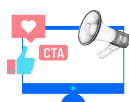


**Data Visualisation  
& Storytelling**

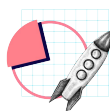


**Data Fundamentals**

## Growth & Marketing



**Digital Marketing**



**Growth Marketing**



**Conversion Rate  
Optimisation**



**Digital  
Communication**



**Sales & Business  
Development**

## Business & Innovation



**Digital Leadership**



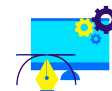
**Project Management**



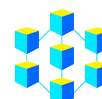
**Agile Project  
Management**



**Design Thinking**



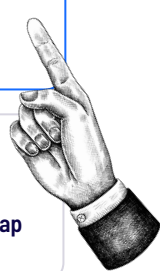
**Product  
Management**
































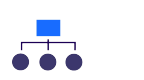
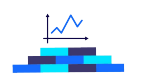





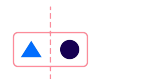
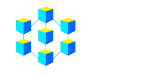


**Web3 Foundations**

# Boost your skills with speed and depth.

Elevate your certificate's value with our flexible **2-hour modules**. As a member, you have the option to take a swift route to skill development with any of our **75+ modules**. Dive into your areas of interest at your own pace with our modular library.

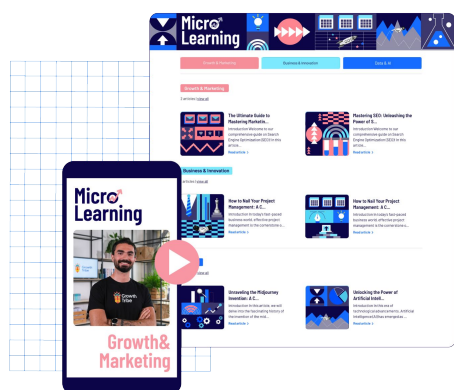


 <b>AI Productivity</b>	 <b>Product Management Concepts</b>	 <b>Data Visualisation Basics</b>	 <b>Growth Mindset and Experimentation</b>	 <b>AI Business Strategy</b>
 <b>Data Visualisation Methods</b>	 <b>Data-Informed Decision-Making</b>	 <b>Ideation Techniques</b>	 <b>Antifragile Leadership</b>	 <b>Product Roadmap Development</b>
 <b>Rapid Experimentation</b>	 <b>Creating a Sales Strategy</b>	 <b>Digital Marketing Fundamentals</b>	 <b>GenAI for Design</b>	 <b>Leading Project Execution</b>
 <b>Paid Media for Targeted Audience</b>	 <b>Blockchain Case Studies</b>	 <b>Data Presentation</b>	 <b>Building a Brand Identity</b>	 <b>Fundamentals of CRO</b>
 <b>Product Mission &amp; Vision</b>	 <b>Building a Data Culture</b>	 <b>Agile Frameworks &amp; Scrum Essentials</b>	 <b>Data-Driven Growth Marketing</b>	 <b>Landing Page Optimisation</b>
 <b>Content Marketing Strategy</b>	 <b>Product-Market Fit</b>	 <b>ChatGPT Prompt Engineering</b>	 <b>Project Planning and Documentation</b>	 <b>Lead Change Management</b>
 <b>Funnel Marketing</b>	 <b>Predictive Analytics for Business</b>	 <b>Descriptive Analytics</b>	 <b>Iterative Design</b>	 <b>Managing Data Projects</b>
 <b>Scaling Complex Projects</b>	 <b>Data-Informed Communications</b>	 <b>Design Thinking Fundamentals</b>	 <b>A/B Testing</b>	 <b>Web3, DeFi, The Metaverse, NFTs</b>



# Stay up-to-date with latest developments in your field and **apply learnings straight away.**

Unlock knowledge on the Go! Dive into **bite-sized** microlearning, **practical** frameworks, and valuable resources. Explore endless job opportunities as you elevate your learning journey anywhere, anytime, and fast-track your path to continuous growth.

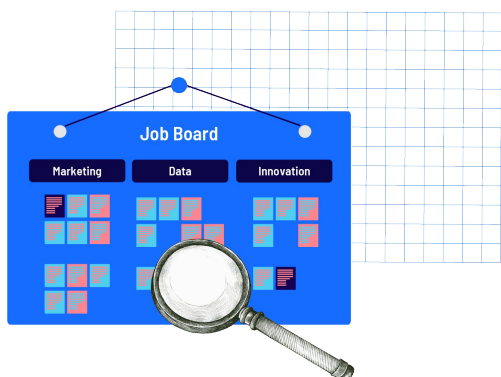
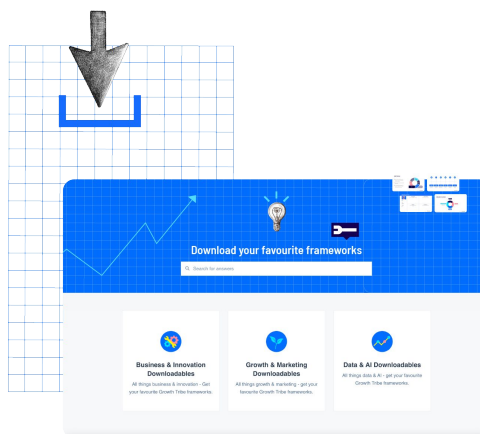


## 24 micro learnings for busy professionals.

Embrace **10-15 minutes** of effortless learning bi-weekly! Stay sharp and up-to-date in your field, no matter how busy you are.

## 100+ Downloadable resources for immediate impact.

**Hands-on** learning for instant application. Swift solutions for personal growth. Access a treasure trove of resources that enable you to effectively apply and integrate learnings from your certificate into real-world scenarios.



## 100+ job listings to take your career to new heights.

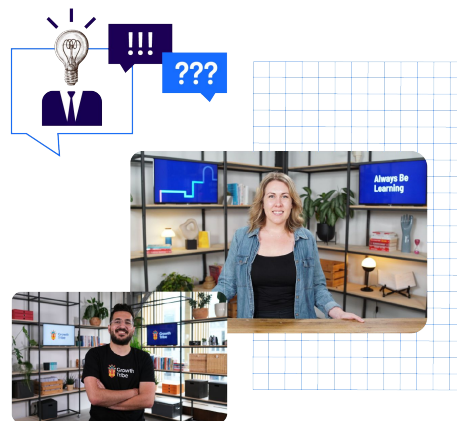
Ready to level up your career? Dive into a world of endless possibilities with our exclusive job board! Discover new job opportunities to take your career to new heights.

# Connect, collaborate, elevate.

## Get support from peers and experts in a dynamic community of 35.000+.

### Feeling stuck? Connect with industry experts anytime to get guidance.

Unlock priority access to ask an expert. Gain the advantage of receiving swift and insightful answers, ensuring your learning journey stays on the fast track to success.



### Attend community events and build your network.

Join vibrant events for networking, learning, and growth. Unlock 4 masterclasses led by experts, delivering focused insights for accelerated progress.

### Navigate success with career coaching.

Access three 30-minute sessions with our dedicated coaches. Receive expert guidance tailored to your unique goals, empowering you to discover your own solutions, make informed choices, and conquer challenges.



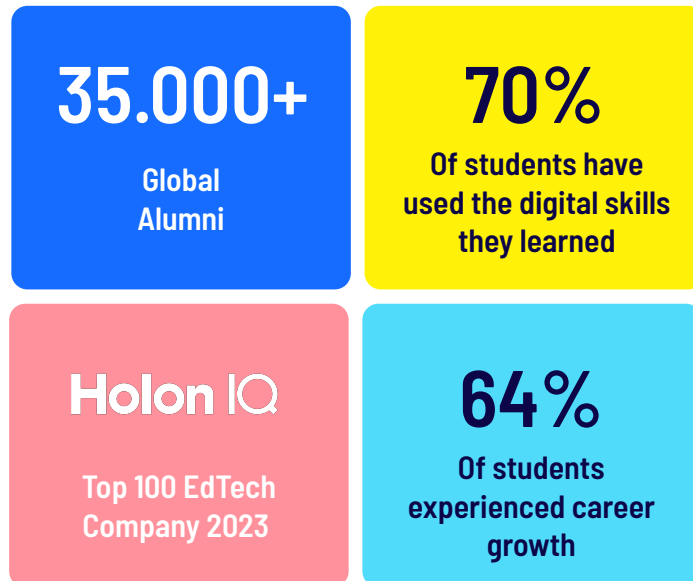


## About us

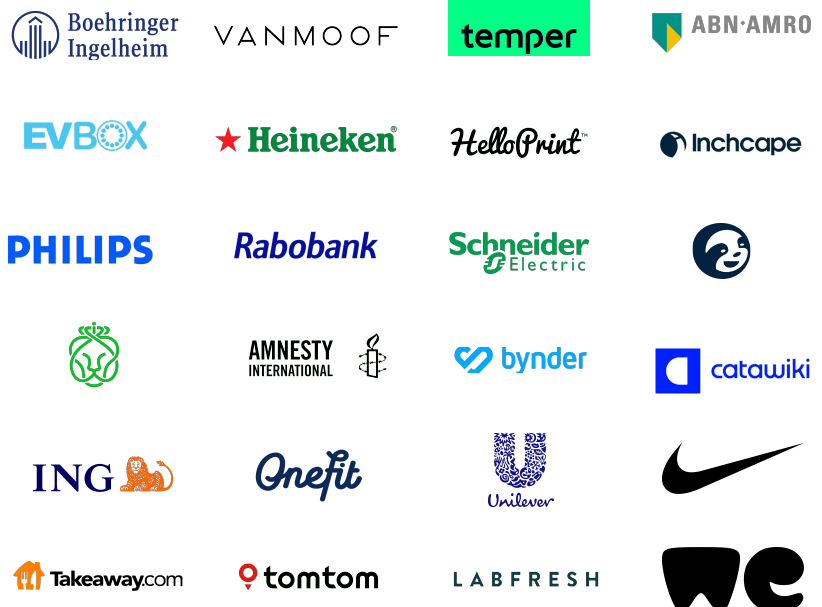
Discover a new path to success with Growth Tribe, your partner to upskilling in in-demand digital skills. We specialise in empowering individuals in the fields of Growth & Marketing, Data & AI, and Business & Innovation.

Our courses are designed to be practical, engaging, and fun, ensuring that learning is both rewarding and enjoyable. With a diverse range of learning formats, you have the flexibility to choose what suits you best.

## Growth Tribe in numbers



## Companies that trust us



## What do our customers say?



### Katie Hudson

Senior Product Operations Manager



If you want a course where you sit in front of a screen and listen to a PowerPoint, this is not the course for you. If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.

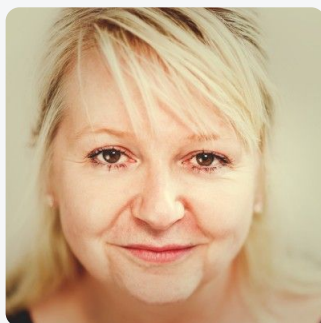


### Ashley Mclean

Product Designer

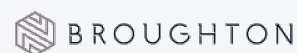


I liked how we were collaborating. That's what sets Growth Tribe apart from the course that I did with Coursera, which wasn't interactive. I'm a person who likes collaboration.

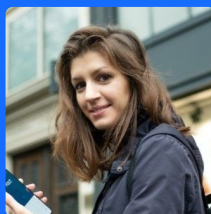


### Merran Wrigley

Group Marketing Director

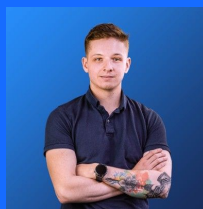


As a brand and marketing professional, I found the course entry to approaching my work in a more data-driven and analytical way. I know I will start benefiting from this new knowledge from the first day back in the office. So the investment in terms of time and money will be immediate to both me and my company.



**Zsofia Lele**  
Co-founder &  
Growth Manager  
Pippadu

*"It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away."*



**Theodor Andrei**  
Growth Marketer  
Marveltest

*"Growth Tribe challenges the status quo of universities / MBA programs / etc which have fallen behind in terms of teaching people skills for the data age. You learn far more in one of their 12-week classes than an entire top-tier 3-year degree."*

# Want to train more than 5 people?

Wanna know more?

Click [here](#) to learn more.