Mindluster Platform

About the course Growth marketing fundamentals

Growth marketing fundamentals, in this course you will learn how to identify key growth opportunities, implement data-driven marketing strategies, and optimize the customer journey to drive engagement and retention. Discover essential tools for tracking metrics, conducting experiments, and crafting campaigns that convert. Gain insights into customer acquisition, retention, and scalable growth tactics. With a hands-on approach, this course equips you with the skills to build a growth marketing funnel, analyze performance, and adapt strategies for different channels and audiences. Perfect for beginners aiming to establish a solid foundation in growth marketing.

Marketing Category's Courses

Course Lesson(12)

Lesson 1 : **Experimentation The Key to Stand Out in Growth Marketing**

Lesson 2 : **Experimentation Unleashed Mastering the Experiment Design Canvas**

Lesson 3 : **Case Study The Spotify feat Netflix Experiment**

Lesson 4 : **Master Growth Marketing How to avoid common experimentation mistakes**

Lesson 5 : **Unlocking Growth Mastering the Trigger Test in Experiments**

Lesson 6 : **Unlocking Growth Mastering the Smoke Test in Experiments**

Lesson 7 : **Unlocking Growth Mastering the High Hurdle Test in Experiments**

Lesson 8 : **Unlocking Growth Mastering the MVP Test in Experiments**

Lesson 9 : **Unlocking Growth Mastering the Split Test in Experiments**

Lesson 10 : **Unlocking Growth Mastering the Multivariate Test in Experiments**

Lesson 11 : **Unlocking Growth Mastering the Sequential Test in Experiments**

Lesson 12 : **Unlocking Growth Mastering the Wizard of Oz Test in Experiments**

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