Mindluster Platform

About the course B2B Growth marketing fundamentals

B2B Growth marketing fundamentals, in this course is designed to provide professionals with essential skills and strategies to drive growth in the B2B sector. This course covers the foundations of growth marketing, including lead generation, customer acquisition, and retention strategies tailored for B2B audiences. Participants will learn how to build effective marketing funnels, leverage data-driven insights, and implement account-based marketing (ABM) techniques to maximize ROI. Explore key tools and platforms like LinkedIn, email automation, and analytics to optimize campaigns and create personalized experiences for target accounts. This course also emphasizes creating value-driven content and fostering long-term relationships to achieve sustainable growth. Ideal for marketers and business leaders, it offers practical knowledge to enhance B2B marketing effectiveness in a competitive landscape.

Marketing Category's Courses

Course Lesson(3)

Lesson 1 : **B2B Growth Marketing Chat with David Arnoux Guillaume Cabane**

Lesson 2 : **Learn Growth Marketing with Gina Gotthilf of Duolingo**

Lesson 3 : **What makes a great digital experience With HubSpot Growth Tribe**

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