

## **PART 2: TRAINING PROGRAMME DETAILS**

### **Section A: Course Details**

1.	Course Title	<b>Growth Marketing</b>
2.	Type of Course	Non-technical
3.	Training Methodology	Classroom
4.	Skill Area	<ol style="list-style-type: none"><li>1. Growth marketing skills</li><li>2. Facebook and Instagram Marketing</li><li>3. Performance Marketing – Google Ads</li></ol>
5.	Duration (Days)	2 days
6.	Level of Certification	Certificate of Completion
7.	Certification Body (If Applicable)	Not Applicable
8.	Course Overview	<p>Growth Marketing principals are critical for businesses to find product-market fit quickly, validate ideas, improve mindset, and grow businesses with lean resources. The program is based on Silicon Valley principals and adapted to suit local businesses.</p> <p>The training workshop is designed as a two-day workshop, delivering growth marketing techniques and case studies to train more growth marketers for the market needs.</p> <p>Each participant will experience hands-on exercises that help them apply what they learn immediately. Once they understand the Growth Marketing concept and frameworks, and able to apply to the businesses they worked for, they will be able to help businesses grow by managing the funnels effectively and deploy the right marketing strategies for exponential growth.</p> <p>This program is common in US, and it is still a new program to Malaysian market. Many individuals still do not know what Growth Marketing or Growth Hacking is. Hence, it is important to educate more individuals about Growth Marketing and utilize this knowledge and skill to grow more businesses in Malaysia.</p> <p>There are many digital marketers out there, but not all practicing Growth Marketing. Many digital marketers ask for budget to spend on advertising. Hence, it is critical to introduce Growth Marketing to the industry because Growth Marketing is part of the Performance Base Marketing. Growth marketers need to react fast on the marketing campaigns execution based on the results derived from the past campaigns.</p>
9.	Prerequisites	Diploma / Degree or Equivalent? Has a foundation in online marketing
10.	Course Objective	<ul style="list-style-type: none"><li>● Build a strong foundation of growth marketing skills to help the growth in achieving organizational goals rapidly.</li><li>● The goal is to gather all the information that participants can, to study how the traffic moves about and think of some cost effective and innovative alternatives to the traditional tactics.</li></ul>

		<ul style="list-style-type: none"> <li>● Guide participants in cultivating Silicon Valley growth mindset and frameworks that focus on growing bottom line rapidly with minimal resources.</li> <li>● Help participants learn the low cost and creative ways to get the most out of Facebook ads, Instagram, and marketplaces.</li> </ul>
11.	Learning Outcome	<p>By the end of the session, all participants will:</p> <ul style="list-style-type: none"> <li>● Have rapid growth frameworks customized for the businesses they worked for.</li> <li>● Cultivate a mindset to focus on bottom line and not vain numbers.</li> <li>● Able to prioritize experiments with the ICE Score Framework.</li> <li>● Know the tactics &amp; hacks to run a ROI-based digital ad campaign.</li> </ul>
12.	Course Content	<p><b>MODULE 1: INTRODUCTION – DIGITAL LANDSCAPE AND MINDSET</b>  1.1 Digital Landscape in Malaysia and International  1.2 Growth Hacking Mindset and Case Studies  1.3 Experimentation Framework</p> <p><b>MODULE 2: UNDERSTANDING YOUR CUSTOMERS</b>  2.1 Ideal Customer Profiles (ICPs)  2.2 Customer Journey Mapping</p> <p><b>MODULE 3: MARKET MESSAGING – BENEFIT FOCUSED UVP</b>  3.1 Unique Value Proposition  3.2 UVP Messaging</p> <p><b>MODULE 4: BULLSEYE FRAMEWORK – SELECTING YOUR CHANNELS FOR RAPID GROWTH</b>  4.1 Bullseye Framework</p> <p><b>MODULE 5: ICE SCORE – PRIORITIZING EXPERIMENTS BASED ON SUCCESS FACTOR AND RESOURCES</b>  5.1 ICE SCORE Framework</p> <p><b>MODULE 6: ADVANCED FUNNEL DEVELOPMENT</b>  6.1 Funnel Development and Management</p> <p><b>MODULE 7: LEAN ANALYTICS</b>  7.1 Identifying Key Metrics for Growth  7.2 Google Analytics Basics</p> <p><b>MODULE 8: TACTICS FOR FACEBOOK, INSTAGRAM ADS AND LAZADA</b>  8.1 Creating ROI driven FB ad structure  8.2 Low cost FB and Instagram campaigns for ROI  8.3 Case studies and techniques to hack Lazada rankings and boost sales</p>

		<p><b>MODULE 9: ADVANCED AD RETARGETING TACTICS AND CONTENT MARKETING</b></p> <p>9.1 Learn how retargeting helps you lower ad costs</p> <p>9.2 Learn advanced e-commerce, lead generation retargeting methods</p> <p>9.3 Learn how to create engaging content for retargeting purposes</p>																
13.	Learning Activities	<table border="1"> <tr><td></td><td>Lecture</td></tr> <tr><td></td><td>Role Play</td></tr> <tr><td>X</td><td>Practical Exercise</td></tr> <tr><td>X</td><td>Case Studies</td></tr> <tr><td>X</td><td>Learning Activities</td></tr> <tr><td>X</td><td>Video Presentation</td></tr> <tr><td></td><td>Self-Evaluation</td></tr> <tr><td>X</td><td>Training</td></tr> </table> <p>The proposed course will be conducted through face-to-face training. Trainer will talk about a topic as per module and followed by a practical exercise or learning activity for each module. Some case studies will be shared with participants so they could learn how to apply. Video presentation will be shared to show some samples with participants.</p>		Lecture		Role Play	X	Practical Exercise	X	Case Studies	X	Learning Activities	X	Video Presentation		Self-Evaluation	X	Training
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14.	Target Group	<p><b>Target position:</b> Marketers, Digital Marketers, Marketing Manager, Head of Marketing, Marketing Executives, etc</p> <p><b>Target Sector/Industry:</b> e-Commerce and retail businesses</p> <p><b>Target Location:</b> Klang Valley</p>																

## C2. Detailed Daily Training Schedule

### Day 1

Time	Day 1	Objectives
08:30 - 09:00	Registration and Ice Breaker	
09:00 - 09:15	Digital landscape in Malaysia & International	Understand the digital landscape in both Malaysia and International markets
09:15 - 09:45	Growth Hacking Mindset & Case Studies	To build growth mindset.
09:45 - 10:00	Experimentation Framework	Showing the structured approach to experiment quickly using the resources the participants have.
10:00 - 10:30	Activity #1: List down the experiments you want to run	Participants to list down experiments they wish to run to grow the companies they are working for.

<b>10:30 - 10:45</b>	Morning Coffee Break	
<b>10:45 - 11:00</b>	Understanding Your Customers <ul style="list-style-type: none"> <li>• Ideal Customer vs Realistic Customer Profiles</li> </ul>	Participants will understand more clearly who their ideal customers are and to discover a more realistic customer profile.
<b>11:00 - 11:30</b>	Activity #2: Create Your Ideal Customer Profile	Participants will create their Ideal Customer Profile using a given worksheet.
<b>11:30 - 12:30</b>	Market Messaging: Benefit Focused UVP	Participants will learn to craft a compelling value-based messaging that hooks customers' attention.
<b>12:30 - 13:00</b>	Activity #3: Creating UVP messaging	
<b>13:00 - 14:00</b>	Lunch Break	
<b>14:00 - 14:45</b>	Bullseye Framework: Selecting Your Channels for Rapid Growth  Activity #4: Creating Your Bullseye Framework	After identifying their customers and creating a messaging hook, they will discover which channel will give them the quickest and most efficient ROI.
<b>14:45 - 15:45</b>	ICE Score: Prioritizing Experiments Based on Success Factor and Resources  Activity #5: Creating ICE Score for your Business	With the experiments that were listed earlier, participants will learn how to score and rank which experiments they should run, based on resources and highest success potential.
<b>15:45 - 16:00</b>	Afternoon Tea Break	
<b>16:00 - 16:30</b>	Team Presentation	
<b>16:30 - 17:00</b>	Group Debrief and Reflection	
<b>17:00</b>	End of Workshop	

## Day 2

Time	Day 2	Objectives
<b>08:30 - 09:00</b>	Registration	
<b>09:00 - 09:15</b>	Recap of Day 1	

<b>09:15 – 10:00</b>	Advanced Funnel Development	Participants will be able to craft a funnel.
<b>10:00 – 10:30</b>	Activity #6: Create a funnel	
<b>10:30 – 10:45</b>	Morning Coffee Break	
<b>10:45 – 11:30</b>	Lean Analytics <ul style="list-style-type: none"> <li>Identifying Key Metrics for Growth</li> <li>Google Analytics basics</li> </ul>	Participants will learn what real metrics they should track, and to avoid vanity metrics that do not help their sales.
<b>11:30 – 12:00</b>	Activity #7: List down the Funnel Stage and Metrics to Track	Participants will list down their key metrics so they can measure their funnel and marketing efforts.
<b>12:00 – 13:00</b>	Tactics for Facebook, Instagram Ads & Lazada <ul style="list-style-type: none"> <li>Creating ROI driven FB ad structure</li> <li>Low cost FB and Instagram campaigns for ROI</li> <li>Case studies and techniques to hack Lazada rankings and boost sales</li> </ul>	Participants will learn hacks and tactics to lower ad costs and to scale using some of the more popular platforms.
<b>13:00 – 14:00</b>	Lunch Break	
<b>14:00 – 14:45</b>	Advanced Ad Retargeting Tactics and Content Marketing <ul style="list-style-type: none"> <li>Learn how retargeting helps you lower ad costs</li> <li>Learn advanced e-commerce, lead generation retargeting methods</li> <li>Learn how to create engaging content for retargeting purposes</li> </ul>	Participants will learn advanced retargeting methods for Facebook, Instagram and even Google ads that are used by global e-commerce brands.
<b>14:45 – 15:45</b>	Activity #8: Putting together your Rapid Growth Plan	Participants will plan out their rapid growth plan to grow their business by at least 50% within 3 months.
<b>15:45 – 16:00</b>	Afternoon Tea Break	
<b>16:00 – 16:30</b>	Team Presentation	
<b>16:30 – 17:00</b>	Group Debrief and Reflection	
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