



UPTHRUST

digital projects & experts

6- WEEKS

GROWTH MARKETING  
PROGRAM





# Who Is Upthrust ?

Upthrust is a global digital business acceleration office.

We implement growth marketing processes & build highperforming digital products for ambitious SMEs and big corporates, while training your internal teams on the process and tactics we use.

**Trusted by local accelerators and global leaders**

sdworx

MESSER

NESPRESSO

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eurolfiber

ROYAL BOTANIA

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MORE

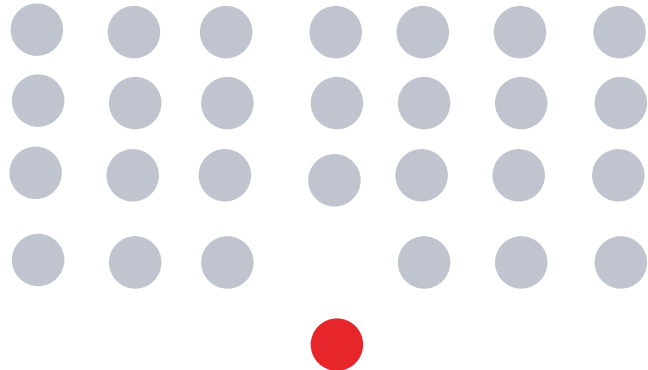
▼ Do you know which channels you'll need to use next year?

▼ Do you know what technology stack you should use for your business?

▼ Does your team know which strategies and tools to adopt in the future?

Well, it's impossible to guess, unless your guess is educated. Unless you're staying relevant.

Stand out from the competition by knowing what strategies, tactics, and marketing tools to use



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# How This Course Will Help You To Stay Relevant?

The course is created by **experts** who are facing and solving the challenges first hand.

Before you start the course, you can follow the **online introduction lessons**.

During six weeks, you'll have full-time support. You'll have weekly **1-1 sessions** to get feedback and advice from our experts.

After the course, you'll gain **lifetime access to our Alumni Community**, where you can ask advice from our experts and stay relevant with the most up to date information.





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# Why Upthrust Academy?

We make sure you can implement the most performing growth strategies.

- ▼ We provide an additional Growth Readiness Course.
- ▼ We teach, but we also consult companies ranging from startups through SMEs to corporates like Unilever, P&G and KBC to help them stay top of their game.
- ▼ It's hands on.
- ▼ You'll be a certified growth marketer.

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# Testimonials

"We always think 'we know how to grow as a company', but if you follow this training you see that you were in a stone age and now we have finally arrived in the 21st century."

- **Bart Wolput**, Founder of Give A Day



" You need to already be aware of what you. You have a lot of tools at your disposal but you don't know how to put it all together, so the coaches here will help you figure out the strategy combining them, integrating them, and to make sure that you have a growth strategy at the end of the course."

- **Henri**, CMO of Tappable

" You learn how to outreach to prospects in all kinds of ways, how to build a community and how to nurture them. Every start-up or scale-up should follow a masterclass like this."

- **Dries**, Co-Founder of Lauwren.oi



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# What You'll Be Able To Do By The End Of The 6-Week Course ?

- ▼ The fundamentals of growth marketing.
- ▼ Value proposition that leads to direct conversion.
- ▼ A well-defined target audience.
- ▼ A clear sales strategy to build a strong foundation.
- ▼ A crystal clear strategy for each step of your business funnel.
- ▼ Increased cold outreach through automation.
- ▼ A recipe to build a high conversion landing page.
- ▼ Reduced customer acquisition cost (CAC).
- ▼ Become more efficient at sales.
- ▼ Proficiency in 50+ most used marketing tools.
- ▼ Personal feedback from your tutor.





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# Who Is The Course For ?

- ▼ Startup marketers
- ▼ Marketing executives
- ▼ Business owner of an SME
- ▼ Founder / Entrepreneur
- ▼ Digital marketers
- ▼ Fresh Graduates



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# What Is In The Box ?

- ▼ The Growth Readiness course
- ▼ +12 hands-on exercises
- ▼ Weekly homework tasks
- ▼ 1-1 weekly coaching sessions
- ▼ Learn 50+ marketing tools
- ▼ Lifetime access to the Alumni Community
- ▼ Lifetime access to updated slides and content





# Free Growth Readiness Course To Get You Ready

## LET'S SPEAK THE SAME (MARKETING) LANGUAGE

Who is your ideal Customer Profile?

What are leads?

What is a landing page?

What is SEO?

What is SEA?

What is a Value Proposition?

How to calculate CPA?

How to calculate CTR?

What is remarketing or retargeting?

The difference between B2B & B2C

Bounce rate (website & email)

What can marketing automation  
for me?

## INTRODUCTION

What will we talk about in  
this course?

## PREPARE YOUR WEBSITE

Introduction

Installing Google Tag Manager

Setting-up Google Analytics

Create and install the Facebook  
Pixel

Send your first events from  
Google Tag Manager

Configure Goals in Google  
Analytics

Configure conversions in  
Facebook



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# Lifetime Access To Alumni Community

- ▼ Exclusive content only for community members.
- ▼ Interesting growth discussions.
- ▼ Various short forms of content, such as reading lists and so on.
- ▼ Tutorials on new marketing tools.

We also have sub-channels where you can get feedback, ask questions, share your work, or have conversations with hundreds of like-minded people.



# A DETAILED LOOK IN THE 6-WEEK CURRICULUM



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## WEEK 1

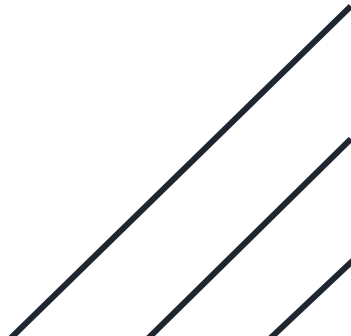
### Growth Marketing 101 Fundamentals and Experimentation

- ▼ How to think like a growth marketer
- ▼ Value proposition design
- ▼ Persona design
- ▼ Pirate funnel metrics
- ▼ Small hacks you can do today

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## WEEK 2

### Tracking, Measurement and Meaningful Growth

- ▼ Framework for tracking
  - ▼ Google Analytics
  - ▼ Google Tag Manager
  - ▼ Hotjar
  - ▼ Traction
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## WEEK 3

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### Experiment Design and Growth Planning

- ▼ Deallbreakers canvas
- ▼ Growth Marketing Canvas
- ▼ Implementing the Growth Process in your company
- ▼ How to document your growth
- ▼ Spy and steal from your competitors
- ▼ Data scraping

## WEEK 4

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### How to Capture and Convert Your Leads

- ▼ How to build a converting landing page
- ▼ Lead magnets
- ▼ Marketing automation
- ▼ LinkedIn optimization
- ▼ Lead generation on LinkedIn
- ▼ Phantombuster



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## WEEK 5


How to get your  
first / next 100 customers

- ▼ Where to find your target audience
- ▼ SEO
- ▼ SEA
- ▼ Social Ads
- ▼ Conversion Rate Optimization

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## WEEK 6

Build Your Lead  
Generation Machine

- ▼ Cold emailing
  - ▼ Google Optimize
  - ▼ Blueprinting
  - ▼ Landing page projects
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# Our Community And Clients

In the Upthrust Academy there  
are

▼ 500 + professionals.

We've trained and worked with  
more than

▼ 200+ companies.



# Pricing

Course Price

▼ 1.950€

"The course is very actionable and you get immediate results already during the course. So it's actually a cheap course!"

- Tom Swenden





# Ready To Upskill Yourself Or Your Team?

Need more info?

▼ <https://upthrust.eu/academy/>

Still have questions? Let's talk

▼ [nicholas.dhondt@upthrust.eu](mailto:nicholas.dhondt@upthrust.eu)

▼ <https://gro.wf/academy-call>

