

unlockinggrowth

Product-Led Growth

Advanced
Marketing
Automation

User Onboarding

Customer Journey
Optimisation

Initial Value &
Activation Playbooks

> Get on track to improve your Activation Metrics

CUSTOMER ACTIVATION ROCKETSHIP Pathway

Product-Led Foundations
(5 weeks)

+

Product-Led Activation
(9 weeks)

Unlocking Growth is Australia's first Product Led-Growth (PLG) Consulting firm.

Our mission is to help startups achieve rapid scale. We accomplish this via implementing growth tech-stacks and our proprietary Customer Journey Optimization (CJO) methodology - a PLG approach that empowers non-technical teams to experiment and iterate without developer involvement.

Having worked alongside some of Australia's leading B2B SaaS, fintechs and consumer tech companies, we have noticed a distinct lack of personnel with growth skillsets in the Australian startup sector.

To nurture more growth talent in Australia, we have made our courses available to the general public.

Course Focus

A Growth Skillset combines an understanding of growth strategies, practical skills in working with Growth Tech and a Product-Led Growth mindset.

In our courses, we will teach you the fundamentals of Product-Led Growth, our proprietary Customer Journey Optimisation methodology and get you hands-on implementing this with your product.

We'll provide you with guided instructions on using key growth tools including Marketing Automation tools, In-Product Adoption Tools, Customer Data Platforms and Product Analytics packages - allowing you to build growth stacks independently.

Finally, you will combine all this knowledge to create personalised content and conduct experiments to test new growth strategies. This Growth Skillset will allow you to grow your Scale-up with dramatic results.

COURSE SNAPSHOT



STUDY MODALITY

Online, blended.



TIME COMMITMENT

4-6 hours / week.



COURSE STRUCTURE

17 modules delivered over 14 weeks, including Implementation period.



COURSE OUTCOMES

Learn our Customer Journey Optimisation Methodology and get on track to transform your Activation metrics.



WHO YOU ARE

Working in Product or wanting to transition.



CERTIFICATION

Certified Product-Led Growth Practitioner (Level 2).

Coaching & Support

To ensure our students succeed, weekly coaching sessions are an integral aspect of the course.

The program coaches are our lead project consultants and other growth experts who have delivered full PLG implementations for clients.

Every week, you will be able to demonstrate your learnings to one of our coaches and they'll provide support and feedback on how to improve.

We've found this combination of guided instruction and regular support, has allowed students to achieve rapid competence and confidence in utilising their growth skillset.

What you'll achieve

You'll explore key Product-Led Growth concepts and learn our proprietary **Customer Journey Optimisation (CJO)** methodology - the same collection of strategies, playbooks and growth stack implementations that have helped our clients rapidly expand their user base, boost revenues and achieve scale, fast.

Graduating students will be trained Growth Consultants and possess a skill set that is highly desirable by any SaaS firm or startup.

Over the course of 17 Modules, you will learn all the skills needed to scale a tech product and drive rapid growth.

Learning Modules

1

Foundations

We'll cover the 7 common Startup Problems and explore the principles of Customer Journey Optimisation.

2

3

Setup of the Modern Growth Stack

Get hands-on with Segment CDP and Customer.io Marketing Automation, and setup your test-data using Unlocking Simulation

4

Data Structures & Marketing Automations

Learn about Playbooks and Tracking Plans by building your own and setting up new tools.

5

Product Analytics and Data

Understand Product Metrics and how you can leverage data for powerful business insights

6

7

Product-Led Growth & Inside the Mind of Users

Understand how tech-giants like Dropbox, Slack, Whatsapp, and Facebook, all build incredible products via repeatable strategies

8

9

User Onboarding Masterclass

Be empowered to build amazing Product by utilising In-Product Adoption tools; learn and implement AppCues.

10

11

Top of Funnel & Funnel Tracking Case Study

Perfect advanced configuration of Google Tag Manager, Appcues, and Segment.

12

Moving to Production & Implementation

A step-by-step process for your Move to Production, and communicating your working docs to your team.

13

Personalisation

Define which stages of the Customer Journey require Personalisation and learn best practices.

14

Analytics

15

Understand how to get a cohesive view of Business Performance.

16

Experimentation

Learn the PLG approach to Experimentation and best practices.

17

Activation

Design Activation Signal Tracking and Playbooks to build your Activation Metrics and reporting.



"Learning about all things PLG with Unlocking Growth has proven to be super valuable for our team at both strategic and tactical levels.

And more importantly, it has proven to be powerful for our users with us delivering personalised experiences and more confidence in our product to help achieve their outcomes."

Vitaly Faynerman

Product Manager, Ansarada



It's really cool to see the stuff I'm learning on the course actually have tangible results."

Kay Pengelly

Head of Customer Success, Upflowy



"The Rocketship program has really taught me all aspects of Growth - from data, methodology, tools, and experimentation; but most importantly, new ways of thinking about the customer journey. This is not just a theoretical course. We applied the learnings to a product of choice, and by the end of the course, we each walk away knowing how to scale our product by using a product-led approach. Coming from a data analytics background and having never worked in startups, this course has enabled me to pivot into a new career.

I am now a Growth Consultant, and it's exciting to see the learnings come to life on real projects!"

Helena Tran

Rocketship Scholar

Explore & Enrol

www.unlockinggrowth.co/customer-activation-rocketship