MERCURY

Driving Product Growth

11 – 15 October 2027
Accra (Ghana)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Driving Product Growth

Ref: 15963_1067555 **Date:** 11 – 15 October 2027 **Location:** Accra (Ghana) **Fees:** 5300 Euro

Introduction to Driving Product Growth:

The advanced Driving Product Growth training course is meticulously crafted to empower professionals with a suite of tools, strategies, and insights essential for boosting product development and enhancing market penetration. It focuses on practical and actionable tactics; participants will delve into comprehensive frameworks designed to foster sustainable product growth.

Driving product growth requires a well-defined strategy that focuses on driving product adoption and maximizing user engagement. A product growth manager or director plays a crucial role in developing and executing a product growth plan, leveraging product growth analytics and a structured framework to optimize performance. Effective product growth strategies include data-driven decision-making, experimentation, and product growth marketing to attract and retain users.

Participants in this Driving Product Growth course will Understand key product growth roles and utilize the right product tools to ensure sustainable expansion. Through product growth, case studies can help professionals gain insights into real-world applications of product growth management. Mastering the product growth definition and best practices equips a product growth lead with the expertise needed to drive success.

Targeted Groups:

This Driving Product Growth course is designed for:

- Product Managers.
- Marketing Professionals.
- Business Development Executives.
- Entrepreneurs.
- Growth Hackers.
- Innovation Managers.

Course Objectives:

By the culmination of this Driving Product Growth course, participants will achieve the ability to:

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

- Develop and implement effective product growth strategies tailored to their unique product and market landscapes.
- Harness product growth analytics for data-driven decision-making, optimizing product performance.
- Formulate customer-centric product growth plans that significantly enhance user experience and retention.
- Apply sophisticated techniques for market segmentation and targeting to drive product adoption.
- Promote cross-functional collaboration, aligning teams effectively toward achieving product growth objectives.

Targeted Competencies:

Participants in this Driving Product Growth training will enhance the following competencies:

- Strategic Thinking in Product Growth Management.
- Proficient Data Analysis and Interpretation.
- Customer Experience Management with a focus on growth.
- Efficient Product Lifecycle Management.
- Innovation and Change Management skills.
- Cross-functional Leadership driving a product growth strategy.

Product Growth Tools and Roles:

A variety of tools are pivotal in executing and managing product growth strategies. These tools aid in data analysis, customer feedback management, and the overall enhancement of marketing efforts, providing a foundation for effective growth management. Product growth roles involve strategizing and implementing plans that drive the expansion and success of a product in the market. Professionals in these roles are crucial for creating pathways to sustainable growth and ensuring alignment with broader business goals.

Course Content:

Unit 1: Market Analysis and Opportunity Identification:

- Understanding Market Dynamics.
- Analyzing trends, competition, and customer needs.
- Identifying Growth Opportunities.
- Leveraging SWOT analysis and market gaps.
- Customer Segmentation.
- Defining target audiences through demographic, psychographic, and behavioral analysis.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 2: Product Strategy and Roadmap Development:

- Crafting a Product Vision.
- Aligning product goals with business objectives.
- Building a Product Roadmap.
- Prioritizing features and initiatives for maximum impact.
- Agile Methodologies.
- Implementing iterative development to accelerate product delivery.

Unit 3: Data-Driven Growth Strategies:

- Analytics and Metrics.
- Identifying key performance indicators KPIs for growth.
- A/B Testing and Experimentation.
- Validating hypotheses through controlled experiments.
- Customer Feedback Loops.
- Integrating user insights into product improvement.

Unit 4: Growth Marketing and Customer Acquisition:

- Growth Hacking Techniques.
- Innovative strategies for rapid market entry.
- Content and Inbound Marketing.
- Creating valuable content to attract and retain customers.
- Performance Marketing.
- Leveraging digital advertising and SEO for lead generation.

Unit 5: Retention and Customer Success Strategies:

- Enhancing User Engagement.
- Developing features that drive daily active usage.
- Customer Success Frameworks.
- Building programs that ensure long-term satisfaction and loyalty.
- Churn Analysis and Mitigation.
- Identifying and addressing reasons for customer drop-off.