

Growth Hacking 2021

Course Arrangements

Program for today

1. Course Arrangements & Schedule
2. Risto's Introduction
3. Toni's Kick-off to Growth Hacking 2021
4. Questions?

The Growth Hacking Course

- Course held in co-operation with Columbia Road
- Getting things done in the digital world!
- 5 cases
- All materials (pictures, PDFs, slides etc.) will be uploaded to mycourse if possible.
- Grading: Pass/fail

If you encounter any problems, please email nestori.lautanala@aalto.fi or send a message on Telegram @Nesefi.

Course schedule

Projects begin

Week num.	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Wed 2,5h 9:15-12	L1	H1	H3	H5 H6	S	S	Exam week	S		S		S	Gala	Exam week
Thu 1,5h 16:15-18	L2	H2	H4	L3		L4			L5		L6			
	Jan			Feb				Mar				Apr		

Lecture

1. Practicalities + why growth hacking
2. Growth hacking in practice
3. Startup-attitude
4. Growth Hacking in a large corporation
5. Information influencing
6. World of Gaming

Hands-on session

1. Growth hacking canvas (with clients)
2. Analytics & GTM
3. Google Ads & Optimize
4. Landing page ja what converts
5. Social media
6. Email & marketing automation

Sparring session

Groups have individual time slots, ~20 min each

Necessary Information

- Mycourses
 - Main way of sharing materials
- Telegram
 - A Telegram group for this course:
 - <https://t.me/joinchat/ThplvDS2bZBEz7Sx>
- Form for the group projects:
 - <https://forms.gle/Mnb2po2Hwe5Uhhzq6>

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Next presentation!