

Hey boss,

My 2020 resolution wish is about learning more and becoming a more knowledgeable professional. You can definitely assist me here, at no cost for the company.

I would very much appreciate your support making a dream come true.

Read below when, how and why I would wish to participate...

Growth Hacking Academy

Hack your way to
a successful career

GROWTH HACKING ACADEMY v.7

Dear boss,

I would appreciate your support in participating in the upcoming Growth Hacking Academy at the Hellenic American Union that is organised for the 7th time in Greece. It is organized by Hellenic American Union and GrowthRocks, one of the biggest growth hacking agencies with clients in the US, UK, Greece, Paris and more.



GROWTH HACKING ACADEMY v.7

Funnels, automations, user nurturing, scrapping, reporting, optimisations, user engagement



In collaboration with



HELLENIC AMERICAN UNION

Who is going to be training us?

Growth Hacking Academy stands out from the rest because of the hands on syllabus and of course their tutors. They are top-notch trainers with business and academic background running successful business and teaching in universities abroad. Some of the trainers include:



THEO MOULOS

CEO at GrowthRocks

Running Growth Agencies and teaching in the most famous Universities in the World (i.e. Stern Business School, NYU)



Is it conflicting with company's working hours?

No. Since Growth Hacking Academy is referring to professionals, class time is at 19:00-22:00 every Tuesday and Thursday.

If you need me to be working overtime for upcoming projects or closer deadline I will be making sure I am arriving earlier at the office or work extra time from home.

Is it supported by LAEK?

Yes! The program can be financed up to 100% by [OAED](#).

What is this program exactly?

It consists of 51-hours of hands-on experience where I am expecting to learn and develop the following:

Development and Execution of a Growth Model & Growth Plan

Learning from the agency's mindset, we will be taught how to create a successful plan from the start. Also, we will be analysing, optimising and evaluating it for improved results.

Using a marketing funnel - from developing awareness to the final stage of the sale.

Web Properties and Marketing Stack

Understanding a website's visitors and learn how to influence their behaviour to increase conversion rates. Installing, modifying and using various extensions to reach higher conversion rates that will help evolve a website to a truly valuable asset.

Automations

Setting up and understanding the use of an automated campaign.

Enriching the campaign from other platforms by including and sharing data.

Social Selling

Using your Facebook and LinkedIn page to promote the company or an individual. Engaging with users and creating affiliation and cross-promotions.

Web Scraping

Using special tools to find common elements with a competitor, changes in prices and understand its behaviour. Creating value among customers and avoiding spamming.

Develop a Viral Campaign

Learn how to think and execute a viral campaign.

Using tools like Mailchimp and manychat to drive awareness of the campaign.

Advanced Content Marketing Hacks

Using content as a tool to attract new clients and distribute it in an effective way.

Measure the outcome of your marketing content and learn the using of the content marketing canvas.

Data Monitoring & Reporting

Presenting data collected from a well-established digital campaign (digital footprint & ecosystem) and using them to evolve it.

Create dashboards that present the marketing funnel.

Lead Generation

Find more customers by gaining organic growth with the use of automation and web scraping mentioned above.

Additional Notes

The breadth of knowledge, skills and inspiration I'll gain **will enable me to contribute even more value to our business and provide real return on investment.** Simultaneously, my new skills will contribute to the improvement of my efficiency at the workspace and to the achievement of better digital results.

Lastly, I **believe I will be in a position to train my fellow colleagues.**

I can share the academy's presentation and discuss them **with everyone in the office who is interested.**

With your permission, I'd like to book my place before they sell out.

We can benefit from special prices (early bird) if we book soon.



How much will it cost?

Costs	€
Super Early Bird (Available until 5/1)	760
Early Bird (Available until 15/1)	840
Regular Fees (Available until 28/1)	980



Who has participated till now?

The program fits a set of roles. Managers, consultants, founders, owners and more C-level professionals where students in the last 6 seasons.

Companies of every stage and sizes such as startups, mature companies, international corporations and even students traveling from abroad to participate.

All kind of industries were part of this academy, testifying nothing than the best of how much they learned and how easy it was for them to apply their newly acquired knowhow in the companies.

E-commerce, directory services, marketplaces, b2b services, retailers, b2c FMCGs are only few of the students of the last 6 seasons.

For more information about the program you can visit their website.

It would be great to have a look at previous students experience.



Thank you for your time