

# **Marketing 101: The Path to Business Growth Using Customer Psychology and Journey Strategies**

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## **Course Overview**

This course will equip you with the tools and strategies to harness customer psychology and journey-based marketing techniques to grow your business. Through actionable lessons, downloadable resources, and practical exercises, you'll learn to build a marketing plan that aligns with your goals and effectively engages your audience.

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## **Learning Objectives**

By the end of this course, you will:

- Understand the role of psychology in influencing customer behavior.
  - Map the customer journey and identify areas for improvement.
  - Build and execute a marketing plan that leverages the Customer Journey Pyramid and Flywheel.
  - Differentiate between inbound and outbound marketing and implement both effectively.
  - Create a structured marketing budget for sustained growth.
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## **Course Modules and Topics**

### **Introduction**

- Welcome to Marketing 101
- Course Overview and Objectives

### **Module 1: Marketing is a Game of Psychology**

- The science behind customer decisions.
- Identifying psychological triggers in marketing.

### **Module 2: Taking Your Customers on a Journey**

- Understanding the stages of the customer journey.
- Mapping customer touchpoints to align with business goals.

### **Module 3: The Customer Journey Pyramid**

- Inverting the funnel into a pyramid for better results.
- Allocating resources for maximum impact at each stage.

#### **Module 4: The 5 Stages of the Customer Journey**

- Awareness: Making your business visible.
- Engagement: Building meaningful interactions.
- Conversion: Turning prospects into customers.
- Delight: Ensuring customer satisfaction and loyalty.
- Advocacy: Creating brand ambassadors.

#### **Module 5: Inbound vs. Outbound Marketing**

- Overview of inbound and outbound marketing strategies.
- Finding the right balance for your business.

#### **Module 6: The Customer Journey Flywheel**

- Transitioning from a funnel to a continuous growth model.
- Implementing the Flywheel in your business.

#### **Module 7: Planning Your Marketing Budget**

- Setting priorities for effective resource allocation.
- Creating a 6-12 month marketing budget.

#### **Conclusion**

- Recap and implementation roadmap.
- Next steps for continuous marketing growth.

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### **Resources and Materials**

Throughout the course, you'll receive:

- Downloadable templates (e.g., marketing budget planner, customer journey maps).
- Case studies and real-world examples.
- Practical exercises and step-by-step guides.
- Access to a glossary of marketing terms.

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### **Course Format**

- **Video Lessons:** Pre-recorded videos guiding you through each topic.

- **Exercises:** Practical assignments to apply the concepts learned.
  - **Downloadables:** Resources to assist with implementation.
  - **Quizzes:** Periodic quizzes to reinforce learning.
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## Target Audience

This course is ideal for:

- Small business owners seeking to grow their business.
  - Entrepreneurs who want to understand their customers better.
  - Marketers looking for actionable strategies to enhance their campaigns.
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## Time Commitment

- Total Duration: Approximately 8–10 hours.
  - Self-paced learning with flexibility to complete each module at your convenience.
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## Assessment and Certification

- Complete all modules and quizzes to earn a certificate of completion.
  - The final project involves creating a personalized marketing plan for your business.
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## Instructor

### Bryan Acosta

CEO, Advent Trinity Marketing Agency

With years of experience helping businesses scale, Bryan will guide you through actionable strategies and insights that have driven real-world success.