



STRATEGOS Webinar

Growth Marketing as the Way to Grow your Business in Real-Time

14.00-16.30 GMT+1, March 9, 2021, Webinar on **STRATEGOS** Webinars MS Teams
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Growth Marketing is a set of activities and technologies that aim to the acquisition of new customers, the process takes advantage of the very innovative technologies based on AI, Big Data and Simulation.



Joint Cooperation



Workshop Description:

Growth Marketing mixes **digital marketing** principles with **data analysis**, **automation** tools and **artificial intelligence**.

The power of this new discipline is to enhance companies to **analyze in real-time** the **impact** of their actions and get instantaneously a **feedback** from the market (listen to the echo of your actions)— new product launch, new policies, etc.

Artificial intelligence is used to **automatize** processes and enhance **pattern recognition**. **Simulation** is used to perform **rapid testing** for **marketing strategies** and for example simulate the **impact** of **viralization**.

Growth Marketing is a **cross-business** technology, based on common paradigms that can **bring successful growth both** to **Startups** and big **Companies**.

This workshop addresses a wide range of **companies** and **professionals** that want to get innovative **insights**.



**Genuense
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