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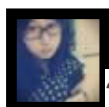
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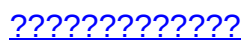
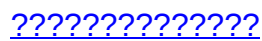
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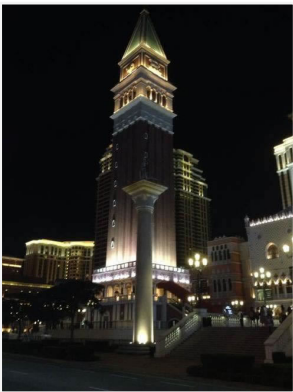
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GROWTH vs MARKETING		
	MARKETING	GROWTH
FOCUS	AWARENESS + ACQUISITION →	FULL FUNNEL
GOALS	LEADS, REGISTRATIONS, DOWNLOADS, ETC. →	GROWTH RATE
TEAM	MARKETING / ENGINEERING / DESIGN / PRODUCT LIVE IN SILOS →	ENGINEERING, DESIGN, DATA, MARKETING INTEGRATED
INFLUENCE	LITTLE INFLUENCE ON CHANGES IN PRODUCT →	LOTS OF INFLUENCE TO MAKE CHANGES IN PRODUCT

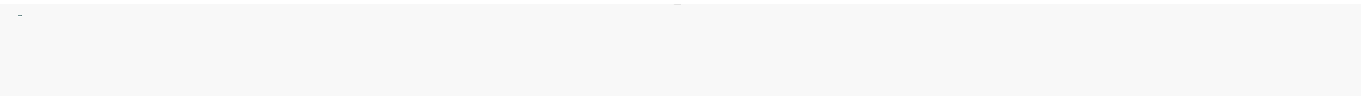
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