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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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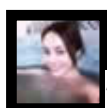
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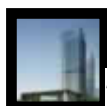


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