COMBINE

MARKETING + DIGITAL MARKETING + TECHNOLOGY

FOR THE ULTIMATE GROWTH MIX

GrowthRocks

Applies to

Agencies
Freelancers
Marketing Teams
Founders
Startups

technical vs. non-technical founders. In startups it has always been a debate;
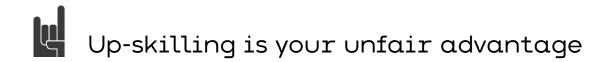Verdict: You need both

This is also true in marketing

"

Up-skilling and working with people with different skillset is your unfair advantage

You don't know what you don't know

Socrates

WITH GREAT
POWER
COMES GREAT
RESPONSIBILITY

Reality Check

Being an advanced user of Excel doesn't make you an accountant.

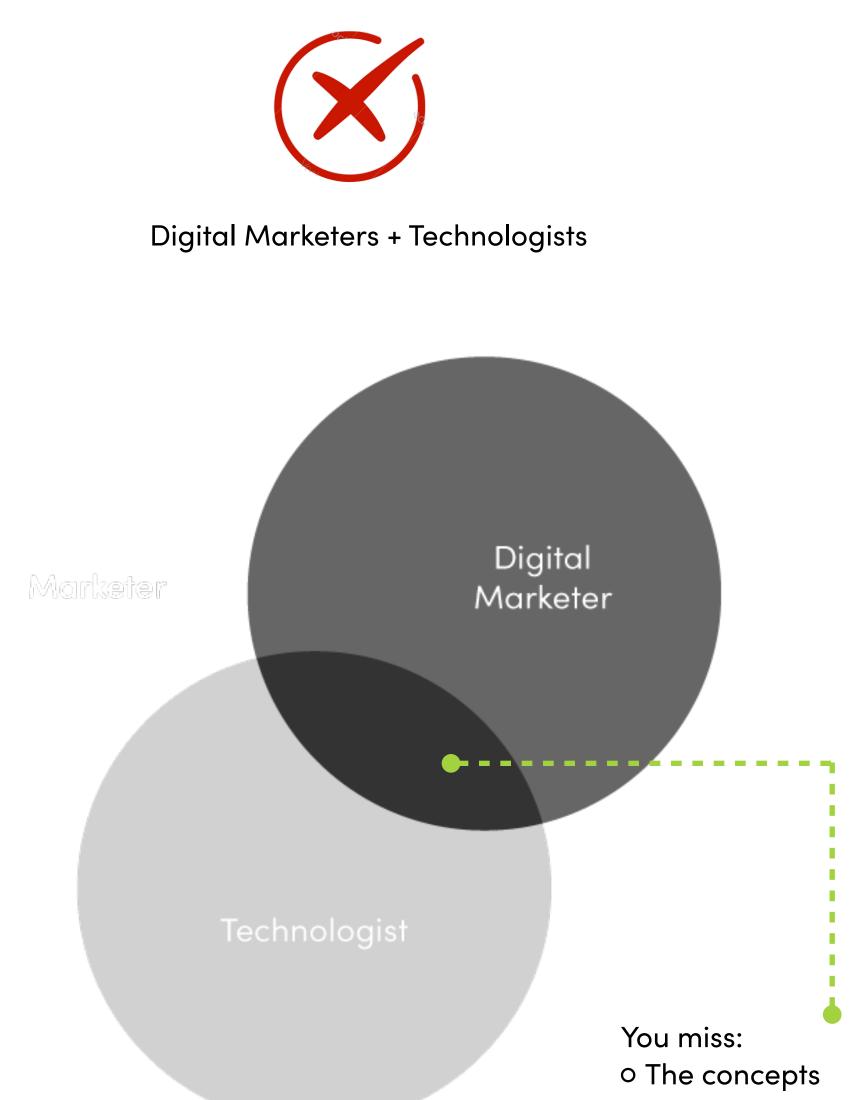Being an advanced user of Photoshop doesn't make you a designer.

Similarly ...

Being an advanced user of the ads platforms doesn't make you advertiser.

Digital Marketers + Technologists
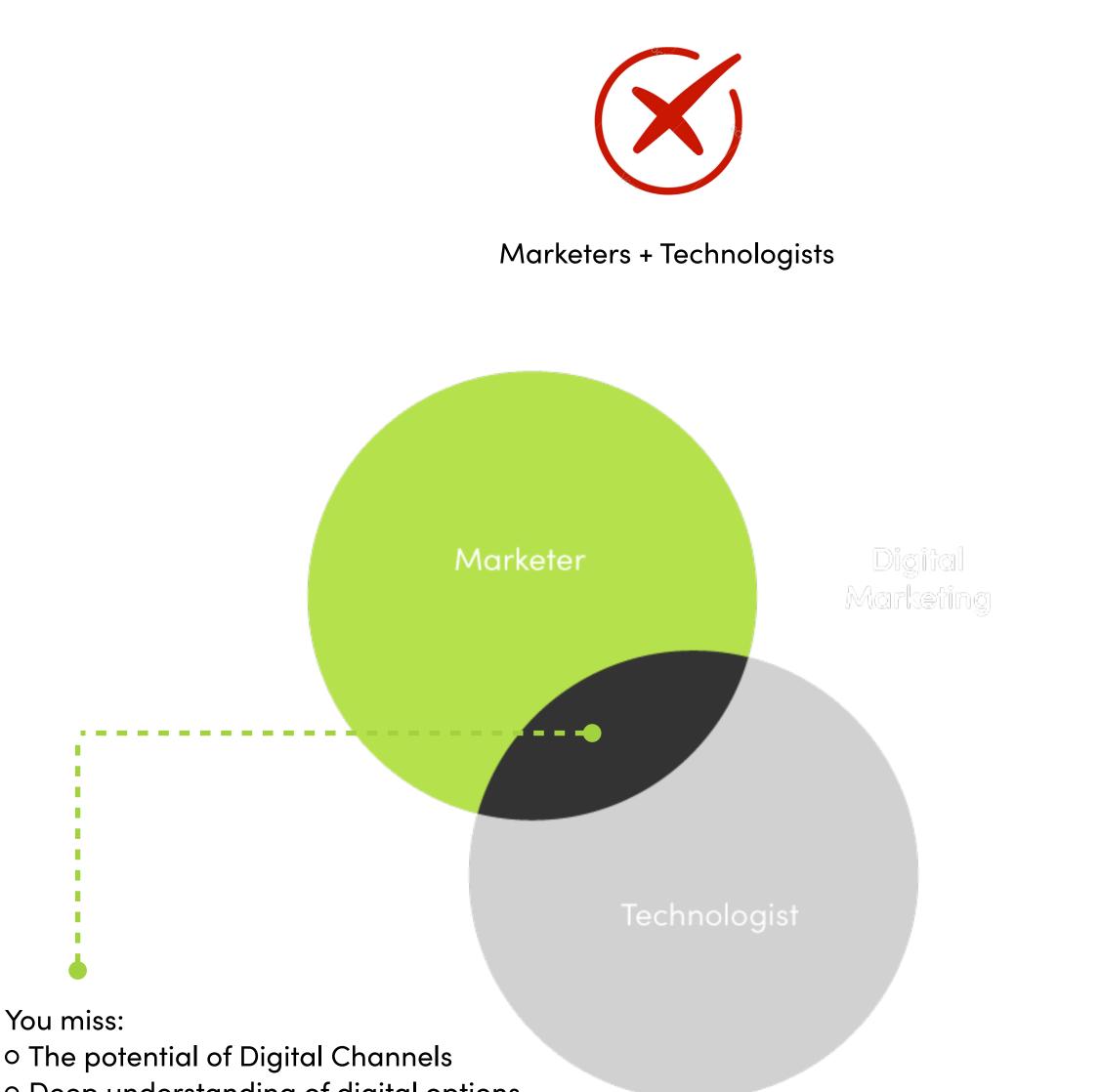
Digital
Marketer

Marketer

Technologist

You miss:
- The concepts
- The well crafted messages
- Creative Storytelling
- The virality potential
- Consistent aesthetics
- Business Development
- Well defined target audiences

Up-skilling is your unfair advantage

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Marketers + Technologists

Marketer

Digital Marketing

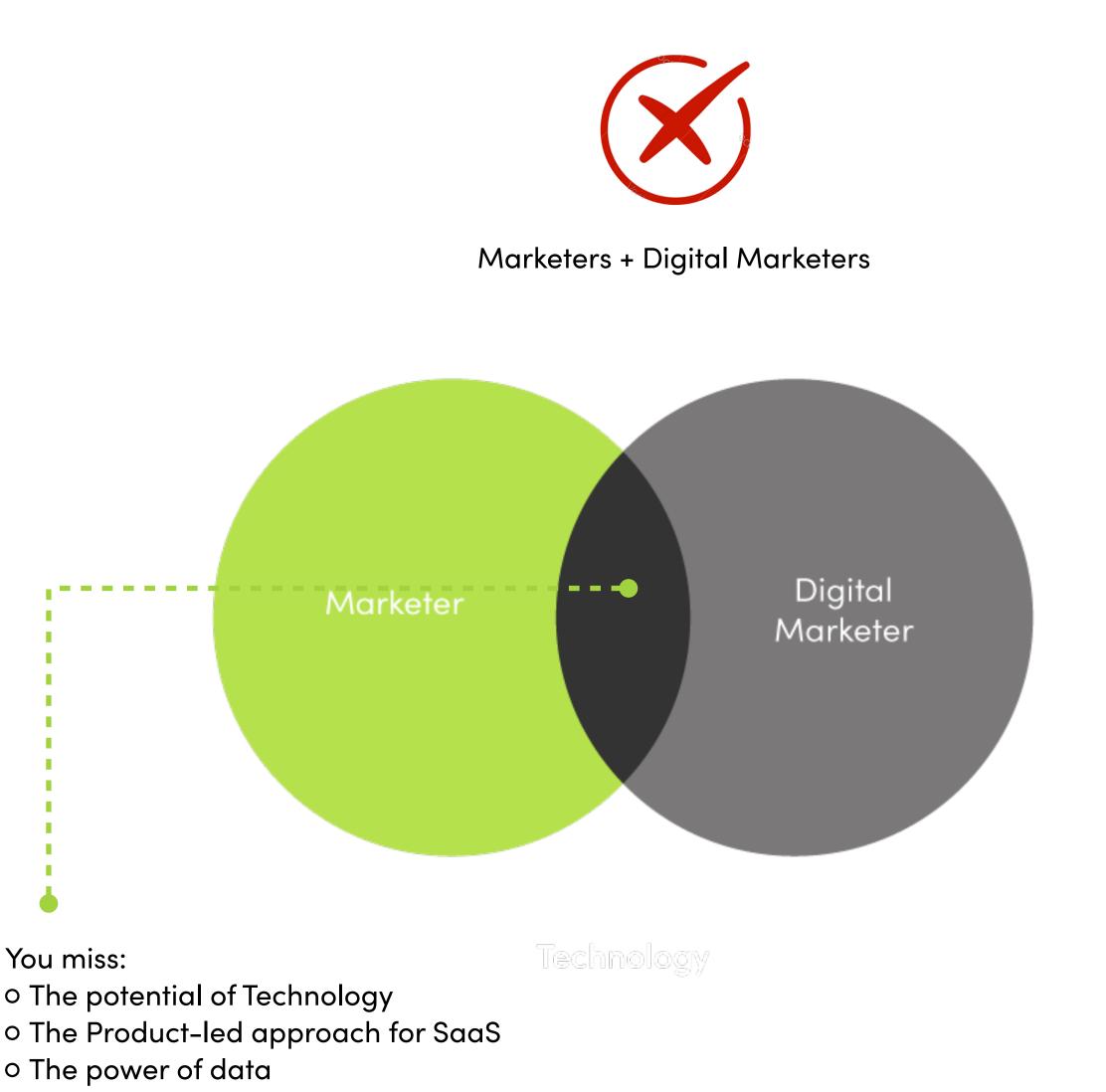Technologist

You miss:
○ The potential of Digital Channels
○ Deep understanding of digital options
○ Different targeting possibilities i.e. audiences in ads
○ The skills to manage paid ads
○ The cross–channel consistency
○ Prioritisation of tactics based on the potential ROI
○ A holistic growth plan
○ The knowledge of how much time is needed for each digital tactic
○ The knowledge of which metrics to monitor i.e. attribution, etc

Marketers + Digital Marketers

Marketer

Digital
Marketer

Technology

You miss:
○ The potential of Technology
○ The Product-led approach for SaaS
○ The power of data
○ Predictive Analytics
○ The know-how to run lean and using scrum (or agile procedures)
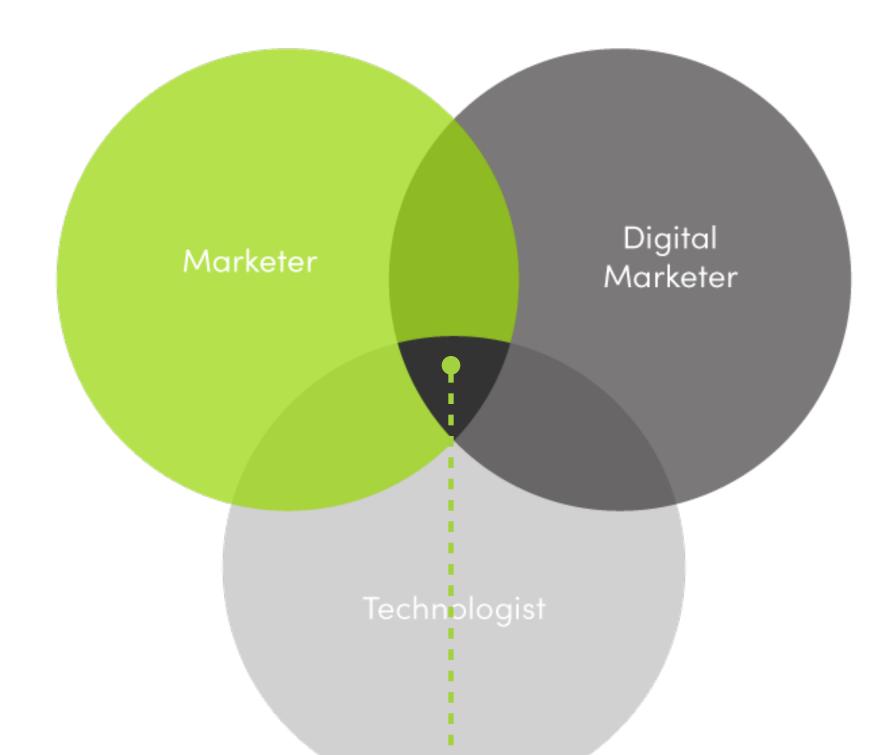○ The opportunity to build a micro-monopoly
○ The opportunity to create a holistic & integrated growth plan
○ The ability to deliver a holistic monitoring, alerting & reporting mechanism to founders
○ The efficiency that technology would give you
○ Speed and flexibility in adopting new trends

Up-skilling is your unfair advantage

Marketers + Digital Marketers + Technologists

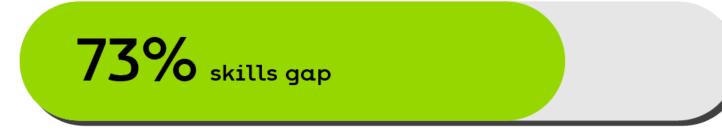

Marketer

Digital
Marketer

Technologist

You miss nothing. You are able to create a product–led approach (if needed), an evidence–led messaging (always needed), a holistic & integrated growth plan and to give the CEOs the real time information they need to make informed decisions.

Digital Marketers   **Growth Marketers**
                                         (Aka Marketects)

◄ - ►

73% skills gap

*Missing Data Skills
*Unfamiliarity with Technology

Up-skilling is your unfair advantage

Marketecture is the business perspective of the system's architecture. Among other things, it embodies:

- The complete business model, including licensing and selling models
- Various value propositions
- Target audiences and how to approach them
- Automations inside the system to self–calibrate based on user's needs
- Ability to define the roadmap (future features)
- Technical details relevant to the customer
- Data sheets
- Competitive differentiation
- Brand elements
- The mental model that the marketing department attempts to create for the customer
- The system's specific business objectives

Theo Moulos
Group CEO

Do you have
questions?
I would be happy to
answer them

Book me here

Theo Moulos
CEO GrowthRocks