

STRATEGOS *Technical Workshop*

Growth Marketing – Smart Echo *Grow your business in real-time*

10.00-12.30, November 8th, 2019, Balbi I Class Room, via Balbi, 16126 Genova, Italy
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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 most 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**.

Free Access for Industries, Professionals and STRATEGOS Classes



Please contact us to obtain a free invitation to the STRATEGOS Workshop

Email: massei@itim.unige.it

URL: www.itim.unige.it/strategos

