

Bulldozer



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Bulldozer

300+ clients

ornikar

Elevo

PayFit

PIXMINCS

KYMONO

pennylane

sunday

Schneider Electric

meero

alma

Shadow

recovr

MORGAN PHILIPS GROUP

FOODLES

Husprey

LeShuttle

kolsquare

edflex
keep learning, keep growing

libeo

maha

GTS

OMNEGY

DeepReach

apizr

founders

NG DATA

FRICHTI

HYPERLOOPTT

Regate

vibe.co

aircall

Addingwell

signitic ✓

teamstarter

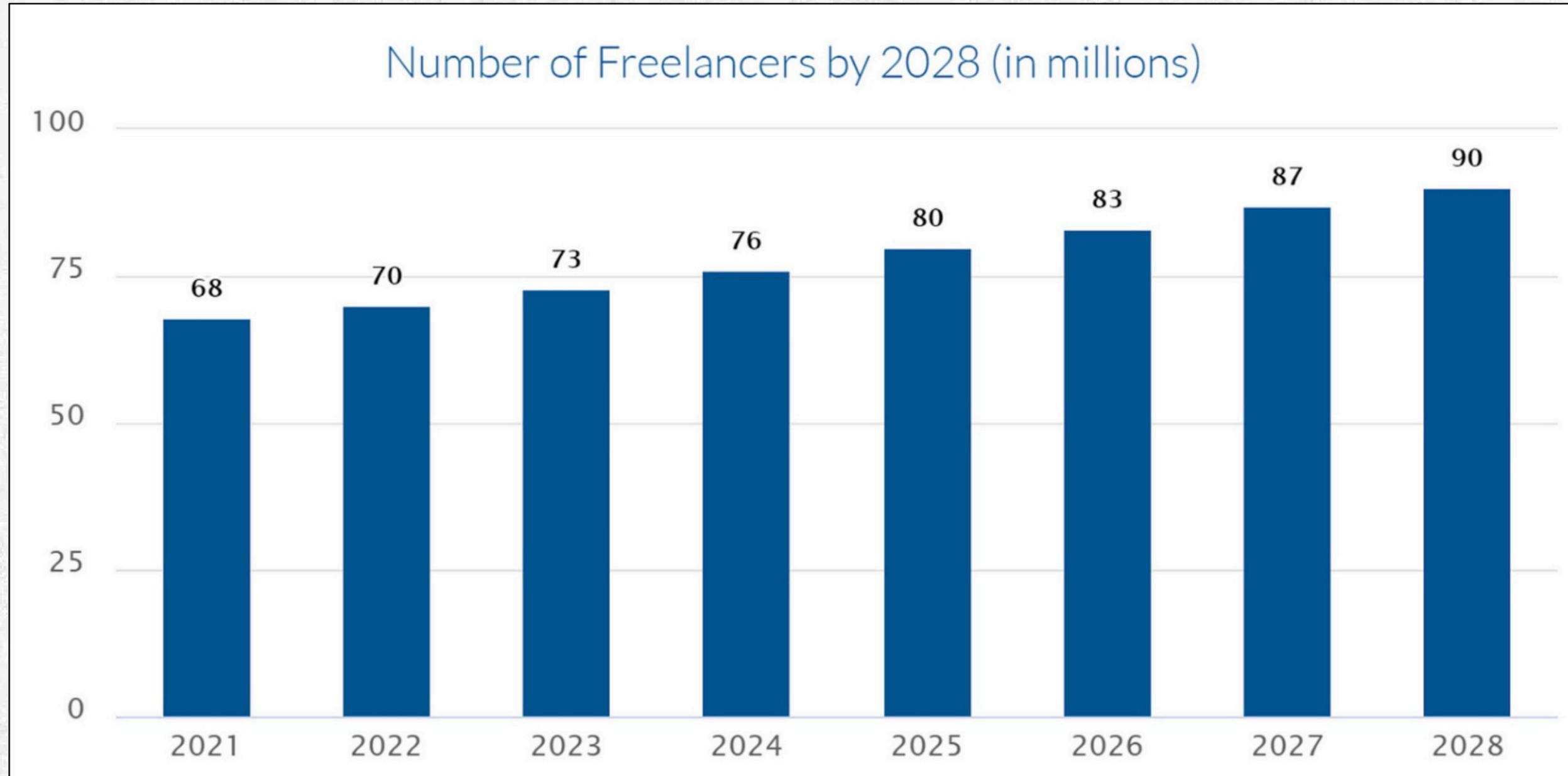
[...]

Marketing Unbound: The Strategic Advantage of "Marketing as a Service"



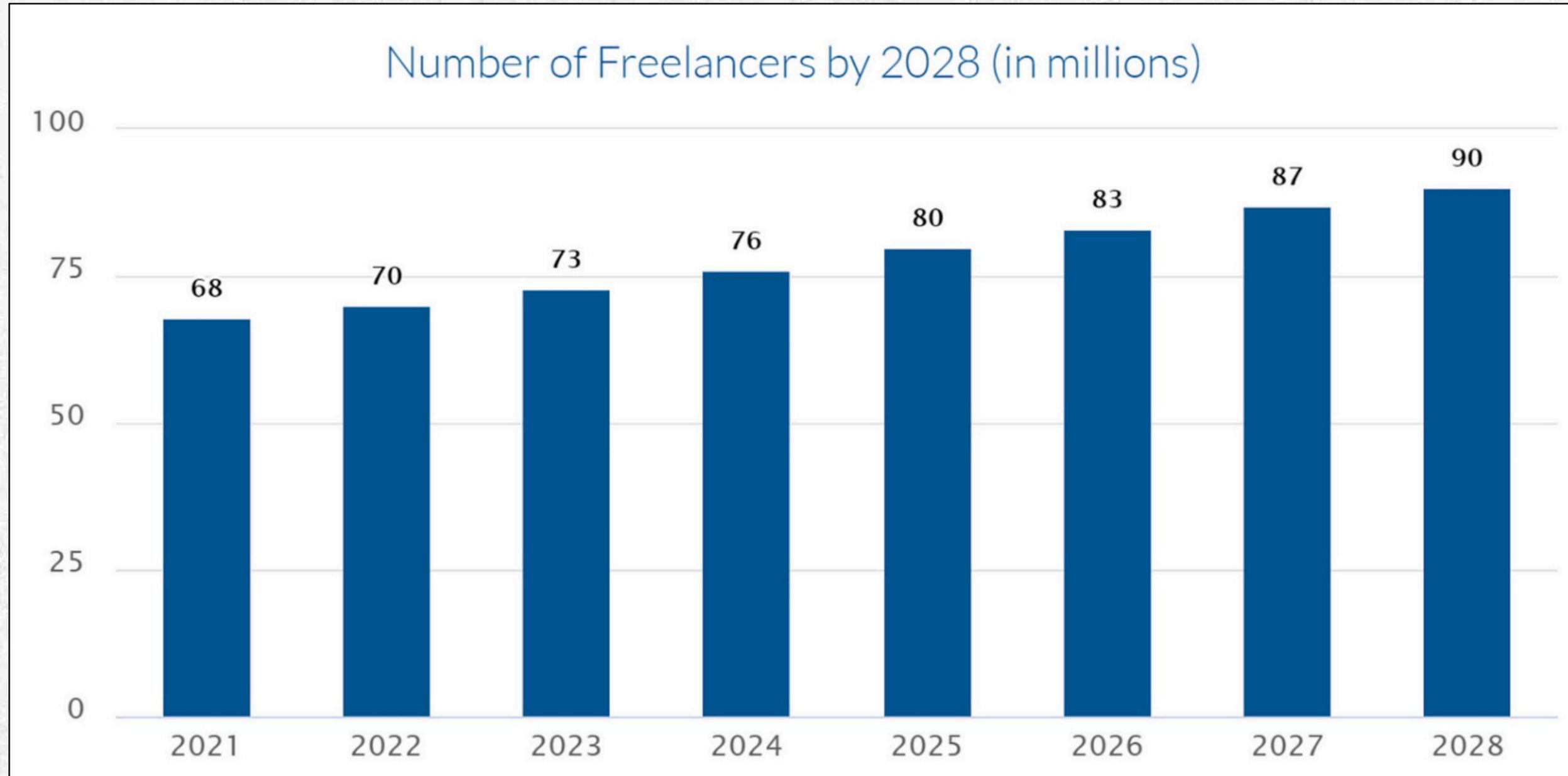


The shift to “flexibility”





The shift to “flexibility”

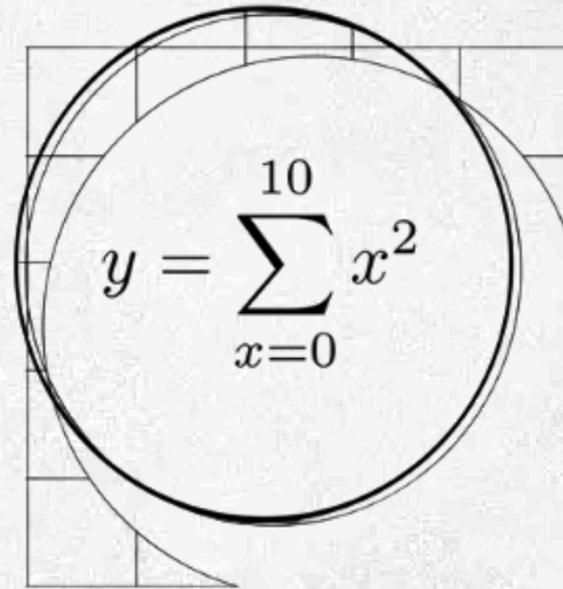


Leadership positions : +90% in 2023 !



Towards **flexible** marketing teams ?

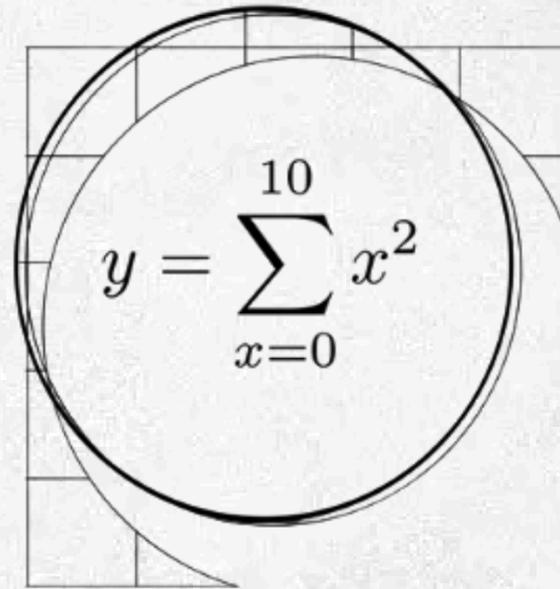
Towards **flexible** marketing teams ?



Expertise

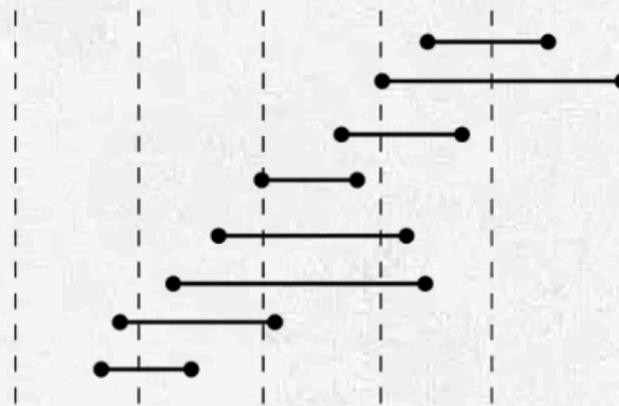
Specialized skills that are financially prohibitive to maintain in-house.

Towards **flexible** marketing teams ?



Expertise

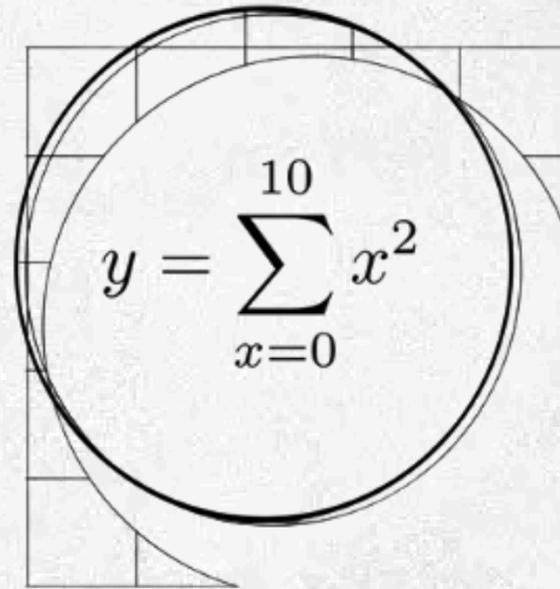
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Agility

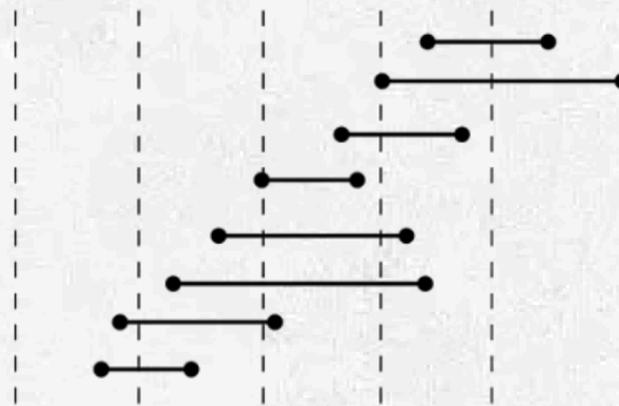
Pivot strategies quickly, responding to market dynamics without lag.

Towards **flexible** marketing teams ?



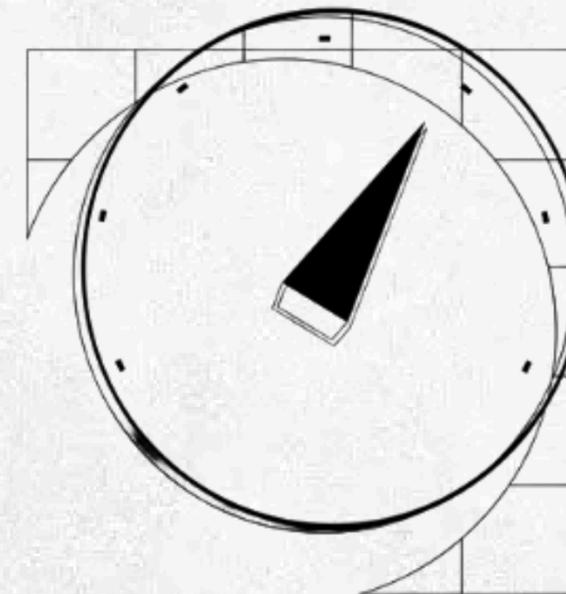
Expertise

Specialized skills that are financially prohibitive to maintain in-house.



Agility

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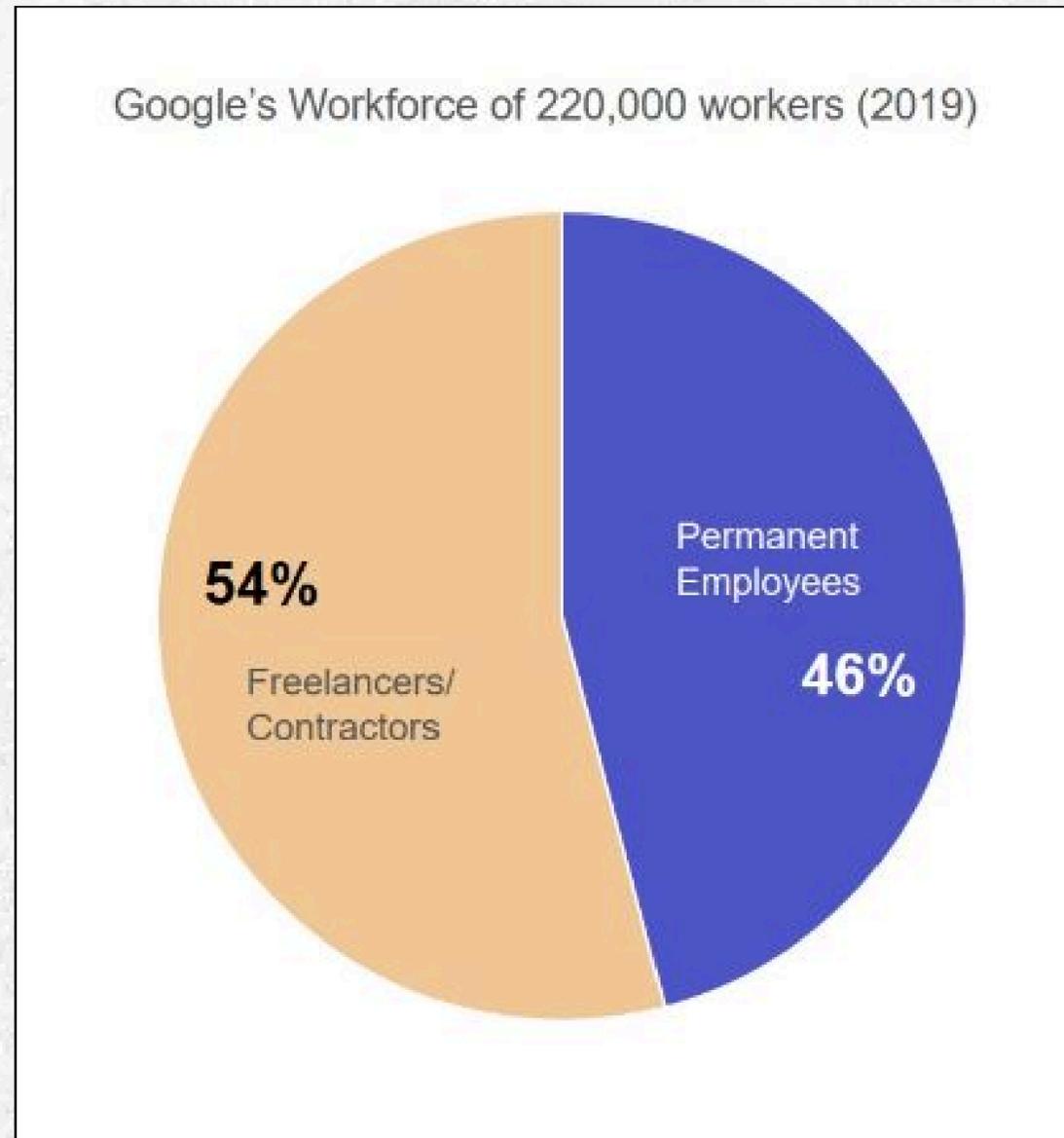


Innovation

Bring fresh perspectives that can lead to more creative solutions.



Cost smart. Expertise rich.



- ✓ Scalability
- ✓ Adaptability
- ✓ Variable cost
- ✓ Time to recruit
- ✓ Access to expertise



How to implement MaaS ?

1. Assessment

Evaluate your current mkg needs and long-term goals.





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2. Integration

Choose the right mix of skills & expertise from the MaaS pool.



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2. Integration

Choose the right mix of skills & expertise from the MaaS pool.

3. Management

With project management tools and regular communication.



The main challenges...

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- ⚡ Cohesion
- ⚡ Leadership
- ⚡ Quality assurance



What are the performances ?



What are the performances ?

	Cost	Revenue
Short-term (0-6m)	✗	✓
Long term (12-18m)	✓	✓

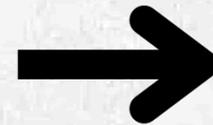




1. Vision
2. Brandbook
3. Market research
4. Datas & tools

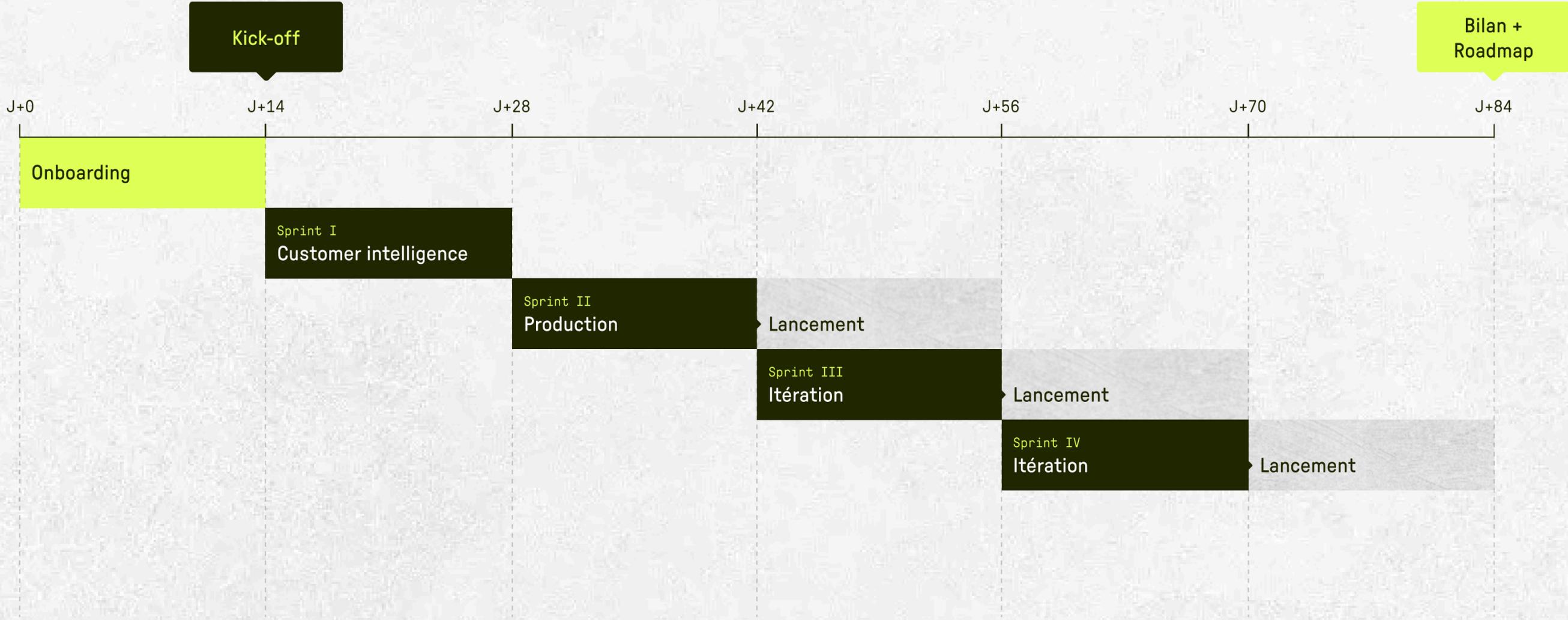


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Flexible team

- Head of Growth
- Community Mgr
- Acquisition Mgr
- Designers, etc



The future of marketing team ?



The future of marketing team ? **Flexibility.**

AI • Automation • Freelancing



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