

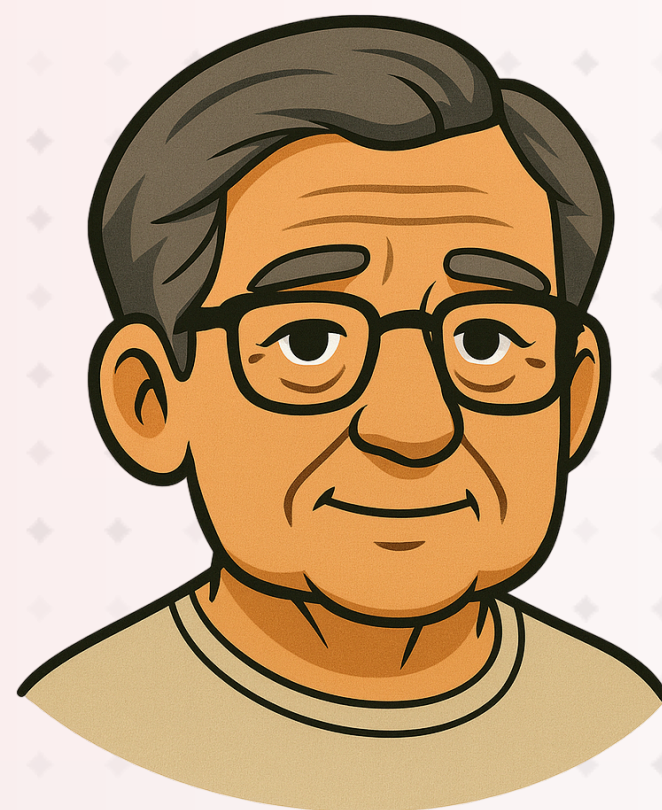


Rohan Sheth



Yash Daftary

Old Marketing



VS

New Marketing



Rohan Sheth



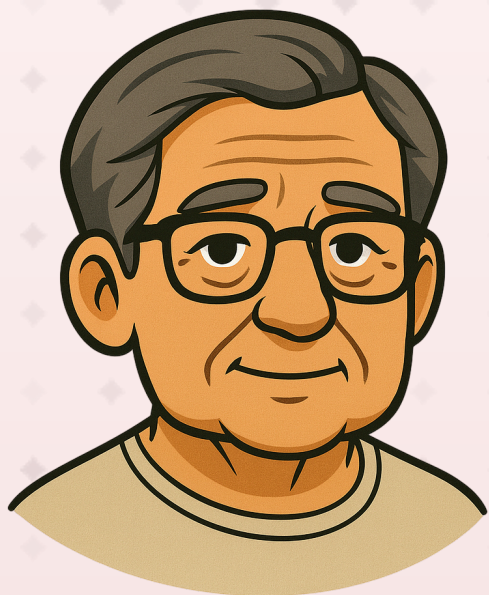


Rohan Sheth



Yash Daftary

Old Marketing



Avoid AI

Every post, ad, and email took forever to make. Too many people, too much overthinking, and everything moved at a snail's pace.

New Marketing



Use AI as a tool

AI does the heavy lifting so you can move faster. Research, drafts, and edits in minutes. So what's your job? Add the brain, the edge, and the voice that makes it land.



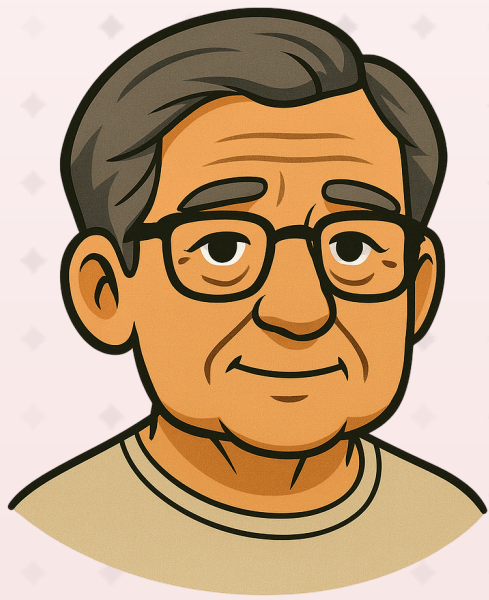


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Old Marketing



One-size-fits-all ads

Same creative blasted everywhere. Zero testing. Just burning budget and praying it works.

New Marketing



Creative-led paid

Strong ideas and relentless testing win. Swap in UGC, creator content, and fresh cuts weekly. Targeting can't save boring creative.

