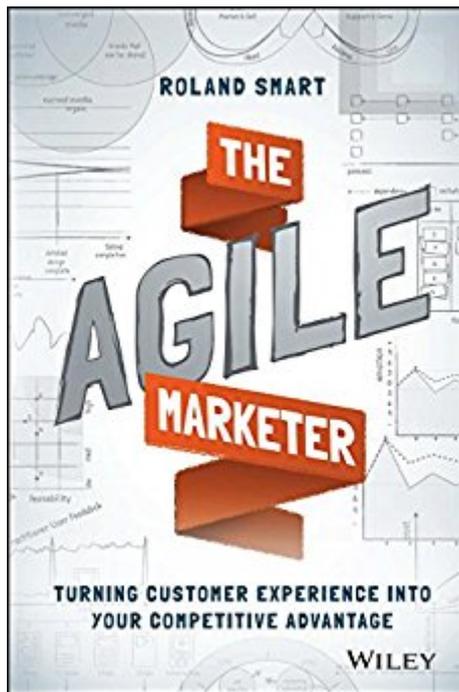


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# The Agile Marketer: Turning Customer Experience Into Your Competitive Advantage



## Synopsis

The marketer's guide to modernizing platforms and practices Marketing in the digital era is a whole new game: it's fundamentally about competing on the customer experience. Marketers must integrate a complex set of technologies to capture the customer's digital body language and thereby deliver the right experiences, at the right times, via the right channels. This approach represents a formidable technological and practical challenge that few marketers have experience with. The methods that enable marketers to meet this challenge are emerging from an unexpected place: the world of software development. The Agile methodologies that once revolutionized software development are now revolutionizing marketing. Agile provides the foundation for alignment between the marketing and product management sides. It can unleash a whole array of new marketing opportunities for growth hacking as well as for "baking" marketing directly into your products or services. Beyond that, as a discipline it can serve as a bridge to strategic alignment, positioning the chief marketing officer alongside the chief product officer as the two primary drivers of the business. Written by a premier practitioner of modern marketing, this book will provide you with: Insights on the evolution of product development and management in the organization and why marketing must partner with them in the new era An understanding of Agile methods and their application to marketing A plan for integrating Agile with your traditional methods Tactics to drive alignment with product management A pathway to becoming the steward of customer experience Rich with examples, case studies, illustrations, and exercises drawn from the author's wide-ranging experience (from startups to a top global technology company), The Agile Marketer will help you transform marketing in your organization, in spirit and practice and help realize its critical roles in product management and the customer experience.

## Book Information

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## Customer Reviews

Marketing ain't what it used to be. The rapidity of product cycles, the speed of electronic communication, and social media-savvy customers require an entirely new marketing methodology from days of yore. Enter Agile marketing. Roland Smart makes the case for Agile being the marketing method of choice for staying responsive to customers and adaptable to the market. Here are its principles:

- Priority #1 = satisfy the customer through early and continuous delivery of marketing that solves problems.
- We welcome and plan for change. Our responsiveness = our competitive advantage.
- Deliver marketing programs frequently, from a couple of weeks to a couple of months, with preference to the shorter timescale.
- Great marketing requires close alignment with the business people, sales and development.
- Build marketing programs around motivated individuals.
- Learning, through the build-measure-learn feedback loop, is the primary measure of progress.
- Sustainable marketing requires you to keep a constant pace and pipeline.
- Don't be afraid to fail; just don't fail the same way twice.
- Continuous attention to marketing fundamentals and good design enhances agility.
- Simplicity is essential.

One of the core themes of the book is how to integrate marketing, innovation and product development from the outset: "Product strategy and customer experience must be developed collaboratively if they are to be optimally effective. Such coordination is what makes it possible for marketers to bake marketing into the product itself." Although this book is more about big principles than specific marketing recipes, it's straightforward to extrapolate from the examples provided and create one's own initiatives.

Agile has been a methodology that has changed the software development landscape. Instead of lengthy, static and rigid practices that often resulted in outdated products by the time of release, agile made the product development process a systematic method of product/market fit with constant evaluation and iteration. In *The Agile Marketer*, Roland Smart explains how marketers are

applying the agile method not only marketing strategies and tactics, but also how the product and marketing teams are working together to constantly ensure that there continues to be a product/market fit. It's an adaptive approach to marketing that enables businesses to continually evaluate and revise their approach to the market and ensure that their products are meeting and exceeding customer expectations and needs. While the title of the book may imply that this book is a playbook on how to implement Agile Marketing methodology in your own company, I see it more as a primer to agile PRACTICES in multiple aspects of a customer-centric company. Smart provides an overview of agile and two main approaches (Scrum and Kanban) and discusses the merits and applications of each--and compares and contrasts them. In his discussion, it's clear that one size does not fit all, and he provides real-world examples of how companies have implemented the methodologies to match their specific needs, particularly a case study of ReadyTalk's implementation of both Scrum and Kanban (Scrumban!). What I really like about this book is that, while there are specific and detailed prescriptives on how to implement agile methodologies (and components) in your organization, it's more a book about HOW these new methods can make you more effective and competitive in today's high-velocity world.

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