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The Agile Marketer is a hands-on guide for marketers looking to move their marketing to a more customer-centric approach. Roland provides a practical guide explaining what Agile Marketing means, its benefits compared to more traditional marketing methods, and how to integrate Agile Marketing with your long-term marketing strategy.

The Agile Marketer: Turning Customer Experience Into Your ...
X-Ray: □ 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 ...

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The Agile Marketer | 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.

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The Agile Marketer: Turning Customer Experience Into Your ...

The Agile Marketer: Turning Customer Experience Into Your Competitive Advantage, according to Roland Smart, is about ushering a new "Age of the Marketer" complete with a new purpose and toolset. Specifically, the book discusses how marketers can get ahead of the trends through collaboration, flexibility, and a powerful shift in mindset.

The Agile Marketer: Turning Customer Experience Into ...

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The Agile Marketer Turning Customer Experience Into Your ...

This is the first article in a six-part series that examines via Q&As with a roundtable of agile marketing experts what it takes to adopt an agile marketing approach, and how to turn the ...

Agile Marketing: Moving At The Speed Of The Customer

An exploration of Agile Marketing All thoughts expressed here are either Dwayne's attempts to parse out what Roland is saying or Roland Smart's words from his book "The Agile Marketer: Turning Customer Experience Into Competitive Advantage How to read this. If it is in quotes ("") then it came from the book.

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Agile Marketing Research

Agile marketing: Turning theory into practice Anyone who's been in marketing for any length of time knows the nature of the function has changed dramatically. Once chiefly guardians of the corporate brand, marketers are increasingly expected to drive revenue and represent the voice of the customer.

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The Agile Marketer Turning Customer Experience Into Your ... Agile serves as the lingua franca for the two sides as they work together to improve products and the customer experience. One of Agile's strengths in the marketer/product developer collaboration...

Oracle BrandVoice: Agile Marketing: It's Not Just For Tech ... Taking its roots from the Agile Manifesto for software development, Agile Marketing is a means to 'create, communicate and deliver unique value to an always-changing customer in an always-changing market'.

Agile Marketing vs Best Practices | Smart Insights

Agile Marketing helped us dramatically accelerate time-to-market on critical campaigns, improve collaboration amongst the different marketing functions, and our marketers are happier and more motivated. Most important, our marketing team is making a stronger contribution to the company's sales operations. If you're looking to transform your ...

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