

A Common Sense Journey Into Agile Marketing



The Agile Marketer

@andreafrrear | #bizagility2017

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SPB





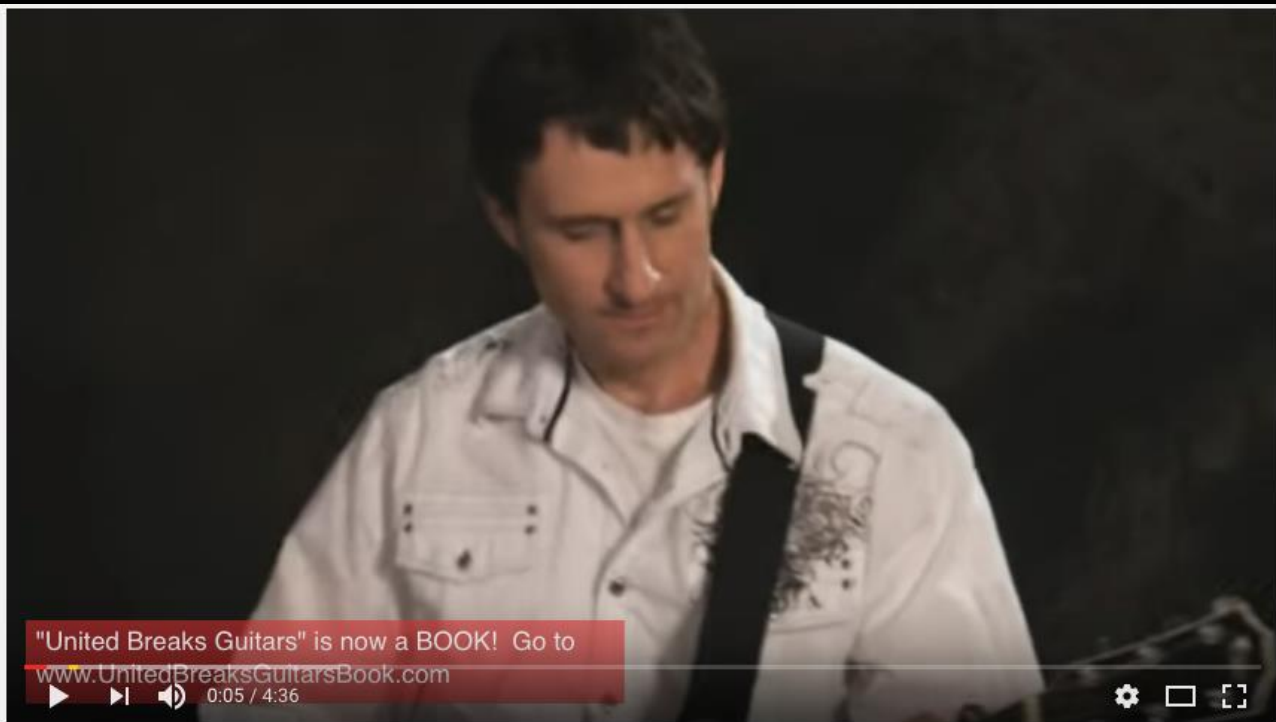






NO





United Breaks Guitars

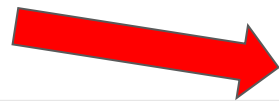


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1,962



The Agile Marketer

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Chicago Tribune

THE VIEW



THE WALL STREET JOURNAL.



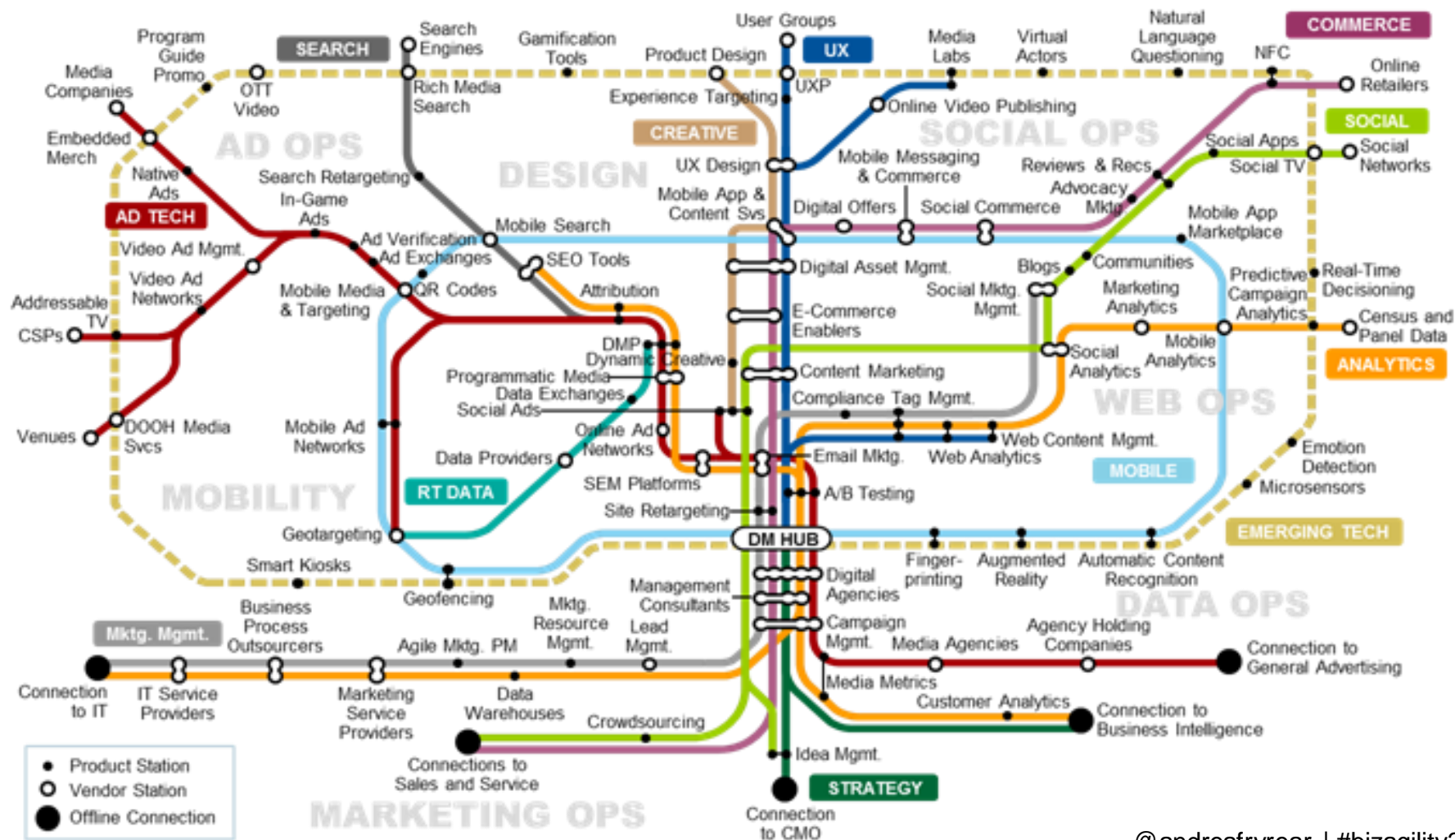
Los Angeles Times

Customer Experience

Customer Experience

=

Marketing



1. World War C

2. The Audience

3. Sanity





80%

“Not very impressed” with marketing’s work

73%

Marketers lack business credibility, can't demonstrate how they grow the business

77%

See disconnect between marketers' talk and the results that matter to CEOs

A woman with short brown hair, wearing dark sunglasses and a red coat, is holding several shopping bags. The image is faded and serves as a background for the text.

66%

Of readers have felt deceived upon realizing content
was sponsored by a brand.

A woman with short brown hair, wearing dark sunglasses, a red coat, and black gloves, is holding several shopping bags. The background is a blurred indoor setting.

92%

Of consumers trust recommendations from friends &
family above advertising



52% → 22%

From 1997 to 2008, % of brands in which consumers have a high level of confidence.

45.9

Average # of hours marketers work each week

98%

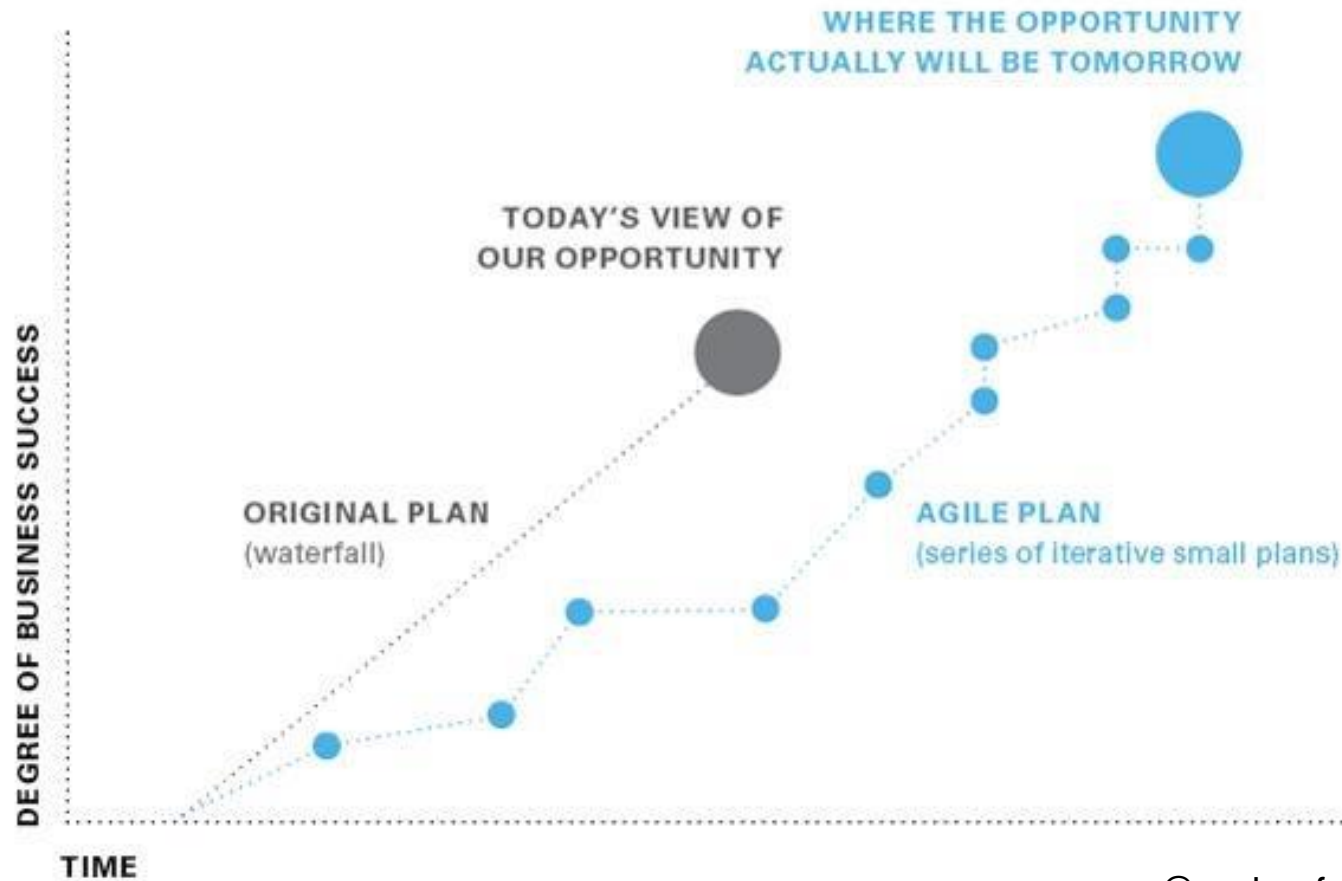
Of marketers experience conflict with other teams.

54%

Of marketers take less than 30 mins for lunch



AGILE VS. WATERFALL PROCESS



94% of business problems
originate from processes, not
people.

W. Edwards Deming



87%

Of Agile marketers become more productive



80%

Better prioritize the things that matter.



93%

Get campaigns to market faster



????



Organic traffic +418%



New website launch →
395% traffic increase



Iterative experiment → New
website section →
246,525 new page views



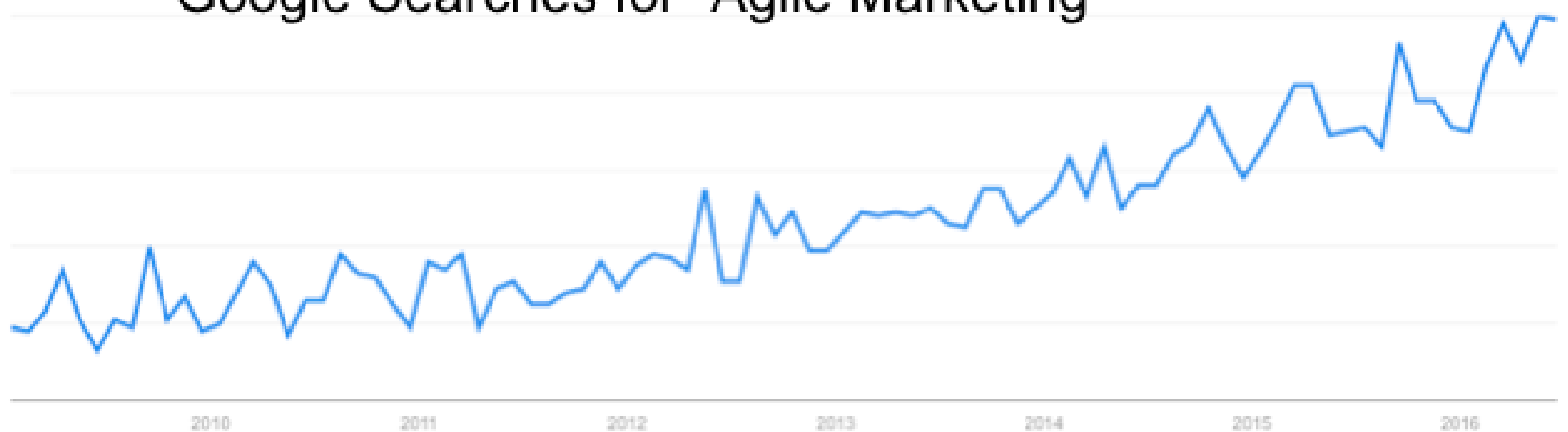
Iterative email improvements



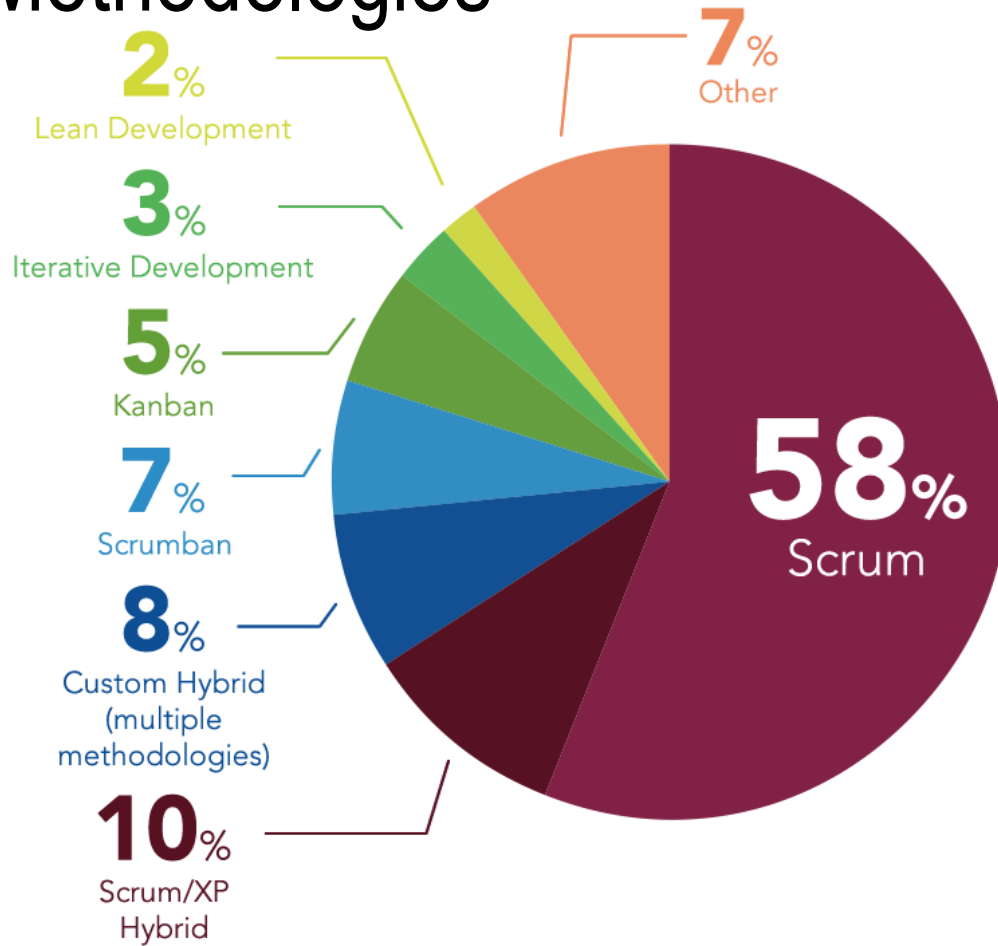
20.4% average open rate



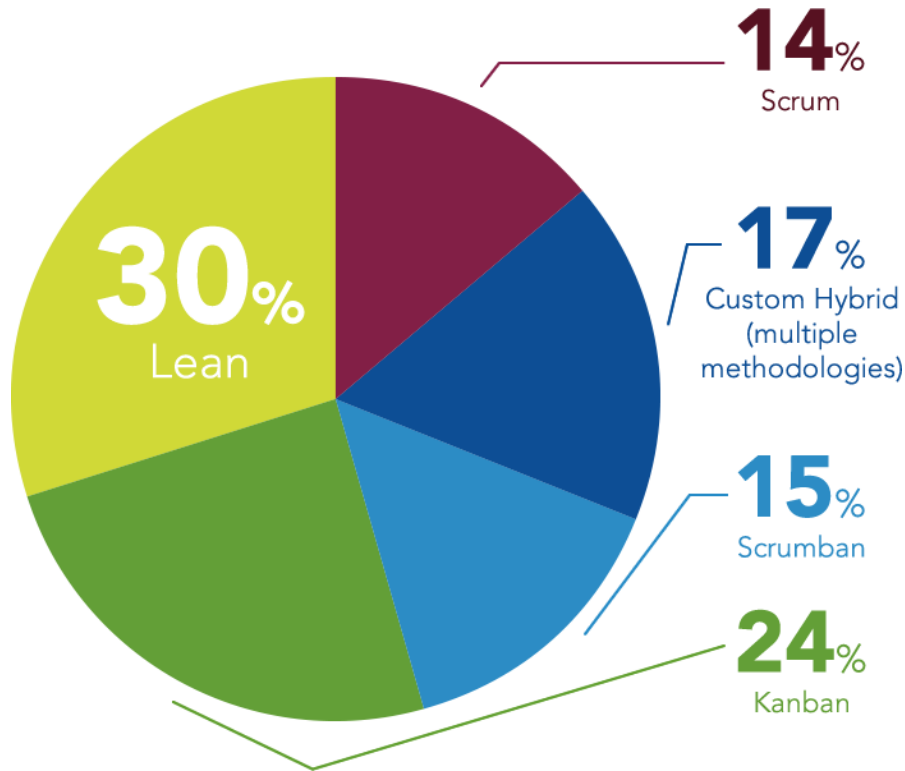
Google Searches for “Agile Marketing”



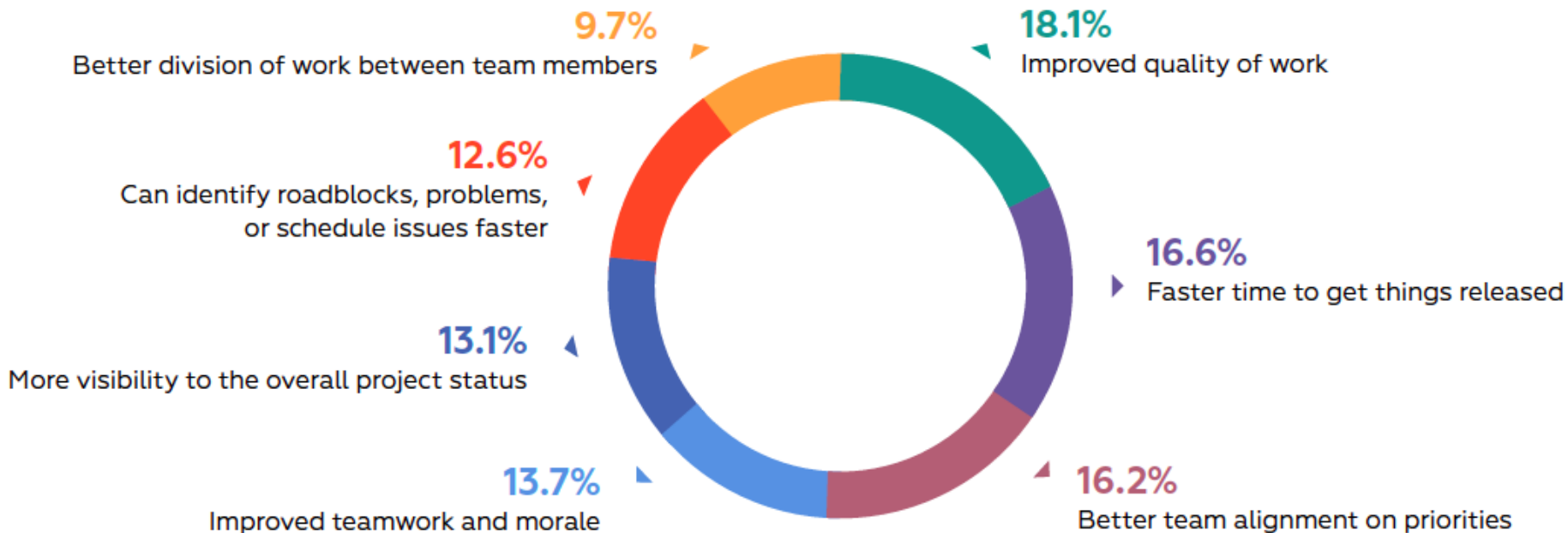
Agile IT Methodologies



Agile Marketing Methodologies



Benefits of Agile Marketing



For more...

bit.ly.com/BACon-17

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Foreward by Michael Brenner
Author of *The Content Formula*

Death of a Marketer



Andrea Fryrear

MODERN MARKETING'S TROUBLED PAST AND
A NEW APPROACH TO CHANGE THE FUTURE

@andreafrrear | #bizagility2017

United, you broke my Taylor guitar.

United, some big help you are.

You broke it you should fix it.

You're liable just admit. I should have flown with
someone else or gone by car.

'Cause United breaks guitars.

