

**Agile for Marketers Certification**

**Course Number:** AGLM-100  
**Duration:** 2 days

**Overview**

Marketing has changed. There are more channels, more complex persona segmentation, more demand for creative campaigns in multiple media, and everything is underlined by the drive to produce more, more often, and faster.

This Agile for Marketers Certification training teaches attendees how to apply Agile to their marketing initiatives and focuses on customer-centric campaigns. The course is certified by [ICAgile](https://www.icagile.com/) and participants may earn ICP-Marketing Certified Professional accreditation upon successful completion of the class.

**Note:** This Agile Marketing training can accommodate up to a maximum of 25 participants.

**Prerequisites**

No prior experience is presumed.

**Materials**

All attendees receive comprehensive courseware covering all topics in the course including:

* Case studies and real stories of marketers currently applying Agile Marketing
* A take-home workbook that takes concepts and puts them into action items for when you get back to the office
* A designation as a Certified Agile Marketer by ICAgile, a world-renowned accreditation company

**Software Needed on Each Student PC**

For in-person deliveries, attendees do not need computers for this course. We will provide full classroom setup instructions that will include seating in small groups, with supplies such as flipcharts, sticky notes, markers, and pens for the attendees and a projector and Internet connection for the instructor's laptop.

Online deliveries for this interactive training will use an online meeting platform (such as Zoom, WebEx, GoTo, or Teams) to have face-to-face contact online, including use of breakout rooms for group activities.

**Objectives**

* Prioritize the most important work and how to tactically say no to work that’s low value
* Visually map a marketing campaign and determine ways that one can break work up to deliver pieces to customers faster
* Apply a one-sentence writing technique called ‘Customer Stories’ to quickly adjust the tone of your campaign to be more customer-centric
* Create customer personas using what you know now, allowing you to get to faster delivery of real work
* Understand the Agile mindset, principles, roles, and frameworks including Scrum, Kanban, and Lean Marketing

**Outline**

* Introduction
* The Need for Agile Marketing
  + Agile Marketing Drivers and Criticality
  + Marketing to Serve vs. Sell
  + Defining Agile Marketing
  + Differentiating Agile Marketing
* Customer-Centric Marketing
  + Customer-Centricity
  + Understanding Customer Needs
  + Building Customer Trust
  + Focusing on Outcomes Over Outputs
* Flexible Marketing Planning
  + Minimally Viable Campaigns
  + The Marketing Backlog
  + Relative Estimation
  + Teams & Team Work
* Implementing Agile Marketing
  + Framework Overviews
  + Collaborative Planning Workshop
  + Simulate a Marketing Campaign with the Agile Marketing Navigator framework
  + Getting Started with Agile Marketing
* Conclusion