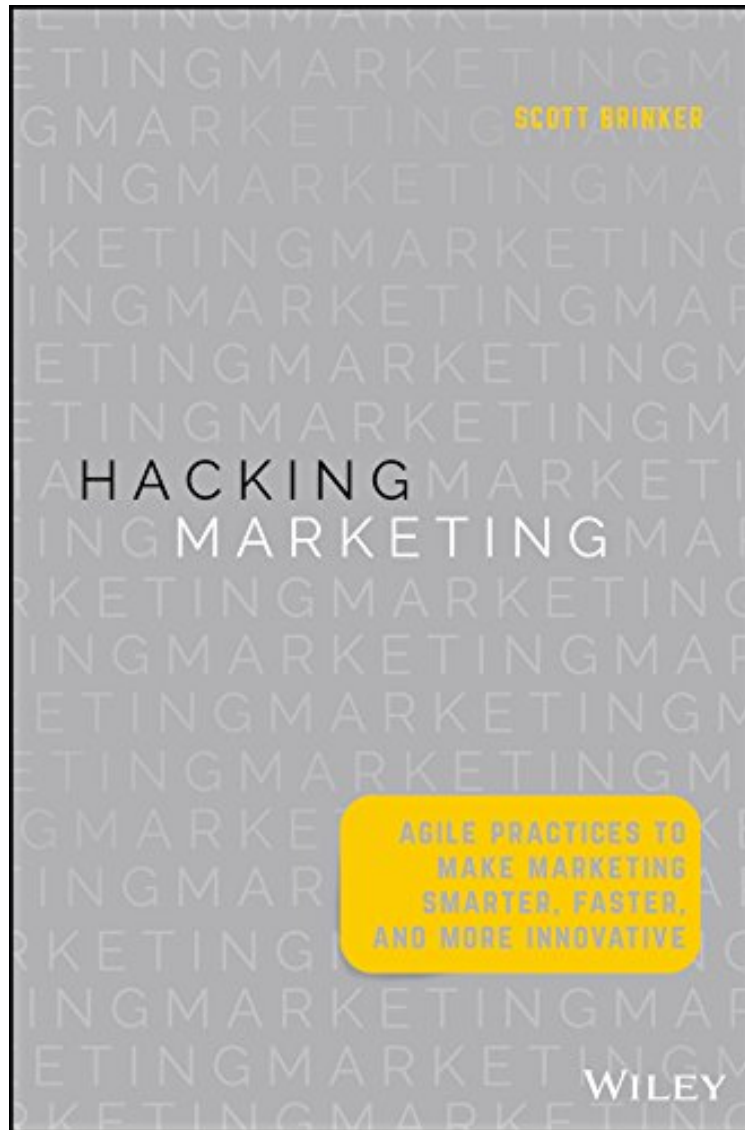


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# Hacking Marketing: Agile Practices to Make Marketing Smarter, Faster, and More Innovative

Scott Brinker

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**Scott Brinker : Hacking Marketing: Agile Practices to Make Marketing Smarter, Faster, and More Innovative** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hacking Marketing: Agile Practices to Make Marketing Smarter, Faster, and More Innovative:

2 of 2 people found the following review helpful. Conceptual framework, management guide, foundational readBy ChrisHacking Marketing provides a conceptual framework for adjusting to -- and ideally succeeding in -- a rapidly-evolving digital marketing landscape. Irsquo;ve found it tremendously helpful, not just as Irsquo;ve sought to develop

and refine my own thinking, but for helping to establish a shared set of concepts and terminology for my team. In the software-as-a-service business that we run, we need our marketing efforts to be as lean, as innovative, and as adaptive as our software. And this book gives us a series of ideas that are at once powerful and eminently pragmatic. I particularly love the idea of taking an experimental approach to marketing. However, I will admit to finding the practice considerably more difficult than the concept. A/B testing of, e.g., landing pages has become commonplace, and we have likewise found ways to introduce randomness into other marketing efforts such that we can potentially learn something about their true effects. So far so good. But gathering the data we need to learn what we need to learn from experiments: that has turned out to be surprisingly challenging. One variation of a landing page, for example, might be particularly good at getting people to click through to a website or even sign up for a free trial. But what if that population of visitors/sign-ups is significantly less likely to convert to a paid subscription? It's not enough to experiment with landing pages and scale up those that generate the most clicks or the most sign-ups. You need to know something more about the populations for whom different landing pages work, and about the long-run revenues and costs that might come from those populations. Capturing good data on metrics of success that truly matter can be incredibly difficult in practice. At our company, we're building out a custom Force.com system to help us track experiments through to eventual revenue and other metrics of success. It's complicated, since we have to track not only who was exposed to what experiments, but also how our relationships with those users developed. When sales cycles are long and involve multiple people and even multiple organizations, tracking attribution is tricky, and it involves a lot of legwork on our part. But without that legwork, we simply don't end up with the data we need to properly learn from the experiments we conduct. Hacking Marketing has given us an extremely useful conceptual framework, plus a whole slew of practical management ideas for how to put that framework into practice. This has then allowed me and my company to focus on sorting out the actual experiment-data-learning part. Slowly but surely, we're getting there!

0 of 0 people found the following review helpful. An book about 'agile'. But not a book about marketing, or agile marketing. By Jaymz Dilworth I've followed Scott's blog over the years, so was excited to read a collation of his ideas. Unfortunately, this book isn't it. This is a book on agile software development, where the word 'software' has been largely replaced with the word 'marketing'. The book explains the process of 'agile', MVP, sprints, kanban etc. It's not a bad intro to 'agile', but at no point does the author draw any real or useful connections with how it can actually be applied to marketing.... apart from sprinkling the word marketing now and then. Coming from a software dev background, I'm excited by the idea of using agile for marketing, but I'm left no better off for having this book. No examples, no stories, no explanation. Disappointing really.

0 of 0 people found the following review helpful. A Must-Read for All B2B, B2C, or H2H Marketers By Customer Scott Brinker's "Hacking Marketing" should be required reading for anyone who calls him/herself a marketer. There is no other marketing professional more qualified to write this book than Brinker (@ChiefMarTec). He is truly thriving at the intersection of marketing and technology, and his annual MarTech landscape hangs in offices around the world. As a thought leader, I've always admired Brinker, and now his book serves as a guide for scaling my team and my own professional development. It was validating to see some of his practices for agile marketing were already in place with my marketing team, such as a daily standup where we list the 3 major accomplishments from the day before and the 3 big things we would do today. The biggest "wake up" moment I had reading this book is acknowledging that as a modern marketer, I myself am a software developer. I'd always liked the idea of becoming a "full stack marketer" and Brinker has given me marching orders to get there.

Apply software-inspired management concepts to accelerate modern marketing In many ways, modern marketing has more in common with the software profession than it does with classic marketing management. As surprising as that may sound, it's the natural result of the world going digital. Marketing must move faster, adapt more quickly to market feedback, and manage an increasingly complex set of customer experience touchpoints. All of these challenges are shaped by the dynamics of software—;from the growing number of technologies in our own organizations to the global forces of the Internet at large. But you can turn that to your advantage. And you don't need to be technical to do it. Hacking Marketing will show you how to conquer those challenges by adapting successful management frameworks from the software industry to the practice of marketing for any business in a digital world. You'll learn about agile and lean management methodologies, innovation techniques used by high-growth technology companies that any organization can apply, pragmatic approaches for scaling up marketing in a fragmented and constantly shifting environment, and strategies to unleash the full potential of talent in a digital age. Marketing responsibilities and tactics have changed dramatically over the past decade. This book now updates marketing management to better serve this rapidly evolving discipline. Increase the tempo of marketing's responsiveness without chaos or burnout Design "continuous" marketing programs and campaigns that constantly evolve Drive growth with more marketing experiments while actually reducing risk Architect marketing capabilities in layers to better scale and adapt to change Balance strategic focus with the ability to harness emergent opportunities As a marketer and a manager, Hacking Marketing will expand your mental models for how to lead marketing in a digital world where everything—;including marketing—;flows with the speed and adaptability of software.

"A brilliant road map on how to evolve the capability and culture of marketing practices using parallels from the most disruptive industry in the world, the software industry." Acirc; Ram Krishnan, SVP CMO, PepsiCo "Creates a compelling model for how to think about the intersection of marketing and our digital world. It helped me re-think the way I approach my role as a CMO." Acirc; John L. Kennedy, CMO, Xerox Corporation "Marketing success is based on the experience it delivers, and now Scott Brinker lays out a terrific manifesto about how to rethink the operations underlying it." Acirc; David C. Edelman, Principal, McKinsey Company "An original take on how the management of marketing must transform to keep pace with our increasingly digital world. It's a must read for anyone looking to stay relevant in this modern marketing era." Acirc; Ann Handley, Chief Content Officer, MarketingProfs "A must-read operating manual for CMOs who want to lead in the digital age." Acirc; Ajay Agarwal, Managing Director, Bain Capital Ventures "We are all digital now. Scott makes it easier than ever for smart marketers to ask the right questions and to discover what they need to know now." Acirc; Seth Godin, Author, All Marketers Are Liars "An inspiring read for anyone who wants to master the art and science of modern marketing management, from the practice of lean and agile marketing to the design of a scalable engine for marketing innovation." Acirc; Mayur Gupta, SVP and Head of Digital, Healthgrades "Scott shows how great marketing management today is closer to modern software development than the marketing of yesterday and helps marketers understand how to incorporate those principles to succeed." Acirc; Rishi Dave, CMO, Dun Bradstreet "The truth is that marketing has changed, more than almost any other profession, and the majority of marketers have no idea how to effectively manage the process. Hacking Marketing gives you a flashlight and shows you the truth so you never have to look back again." Acirc; Joe Pulizzi, Founder, Content Marketing Institute "I am a strong believer that Agile has to be the foundation of any successful marketing team. Scott's book provides timely insight into how to make a shift to agile marketing." Acirc; Joe Staples, CMO, Workfront "A brilliant road map on how to evolve the capability and culture of marketing practices using parallels from the most disruptive industry in the world, the software industry."mdash;Ram Krishnan, SVP CMO, PepsiCo "Creates a compelling model for how to think about the intersection of marketing and our digital world. It helped me re-think the way I approach my role as a CMO."mdash;John L. Kennedy, CMO, Xerox Corporation "Marketing success is based on the experience it delivers, and now Scott Brinker lays out a terrific manifesto about how to rethink the operations underlying it."mdash;David C. Edelman, Principal, McKinsey Company "An original take on how the management of marketing must transform to keep pace with our increasingly digital world. It's a must read for anyone looking to stay relevant in this modern marketing era."mdash;Ann Handley, Chief Content Officer, MarketingProfs "A must-read operating manual for CMOs who want to lead in the digital age."mdash;Ajay Agarwal, Managing Director, Bain Capital Ventures "We are all digital now. 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Hacking Marketing gives you a flashlight and shows you the truth so you never have to look back again."mdash;Joe Pulizzi, Founder, Content Marketing Institute "I am a strong believer that Agile has to be the foundation of any successful marketing team. Scott's book provides timely insight into how to make a shift to agile marketing."mdash;Joe Staples, CMO, Workfront From the Inside Flap Marketing management is racing to keep pace with the technological advances that are disrupting how customers connect and interact with brands. Instead of planning and producing a few big campaigns, marketers today must design and operate an explosion of continuous marketing touchpoints that evolve as quickly as their organization can manage. Marketing's speed, adaptability, and ability to balance innovation and scalability in this highly fluid, digital environment have become key factors in a company's competitiveness. How can marketing managers master these new dynamics? In many ways, modern marketing now shares a surprising number of characteristics with contemporary software development. Hacking Marketing reveals the fascinating parallels between these two disciplinesmdash;and shows how marketers, even with no technical background, can borrow and adapt successful ideas from software management to lead marketing more effectively in a digital world. Written by one of the industry's foremost experts on the interplay between marketing and technology, Hacking Marketing is a nontechnical guide to managing marketing with a new generation of "digitally native" practices and frameworks. In a conversational style, it walks through pragmatic solutions to the challenges of increasing agility without losing strategic focus, accelerating marketing experimentation without sacrificing scalable operations, and empowering a more independent and distributed workforce without disconnecting executive leadership. Whether you're an experienced marketing manager updating your skill set or a newcomer looking to gain a foothold in the current marketplace, keep this one-of-a-kind resource of convenient, authoritative information at your side for its: Thoroughly clarifying primer on agile marketing, including fundamental concepts of iterative and incremental management, workflow strategies, team dynamics, and more Practical guidance for shaping marketing programs in a world of digital

experience touchpoints, including working in perpetual beta, collaborative design, interactive content, and "big testing" Everyday tactics for managing the dichotomy between innovation and scalability, including a two-pronged approach to stability and agility, an easy-to-use "pace layering" model, and strategies for avoiding the pitfalls of complexity Hacking Marketing expands your mind-set and skill set for cutting-edge marketing leadership in a digital world where everything flows with the speed and adaptability of software.