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Greetings!

We've been talking about Marketing's Digital Divide and its negative impact on customer experience, marketing effectiveness, financial performance and the professional development of marketers.

We've identified the levers we can use to eliminate Marketing's Digital Divide. They are: org structure and definition of team, our approach to work, tools and data sources.

This issue of The Bottom Line will focus on an approach to work using a systems mindset and the implementation of agile marketing to eliminate silos, reduce cycle time and increase marketing effectiveness (and, therefore, profitable organic growth).

Agile is at the center of the approach. This is not your IT's agile framework. They are similar in some ways. Agile's waterfall approach to work results in smaller iterative and incremental work products which are insight driven and informed by learnings. Also, like IT agile, Agile Marketing replaces the silos and hierarchies that have evolved over the last 15 years through collaboration and cross functional teaming.

We're talking about a new approach to marketing that serves customers better in an engagement economy. Agile is a marketer's competitive advantage!

Agile marketing can be used as an innovation technique enabling a fail fast and learn faster mentality to get to increasing capability to compete without the major risk of a big bang approach. Try baking innovation into your day-to-day activities!

VISA is an example of marketing innovation through Agile Marketing and a test and learn tool (Optimizely). VISA used iterative solution design in a test and learn environment to find the best check out solution to power VISA's global expansion.

In my soon to be released article, "Marketing and Its Digital Divide", Agile Marketing is featured as a key component of eliminating the divide and its limitations.

Marketing's engagement objective is to optimize omnichannel orchestration rather than optimize any one channel or one campaign in a broader play. Fine tuning one channel does not factor in how channels influence each other. Eliminating the Digital Divide will help us achieve that objective.

I am happy to speak with you to determine if your marketing organization is structured for optimum CX. With or without the divide, if you are not using agile marketing, let's talk about how you can try it out.

Happy Marketing!

Marianne