Today’s marketing environment can look intimidating, and even scary to a marketing professional. One of the reasons you may be holding this book in your hand or perhaps your choice of e-book reader is the hope that this book will assist you in navigating, overcoming, and meeting the often daunting challenges that you as a contemporary marketing professional are facing minute by minute. Well, the simple answer is that I truly believe you’ve come to the right place. If you are still reading, then it is my hope that at a minimum you are intrigued by what is coming next, cynically thinking what is coming next, or hopefully wondering what silver bullet this book is going to reveal. Whatever your thoughts at this point, thank you for continuing to read, and while it may not be so much magic, I do think this book will establish a foundation for the adoption and integration of this innovative approach into your thought processes as you approach the challenges you face.
Chapter 1 | Agile: Marketing’s New Method

Before going much further, there are two fundamental concepts that are key to driving success in any pursuit, but certainly important in the context of marketing and what this book is all about—agile marketing. These two ideas are simple and straightforward:

1. Being a master of the obvious has a bad reputation, when in actual fact it probably is always the best answer.

2. Be practical in everything you do, and apply it because either you have to or it is often the best approach to accomplishing your goals and being successful.

I will cover both of these ideas in the context of my experience and my nature. I have had the privilege of leading and being part of organizations that have utilized many of these principles, which have been in some part formally introduced by industry experts and gurus. But much like Robert Fulghum’s book emphasized, perhaps the most important thing I ever needed to know about marketing I learned in kindergarten; at least, that is where I first came across Dr. Seuss and *Green Eggs and Ham*. What in the world, you ask, does Dr. Seuss have to do with agile marketing? I can only paraphrase him though and hope it all becomes clear by the end of the book, if not the end of this chapter.

I cannot tell you how many times I have asked a simple and seemingly obvious question of my colleagues: “Can we just try it and see what happens?” It seems that Sam’s persistence in getting his prospect to try green eggs and ham might have some relevance for the boardroom, or at least that marketing campaign that your team wants to try….what’s the worst that can happen? It could fail, I suppose, but something that is never tried certainly fails from the start. How can it be that simple, you may ask; marketing takes more work than that; you can’t just execute everything that comes across your desk. I promise you that if you work in an agile world, you won’t execute everything, as your pigs and chickens won’t let you…pigs and chickens? Oh, wow, this is getting weird from the start. Just hang in, and I’ll explain how being the master of the farm or boardroom will help you gain success in your marketing efforts.

Marketing need not be complicated regardless of what anyone says; marketing is all about simplicity and getting to the heart of why someone needs your product. Lots of people will tell you it is a science or an art, and I’ll tell you it is both. But what marketing really requires more than anything else is action, iterative action. It requires people to try something, anything to get to a solution or see the problem at least in a new way. I find people like to make the simple complex; marketing is really about making things simple.