



# Why Agile Marketing Doesn't Mean Chaos

Webinar | March 8, 2018 - 1:00p EST

[REGISTER NOW](#)

Hi Valerie,

Is your brand struggling to govern the ever-growing number of marketing channels out there? As you may have heard during previous webinars in our [Mind the Gap Series](#), omni-channel growth is putting enormous pressure on creative teams as resources remain flat and expectations continue to increase.

If this situation sounds familiar to you, join us for our upcoming webinar "Why Agile Marketing Doesn't Mean Chaos" to get valuable insight on how you can better manage your channels through technology and automation. In this session, Andrea Fryrear (Agile Marketing expert, President and Lead Trainer for AgileSherpas) and Anjali Yakkundi (Product Marketing Director for Aprimo) will team up to cover:

- Challenges associated with omni-channel management
- The concept of agile marketing and the shift in thinking required to achieve it
- Specific styles and structures to make agile marketing work for your business

Your ability to act quickly and precisely doesn't come at the expense of confusion and chaos within your team. We'll help you see the variety of solutions out there that can help optimize performance. Even if you can't make it, [register anyway](#) and we'll send you the recording to watch at your convenience.

[REGISTER NOW](#)

## View Related Content



### MARKETING OPERATIONS IN AN AGE OF DISRUPTION

Customer experience has become a mission-critical priority in today's world. See how the implementation and management of technology systems makes it easier to achieve. [Read More](#)



### VIDEO - APRIMO MARKETING PRODUCTIVITY

Learn more about how Aprimo's intelligent, cloud-based solution that helps marketers simplify and automate collaboration efforts. [Watch Now](#)

## Want more information?

If you're ready to talk, so are we! To learn more about Aprimo's products, [contact us here](#)



Copyright 2018 Aprimo LLC | 230 W Monroe St. Suite 1200, Chicago, IL 60606

This message may include marketing and advertising from Aprimo. If you no longer wish to receive emails from us, you can [unsubscribe](#) at any time. Your privacy is important to us. View our [global privacy statement](#) global privacy policy statement.

Copyright ©2018, Aprimo US, LLC.