Hi   ,

I've been thinking about how to make our marketing more effective, and I believe Agile marketing is the key. Agile is very powerful, but we need some guidance to make it work. With some formal training we could improve our workflows and see dramatic improvements in all our projects. Compared to traditional marketing (which is what we're using now), Agile frameworks make marketers faster, more productive, less stressed, and more focused on quality.

I recently found that [AgileSherpas](#) is offering a comprehensive online training program on the subject, which will save us a lot on travel and accommodation.

Credentials
- They were the 1st organization accredited to deliver an internationally recognized Certified Professional in Agile Marketing designation (ICP-MKG) via the International Consortium for Agile (ICAgile)
- They've trained over 5,000 marketers from SMBs to Fortune 500, including HSBC, Dell, Genentech, Prudential, Barilla, Rogers and more
- All their instructors are certified ICAgile instructors who have gone through a rigorous review process
- Their partners and trainers speak at marketing and Agile events all over the world, including Content Marketing World, MarketingProfs B2B Forum, Scrum Gatherings, SXSW, and MarTech.

Curriculum
You can see the [training program's outline here](#), and download the complete set of learning objectives set up by ICAgile [on their site here](#).

The course takes place during eight 90-minute classes spread out over eight weeks. Each one is led by a live instructor. Classes are offered on a rolling basis based on instructor availability.

Cost
$1495 per attendee

Our current marketing productivity could use the help that a course like this offers. Not only will it help us get more done in less time, this training can also help us better engage customers and drive better marketing ROI.

Please let me know what you think; I'd love to attend.