

The X Factor: The Secret to Better Content Marketing

By *Mathew Sweezey*

[Content Marketing](#) is something we all must do, but we do not all do it well. The X Factor which separates the two is Agile Marketing. In this presentation I'll teach you what Agile Content Marketing is, the data to prove why Agile is better, and how to execute agile content marketing with agile lead nurturing, agile social advertising, and agile content creation.

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