

Ideas, insights, inspiration, provocations, and lessons

What we've learned from solving marketing challenges for the world's most innovative businesses

Enterprise tech marketers, meet your moment

Don't let the anxiety of slashed budgets and stalled sales convince you that you should sit on the sidelines.

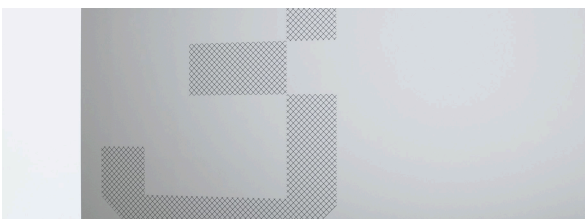
Jon Itkin
Director of Strategy



Three-Layer Storytelling

The knowledge you need to tell a story that compels an audience.

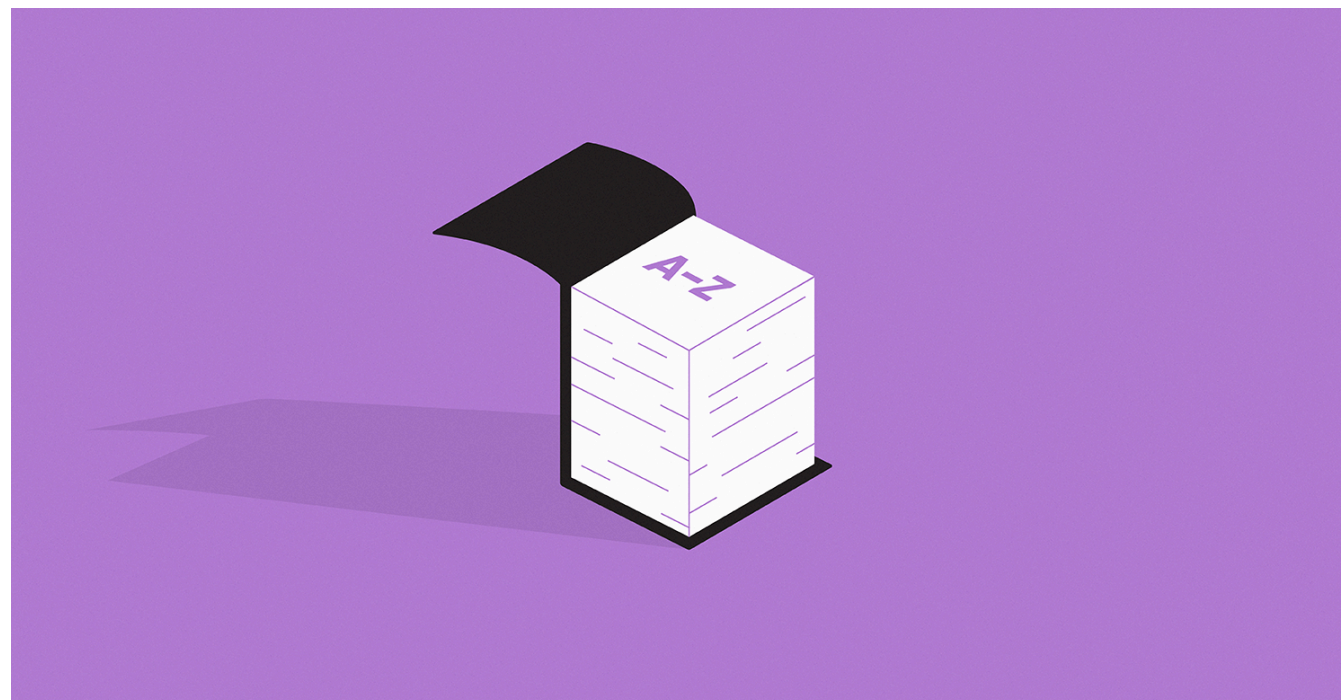
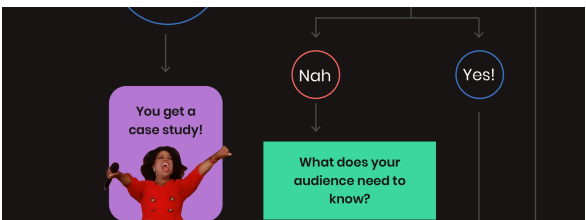
Steve Bryant
Head of Content



But do you really need a white paper?

A decision tree for helping you decide which marketing asset best fits your needs.

Steve Bryant
Head of Content



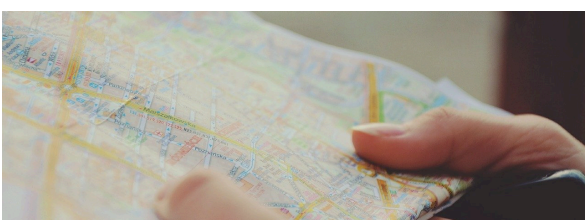
Glossary

To help you and ourselves, we've compiled a list of essential product marketing terms to reference when proposal-building, client-conversing, and project-selling.

Putting the Audience First with an Empathy Map

An industry-agnostic tool for developing an audience or customer profile.

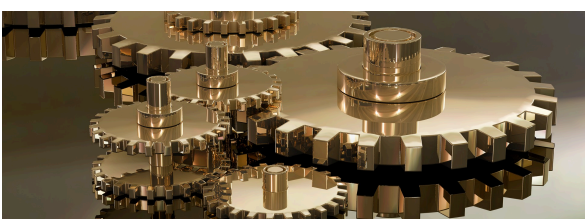
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The KPI Alignment Wheel

A tool for matching your marketing goals to your performance measurements.

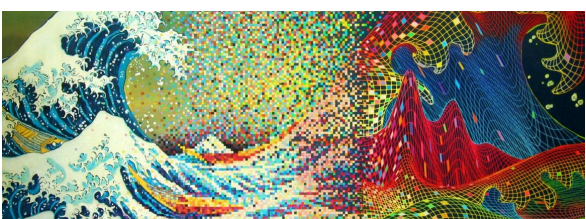
Steve Bryant
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The Marketer's Guide to Judging Creative Work

A simple and effective criterion that guides the development of any creative concept for a brand.

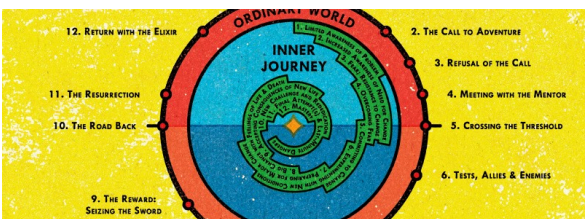
Steve Bryant
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Your sales deck should be a hero's journey

How to use the world's oldest and greatest storytelling template to sell your brand's story.

Jon Itkin
Director of Strategy



23 Mistakes This Creative Marketing Agency Made in 2019

Our impressive list of slip ups, screwups, and WTFs and what we've learned from them — plus a bunch of stuff we fixed from the last time we wrote this article.

Andrew Kessler
CEO



24 Essential Frameworks for Making Creative and Marketing Decisions

The tools you need to innovate and make better decisions in creative marketing and beyond.

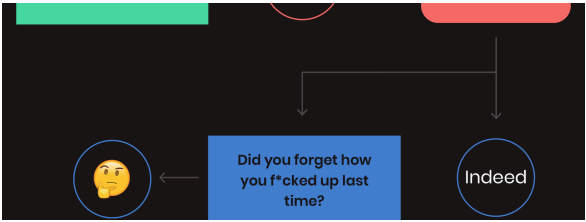
Steve Bryant
Head of Content



Why Is This Taking So Long? A Cognitive Bias Decision Tree

A handy guide for understanding the planning fallacy, self-serving bias, and other reasons your project is behind schedule.

Steve Bryant
Head of Content



Finally, a reason to check your email.

Thousands of marketers and creatives are already subscribed to Human Conditions, our semi-regular newsletter that helps radically curious humans navigate uncertainty, seek the most interesting challenges, and make better creative decisions in marketing and beyond.

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