What is Agile Marketing?

Agile Marketing is a methodology for managing marketing work that emphasizes visibility, collaboration, adaptability, and continuous improvement. Many existing Agile practices adhere to Agile principles, but the most common Agile practice for marketers is "Modified Scrum", an adaptation of Scrum, a practice widely used in software development.

PRINCIPLES OF AGILE MARKETING

- Customer satisfaction by early and continuous delivery
- Welcoming changes and adapting quickly
- Close, daily cooperation among teams
- Continuous attention to quality content and design
- Remembering that simplicity is essential

- Encouraging the team to be more involved, visible, and accountable
- Recognizing and celebrating team achievements
- Reflecting regularly on how to be more effective and adjusting accordingly

WATERFALL	SCRUM	MODIFIED SCRUM OR MIXED METHODOLOGY
• The name for traditional top-down project planning • Projects planned in sequential tasks from start to finish • Rigid, hard deadlines and specific order of completion	• A work management practice that applies Agile principles • Work organized into shorter, faster iterations and continuous improvement • Flexible, adaptable to rapid changes, deadlines become less rigid	• A customizable combination of Waterfall planning and Scrum practices • Adaptive to change, but can support hard deadlines • Supports different Agile team types and styles • Allows one team to work in Scrum and another team to work in Waterfall harmoniously

SCRUM TERMS & DEFINITIONS

Scrum – An Agile practice in which a small team works as a unit to reach a common goal as opposed to a traditional, sequential approach. Invented by software developers, this practice in a modified form is the most widely used by Agile marketers.

Backlog – An ever-evolving list of work requests and projects assigned to an Agile team. Backlog items are called stories and are prioritized according to the points assigned to them.

Sprint – A 2–4 week stretch of time in which an Agile team will work together to complete a predetermined list of stories from the backlog.

Story – A high-level definition of a work request with an allotted story point value to determine the effort required to accomplish it. Requests or projects are converted to stories before being moved from the backlog to a sprint.

Story Points – An estimation unit that measures the complexity and hours required to complete a story.

Storyboard – A visual chart (e.g., whiteboard or work management solution dashboard) with cards or sticky notes that represent all the work in a given sprint. The cards move across the board to show progress.

Swimlanes – A horizontal categorization of issues in the active sprints of a Scrum board. Swimlanes help to visualize tasks of different categories. If a story has multiple subtasks, the story and subtasks will progress down the same swimlane until all are complete.

KEY SCRUM ROLES

Scrum Master – Filters incoming requests, manages the backlog, and facilitates all Scrum meetings. Is not necessarily a team lead. This can be a rotating role. Handles the "how" of a project.

Project Owner – Prioritizes the backlog, determines the project vision. In Agile Marketing, could be CMO, director, or manager. Oversees the "what" of a project. For some marketing teams, this role may not translate well and can be left out.

Requestor/Customer – Anyone requesting work from an Agile team. Could be internal or external, an individual or a group. These people are stakeholders.

Team Member – An individual contributor to the team. One person might be a team member on multiple Agile teams.

THE AGILE TEAM (Ideal team size: 3–7 people)

More than 7 people on your team? You can create multiple smaller Agile teams based on:

Expertise/Skills – E.g., a creative team of 10 becomes three Agile teams: four graphic designers, three writers, and three video production specialists.

Job Role/Title – E.g., a marketing ops team with four marketing automation specialists.

Vertical/Audience – E.g., a large product marketing team becomes two cross-functional Agile teams that focus on different target markets. Each team has a content marketer, a sales enablement specialist, and a market analyst.

SCRUM MEETINGS – Attended by entire Agile team, facilitated by the Scrum Master

Sprint Planning Meeting

Is held a few days before a sprint and can last a few hours. In the meeting:

- Score/prioritize backlog items
- Determine individual and team availability
- Determine which items the sprint will include
- Distribute decided tasks among team (typically on a volunteer basis)
- Set goals/address obstacles for sprint

Daily Standup or Daily Scrum

A quick (<10 min.) meeting held at the beginning of each day in a sprint. In the meeting each team member shares:

- What they did yesterday
- What they'll do today
- Any obstacles* they face

*One role of a Scrum Master is to shield the team from obstacles. They will help remove obstacles for relevant team members or tasks.

Sprint Review

An informal meeting held at the end of a sprint to review the "what" of the sprint. In the meeting:

- Invite product owner and stakeholders
- Display deliverables/ progress achieved during sprint
- PowerPoint presentations are not allowed

Sprint Retrospective

A brief (<1 hour) meeting held soon after the Sprint Review to review the "how" of the sprint. In the meeting:

- Compare projected vs. actual results
- Discuss setbacks and wins
- Set goals to improve future sprints
- Discuss what worked and what didn't work and make relevant adjustments

Be more agile with Workfront

Is your team ready to transition to Agile? Whether you're just considering Agile Marketing or you've already started using Agile principles, Workfront makes it easy use Agile in your day-to-day work. With Agile you can:

- Be more ready and able to adapt to changes on a dime
- Become increasingly more effective with time and resources
- Focus more on customer satisfaction and continuous delivery
- Give more time and attention to creating quality content and design

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