THE ART OF AGILE MARKETING

workfront®
BECAUSE WORK MATTERS™

Introduction

Like yoga, practicing Agile Marketing can improve focus and agility. Agile Marketing can alter the way you approach work management and ultimately enable you to be more productive, adaptive to changes, and focused on the right priorities. With the fundamentals of Agile Marketing, you can create an Agile practice that will help you channel your inner marketing yogi and deliver better marketing outcomes with less stress.

87%
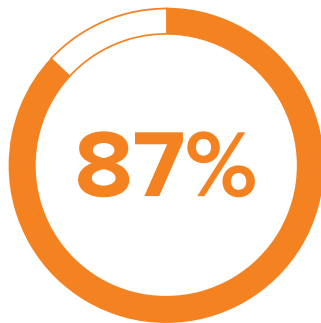
87% of marketers say Agile makes their teams more productive.[1]

90%

16%
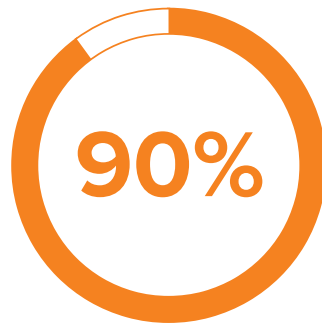
90% of brand marketers say responsiveness is essential to providing an exceptional customer experience. Only 16% say their organizations are extremely responsive to feedback.[2]

1. "Sixth Annual CMO's Agenda, The Agile Advantage: The Methodology." CMG Partners. 2014. http://cmosagenda.com/methodology.pdf.

2. "Marketer Agility And Responsiveness Impact Brand Performance, Reveals New CMO Council Study." Markets Insider. August 10, 2017. http://markets.businessinsider.com/news/stocks/Marketer-Agility-And-Responsiveness-Impact-Brand-Performance-Reveals-New-CMO-Council-Study-1002248333.

# Traditional work management vs. the Agile Marketing mentality

Marketing teams have traditionally relied on Waterfall work management—a top-down approach. Managers assign tasks, and the project cascades as the team reaches each milestone. The rigidity of this approach can cause problems for marketers. Reacting to even the slightest project change is time-consuming, so marketers cannot respond to changing marketing conditions or new opportunities.

Like yoga, Agile is about doing—working in short, iterative bursts with frequent feedback and continuous improvement. The goal is being Agile— more productive and responsive to change— requiring you to be willing to change the way you and your team think about, manage, organize, and execute your work. The desired result being that you become a more Agile—and successful—marketer.

Realign your strategy

Agile practices allow you to balance workloads and achieve the flexibility to respond to market changes. Here's why:
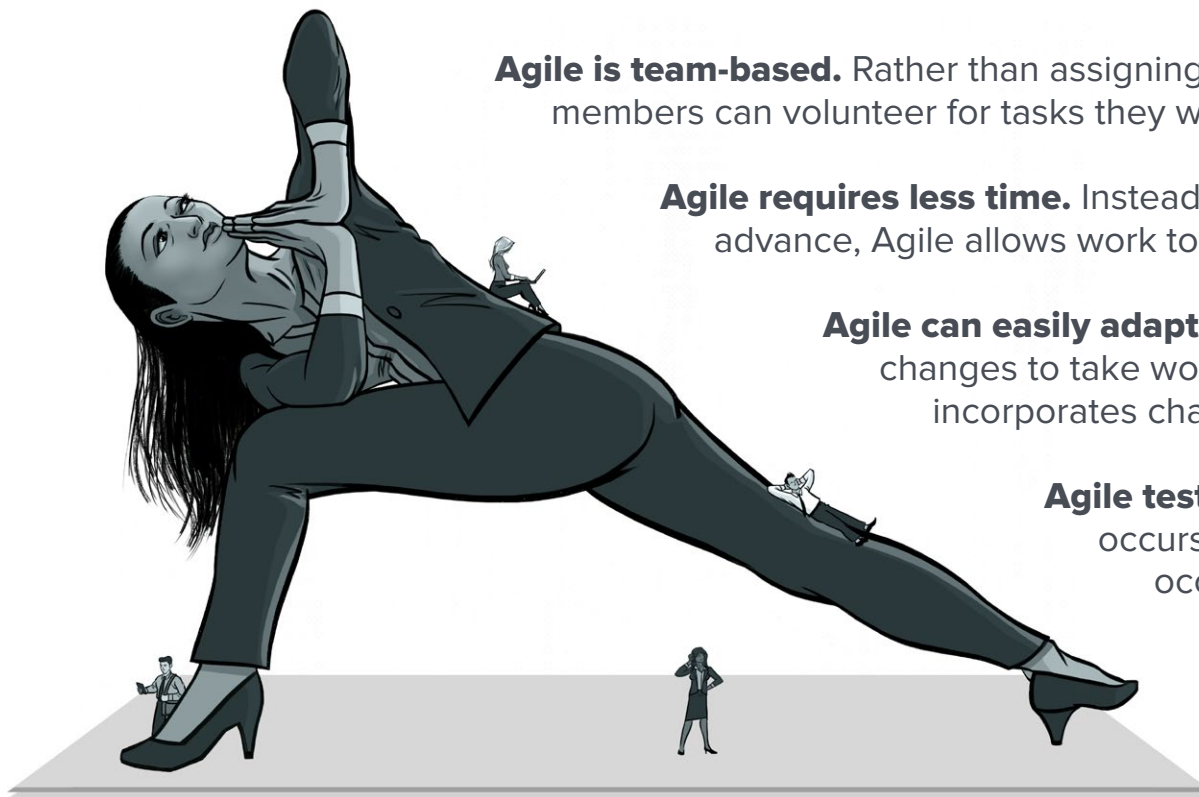
Agile is team-based. Rather than assigning tasks from the top down, team members can volunteer for tasks they want to work on.

Agile requires less time. Instead of planning the entire project in advance, Agile allows work to happen in short iterations or sprints.

Agile can easily adapt to changes. Rather than allowing changes to take work back to square one, Agile incorporates changes into the next sprint.

Agile tests continually. In Waterfall, testing occurs at the end, but in Agile, testing occurs throughout the campaign so the team can make revisions as necessary.

Ways to implement Agile Marketing

Just as there are many different types of yoga practices, there are many Agile frameworks. The three most common are:
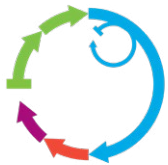
Scrum: Based on the idea that shorter work timeframes make teams more adaptable, teams plan work in short bursts called sprints—typically one to three weeks.

Kanban: This visual method uses a central storyboard with sticky notes (or a digital equivalent) to represent work items. Columns divide the work by status. Work is continuously added to the board and moved along the columns until complete.
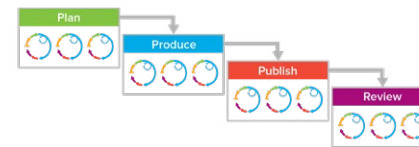
Mixed methodology: Many marketers prefer to adapt frameworks such as Scrum or Kanban to their workflow. For example, some prefer to plan work in Waterfall but execute in Scrum sprints. This is often referred to as a "modified Scrum" approach. Others apply a hybrid framework of Scrum and Kanban, often called "Scrumban."

Important Agile practices

Backlog: A backlog is the list of all planned tasks that need to be completed. In Scrum, the backlog determines what work items to execute during each sprint. By prioritizing the backlog, your team can easily determine what work is most urgent or strategic.

Burndown chart: A burndown chart is a graph that shows the progress of your sprint. It measures whether your team is still on track to achieve its goal.

Storyboard: A storyboard is a wall chart or digital tool where sticky notes or cards represent each task, and columns represent the progress of tasks. It provides an intuitive and collaborative way to keep everyone updated in real time.

Make meetings Agile

Preparing your Agile practice with sprints: Led by the Scrum Master, sprint planning meetings occur prior to the start of a sprint. Allocate an hour of planning for every week of a sprint. During the meeting, the Scrum team will:

- Review, score, and prioritize backlog items

- Determine individual and team availability

- Determine which items the sprint will include

- Select tasks on a volunteer basis

- Set goals and address obstacles for the sprint

Rebirth of status meetings

In Scrum, instead of long, wasteful meetings, daily Scrum and sprint retrospective meetings are purposeful, focused, and fast—giving your team members time in their day to get work done.

Daily Scrum: This is a quick meeting—less than ten minutes—held at the beginning of each day. Each team member shares what they did yesterday, what they'll do today, and any obstacles they are facing.

Sprint Retrospective: This short meeting—less than one hour—is held after or in conjunction with the end of a sprint. Its purpose is to: compare projected vs. actual results, discuss setbacks and wins, and set goals to improve future sprints.

Sprint Review: This informal meeting allows all stakeholders and team members to assess what was produced during the sprint, how it might be adapted for further improvement, and whether the outcome of the sprint met requirements.

Unleash Your Agile with Workfront

Position your marketing team for success with Agile Marketing. Workfront Modern Work Management will not only help your team become more Agile, both in mind-set and in practice, but will also allow them to:

- Adapt to changes without missing a beat

- Become increasingly more effective with time and resources

- Focus more on customer satisfaction and continuous delivery

- Add strength and flexibility to marketing execution

WORKFRONT.COM/AGILE-MARKETING