![Adobe logo]

AGILE MARKETING CHEAT SHEET

What is agile marketing?

Agile is an approach for managing work that emphasizes visibility, collaboration, adaptability, and continuous improvement. It started in software development teams, but now organizations of all types and sizes—including marketing—use agile ways of working.

Principles of agile marketing

- Boost customer satisfaction with early and continuous delivery

- Welcome changes and adapt quickly

- Cultivate close, daily cooperation among teams

- Give continuous attention to quality content and design

- Remember that simplicity is essential

- Encourage teams to be more involved, visible, and accountable

- Recognize and celebrate team achievements

- Reflect regularly on how to be more effective and adjust accordingly

- Ensure priorities are clearly understood throughout

Waterfall

- Traditional top-down project planning

- Projects planned in sequential tasks from start to finish

- Rigid, hard deadlines and specific order of completion

Modified Scrum

- A customizable combination of waterfall 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

- Focused on delivering high-quality outcomes

- Flexible and adaptive to rapid changes with fewer rigid deadlines

- Work is organized into short, fast iterations with continuous improvement

Scrum terms and 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 most widely used by agile marketers.

Backlog: An ever-evolving list of work requests and initiatives assigned to an agile team. Backlog items are called stories and are prioritized according to the value they create.

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 initiatives are converted to stories before being moved from the backlog to a sprint.

Sprint: A stretch of time in which an agile team will work together to complete a predetermined list of stories from the backlog. Two-week sprints are very common but can vary as necessary.

Story points: An estimation unit that measures the complexity and effort required to complete a story.

Board: A visual representation of the work in each sprint. Columns represent the progress state. Cards represent the stories.

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

Scrum board

STORY	TO DO	IN PROGRESS	TO VERIFY	DONE

Swimlanes
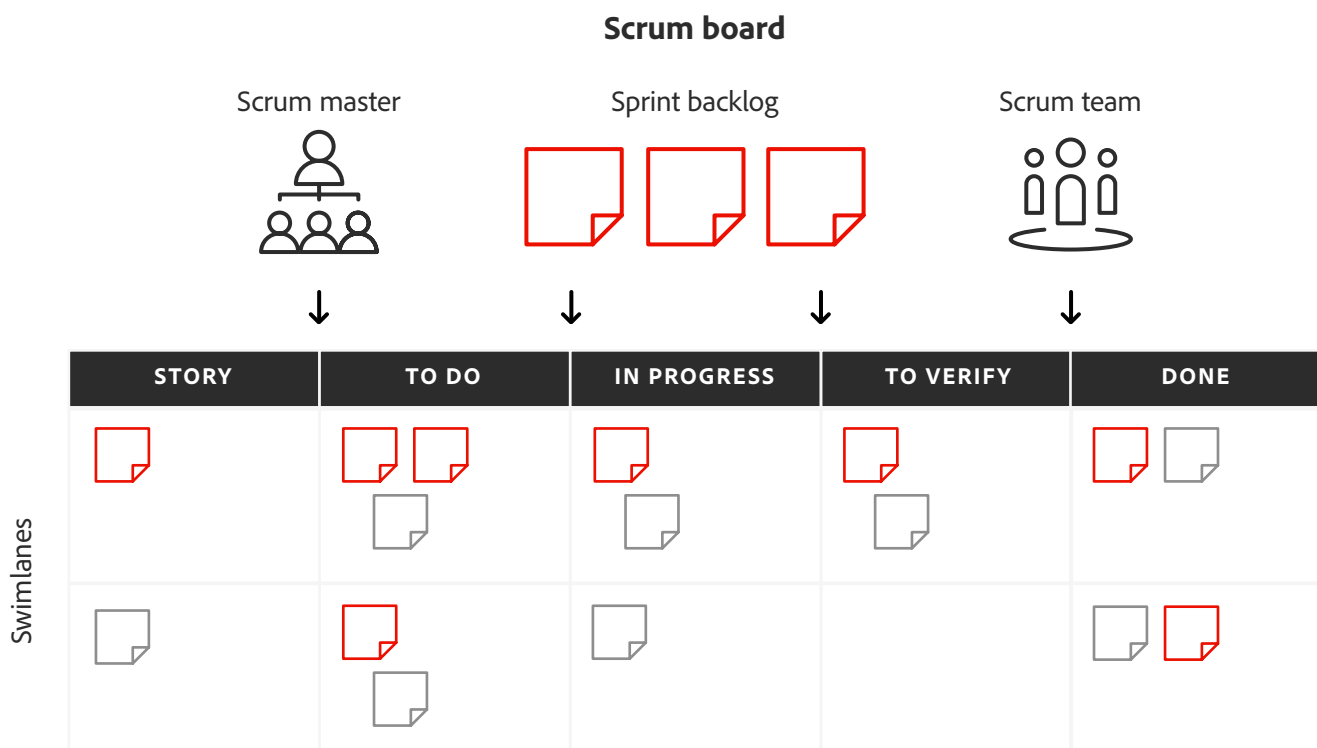
Key Scrum roles

Scrum master: Filters incoming requests and facilitates all Scrum meetings. This is not necessarily a team lead and can be a rotating role. The Scrum master handles the "how" of an initiative.

Project owner: Prioritizes the backlog and determines the project vision. In agile marketing, this could be a VP, director, or manager. The project owner oversees the "what" of a project. For some marketing teams, this role may not translate well and can be left out.

Requester or customer: Anyone requesting work from an agile team. This 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

Teams of 5–7 with cross-functional skills are proven to increase collaboration and quality for stronger outcomes. And for teams with more than seven people? Create multiple, smaller agile teams based on:

Expertise: A creative team of 10 becomes 3 agile teams with design, writing, and video production expertise distributed among them.

Job role or title: A marketing ops team with four marketing automation specialists divides these members onto different cross-functional teams.

Vertical or audience: A large product marketing team becomes two cross-functional agile teams that focus on different target markets. Each team has a product marketer, a sales enablement specialist, and a market analyst.

Scrum meetings
Attended by entire agile team and facilitated by the Scrum master.

Sprint planning meeting

A roughly one-hour meeting held a few days before a sprint. Before the meeting, stories are prioritized by the product owner. During the meeting, team members:

- Set goals and address obstacles for sprint
- Determine individual and team capacity
- Determine which items the sprint will include
- Distribute decided tasks among team, typically on a volunteer basis

Daily standup or daily Scrum

A quick, 10-minute meeting held at the beginning of each day in a sprint. During 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 remove obstacles from 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, team members:

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

Sprint retrospective

A brief, under one-hour meeting held soon after the sprint review to review the "how" of the sprint. In the meeting, team members:

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

Be 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 to use agile in your day-to-day work. With agile you can:

- Be more ready and able to adapt to changes quickly
- Become increasingly effective with time and resources
- Focus more on customer satisfaction and continuous delivery
- Enable your team to focus on the right priorities

Explore more