

Agile: The Key to Faster, More Responsive Marketing

Terminus
Account Based Marketing

leankit

AgileSparks

Q&A

WHY

Call to
Action!

WHAT

WHO

AgileSparks
Challenging your comfort zone

<https://www.agilesparks.com/agile-marketing/>

Yuval@AgileSparks.com

GoToWebinar Housekeeping

- We are **recording the presentation**
- Use the **Grab Tab** to:
 - Hide the control panel
 - View webinar in full screen
- Manage **audio settings** -- Choose between telephone and mic & speakers
- Use the **Questions** pane to ask questions



Our Presenters

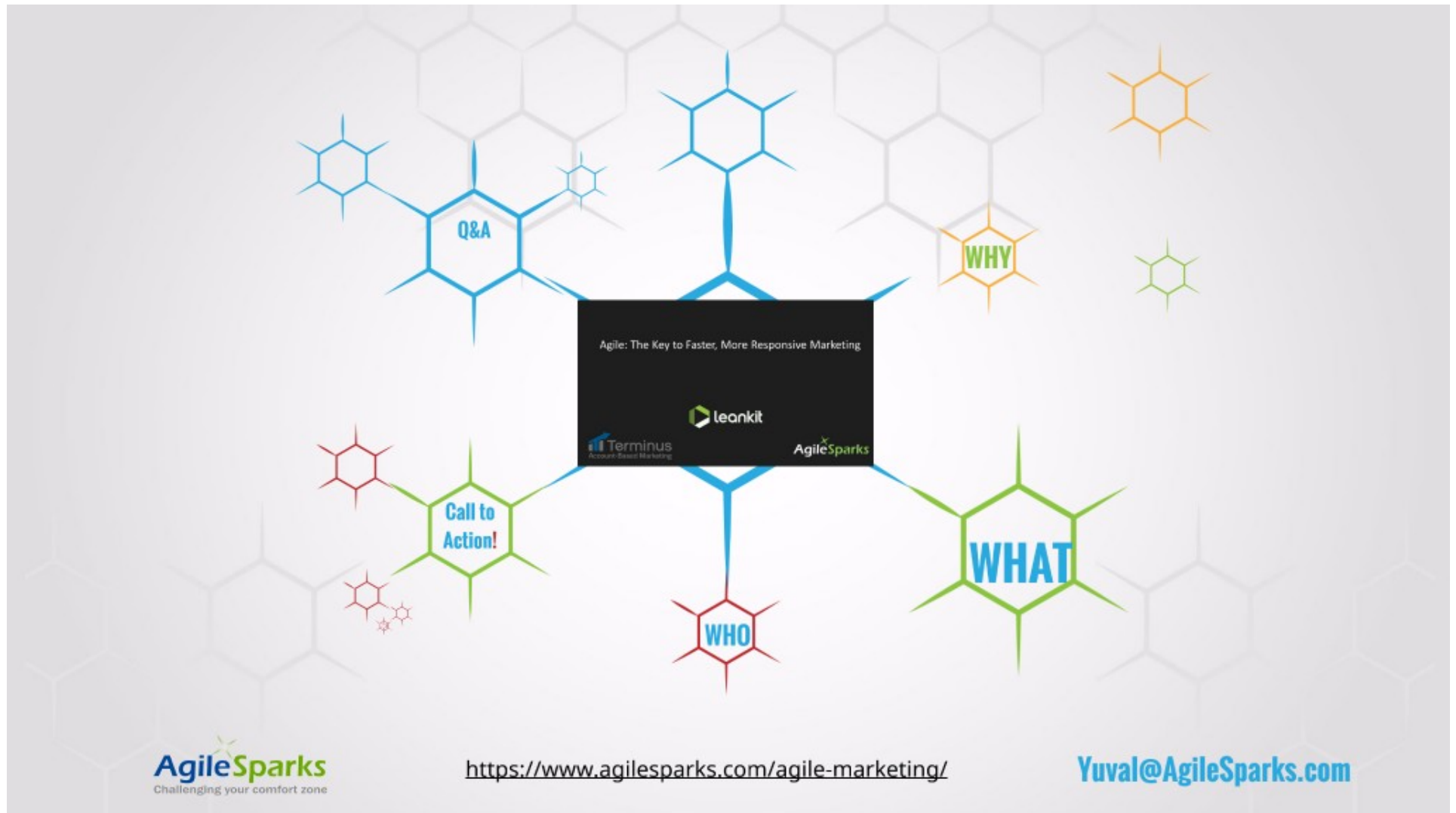


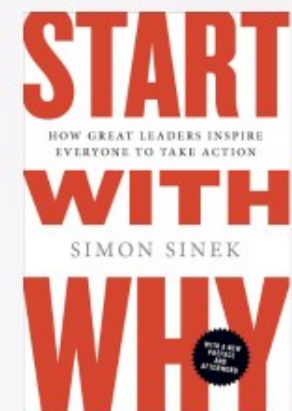
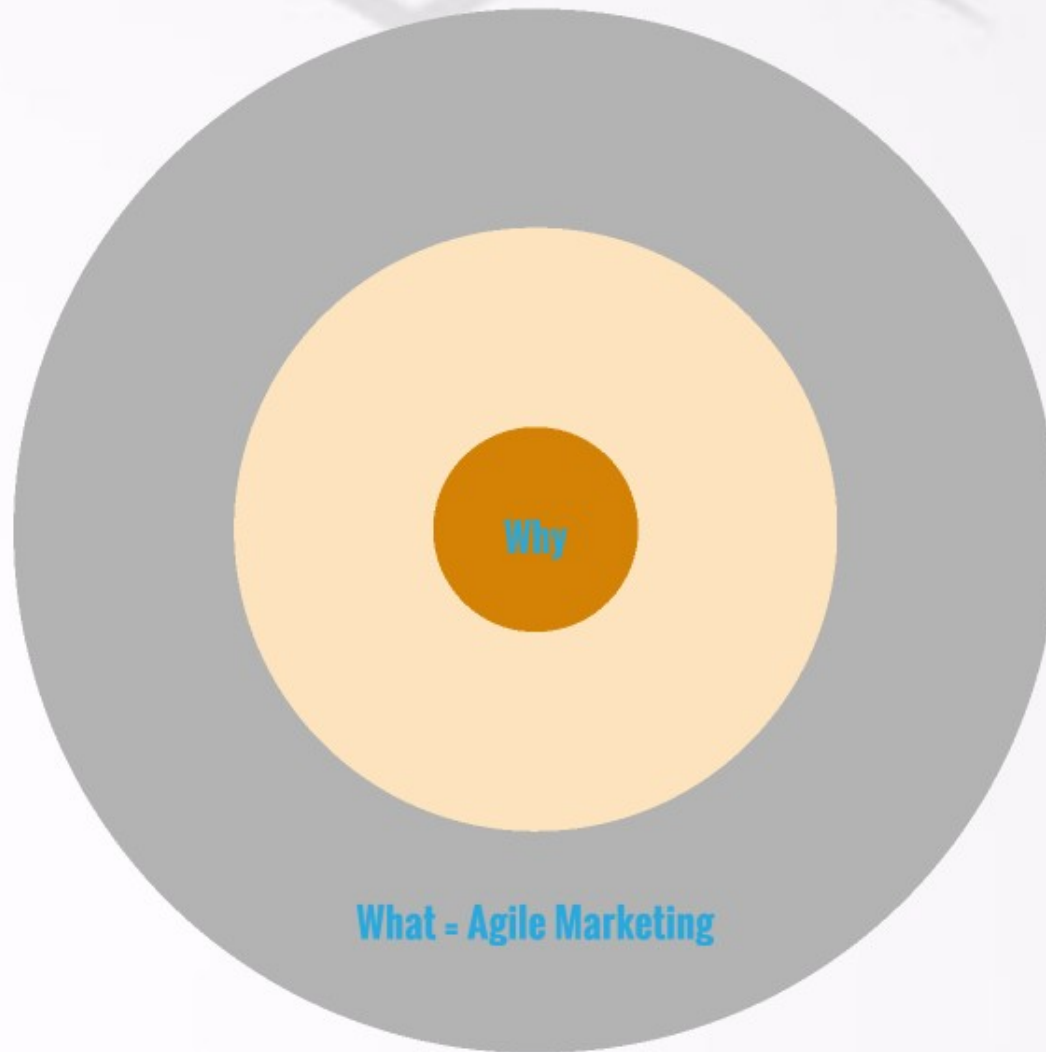
Yuval Yeret, Agile Marketing Practice
Lead at AgileSparks

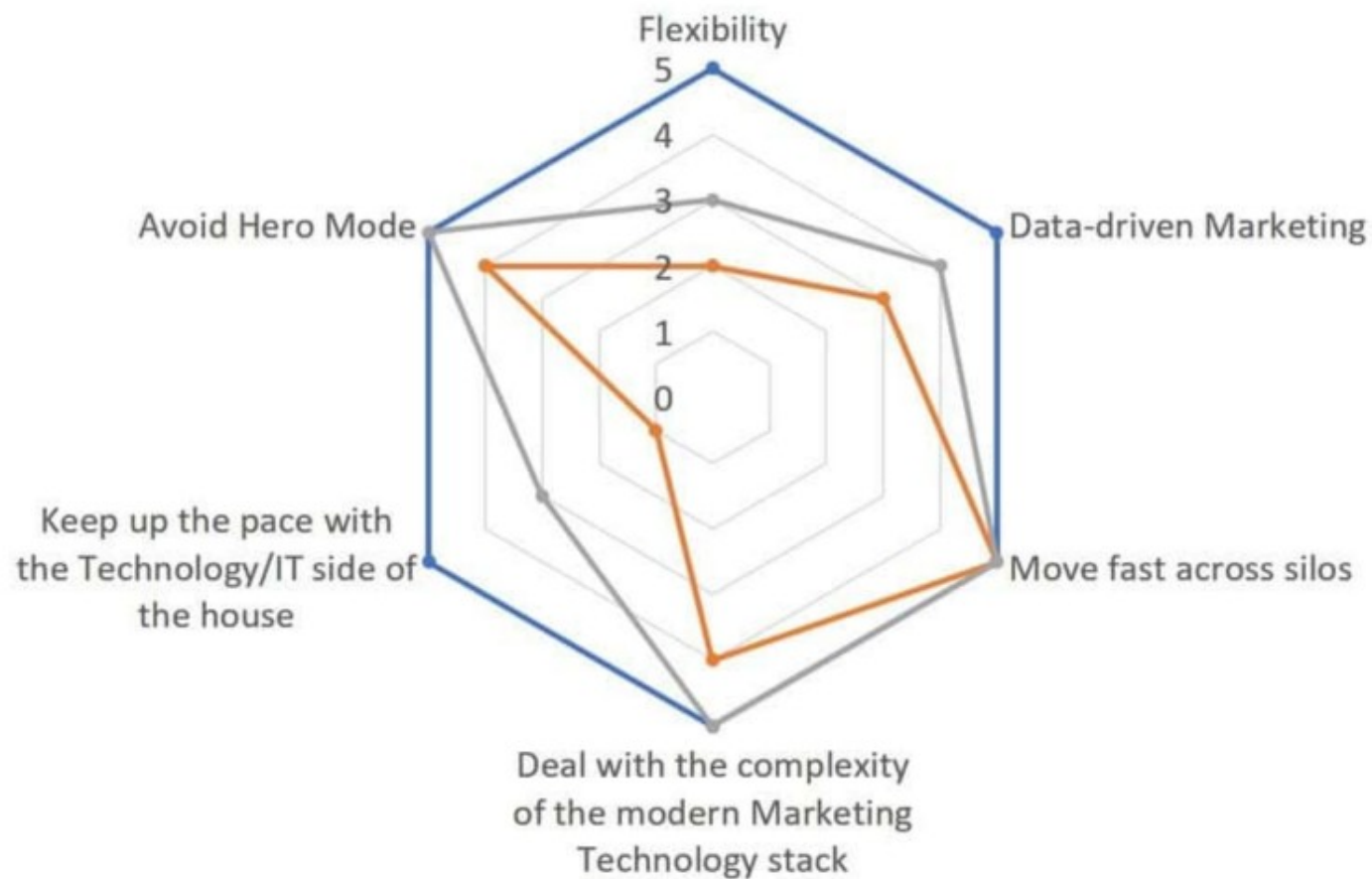


Peter Herbert, Vice President of
Marketing at Terminus
(Practicing Agile Marketing
for the last 5 years)









<https://www.agilesparks.com/blog/scaled-agile-marketing-1-intro/>

Why I Practice Agile

FOCUS. Crush marketing chaos. Limit work-in-progress.

FLEXIBILITY. Adapt & deliver value, not check marks for arbitrary due dates.

SPEED. Deliver quickly, in small continuous batches. Don't let projects linger.

INNOVATION. Get started, deliver, experiment, learn, keep going...

TEAM EMPOWERMENT. Let the team control how and when.

VISIBILITY. Kill constant interruptions for status requests. Let the team do their work. Serve yourself with visibility.

PREDICTABILITY & SUSTAINABILITY. Projects that get started, get finished. Understand how much you can work on at one time.





Agile Marketing

The Agile
Marketing
Manifesto

Adaptive and Iterative
Campaigns (Mixed w/
some Big Launches)

Flexible
Continuous
Planning


Agile Marketing
ISNT Unsustainable
Marketing!!!

Customer
Focused
Collaboration

Focus on Value
Discovery / Customer
Collaboration using
Marketing Stories

Process of Customer
Discovery with Many
Small Experiments

The Agile Marketing Manifesto

 Agile Marketing Manifesto

Values Principles Resources

We are discovering better ways of creating value for our customers and for our organizations through new approaches to marketing. Through this work, we have come to value:

- 1 Validated learning over opinions and conventions
- 2 Customer focused collaboration over silos and hierarchy
- 3 Adaptive and iterative campaigns over Big-Bang campaigns
- 4 The process of customer discovery over static prediction
- 5 Flexible vs. rigid planning
- 6 Responding to change over following a plan
- 7 Many small experiments over a few large bets



While we made some important decisions at SprintZero, this is a work in progress. We will apply our own process to publish this manifesto, measure the results, learn from the feedback, and adapt and iterate.

And we ask you to help with these questions:

- Are these the right values?
- Should we eliminate any?
- Should we consolidate any?
- Have we missed something?

Where did the values come from?

We derived these values from previously posted Agile Marketing manifestos, which were summarized in a blog post by Travis Arnold, [Roundup: Agile Marketing Manifestos](#).

Special Thanks

Thanks to the team at Mindjet for hosting SprintZero. SprintZero was organized by Jim Ewel and John Cox, with lots of help from Frank Dwyer, Travis Arnold, Robb Jay Miller, Jessica Raykos-Wall, Deborah Miller, Parker Trevis, and Nicolette Andreoli.

This declaration may be freely copied in any form, but only in its entirety through this notice.

<http://agilemarketingmanifesto.org/>

- 1 Validated learning over opinions and conventions**
- 2 Customer focused collaboration over silos and hierarchy**
- 3 Adaptive and iterative campaigns over Big-Bang campaigns**
- 4 The process of customer discovery over static prediction**
- 5 Flexible vs. rigid planning**
- 6 Responding to change over following a plan**
- 7 Many small experiments over a few large bets**

A suggested mindset going into this webinar...



Already Doing

Interesting to
try!

Not for me, Not
now...

Adaptive and Iterative Campaigns (Mixed w/ some Big Launches)

OVER **Only** Big Bang Campaigns/Launches

Expect
Uncertainty

Agile = No
Planning?



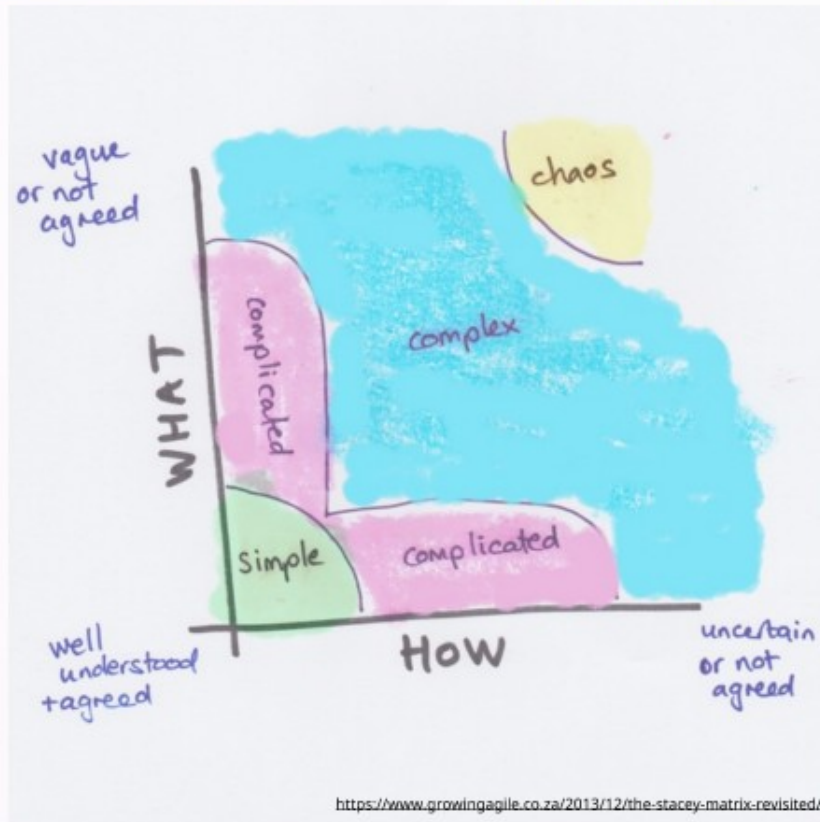
Expect Uncertainty





Expect Uncertainty

manage for it through iterations, anticipation, and adaptation.

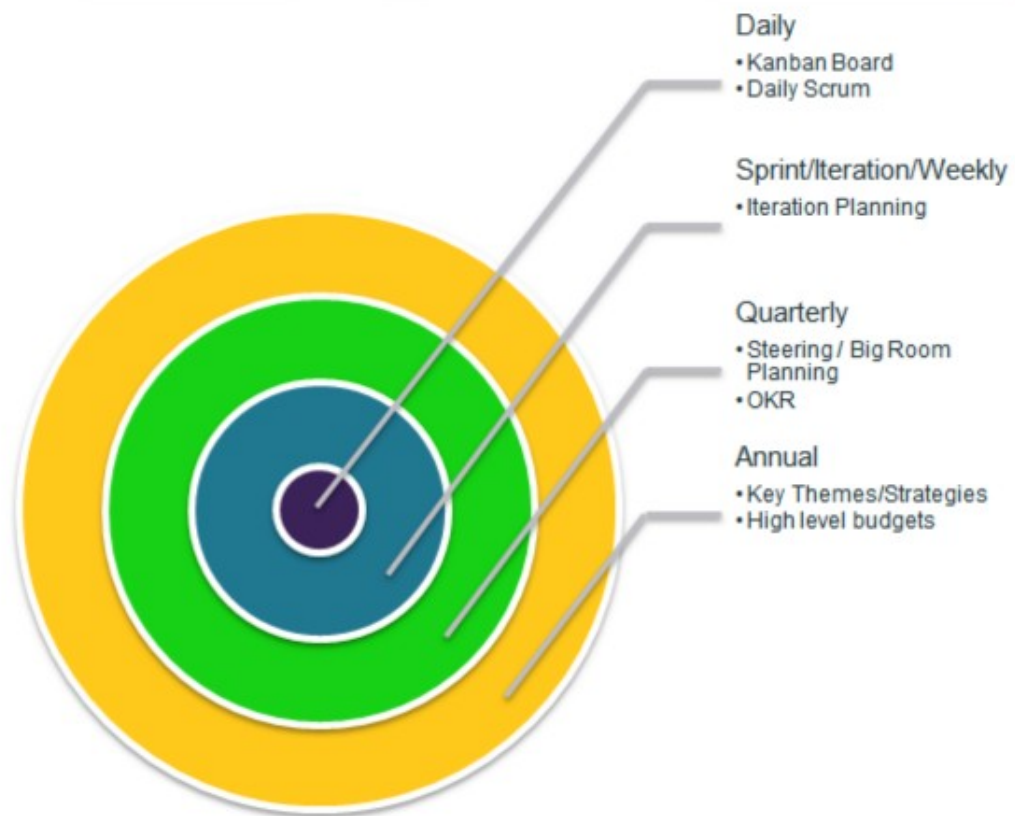


"Agile is about reactive marketing with no planning"

Agile = No Planning ?

Flexible Continuous Planning

OVER Rigid Planning (Following The Plan)



Iteration/
Sprint/Weekly

Daily

Manage/Shape
Marketing Flow

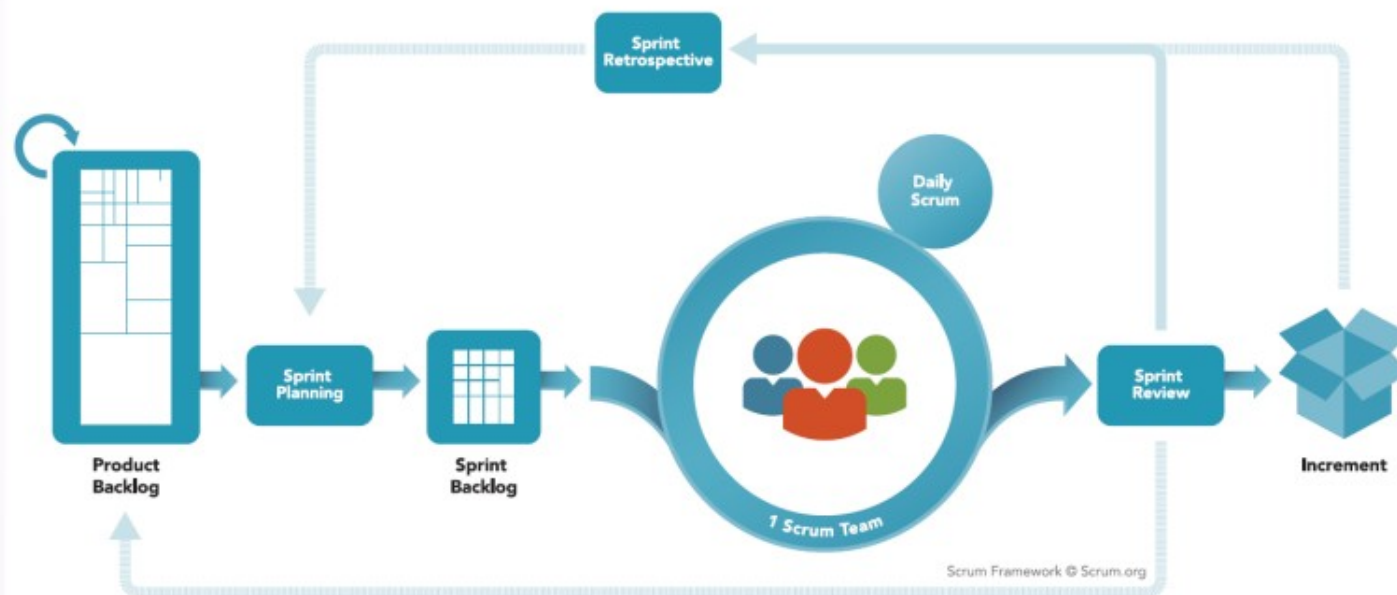
Quarterly

Start with Big
Room Planning

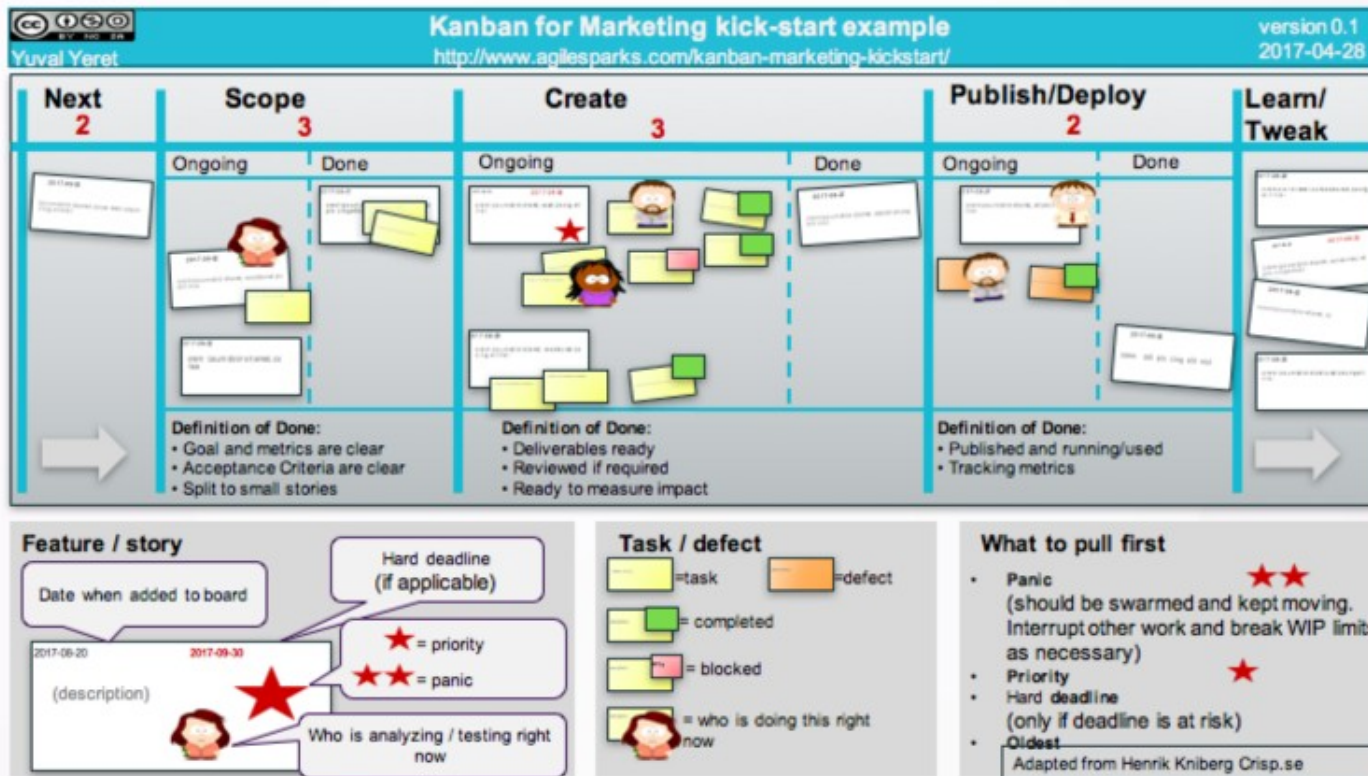
Continuous Multi-
level Planning in
Terms

Iteration/Sprint/Weekly

SCRUM FRAMEWORK

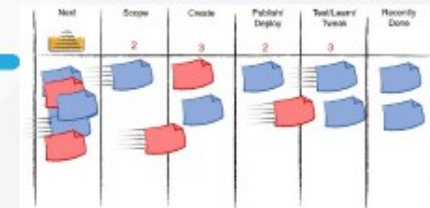
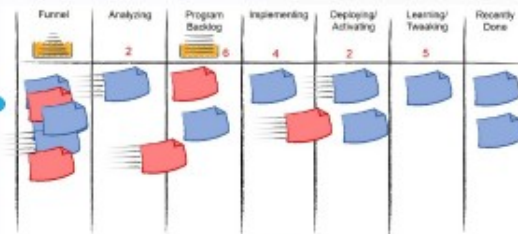
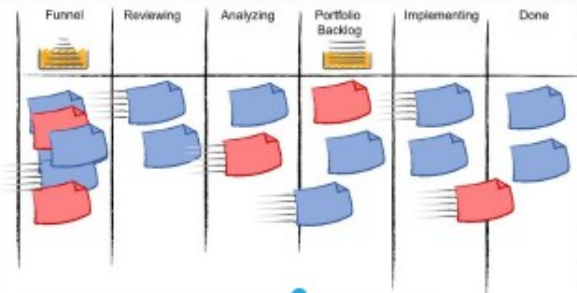


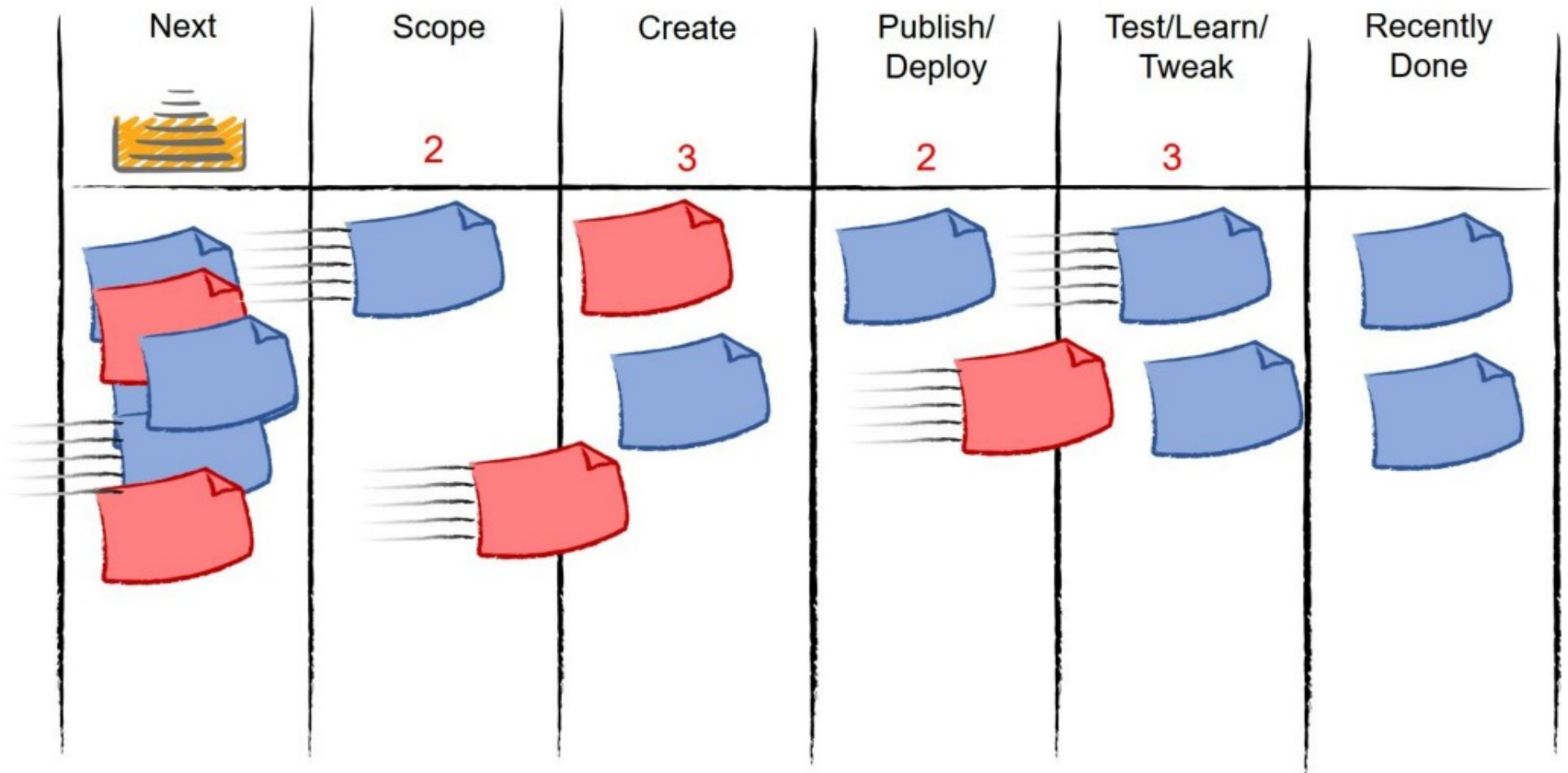
Daily Manage Flow using Kanban

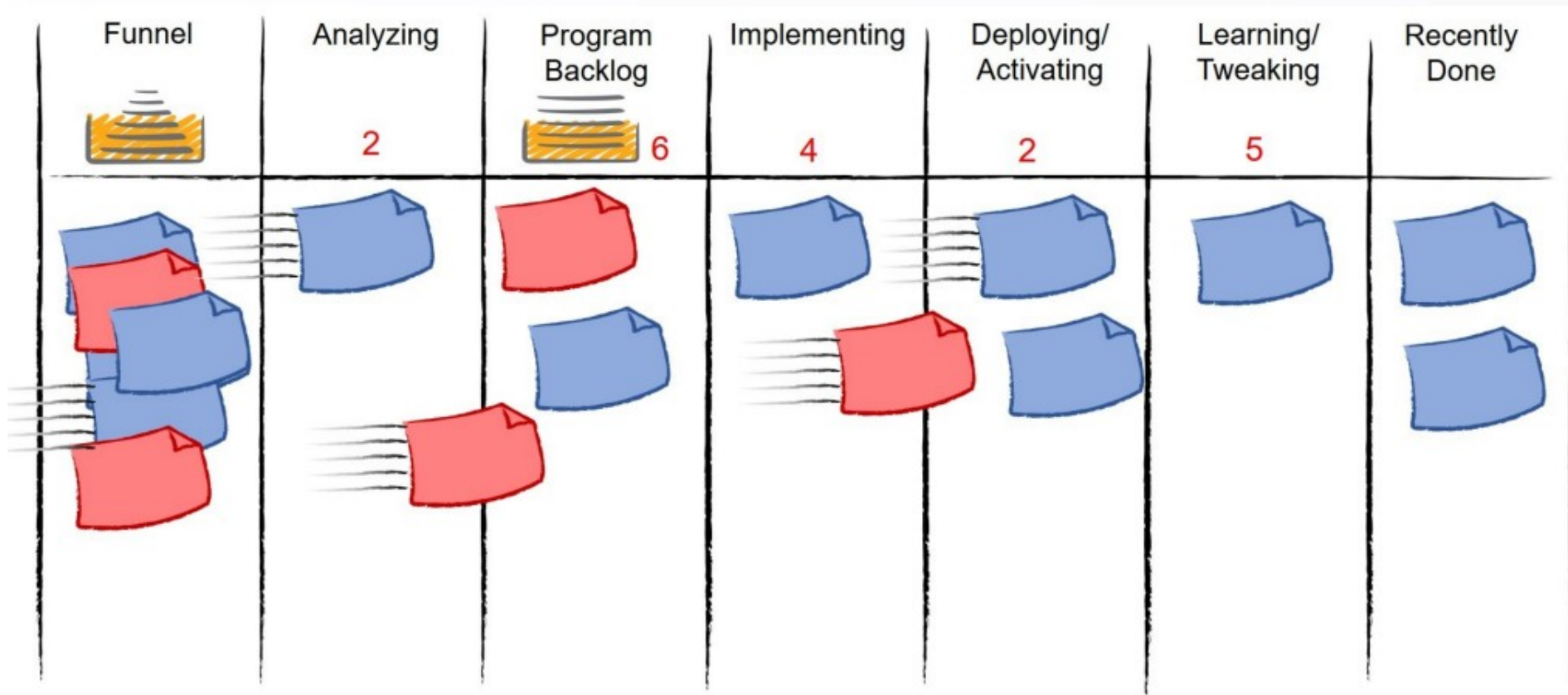


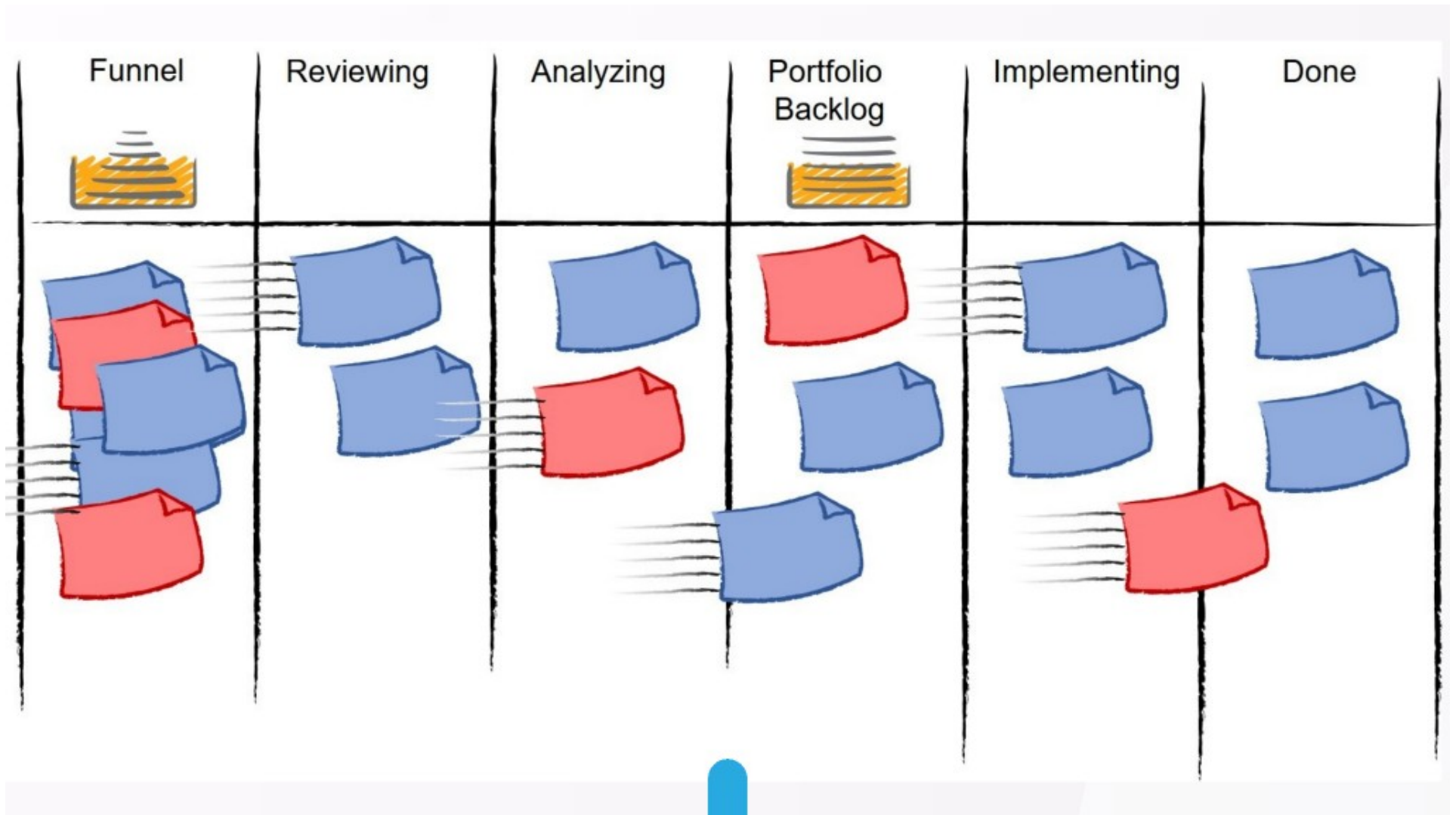
Manage/Shape Marketing Flow

Use Kanban to *visualize & manage* the flow of marketing Initiatives, Plays, Campaigns and tactics at all levels of the Marketing organization



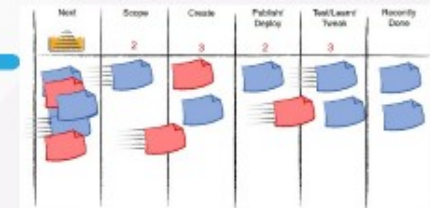
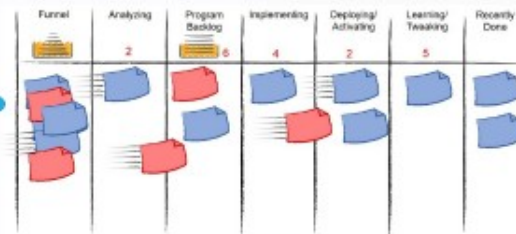
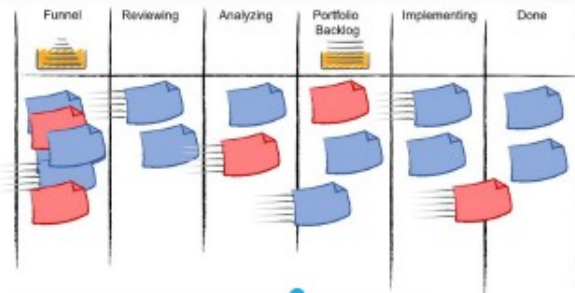






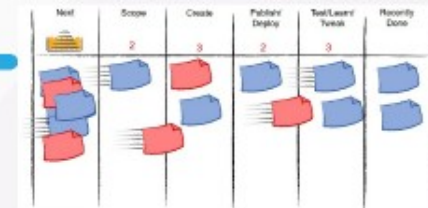
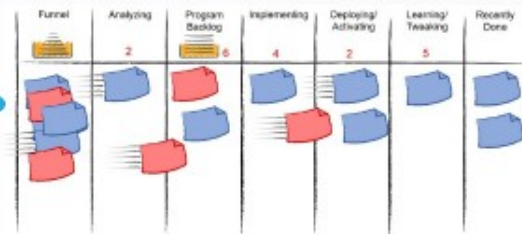
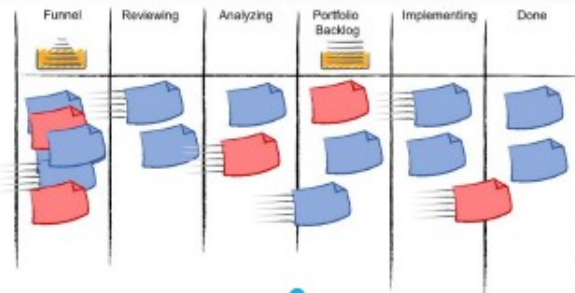
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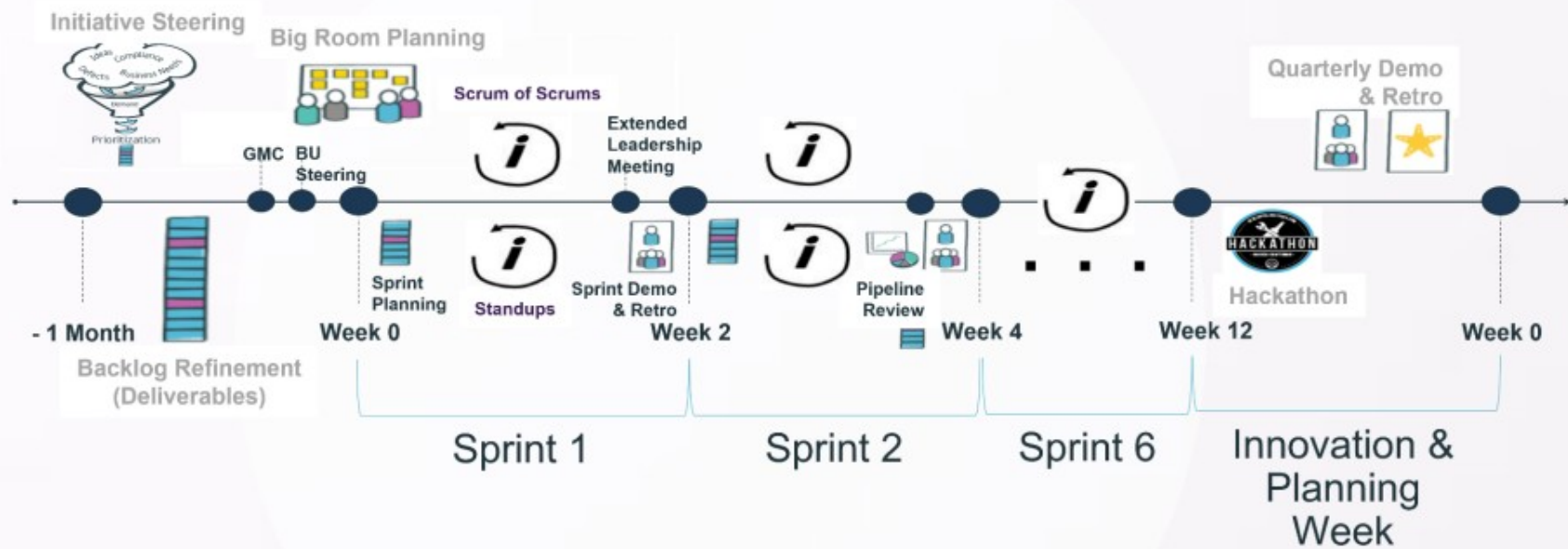


Manage/Shape Marketing Flow

Use Kanban to *visualize & manage* the flow of marketing Initiatives, Plays, Campaigns and tactics at all levels of the Marketing organization



Quarterly

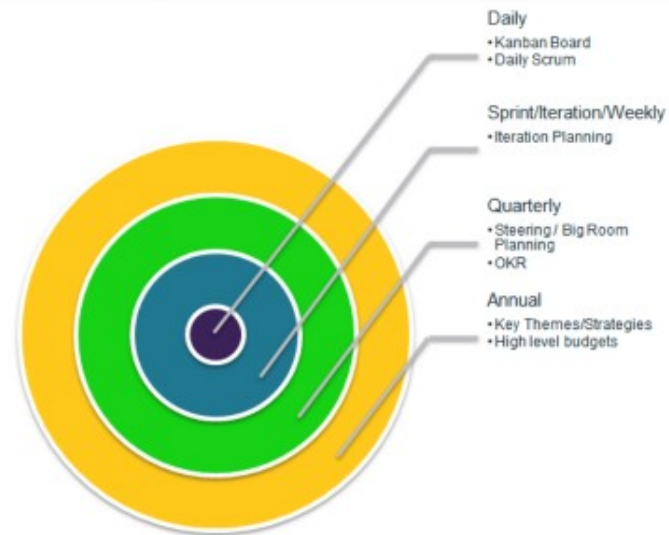


Source: Scaled Agile Marketing at CA Technologies
<https://www.slideshare.net/yveret/transforming-ca-technologies-marketing-through-agile-marketing-at-scale>

Start with Big Room Planning



Continuous Multi-level Planning in Terminus



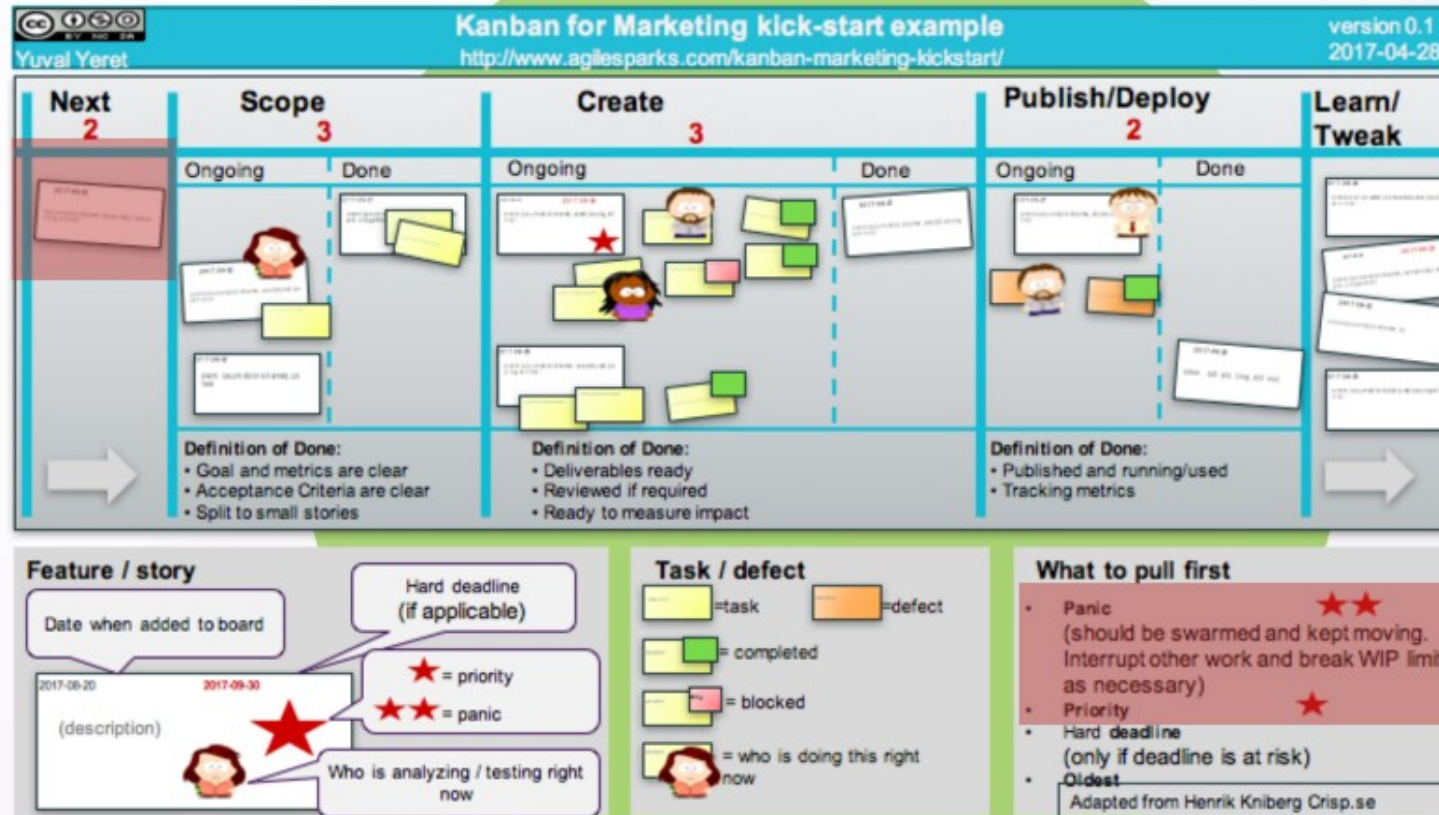
Agile Marketing **ISN'T** Unsustainable Marketing!!!



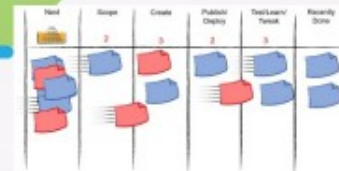
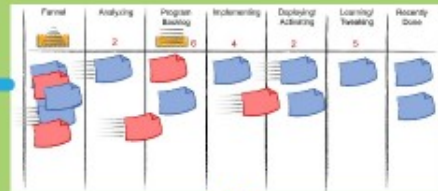
A close-up photograph of a man with a mustache, looking directly at the camera with a serious, intense expression. He is wearing a white shirt. The background is blurred, showing other people in a crowd.

**The Scrum Approach -
"No Soup for You.
Come Back Next Sprint"**

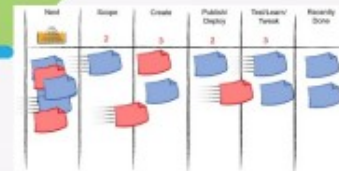
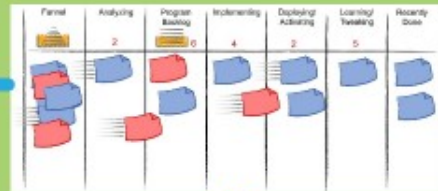
Kanban - Pull to WIP and Classes of Service



Pull mode AT ALL LEVELS!

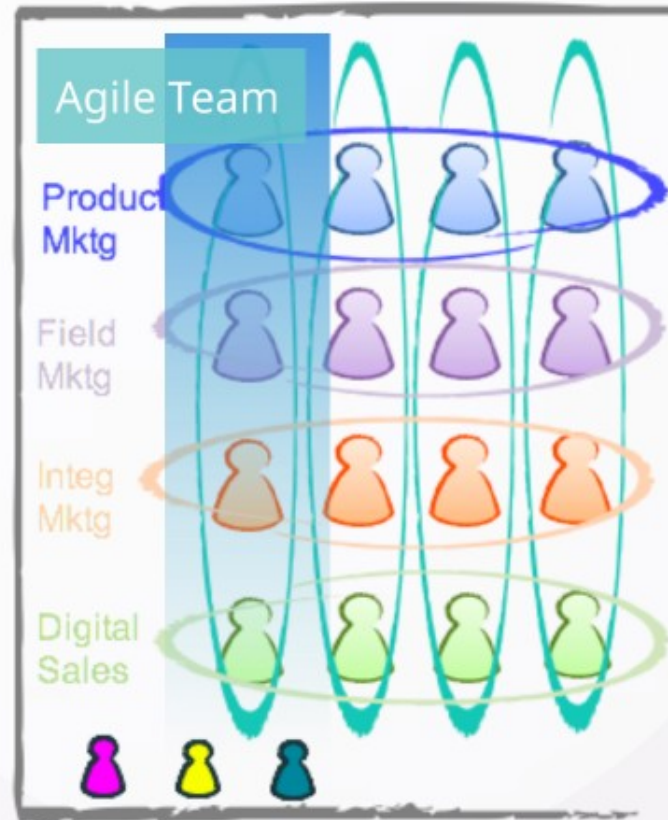


Pull mode AT ALL LEVELS!



Customer Focused Collaboration

OVER Silos and Hierarchy



Aim for
Customer-
Focused Teams

A for
Autonomous
& Authorized

Does Agile
Marketing at Scale
Require a Re-org?

Aim for Customer-Focused Teams



ABX





Does Agile Marketing at Scale Require a Re-org?

Focus on Value Discovery / Customer Collaboration using Marketing Stories



Process of Customer Discovery with Many Small Experiments

OVER Static Prediction and A Few Large Bets

**Fire Bullets then
Fire Cannonballs**

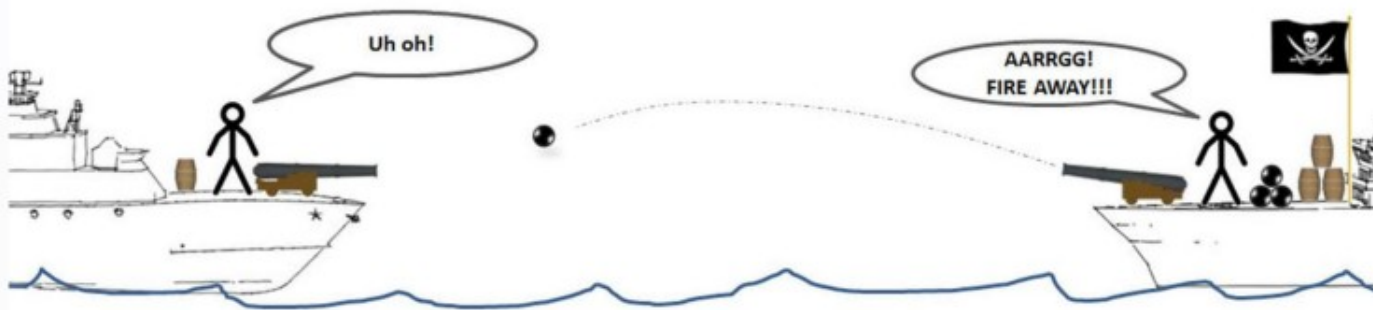
**Risky/
Uncertain? Build
Measure Learn**

**See also - High
Tempo Testing /
Growth Hacking**

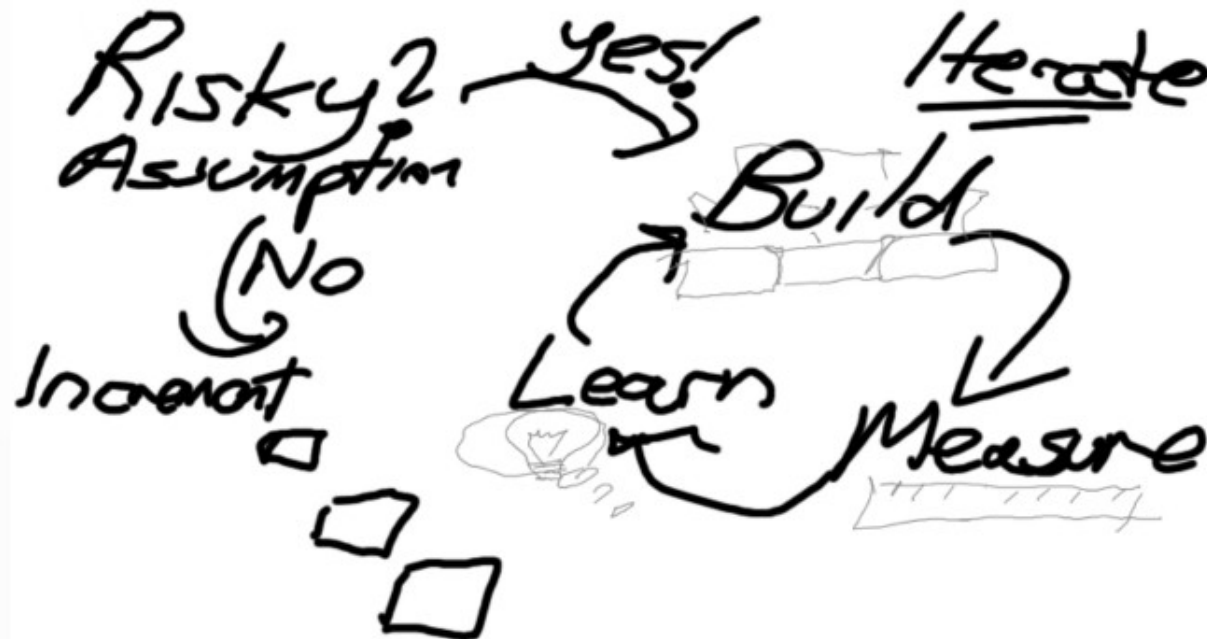
Fire Bullets then Fire Cannonballs

Fire Bullets then Fire Cannonballs

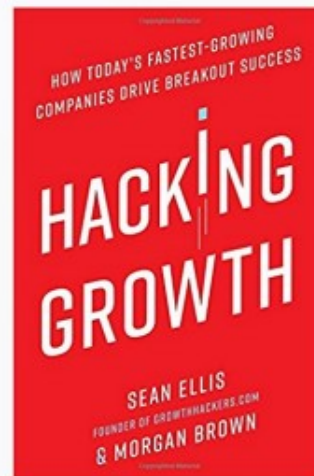
Decision Making in an Uncertain World

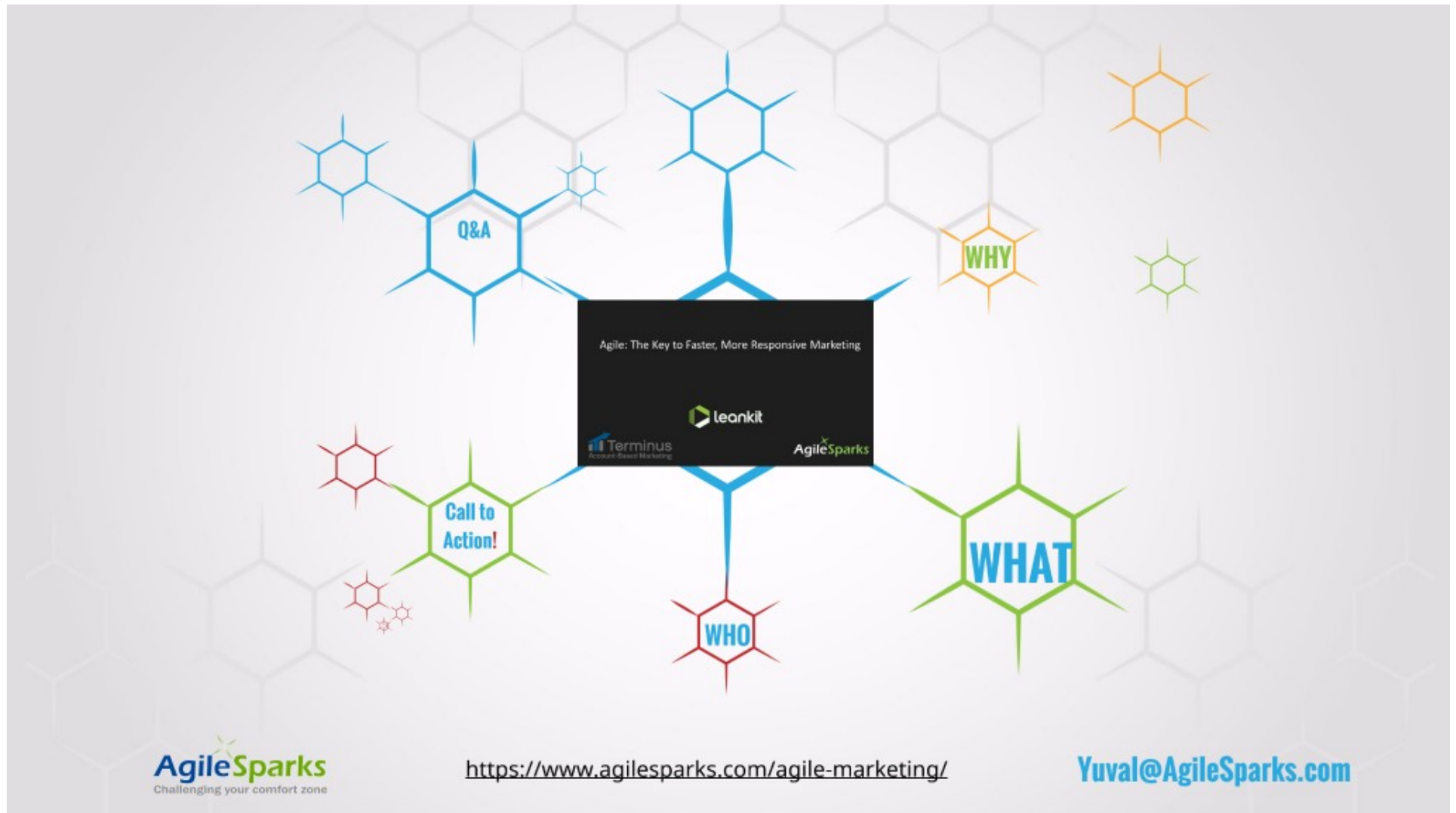


Risky/Uncertain? Build Measure Learn



**See also - High Tempo Testing /
Growth Hacking**





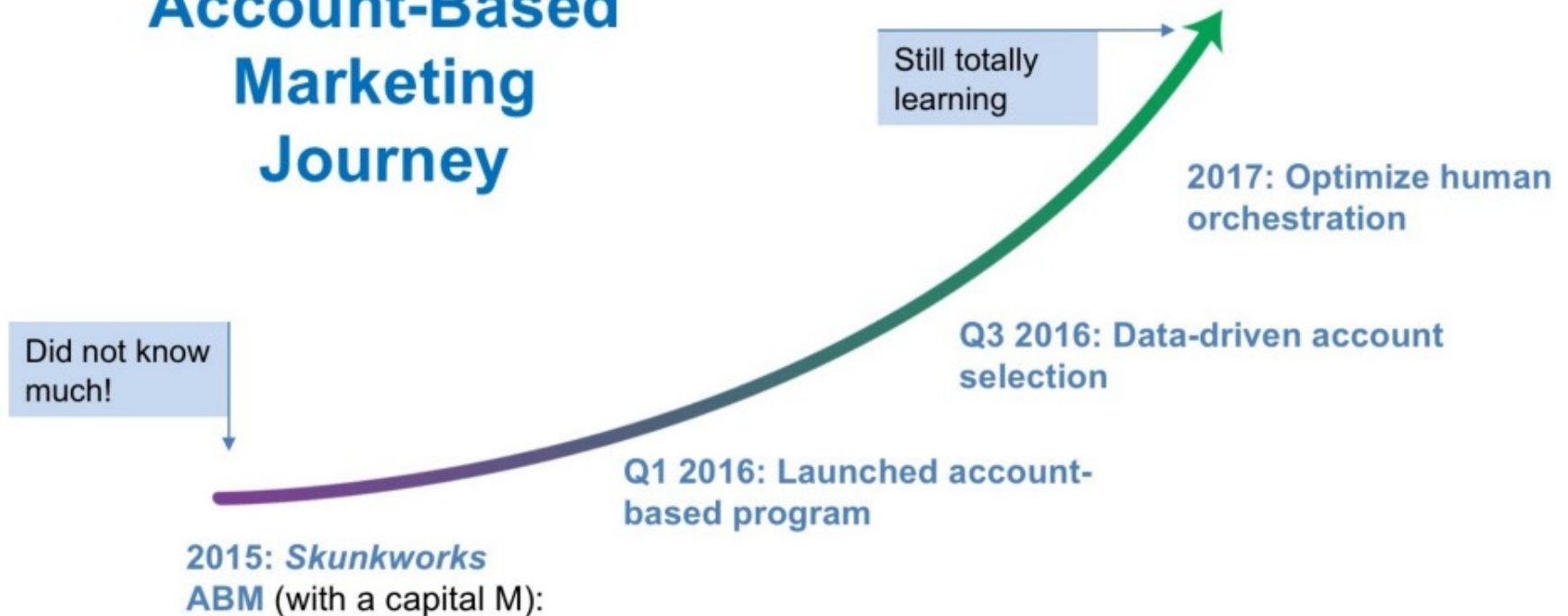


Agile Marketing In The Field



<http://www.agilemarketing.net/case-studies/>

Account-Based Marketing Journey



Lessons Learned



**Establish
Planning
Rhythms**



**Protect
the Team
& Say
NO!**



**Seek
Progress,
Not
Perfection**

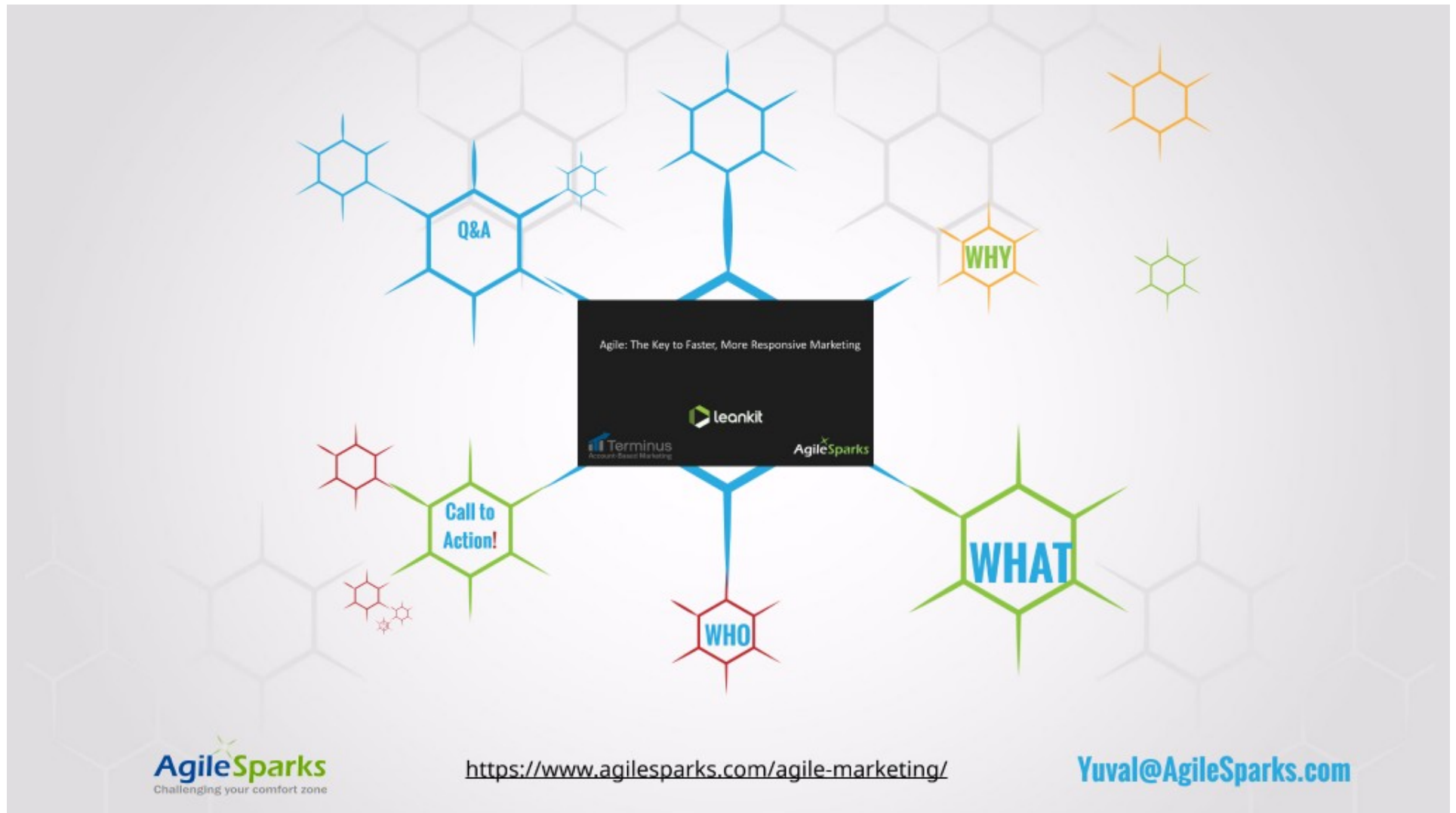


**Keep an
Eye on
Your
Initiatives**



**Create
Visibility
(Use a
Tool)**





Call to Action!

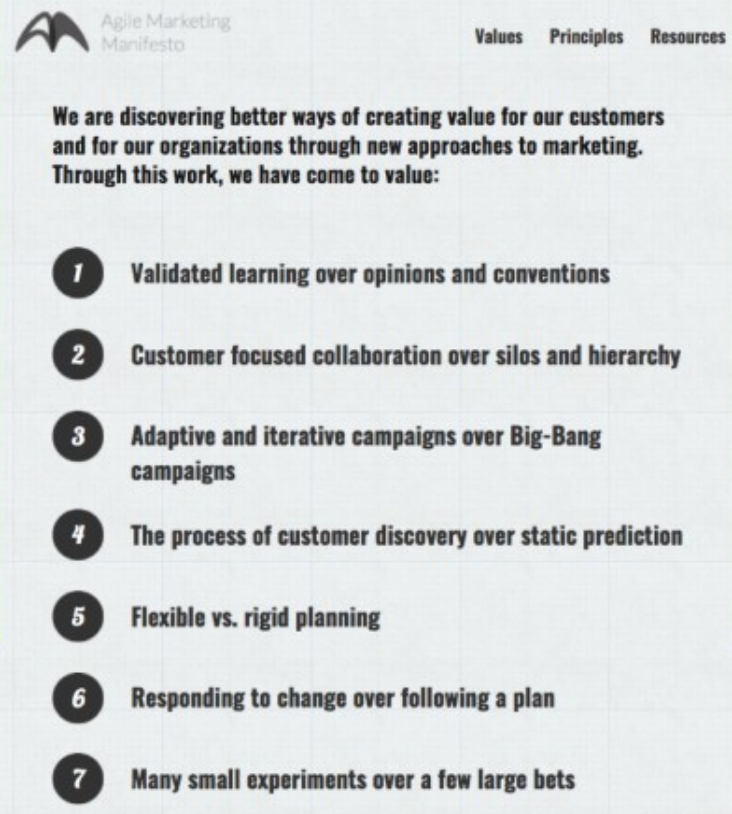
Marketing Agility
comes from Mindset,
Principles,
Frameworks, Practices

**Debrief
+ Plan**

Learn More

**Book a free
consultation
session w/ Yuval**

Marketing Agility comes from Mindset, Principles, Frameworks, Practices

The graphic is a white rectangular card with a light gray grid background, centered on a large green circle. At the top left is the Agile Marketing Manifesto logo, which consists of a stylized 'A' made of three curved lines. To the right of the logo, the text 'Agile Marketing Manifesto' is written in a small, sans-serif font. Further right, at the top of the card, are the words 'Values', 'Principles', and 'Resources' in a small, sans-serif font. Below the header, the main text reads: 'We are discovering better ways of creating value for our customers and for our organizations through new approaches to marketing. Through this work, we have come to value:'. This is followed by a list of seven numbered items, each preceded by a black circle containing a white number. The items are: 1. Validated learning over opinions and conventions, 2. Customer focused collaboration over silos and hierarchy, 3. Adaptive and iterative campaigns over Big-Bang campaigns, 4. The process of customer discovery over static prediction, 5. Flexible vs. rigid planning, 6. Responding to change over following a plan, and 7. Many small experiments over a few large bets.

Agile Marketing Manifesto

Values Principles Resources

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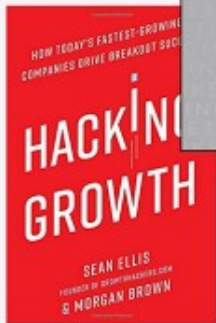
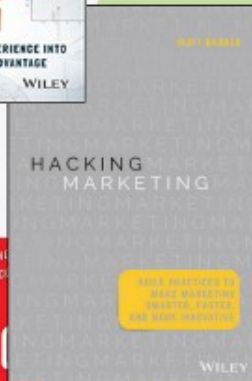
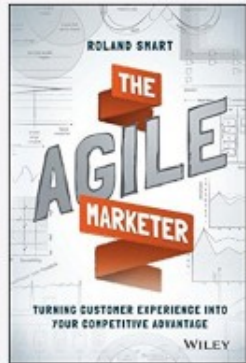
Debrief + Plan



1. Consider the Principles/Practices of Agile Marketing we covered
2. Which ones are you sure you want to implement?
3. Which ones would you want to try out/experiment with?
4. Which ones are not a good fit, at least not now?



Learn More



- What is Agile Marketing? – Introduction by Jim Ewel
- Agile Marketing Manifesto
- What Is Agile Marketing? A nice introduction video by Roland Smart.
- Case Studies in Agile Marketing Curated by Jim Ewel
- Why Agile Marketing Should Be A Focus For CMOs – By Forbes
- Marketing Agility Podcast – Interviews of Agile Marketing practitioners by Frank Days and Roland Smart
- Getting Started With Agile Marketing – An Ebook by Jim Ewel
- The Agile Marketer – Andrea Fryrear's blog
- The State of Agile Marketing – Andrea Fryrear's presentation from the recent Agile Marketing SprintOne event we participated in

Find these links and more at <http://www.agilesparks.com/agile-marketing>



Agile Marketing Consultation w/ Yuval Yeret

Book a free consultation session w/ Yuval

Did you recently attend Leankit's Agile Marketing webinar? Want to take advantage of the free consultation session? You're in the right place!

Please describe your context, why you're considering agile marketing, what's your current thinking.

This will help us run a focused useful consultation session.

Choose a time that works and Looking forward to talking to you soon!

<https://yuval-agilemarketing.youcanbook.me/>

Time Zone:

FRI 9/8/17	SAT 9/9/17	SUN 9/10/17	MON 9/11/17	TUE 9/12/17	WED 9/13/17	THU 9/14/17
9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM
9:30 AM	9:30 AM	9:30 AM	9:30 AM	9:30 AM	9:30 AM	9:30 AM



THANK YOU!

Q&A



<https://www.leankit.com>



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