

Agile Marketing in a Nutshell

Why Agile Marketing?

- # - Iterative approach to planning and execution.
- # - Continuous Improvement of customer experiences.
- # - Inward- and outward-facing team collaboration.
- # - Participatory decision making.
- # - Culture of psychological safety.

To Be Agile In Marketing You Need To:

- # - Adopt a startup mindset.
- # - Collaborate with customers in order to innovate.
- # - Create a culture of continuous learning.
- # - Understand that good customer experience is the only source of competitive advantage.



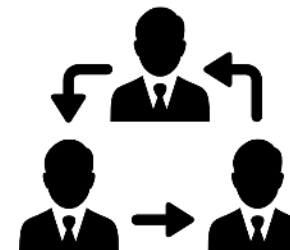
Face-to-face interactions between individuals on the team



Improving customer experience by communicating and collaborating with new and existing customers



Responding to change through iterative marketing strategies

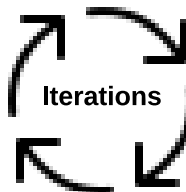
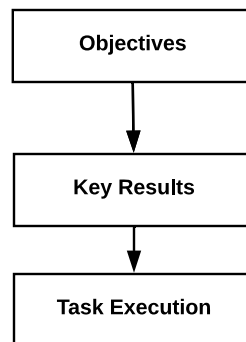


Collaborative leadership that enables a culture of continuous improvement

Agile Marketing Team Meetings

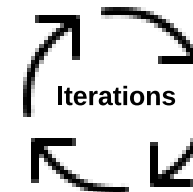
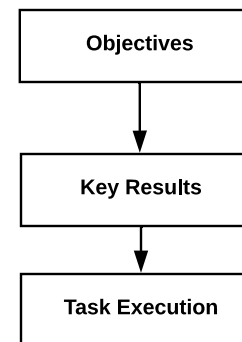
- # - Strategy Planning Meeting
- # - Goal Setting Meeting
- # - Daily Meeting
- # - Review Meeting
- # - Team Retrospective Meeting

Planning Meeting



Iterations

Planning Meeting



Iterations

Planning Meeting

Agile Marketing Team

Marketing Director



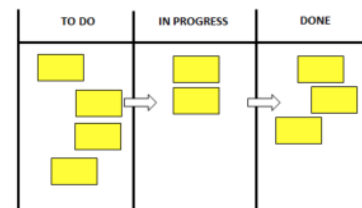
Marketing Team



External Agency



Agile Frameworks Adapted To Marketing



Kanban



Scrum