



AGILE MARKETING WORKSHOP Overview

What is Agile Marketing?

- Agile marketing is the deliberate, long-term application of a specific Agile methodology to manage and improve the way a marketing team gets work done. It requires a strategic vision, as well as short-, medium-, and long-term marketing plans.
- It differs from traditional marketing in several important ways, including a focus on frequent releases, deliberate experimentation, and a relentless commitment to audience satisfaction.

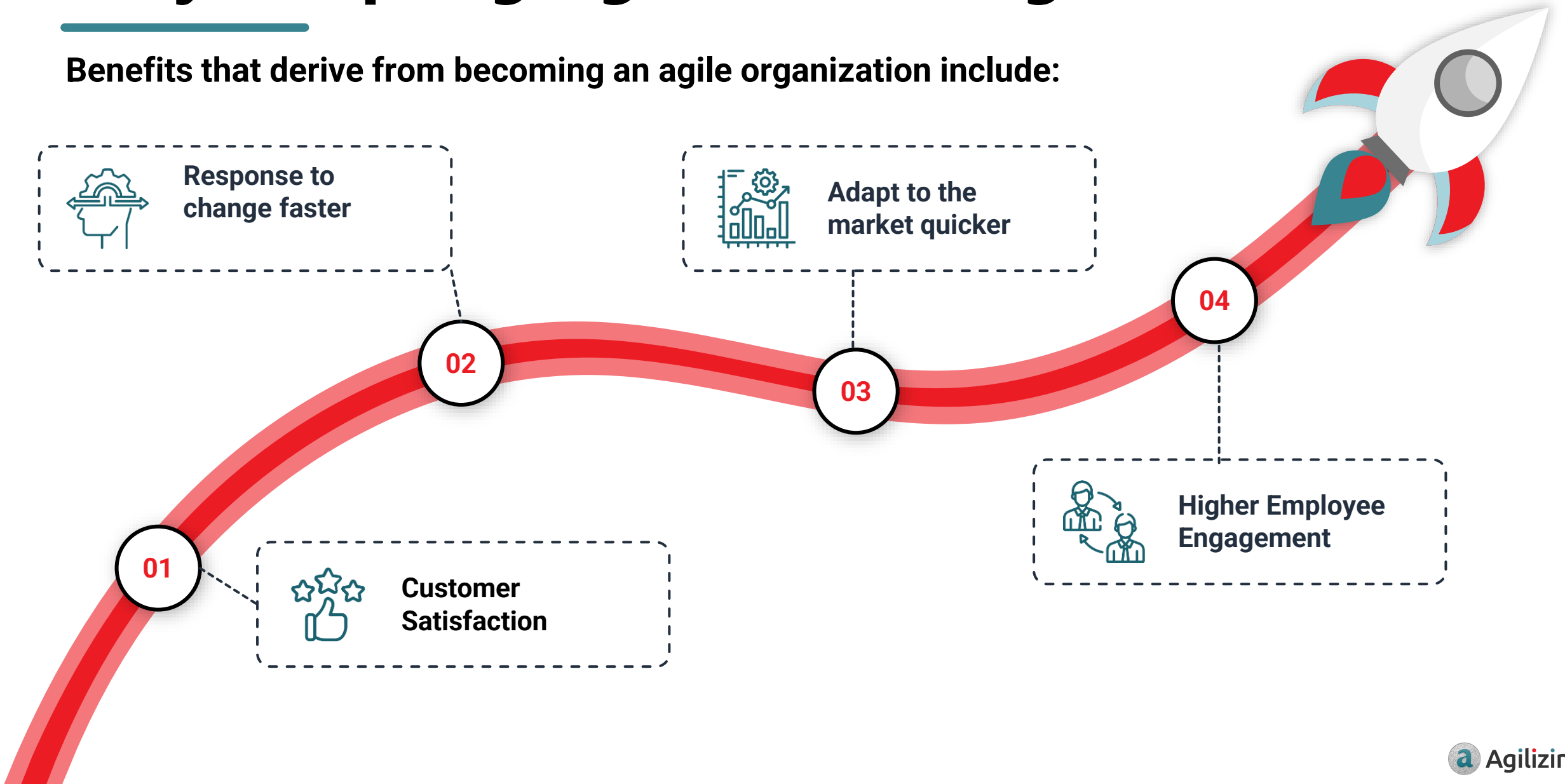
- Agile Sherpas

Agile Marketing synergizes with



Why Adopting Agile Marketing?

Benefits that derive from becoming an agile organization include:



Benefits of Agile Marketing

Time

Helps define tasks and aligns them with expected goals

Improves flow of task execution by removing blockers

Helps marketing teams map campaign execution steps which highlights task and goal dependencies

**Reduce
Waste**

Budget

Adaptive planning process helps identify non-value adding marketing initiative

Helps reduce cost of delays by establishing continuous flow of task execution with a focus on outcome

Agile Marketing as a Tactical Approach

“

At its core, **Agile marketing is a tactical marketing approach** in which teams identify and focus their collective efforts on high value projects... Also, it's a simple a less stressful way to be a marketer. And that alone makes it worthwhile.”

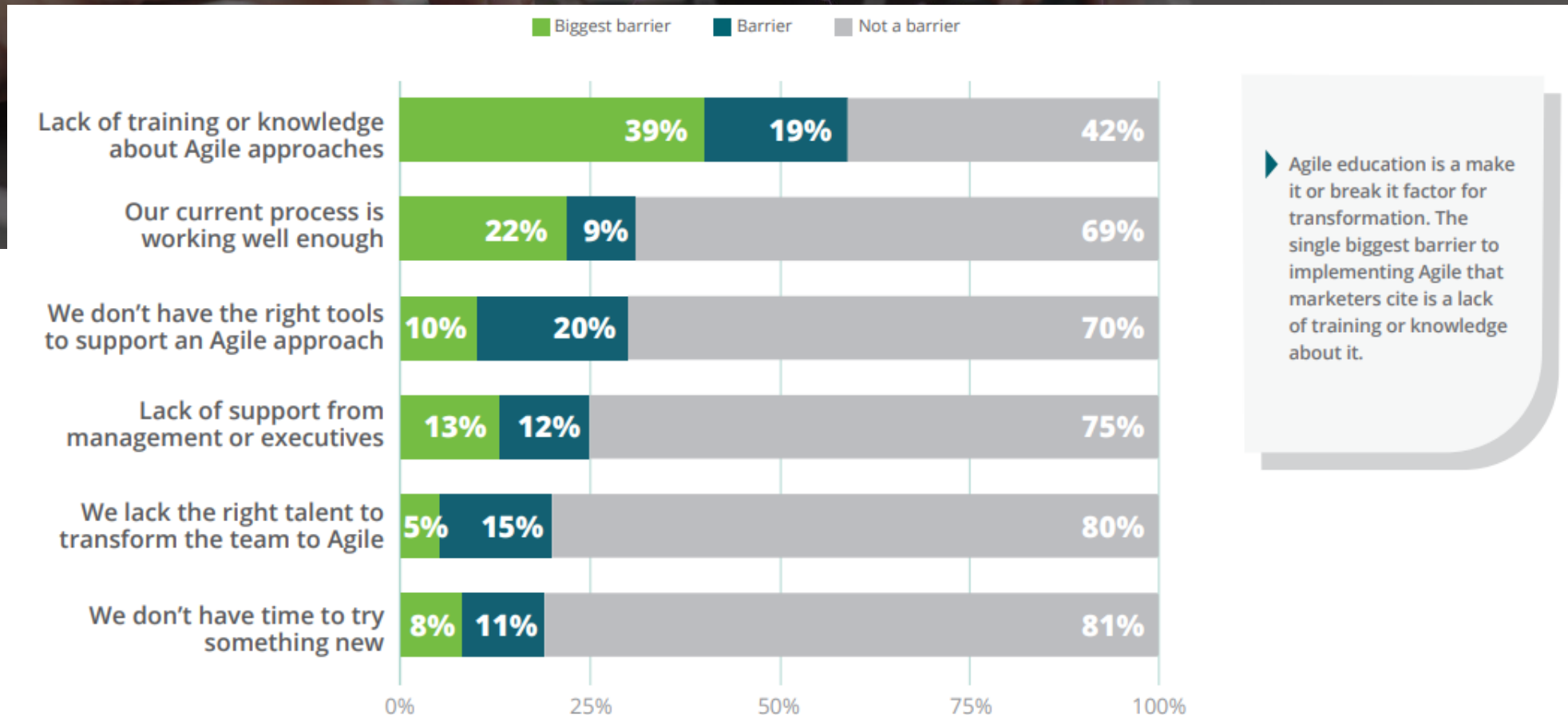
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~ **Andrea Fryrear**

Agile Advocate and author of Death of a Marketer

The barriers preventing the marketing from fully implement an Agile approach



Source: State of Agile Marketing 2022 | AgileSherpas, Adobe Workfront and IBM iX



DISCUSSION



PRACTICE
ACTIVITY



SIMULATION



VIDEO



ACTION PLAN



BREAKOUT



CASE STUDY



TOOLS &
TECHNIQUES



REFERENCES



Workshop Interactivity

ALL IN ONE CLASS



Contents Of Our Workshop

-  **01** **WHY AGILE MARKETING**
- 02** Critical Paradigm Shift for Marketing
- 03** Customer Analysis and Segmentation for Business Agility
-  **04** **IMPLEMENTING AGILE MARKETING**
- 05** Adaptive Planning in the Marketing Context
- 06** Teams and Teamwork in the New Paradigm
-  **07** **SUCCEEDING WITH AGILE MARKETING**
- 08** Establishing Short Work Cycles in Agile Marketing
- 09** Experimenting, Learning and Pivoting
- 10** Making it Real: Agile Marketing in Practice

Critical Paradigm Shifts for Marketing



- There is a paradigm shift from traditional marketing to agile marketing, where the traditional marketing 4Ps turns into new 4Ps, customer becomes the one who conduct what are the requirements.
- To relate the drivers for the new ways of working, and how the mindset of marketing needs to change in response to the rapidly evolving business landscape.

Customer Analysis and Segmentation for Business Agility

- Design a customer needs analysis approach that support customer identification in a relatable, trustworthy manner.
- Propose potential solutions to those needs that focus on behavior change and customer delight.

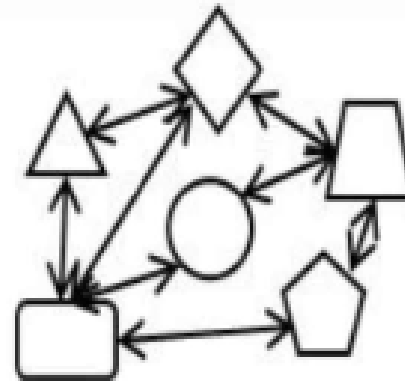
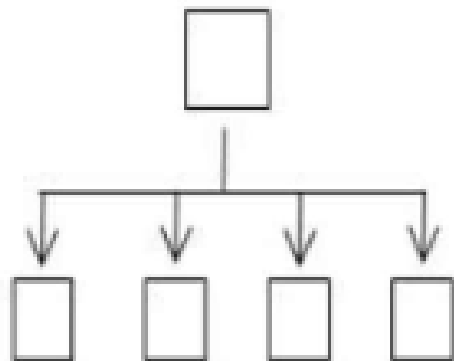
Adaptive Planning in the Marketing Context



- Apply a variety of tools to prepare a marketing outcome and a prioritized marketing backlog for a case study.
- Create marketing backlogs to adaptively plan and run marketing activities

Teams and Teamwork in the New Paradigm

To apply small teams and set up cross-functional team approach which make the small batches flow within teams and smoother value flow through the organization



Establishing Short Work Cycles in Agile Marketing

- Plan and execute work using an iterative, timeboxed approach enhance the efficiency and value can incrementally delivered.



Experimenting, Learning and Pivoting

- Design marketing experiments, including clear, measurable outcomes that demonstrate success.
- Identify potential obstacles to running small experiments in a tight feedback loop in marketing in general and in their own context in particular.

Making it Real: Agile Marketing in Practice



- Prepare a personal development plan which explains how the you will apply these ideas and techniques to your own environment
- Apply the ideas in a real-life case study of a marketing organization that adopted Agile Marketing including why, what and how in addition to challenges and lessons learned.

Agile Awareness Workshop Information



Duration

2-day workshop
A combination of
four 3.5 hours
classes, 14 hours
in total

Audience

Every Marketer is suitable
for this workshop

Covering Topic

1. Why Agile Marketing
2. Implementing Agile Marketing
3. Succeeding in Agile Marketing



- The workshop can be tailor made according to different demand, a mix-and-match of sessions can be adjusted

Evaluate for Clarity and Improvement

The significant benefits of agile are increasingly being adapted by marketing professionals across the world. By transforming traditional marketing processes into more agile ways of working, companies are seeing significant increases in brand awareness, effectiveness and customer acquisition. Comparative Agile Marketing helps you identify how your marketing efforts are stacking up and quickly identify where you need to invest your efforts to adapt in an intensively competitive market place.



How to Assess? The purpose of Agile Marketing Assessment

Agile Marketing Assessment – Statements Example

Sales and Marketing

We shut down ineffective campaigns.

Management

Our Marketing manager meets regularly with other departments to help remove the team roadblocks.

Digital Marketing

We have a dedicated digital media team.

Traditional Marketing

Our teams are separated by the type of media they work on.

Systems and Tracking

We regularly retrospect on the results of our marketing efforts and how we work together as a team to look for ways to continuously improve.

Teamwork and Delivery Cadence

The team has what they need to get the job done without waiting on other departments causing delay.

Sales and Marketing

Our marketing team generates leads and our sales team provides feedback on the quality on the leads.

Digital Marketing

We actively use an online funnel.

Systems and Tracking

We track the cost per acquisition of our overall performance in an effective manner.

☐ Strongly agree

☐ Somewhat agree

☐ Neither agree nor disagree

☐ Somewhat disagree

☐ Strongly disagree

☐ Not Applicable

Agile Marketing Assessment - Statements



Management ▼

1. Our managers know the strengths of their team members and empower them.
2. Our team is given clear priority order on which campaigns need attention.
3. Our marketing team has a ScrumMaster or clearly defined project lead.
4. Our marketing team either works in a fixed time box or on a flow based work management approach (like Kanban).
5. Our marketing manager meets regularly with other departments to help remove team roadblocks.
6. Our managers take time to craft user stories or use cases to help unify the team.

Traditional Marketing ▼

7. We have efficient paid media campaigns.
8. We effectively run ads on tv and/or radio.
9. We know what we spend on print media each month.
10. We sponsor engaging events.
11. Our teams are separated by the type of media they work on.
12. Our traditional marketing points people to our online marketing.

Agile Marketing Assessment - Statements



Digital Marketing ▼

- 13. We send regular emails to our active customers.
- 14. We consistently update our website to reflect our current marketing campaigns.
- 15. We have a dedicated digital media team.
- 16. We run effective paid ads on social media to promote our most recent marketing pushes.
- 17. We use webinars or other online direct response tools.
- 18. We actively use online funnels.

Sales and Marketing ▼

- 19. We shut down ineffective campaigns.
- 20. Our sales people regularly give feedback to our marketing team on whats going well.
- 21. We measure the efficacy of any marketing we spend money on.
- 22. Our marketing team generates leads and our sales team provides feedback on the quality of the leads.
- 23. Our sales people are made aware of which features or pain points are getting the best responses in our marketing.
- 24. Our sales and marketing managers meet regularly and effectively discuss overall conversions and revenue vs spending.

Agile Marketing Assessment - Statements



Customer Engagement ▼

- 25. We send regular emails to our active clients.
- 26. We engage our clients with surveys and ask for feedback.
- 27. We are always offering value and education to our prospects.
- 28. We look for other offers and companies that could benefit our customers.
- 29. We take time to understand our customers' pain.
- 30. We use one system to track all of our customer engagement across the board.

System and Tracking ▼

- 31. We have clear, measurable data that we analyze to increase the effectiveness of our campaigns including conversion and engagement rates.
- 32. We regularly retrospect on the results of our marketing efforts and how we work together as a team to look for ways to continuously improve.
- 33. We track bounce rates and user behavior and adjust our messaging often.
- 34. We have information radiators that clearly show our progress and stakeholders and anyone on the team can see where we are and what we are doing.
- 35. We effectively track the cost per aquisition of our overall performance.
- 36. We understand the length of our customers' buying cycle.

Agile Marketing Assessment - Statements



Team Work ▼

- 37. Team goals are clearly defined.
- 38. We have all the roles and skills necessary to do our work.
- 39. Each team member understands their responsibilities and collaborates as a self organizing team.
- 40. We work with sales, marketing, and customer service teams to better understand our customers.
- 41. Our marketing team does not work in a silo, they have direct access to who they need when they need it.

Delivery Cadence ▼

- 42. We are focused on delivering value to our customers.
- 43. We have regular engagement with every phase of our pipeline.
- 44. Our team is effectively delivering marketing campaigns on a regular cadence with short cycles and speed to market.
- 45. Our sales and marketing efforts are working in a similar timebox or cadence.

Agile Marketing Assessment – Online Report Example

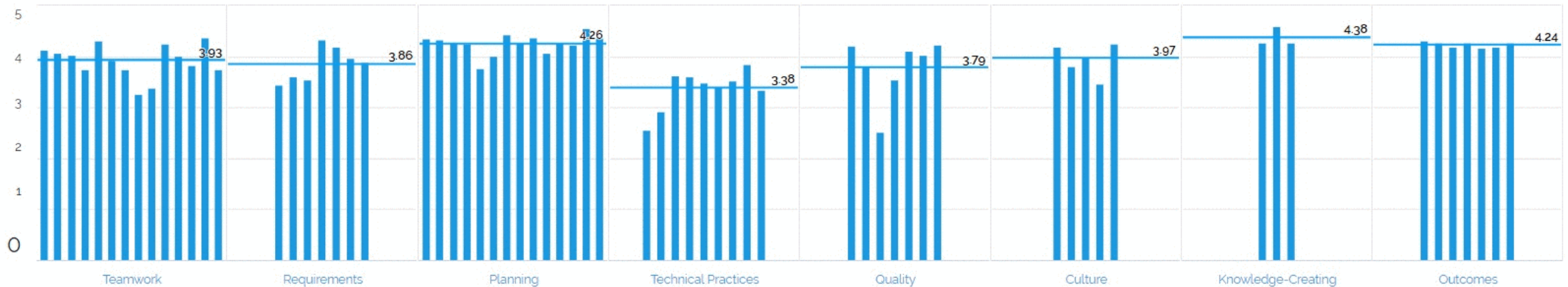
My Organization vs World Index

The following information compares 170 data points in Your Data Set to the data points in the World Index. ⓘ



Overview (average 3.97)

Averages ▼



Agile Marketing Assessment – Online Report Example



Statements with the Highest Scores (Average)



Statements with the Largest Positive Difference (compared to the Benchmark)



Statements with the Highest Amount of Agreement (Standard Deviation)

Overview





Our Company Portals

 Agilizing







Our Training Partners

WE ARE...



What Agilizing Do

We provide 2 days immersive learning to get certified as a competent and confident lean agile professionals with real world examples.

Lean Agile Learning Workshop



Corporate Training

We train and coach all levels of staffs to prepare them to be change agents, change catalysts, or supporting followers to expedite your lean agile transformation journey.

We will get you where you want to be in a lean-agile way based on market recognized Organizational Change Management methodologies and measurements

Lean Agile Transformation



Individual Coaching

Work with individual professionals to ensure they get continuous learning and development to move up on their career path.



Services

Paulino Kok

Principal Agile Coach



Certified Executive Coach & Agile Coach for executives, agile coaches, scrum masters & other key agile roles.

Authorized Trainer And Facilitator in SAFe, ICAgile, P2Agile, DoI, GInI, ITIL4, SDI2.0, M3.0

Seasoned technologist with 30+ years experiences in senior Asia Pacific regional **IT Leadership And Management** roles such as Enterprise Level Coach, Lean Agile Coaching Leader, Chief of Staff, Head of Strategic Initiatives, Services Management Director, PMO Director, Enterprise Architect, Business Analyst, Domain Technical Director in global IT division of multinational enterprise listed in DJ30 (Goldman Sachs, Nike) and NASDAQ

Entrepreneur Experience building startup companies with Lean Startup to start, run and grow the business.

Most recently serving as **Internal And External Lean Agile Coach And Trainer** supporting directly CxOs, Managing Directors, and senior executives to enable their agile transformation journey for enterprises in financial, banking, airline, hospitality, gaming, retail, property development, government authority



Contact Us

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Agile environment



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THANK YOU