



Agile Marketing: An Introduction

Agility is synonymous with speed and flexibility. Agile marketing keeps marketing processes adaptable and flexible in the age of the customer. It borrows its approach from the software development sector's agile methodology.

Agile method breaks projects into phases and has systems that increase collaboration. Additionally, it has a focus on continuous improvement in every phase. Unlike traditional marketing that places the sales cycle and producer at the core of the marketing strategy, agile marketing focuses on the customer and their journey.

As per **Agile Sherpas data**, 98% of businesses that practice Agile marketing say that they have enjoyed success in their projects. 53% of agile marketing teams achieve their goals faster. 51% of them say that agile marketing strategies help them pick up feedback faster and change gears to meet customer demands.

Why agile marketing is better

Agile marketing has become a necessity in an increasingly dynamic business field. Businesses that fail to adopt agile practices fall behind the competition as customer needs evolve alongside technology.

As an illustration, eCommerce sites that have high conversion rates also have page loading speeds of zero to two seconds. Bounce rates **increase by 32%** for 3-second page loading time pages. Customer behavior has changed.

Consequently, your buyers no longer base their purchase decisions on price or product loyalty. They will instead stay loyal to businesses that offer them an excellent customer experience. **86% of your customers** will pay a 13% premium for top-notch customer experiences.

Agile marketing success case study

Large businesses such as Dell have had to adopt agile marketing to keep their market relevance. Businesses that have held on to traditional marketing strategies have sunk because of their failure to respond to change in market conditions.

Dell, for instance, has a 200 strong marketing department scattered across diverse locations around the globe. Its marketing department drives its web, lead generation, field marketing, search engine, channel, and other forms of marketing strategies.

Its large marketing team had a disconnect, creating gaps in strategy and massive marketing inefficiencies. To bridge these inefficiencies, Dell **adopted an agile formation** that reorganized its teams and strategies.

Consequently, the Dell marketing team trained its personnel in persona-driven marketing and created uniform strategies for all its disparate teams. Dell's legendary 30-day sprint cycles brought a return on investments after seven months of deployment.

Agile marketing features

- **Sprints** : The iteration planning or Sprint takes up 58% of an agile marketer's work time. Sprints are project completion phases that may last 15 to 6 weeks.
- **Daily stand-up meetings** : Agile marketers have 15 minutes long daily stand-up meetings that outline a team's work plan and iron out any hiccups.
- **Progress tracking** : Agile marketing teams make use of physical or digital Kanban boards or project management tools, such as Trello, to maintain records and collaboration.
- **Teamwork** : The best agile marketing teams have excellent collaboration statistics, enhancing the speed of iterations and frequency of releases.
- **The final word** : Agile marketing has diverse benefits for businesses. It increases efficiency, innovation and delivers more ROI at lower costs. Agile is built for growth and keeps your eyes on your customer's needs, for business growth.