

Agile Marketing Cheat Sheet

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Agile Marketing Values

- 1 Validated learning over opinions and conventions
- 2 Customer Focused Collaborations 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

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Agile Marketing Artifacts

Project backlog

A list of all uncompleted work that the product owner will prioritize at the beginning of the sprint.



Sprint backlog

Tasks and projects from the project backlog that will be completed during the sprint.

Burndown chart

A chart that tracks work that needs to be done, items in progress, and how much has been completed during the sprint.

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Agile Marketing Ceremonies



Sprint planning meeting

The team meets for 60 minutes to prioritize the backlog for the sprint, estimate completion time, and assign work.

Daily standup

The team meets for 15 minutes each day. Each member shares their previous day's activities, plans for the day, and obstacles.

Sprint review

A 60-minute work review session at the end of the sprint to share final work, solicit feedback and ideas and celebrate the completion.

Sprint retrospective

A 60- minute learning session at the end of the sprint to review what went well, what did not go well, and what to do differently.

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Agile Marketing Principles

- 1 Our highest priority is to satisfy the customer through early and continuous delivery of marketing that solves problems
- 2 We welcome and plan for change. We believe that our ability to quickly respond to change is a source of competitive advantage
- 3 Deliver marketing programs frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale
- 4 Great marketing requires close alignment with the business people, sales and development
- 5 Build marketing programs around motivated individuals. Give them the environment and support they need, and trust them to get the job done
- 6 Learning, through the build-measure-learn feedback loop, is the primary measure of progress
- 7 Sustainable marketing requires you to keep a constant pace and pipeline
- 8 Don't be afraid to fail; just don't fail the same way twice
- 9 Continuous attention to marketing fundamentals and good design enhances agility
- 10 Simplicity is essential

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Agile Marketing Roles

Product owner or marketing leader

This is the business decision-maker, responsible for priorities and final acceptance



Scrum Master

Facilitates the team's processes, runs ceremonies, and removes distractions

Implementer

Team member working to deliver work based on priorities