workfront

Virtual User Group:
Agile in Marketing

Tuesday, September 15, 2020

Today's Host

Kate McGuinness

Strategic Customer Success Manager

Workfront

Agenda

11:00 a.m.	Welcome and Agenda
11:10 a.m.	Agile Marketing Introduction *Melissa Talcott and Melissa Pickering*
11:40 a.m.	Group Discussion
12:25 p.m.	Wrap-up Next Steps
12:30 p.m.	Event Ends

workfront

Speaker

Melissa Talcott

Studio Manager
Workfront

Melissa Pickering

Principal Product Manager
Workfront

workfront

Agile =

- A set of principles
- A mentality
- A methodology

Agile marketing guiding principles

WE VALUE	OVER
Individuals and interactions	Processes and tools
Responding to change	Following a plan
Many small experiments	A few large bets
Testing and data	Opinions and conventions
Intimate customer tribes	Impersonal mass markets
Engagement and transparency	Official posturing

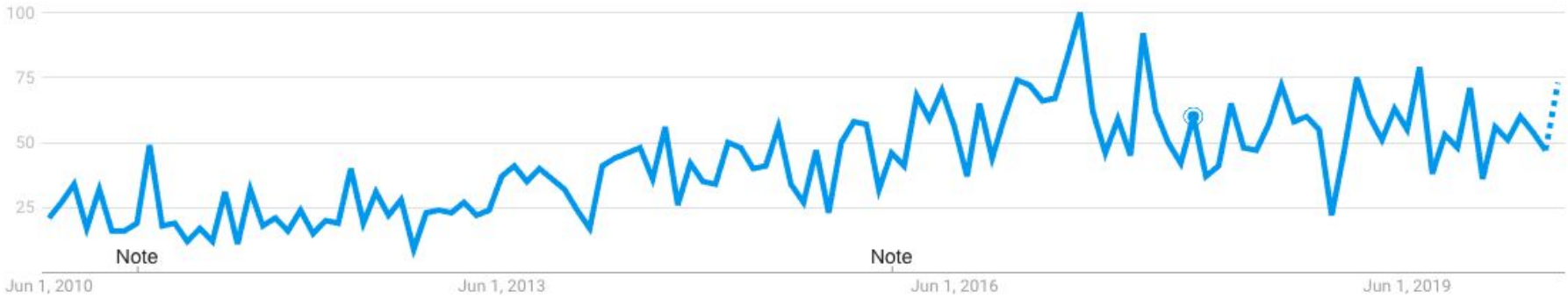
Why are marketers embracing Agile?

agile marketing
Search term

+ Compare

United States | 5/3/10 - 6/17/20 | All categories | Web Search

Interest over time



Source: Workfront

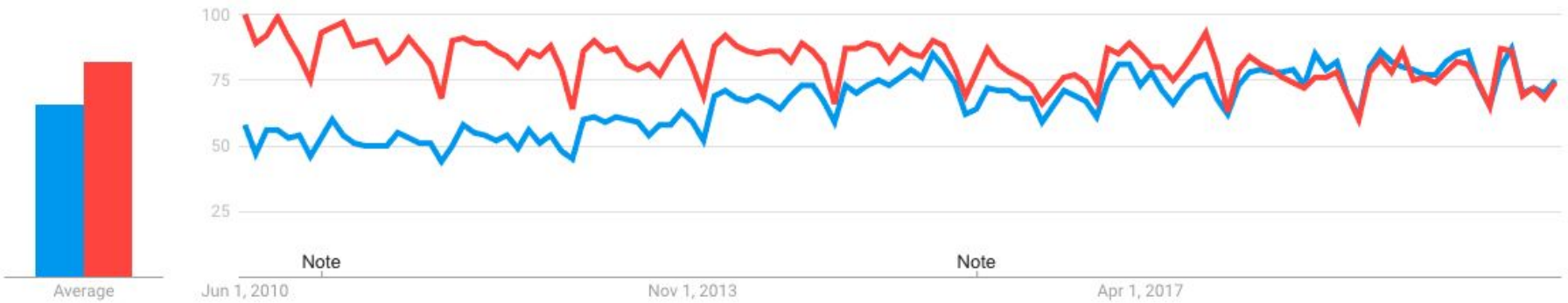
agile
Search term

project management
Search term

+ Add comparison

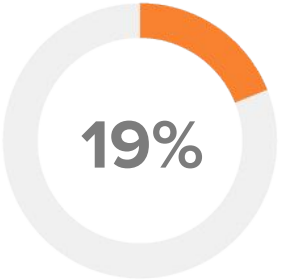
United States | 5/3/10 - 6/17/20 | All categories | Web Search

Interest over time

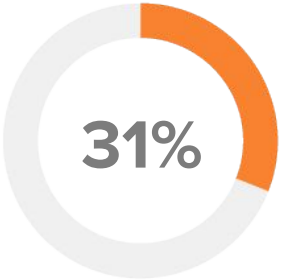


Source: Workfront

Marketers have less time to get work done.



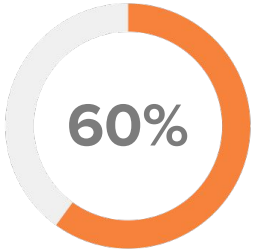
Only 19% of their time is spent on their primary job.



31% of marketers say creativity is their biggest skill, but they need time to be able to bring it to their projects.

Source: Workfront

There’s more work to do than can ever be done.



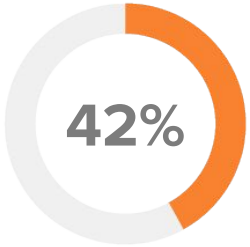
of workers are either completely overwhelmed or barely hitting their deadlines.

- Marketing is complex
- Campaigns and projects can span years
- Integrated marketing requires a lot of coordination across channels
- It’s a herculean effort to launch campaigns to market
- Buyer behaviors and needs now change faster than marketers can keep up

Source: Workfront

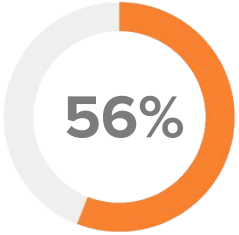
The current environment is accelerating change even faster than before.

January 2020



of traditional marketers were already planning to adopt Agile within a year.

April 2020

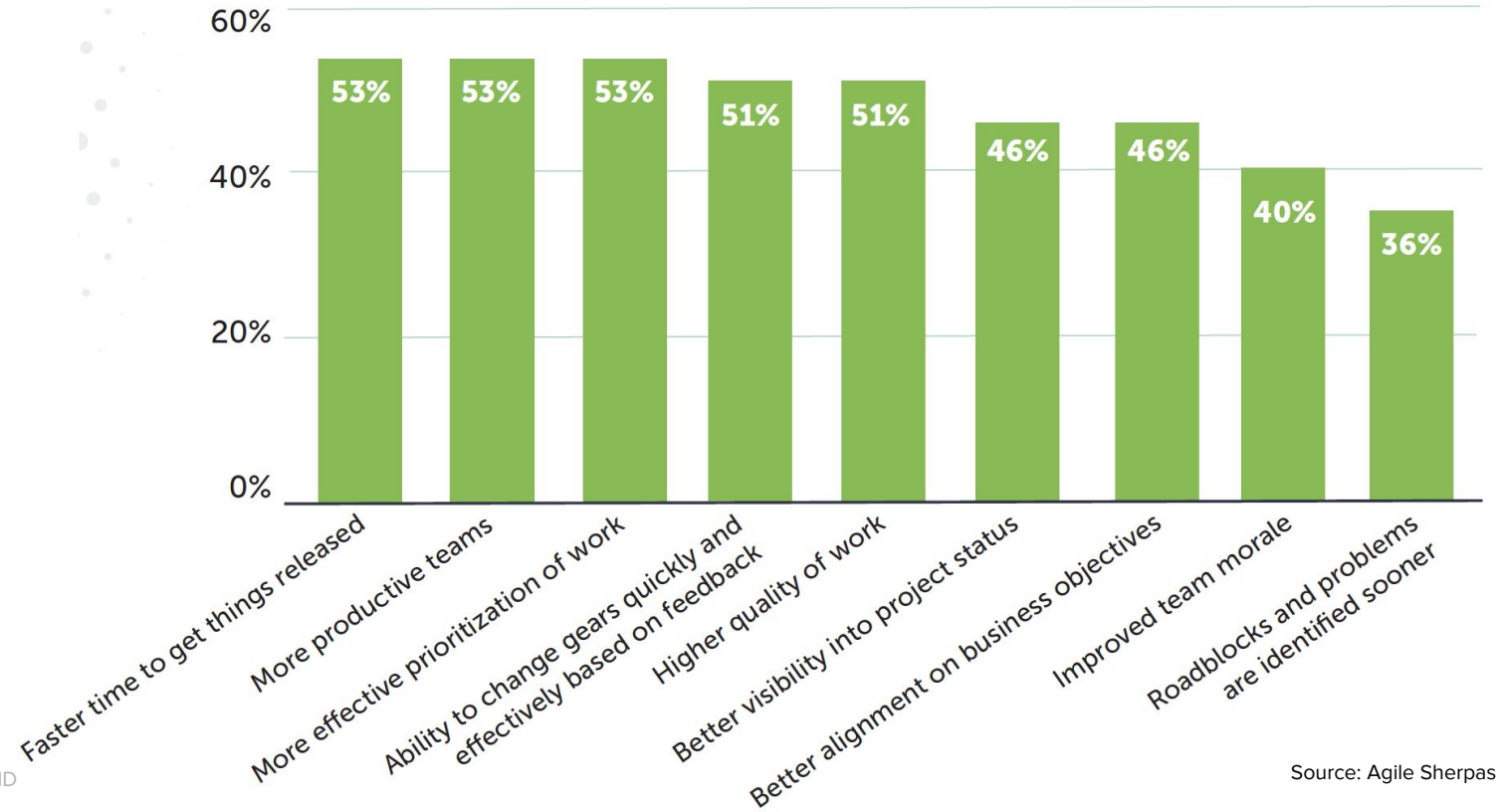


Because of market changes due to the pandemic, 56% of marketers say their biggest challenge is managing constantly changing priorities and rapidly shifting plans.

Source: Agile Sherpas

Agile produces real results.

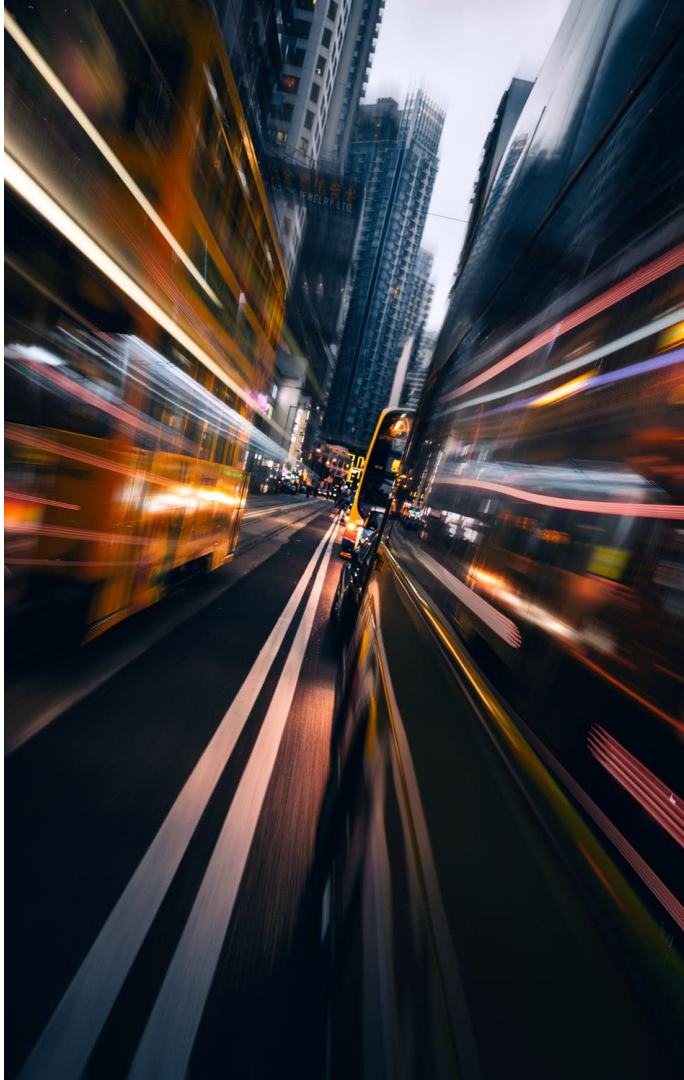
Agile benefits for marketing teams



Source: Agile Sherpas

Faster time to get things released.

Time is money. Agile methodologies set up structure to move projects from ideation to delivery faster. Respondents improved their speed-to-market by **53%**.



Source: Agile Sherpas

Adapt and respond faster.

Agile helps to switch gears quickly and more effectively. **51%** of marketing teams can adapt and respond faster.

93% of Agile CMOs say they can switch gears more quickly & more effectively #AgileMarketing via @AgileSherpas

Source: Agile Sherpas

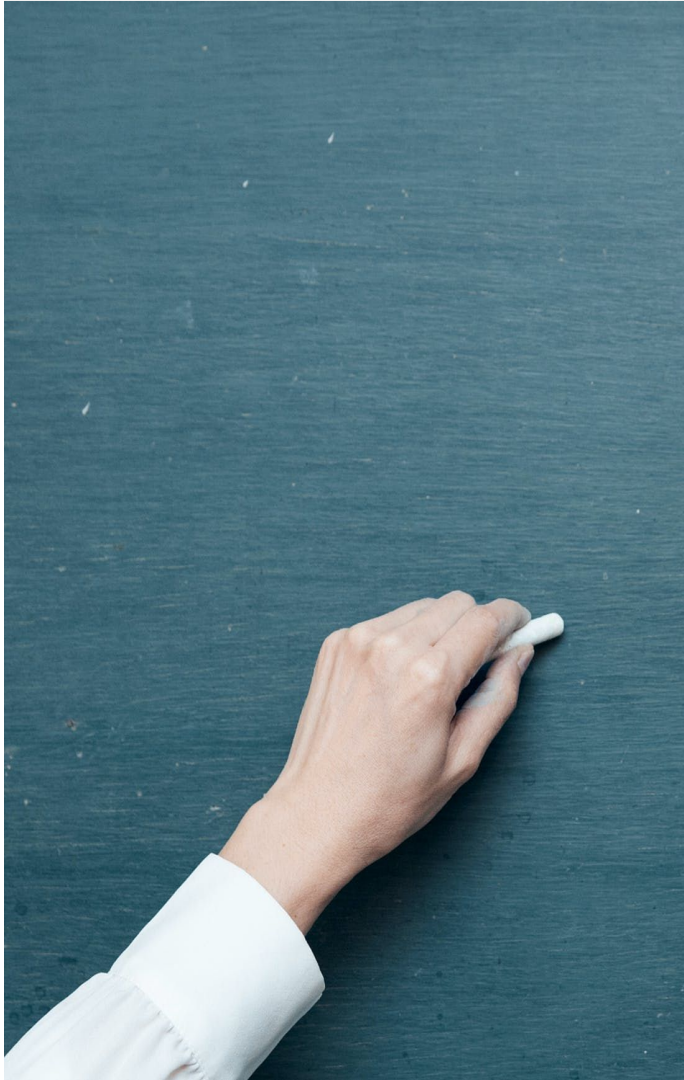
Improve productivity.

With enhanced visibility, the right amount of communication and collaboration, **53%** of marketing teams are more productive.

Source: Agile Sherpas

Stay prioritized.

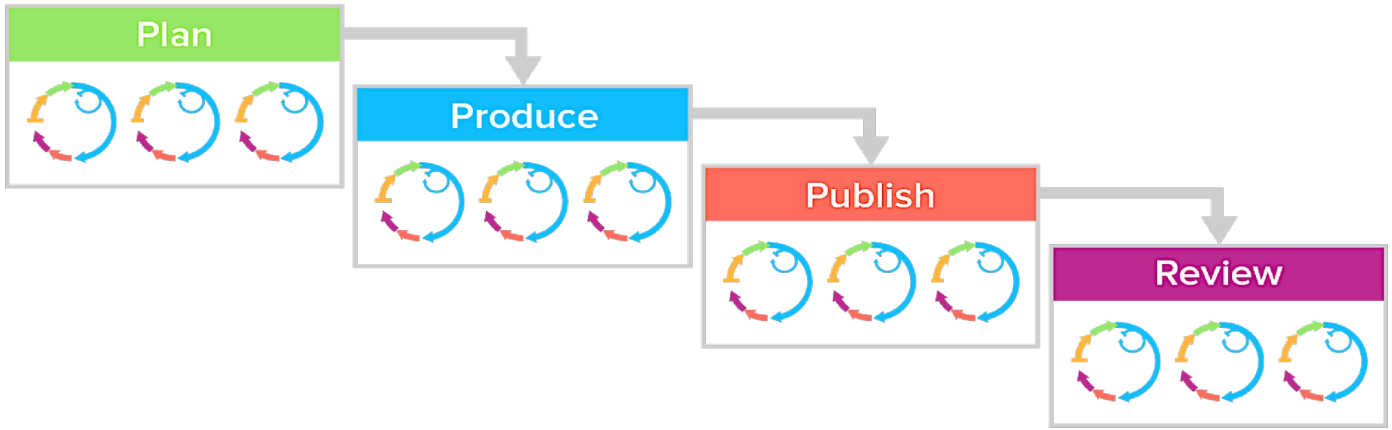
Agile led to enhanced prioritization of the things that matter. **53%** of teams are able to stay proactive rather than reactive.



Source: Agile Sherpas

Change how your team works—and thinks about work.

Most marketing teams are still using traditional Waterfall project planning.



Two big problems with Waterfall.

1

Rigid planning.

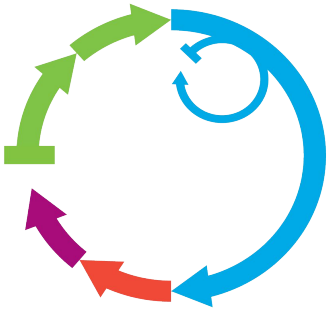
Requires a knowledge of an exact outcome during early planning.

2

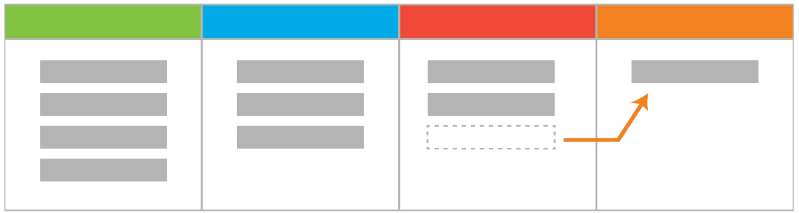
Rigid timelines.

Takes several months, even years, to deliver projects/campaigns.

Applying one or more Agile friendly work management frameworks.

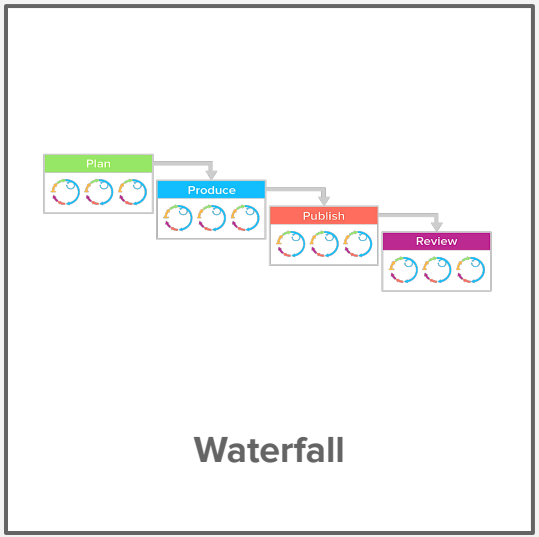


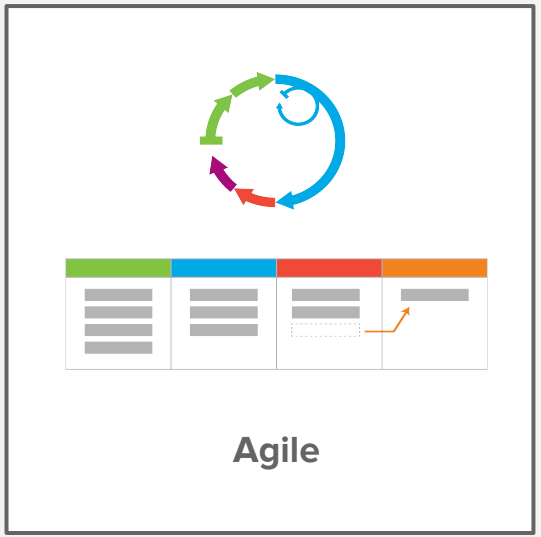
Scrum



Kanban

Most use mixed-methodology at first.





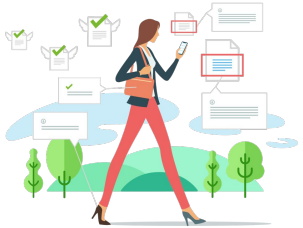
Doing vs. being agile.

DOING	BEING
Hard deadlines	Focus on iterations
Big projects/campaigns	Small iterations and MVP
Keeping the status quo	Continuous improvement
Rigid assignments	Allow teams to self-organize/self-select

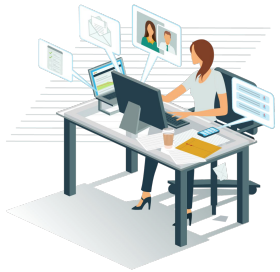
Ways to get started

Change how you work to be more Agile.

Build your backlog.



Try out Kanban or start sprinting.



Continually measure, iterate and plan.

CONFIDENTIAL

Workfront Studio

- Scrum meetings
  - Daily stand-up
  - Weekly Planning and Prioritization
  - Backlog Refinement
- Kanban in Workfront
  - Time sensitive projects
  - Fast-moving

CSS | Creative Strategy (and Services)

Team

Team members +3

Description

Kanban Board

- Kanban Board
- Backlog
- Schedule
- Updates

Hide Backlog

Filter
Steven Fisher +8

BACKLOG

- [asset type: short title] writ... 0%
- [IT_Centralize IT Ops] Social... 0%
- [IT_Centralize IT Ops] Social... 0%
- [Streamlining and Automati... 0%

Show more backlog items

NEW 4

- Order Form HTML Updates 0%
- [NPD Datasheet]... 0%

AWAITING CONTENT 0

IN PROGRESS 5

- [2020 Sales Playbook] Intr... 75%
- ASE 1 Pager Document... 0%
- Due 08/14: MProfs... 0%

AWAITING VERIFICATION 6

- [IT Optimizations]... 0%
- [NPD Optimizations]... 0%
- Brief CSS on requirements... 75%
- Adobe Sales Sheet Revisio... 50%
- Update resource cards

COMPLETE

- Create Solution Concept... 100%
- Festival of Marketing cov... 100%
- Webinar follow up series -... 100% +3
- [Deloitte Webinar]... 100%
- Due 8/28:

Questions?

“Birds of a Feather” Group Discussions

- How are you approaching agility at your organization?

workfront

“Birds of a Feather” Group Discussions

Let’s Switch Groups!

- Based on what you heard today, what is something you will approach differently in regard to agile in marketing?

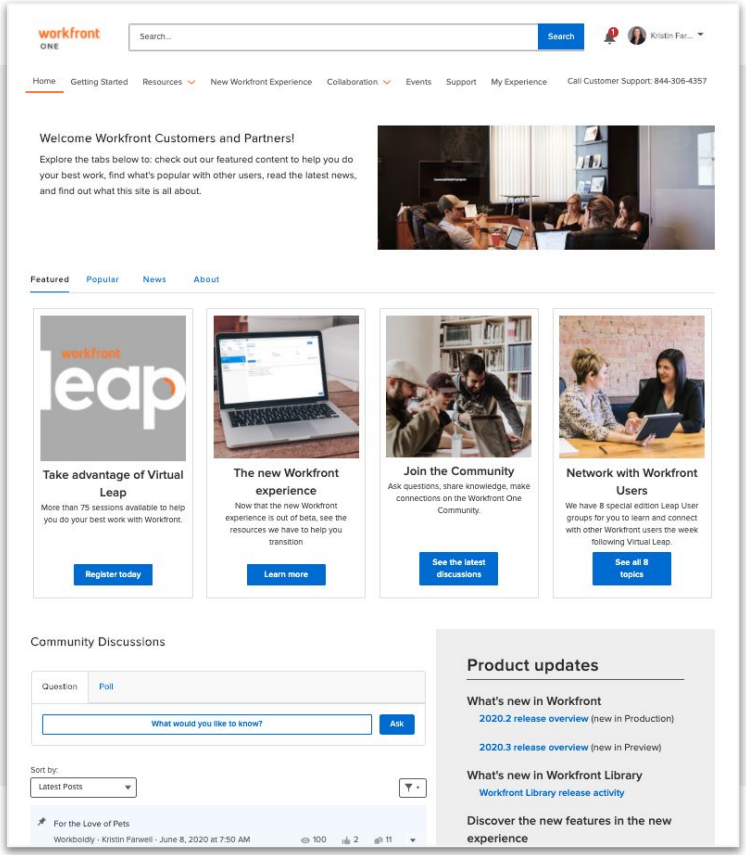
workfront

Wrap-up and Next Steps

workfront

Continue the Conversation on Workfront One

- Collaborate with others in a similar industry or department
- Harness the power of your peers to crowdsource inspiration and solutions
- Learn about upcoming events



workfront

Virtual User Groups - Fall 2020

one.workfront.com/events

- Sept 29: System Admin Best Practices
- Oct 13: Governance in Workfront
- Nov 3: Workflow & Process

Coming soon!

- *New Workfront Experience*
- *Tracking Time in Workfront (Timesheets)*

workfront

Thank you.

workfront