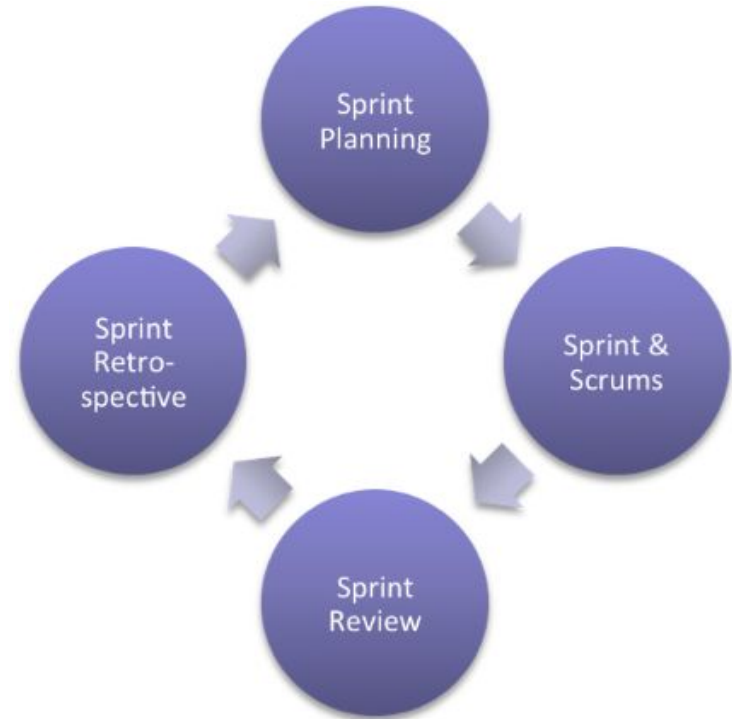


# AGILE MARKETING

Sprint, Scrum, Review, Retrospective

# What is Agile Marketing?

“The goal of Agile Marketing is to improve the speed, adaptability to change, and create transparency in our marketing efforts.”



# Agile Principles

- *Our highest priority is to satisfy the customer through early and continuous delivery of marketing that solves problems and creates value*
- *We welcome and plan for change. We believe that our ability to quickly respond to change is a source of competitive advantage*
- *We deliver marketing programs often, from every couple of weeks to every two months, with a preference to the shorter timescale.*
- *Continuous attention to marketing fundamentals and good design enhances agility.*
- *Simplicity is essential.*
- *Motivated individuals build great marketing programs.*
- *Learning, through the build-measure-learn feedback loop, is the primary measure of progress*
- *Sustainable marketing requires you to keep a constant pace and pipeline*
- *Don't be afraid to fail; just don't fail the same way twice*

# Sprint Planning

During a sprint planning session, the objective is for each team to set goals of the upcoming sprint, and to select the assignment of responsibilities.



# Scrum

The sprint itself is a process called “Scrum.” This is where we actually get to work. The “Scrum” includes a daily 15 minute meeting each morning.

Included in the daily meeting, each team member will report on three things:

- What they did yesterday
- What they will do today
- Any obstacles that stand in their way



# Review & Retrospective

After the sprint, two meetings happen.  
Although, we will be doing them together.

- During the review, the team reviews commitments made, work completed, and present results.
- During the retrospective meeting, the team reviews, what went well, and what could have been improved during the sprint.

# How to make this work?

- Bi-Weekly Sprint Planning
- Daily 15 minute stand ups with each team
- Sprint planning every other Friday, and Review & retrospective every other Thursday.

# Daily Standing 15 Minute Pow-Wow

Before the meeting everyone #slack what they did the day previous, and what they plan to do the current day. Then we can discuss any issues or problems we may run into.



# Review & Retrospective

Hold your review and retrospective meetings on Fridays.

This will give you the afternoon to plan your sprint for the next week.

