



# Modern Agile Marketing

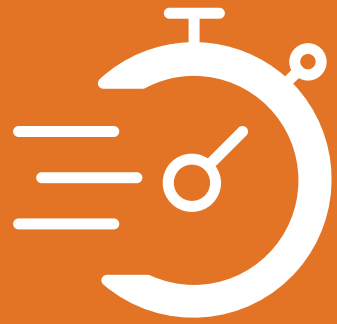
Faster and Flexible Strategies for  
Today's Unpredictable World

Like virtually every other aspect of business, the way we market is changing. Fast. We're seeing some tried-and-true tactics—like big in-person conferences—being put on the back burner. Entirely new methods are emerging and other established best practices are getting dusted off and updated for a whole new set of challenges.

One of the approaches that's undergoing renovation is the concept of "agile marketing." Agile marketing has been around a while. It takes its cues from agile software development where teams collaborate to deliver solutions faster, with higher quality and more flexibility. Agile marketing is a shift from the traditional approach where teams stuck to a twelve-month or quarterly strategy with minor adjustments, come what may.

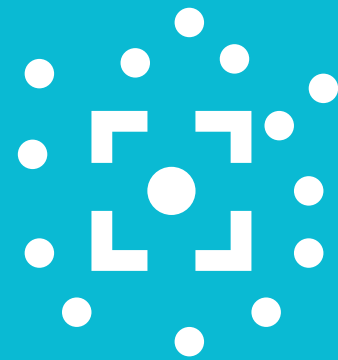


But innovative marketers are updating the idea of agile marketing in light of our new normal—let’s call it “Modern Agile Marketing.” So, what makes it *agile*?



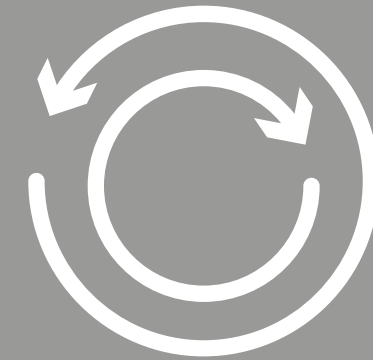
### Fast, Focused Teams

Teams work faster within well-defined time constraints to do what needs to get done.



### Adaptable

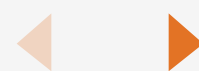
It reacts to the quickly changing reality that businesses now face.



### Iterative

It’s continually trying new things and evolving based on previous results.

What makes it *modern* is obvious. We’re all living and working in a new reality, and we’re still discovering how—and how much—things will change. Companies often experiment at a pace that fails to match the rate of change around them, slowing their ability to learn fast enough to keep up. Modern Agile Marketing’s focus on speed, flexibility, and continuous improvement and innovation while maintaining strategic business alignment are prerequisites for thriving in an era of volatility and unpredictability. In the context of these shorter timelines are ever-shrinking cycles. Here are five of our best-practice recommendations for embracing Modern Agile Marketing.



**As recently as 2015, McKinsey found that almost 60% of marketing initiatives take at least six months to make it to market.**

McKinsey: The marketer strikes back



# Get it out the door.

*Don't let perfect be the enemy of the good.*

It's one of those clichés that's a cliché for good reason. It's also the perfect mantra for one of the best practices of Modern Agile Marketing.

You need to develop deliverables and launch campaigns fast, which means you may need to rethink the scope of projects. You also need to tightly align the efforts of other key players and stakeholders like sales and industry, product, and subject-matter experts. There's no time to get a program locked down and perfect. By the time you've dotted the I's and crossed the T's, things will have changed. "Close enough" really is close enough at first. You can refine and improve in your next iteration.



**Only 52% of CMOs  
believe their marketing  
teams are adaptable  
and resourceful  
enough.**

Gartner: CMO study

# 2

## Measure. Pivot. Measure Again.

Most marketers saw the light on the importance of metrics long ago. Or their C-suite leaders not so subtly suggested that they see it. But the stakes today are much higher. Now you need real-time data on your customers, markets, and campaign/program performance so you can make quick assessments and fast adjustments that make the difference between success and failure. So much of the success of Modern Agile Marketing hinges on your ability to launch programs fast, identify the needed changes, and fine-tune that program for better performance. If you've been collecting the right data all along, you'll have the context you need to pivot successfully. If you haven't, you need to start.

Modern Agile Marketing is highly iterative. It's always evolving. But that evolution is data-driven. Otherwise, you're going off instinct and gut feel in a time when those instincts are rooted in an old reality.

**IT, cited as a major detractor of marketing in 2017, is now reported as one of marketing's major supporters.**

Gartner: Improve Your Martech Stack Effectiveness



# 3

## Collaborate— with everyone.

Don't think of Marketing as a department. Think of it as a process—one where experts from throughout the business have a voice and collaborate to set the right course. In an agile world, marketers can't afford to be disconnected from their colleagues. The entire

enterprise has to think and act as one so it can adapt to the changes it's facing. As the generator of first impressions for the enterprise, Marketing needs to have its finger on the pulse of every area of the business so those impressions are authentic and relevant.

If Sales and Marketing don't move in lockstep, the materials and programs Marketing creates don't provide the air cover Sales needs to move prospects through the cycle. If Finance and Marketing aren't in sync, Marketing's budget will likely be first on the chopping block when it's time to cut back. If Marketing and IT don't collaborate, Marketing loses out on the ability to use today's most advanced technologies to generate leads and build brands.

Better collaboration can cure a long list of marketing woes.



**79% of CMOs believe  
customers are paying  
closer attention  
to companies that  
attempt to do good.**

The CMO Survey: Covid-19 and the State of Marketing



## Stay in tune.

Empathy matters more than ever. Every business has undergone major disruption—yours, and more importantly your customers’. You need a keen understanding of exactly how their markets have shifted, whether they are struggling, and how their competitive landscape has changed so you can speak to them in a relevant way. The market trends you were tracking six months ago? They’ve either disappeared or dramatically intensified. Your customer’s business cycle? It has either ground to a halt or accelerated at light speed. We’re all scrambling, reinventing, and rethinking everything we do. You can be either an unwanted contributor to the noise and chaos or a welcome port in the storm. Focus on giving them the experience they need and let them know you hear them and want to help.

The bottom line: speed, agility, and flexibility won’t get you the results you need if you’re not sensitive to the enormous challenges your customers are facing.



**80% of people in  
the U.S. and UK say  
they consume more  
content since the  
outbreak.**

Forbes: Marketers, Here's What's Next - A Look Into Post-Pandemic Strategies

# 5

## Get out the red pencil.

Speaking of relevance, you probably have a huge library of content you roll out on a regular basis. And nothing will stop a lead in its tracks faster than tone-deaf content that doesn't consider how every customer challenge is now more difficult and more urgent.

That white paper you developed 6 months ago? The archived webinar you keep driving traffic to? That web copy you finalized last week? They may already be outdated. After all your core value proposition and messaging have probably changed, so the content you use to communicate that value needs to change with them. You don't need to start with a blank slate. The bulk of what you've already produced is probably still relevant and compelling. But you may need to reframe that content and put it in a new context.

The same goes for elements like your channel strategy and marketing spend. Nothing is sacred or set in stone. Everything is up for review and revision.

# Adapting to the Demands of a New Era

Ready to pivot to Modern Agile Marketing? According to the Gartner CMO Spend Survey 2019 – 2020: “While in-housing may be à la mode, agencies still offer an unparalleled breadth of scope, economies of scale and an ability to offer much-needed, external strategic input.”

Let Televerde help. We’re the first and only fully integrated sales and marketing partner powered by AI and technology leveraged in context by humans with a proven execution model for generating demand and accelerating sales. In other words, our approach is tailor-made for a world where faster execution, enterprise-wide alignment, and data-driven iteration are now table stakes for marketing success.

## Don't Go It Alone

Find out more at [televerde.com](https://televerde.com)

