

How to Scale Agile Marketing

Taking Agile across the Organization



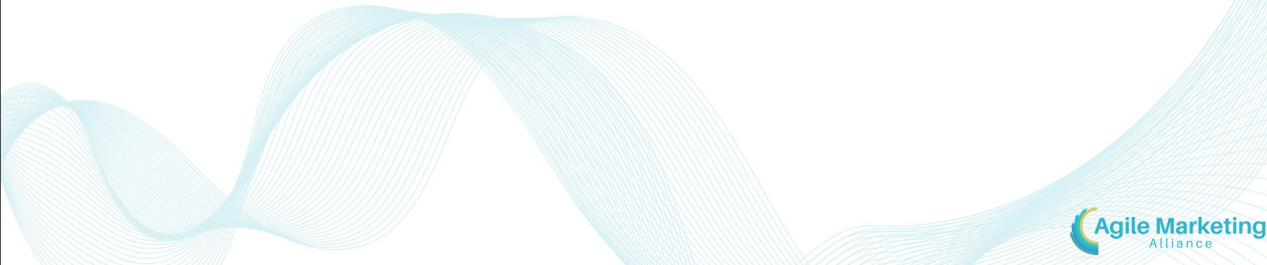

Melissa Reeve
Co-founder, Agile Marketing Alliance



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Agenda

- Taking Agile marketing across the organization
- Preparing to scale
- Taking the next steps
- Staying aligned using SAFe



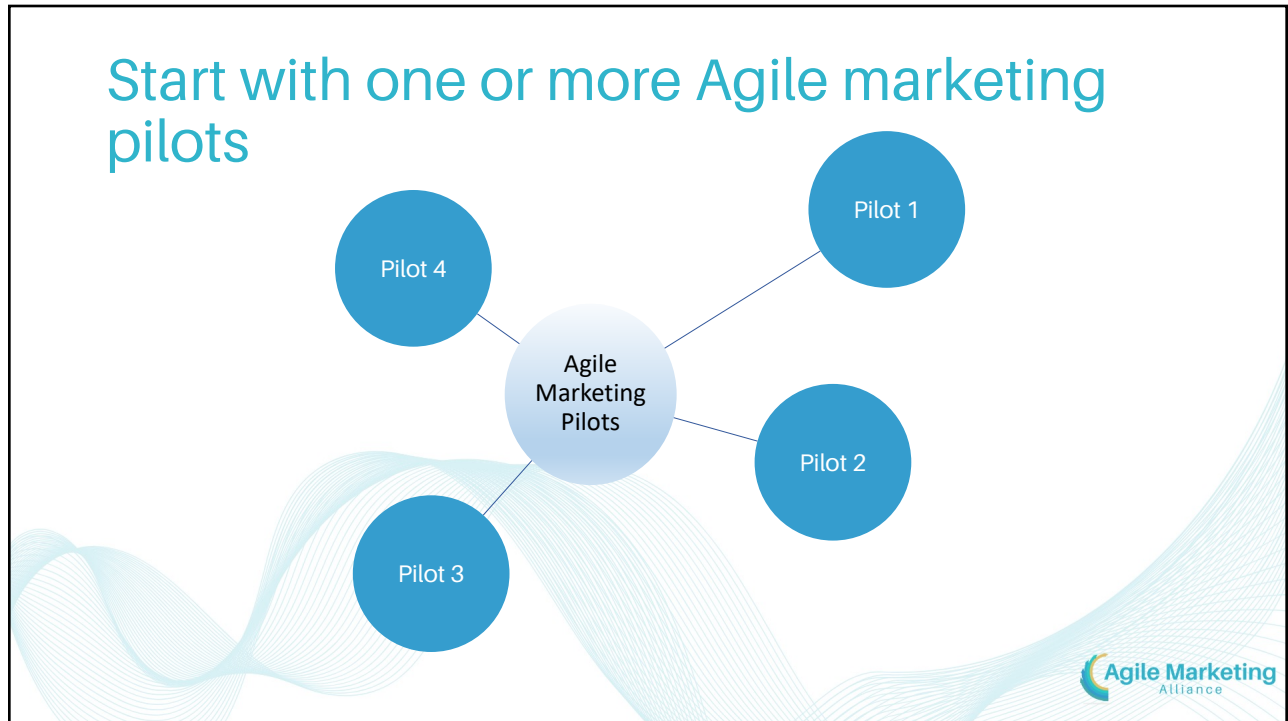
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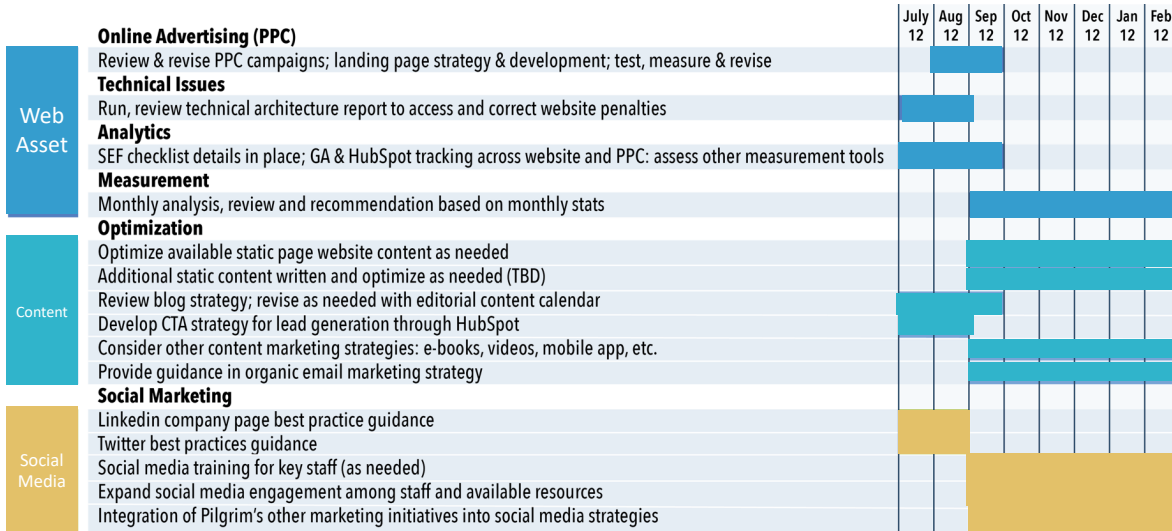
You have a burning platform...

- Long lead times ●
- Campaign flexibility and responsiveness ●
- Non-existent feedback loops and customer input ●
- Lack of alignment ●
- Focusing on systems (creative silos) instead of organizing around value ●
- Centralized decision making ●

A person is shown from the waist up, holding a series of five nested white rectangular frames. The frames are stacked and slightly offset, creating a tunnel-like effect. The person's hands are visible at the top and bottom of the frames. The background is a plain, light-colored wall.

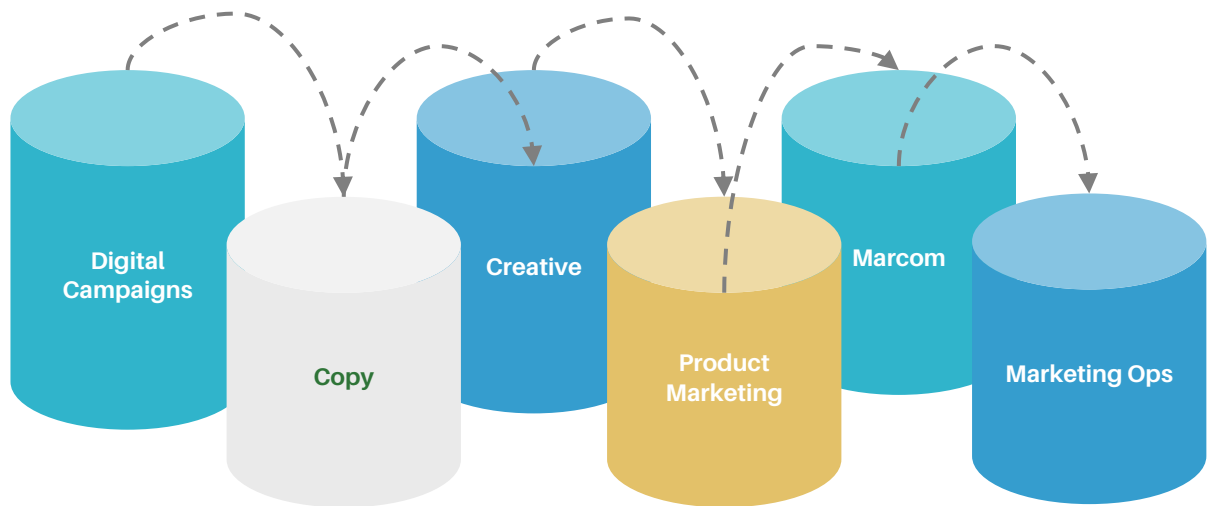
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Moving from waterfall campaigns



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Start to break down organizational silos



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// “The role of a leader is not to come up with all the great ideas. The role of a leader is to create an environment in which great ideas can happen...”



Simon Sinek, Author, Motivational Speaker
Author of “Start with Why” and “Leaders Eat Last”



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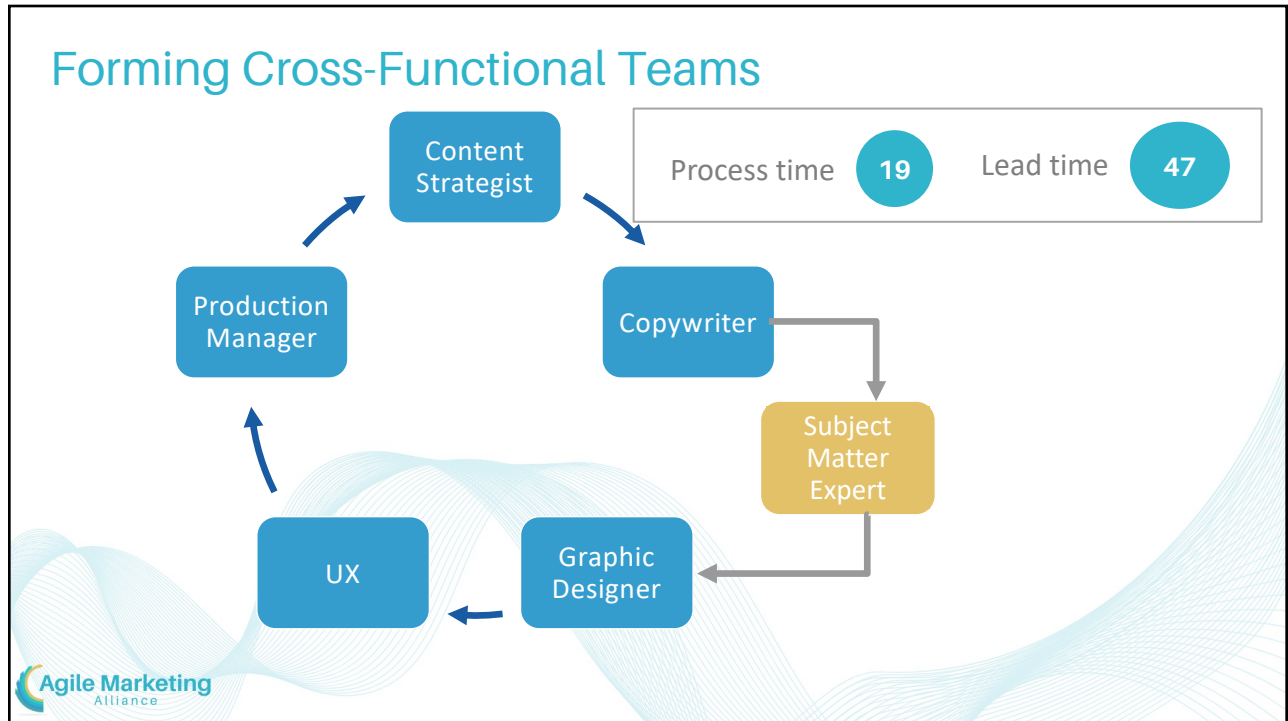
Eliminate handoffs and delays

- Handoffs between individuals
- Specialized skills
- Handoffs between teams

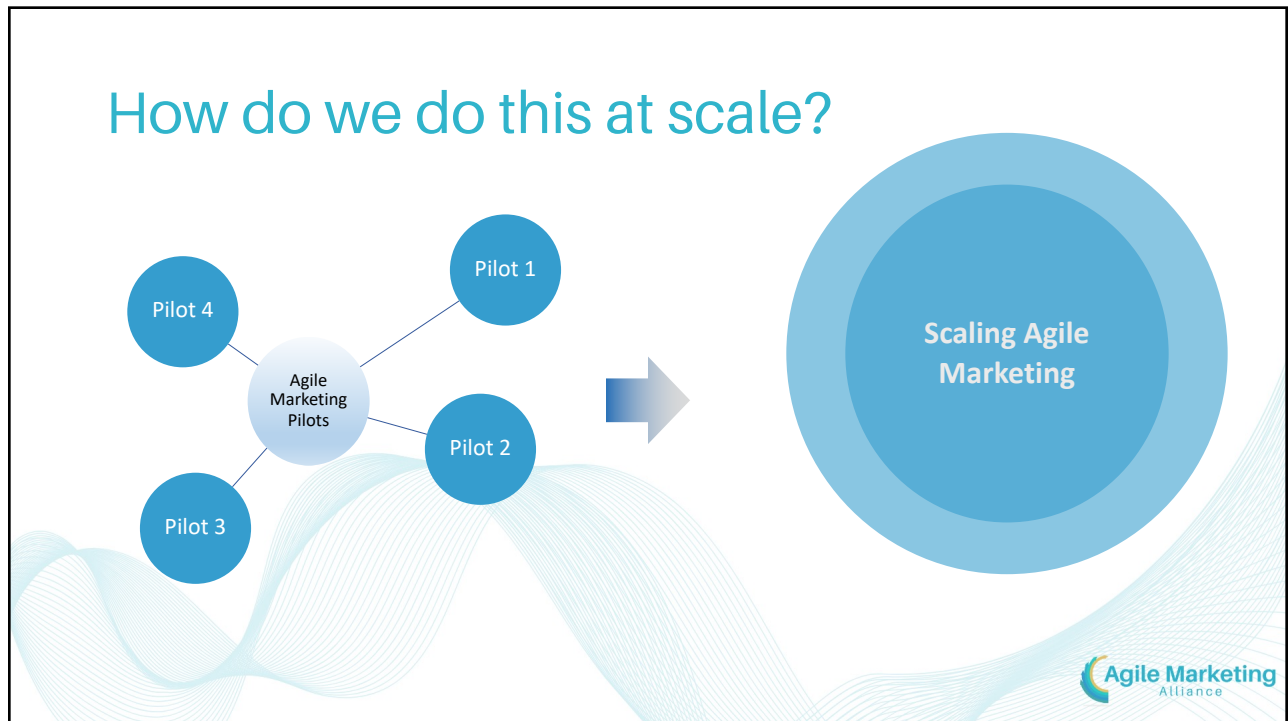
Process time 19 Lead time 211	
Content Strategy	4h Create Brief
Copywriter	96h Write (8h) Revise
Graphic Designer	72h Create Images (6h) Revise
Subject Matter Expert	24h Review (1h)
UX Team	Publish
Production Manager	

Source: Content Marketing Institute

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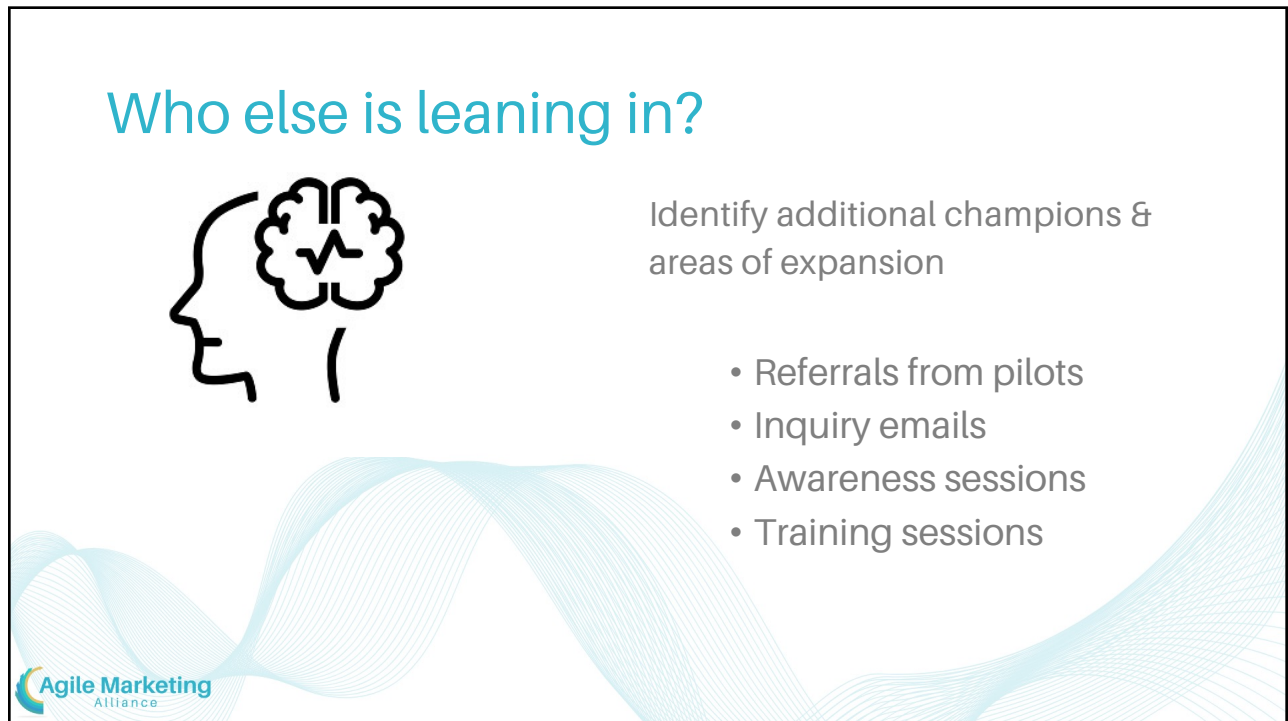
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What's the next tipping point?

- Business unit?
- Product line?
- Demographic?
- Geographic?



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Identifying the guiding coalition


Who are your change agents?
Do you have an ATO?
Who can help lead the change?



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Align with your vision

Align with organizational initiatives



The slide features a light blue wavy background at the bottom. A white rectangular card is tilted, showing two black rocket icons. The text 'Align with your vision' is in a teal color, and 'Align with organizational initiatives' is in a grey color. The Agile Marketing Alliance logo is in the bottom right corner.

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Articulate needs



The slide features a light blue wavy background at the bottom. A Venn diagram consists of three overlapping circles: a teal circle labeled 'TOOLS', a blue circle labeled 'PEOPLE', and a grey circle labeled 'BUDGET'. The text 'Articulate needs' is in a teal color. The Agile Marketing Alliance logo is in the bottom left corner.

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Tracking results



Demonstrate measurable improvements from the pilot programs



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Executive Buy-in



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Gaining Executive Buy-in

- Reduce risk and exposure
- Speak to results
- Demonstrate support
- Align to their goals
- Make clear requests

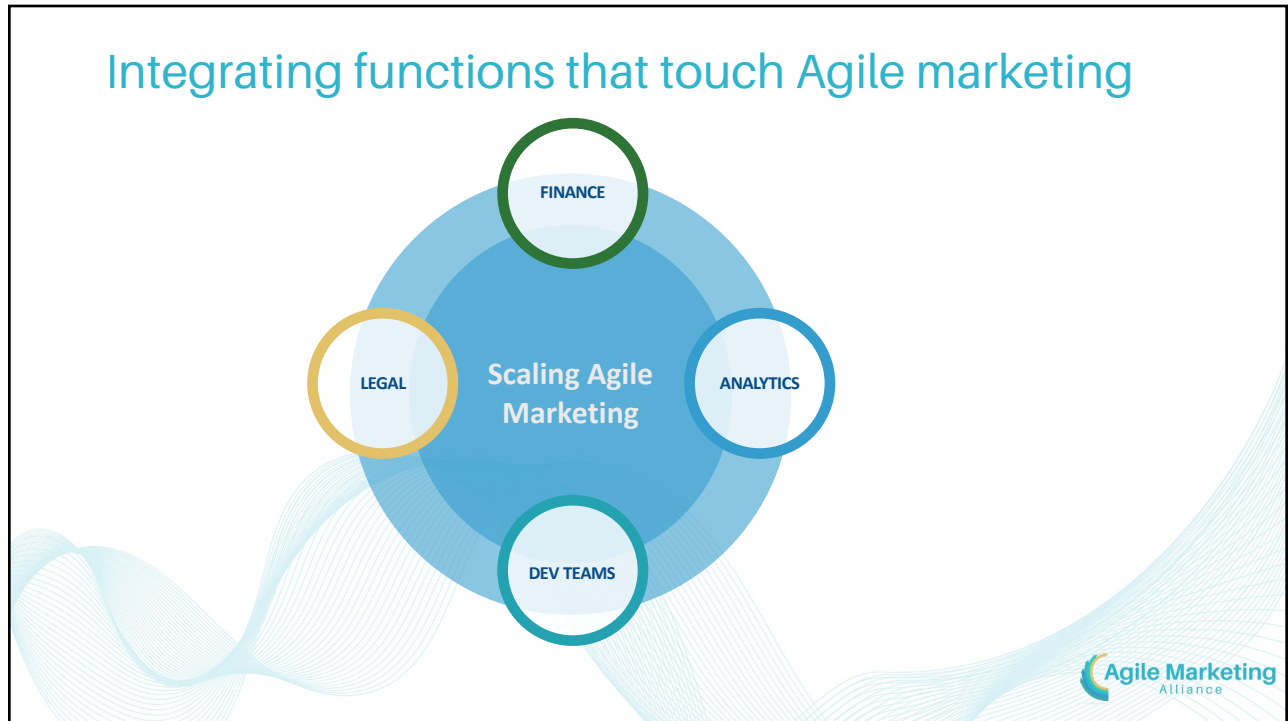


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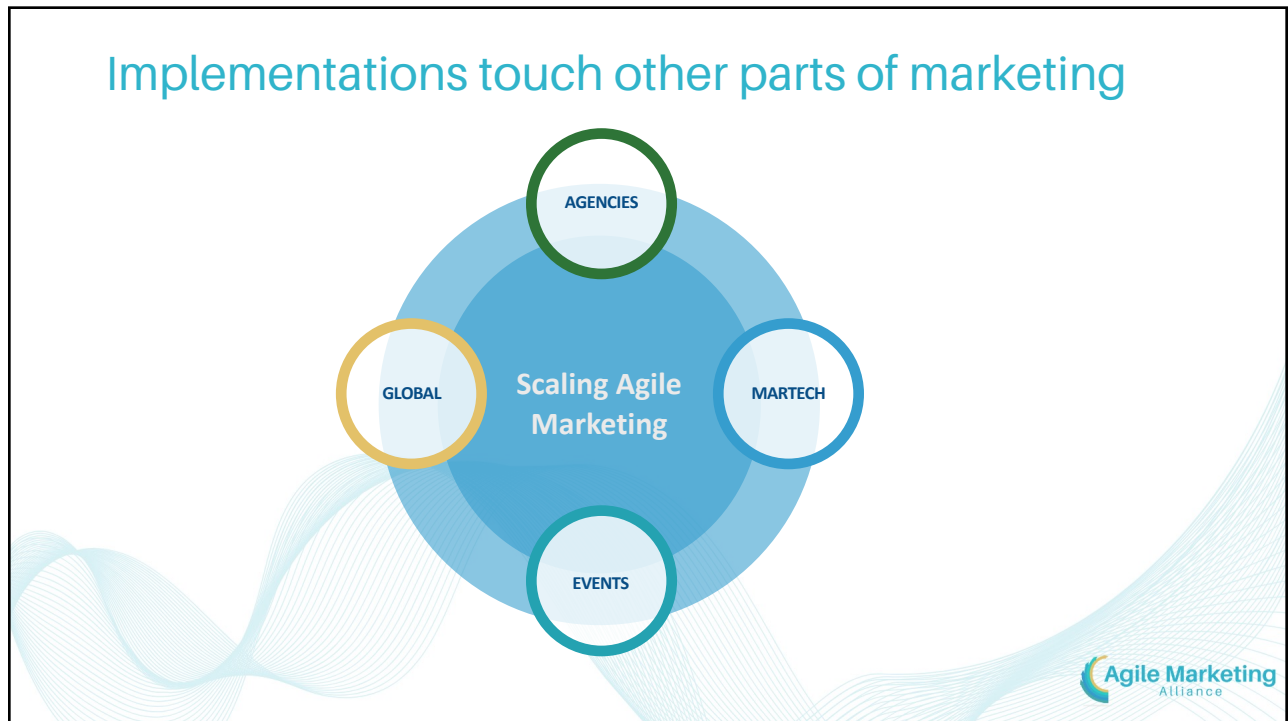
Staying Aligned Using SAFe



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Step 1: Identify business functions

Providing Affordable Mortgages and Award-Winning Client Service for More than 30 Years

0%

Home Description

- Single-Family
- Multifamily
- Condominium
- Townhouse

Next

Go Back

Highest in Customer Satisfaction in the U.S. J.D. Power

- 11 YEARS
- 8 YEARS

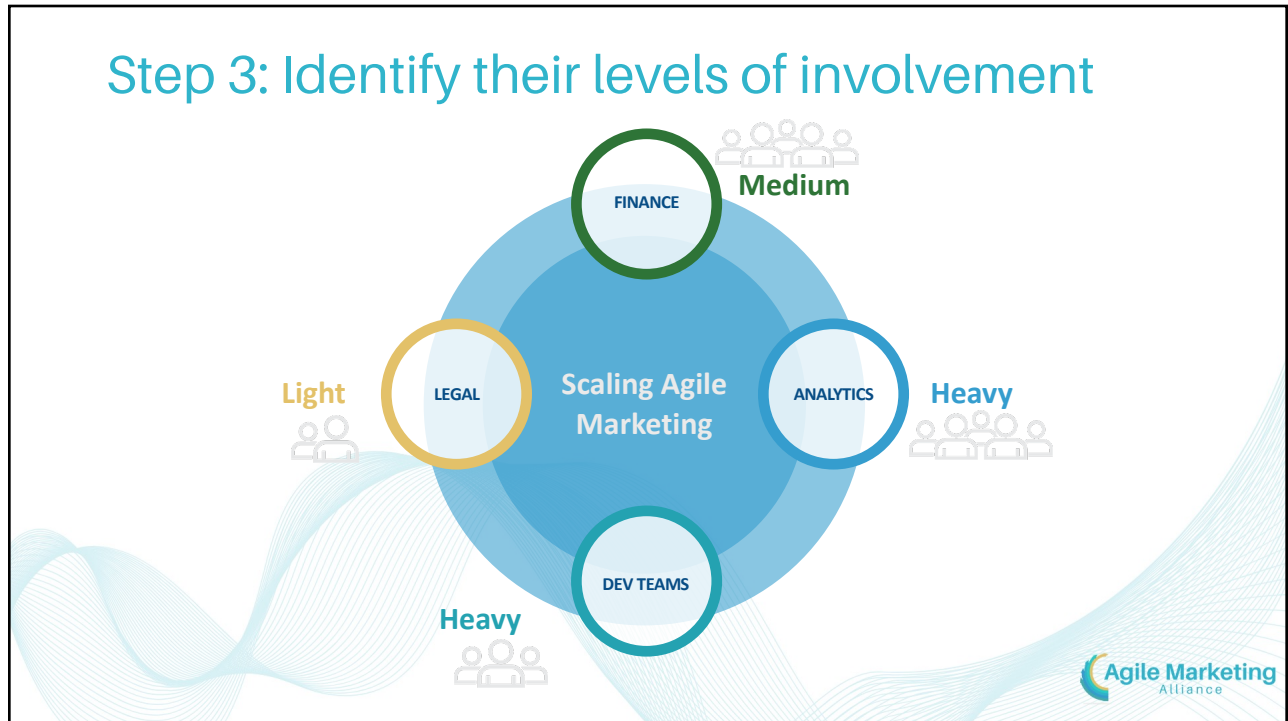
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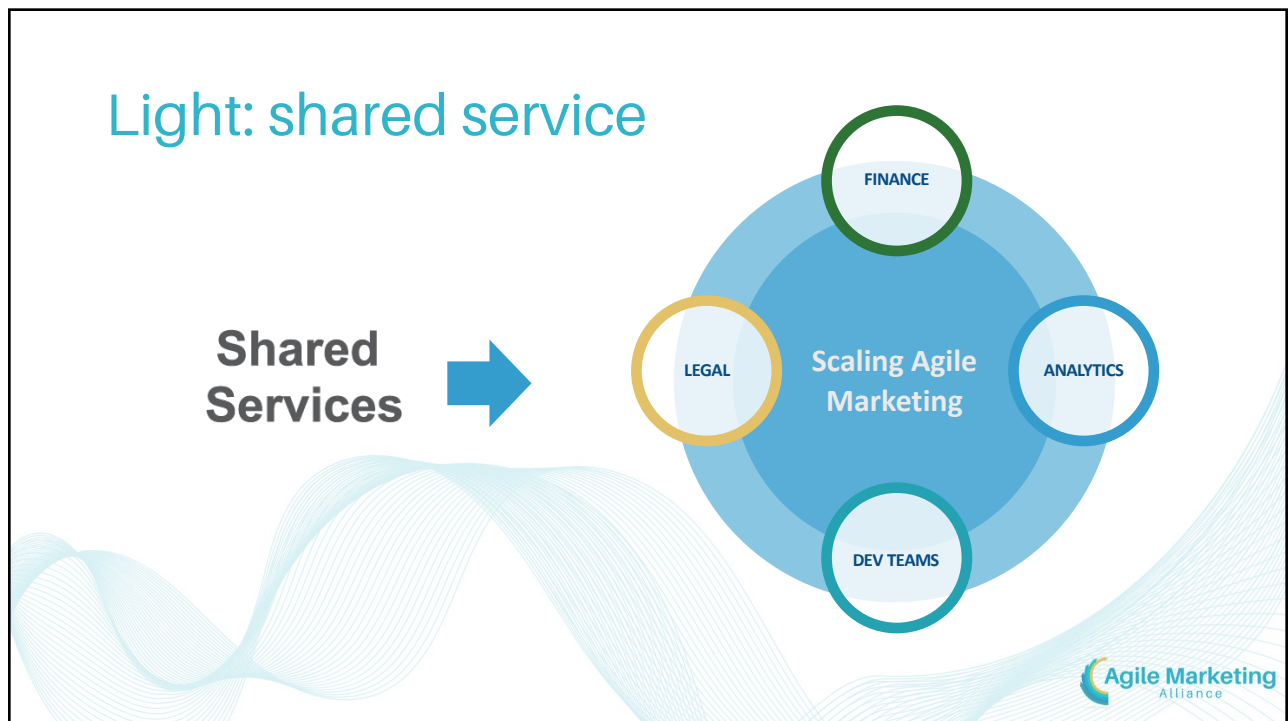
Step 2: Identify the business people needed

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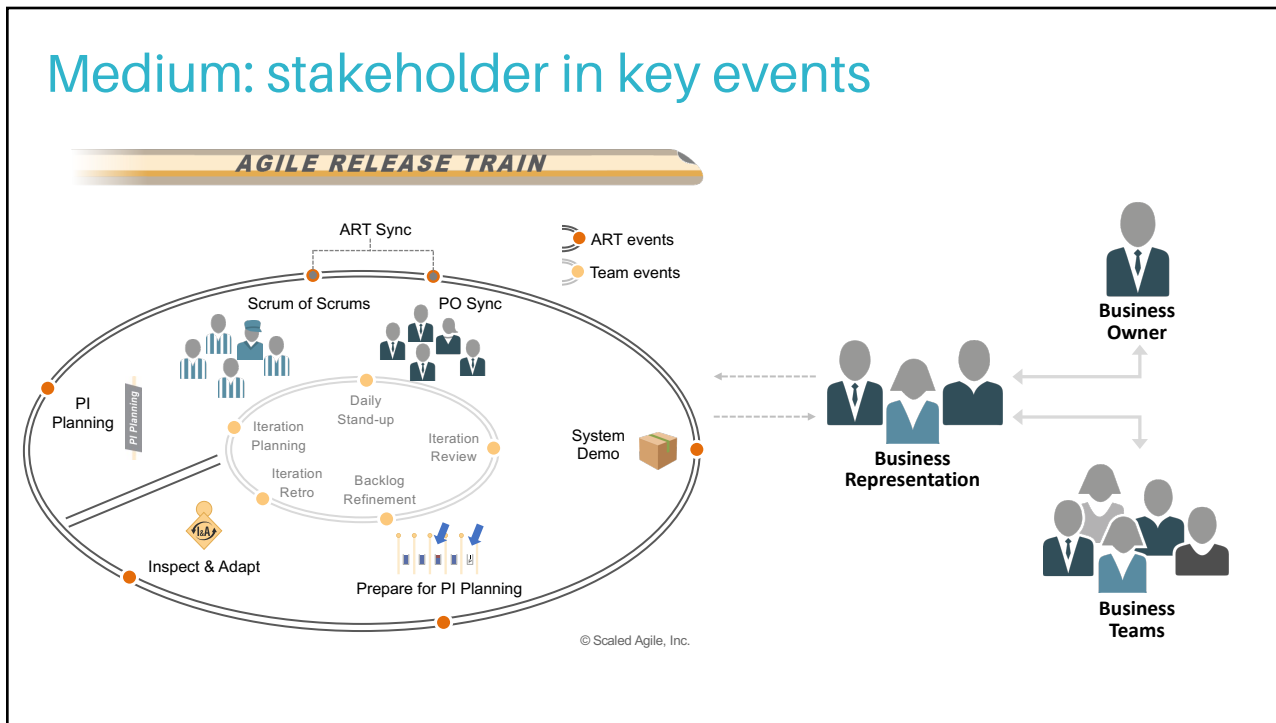


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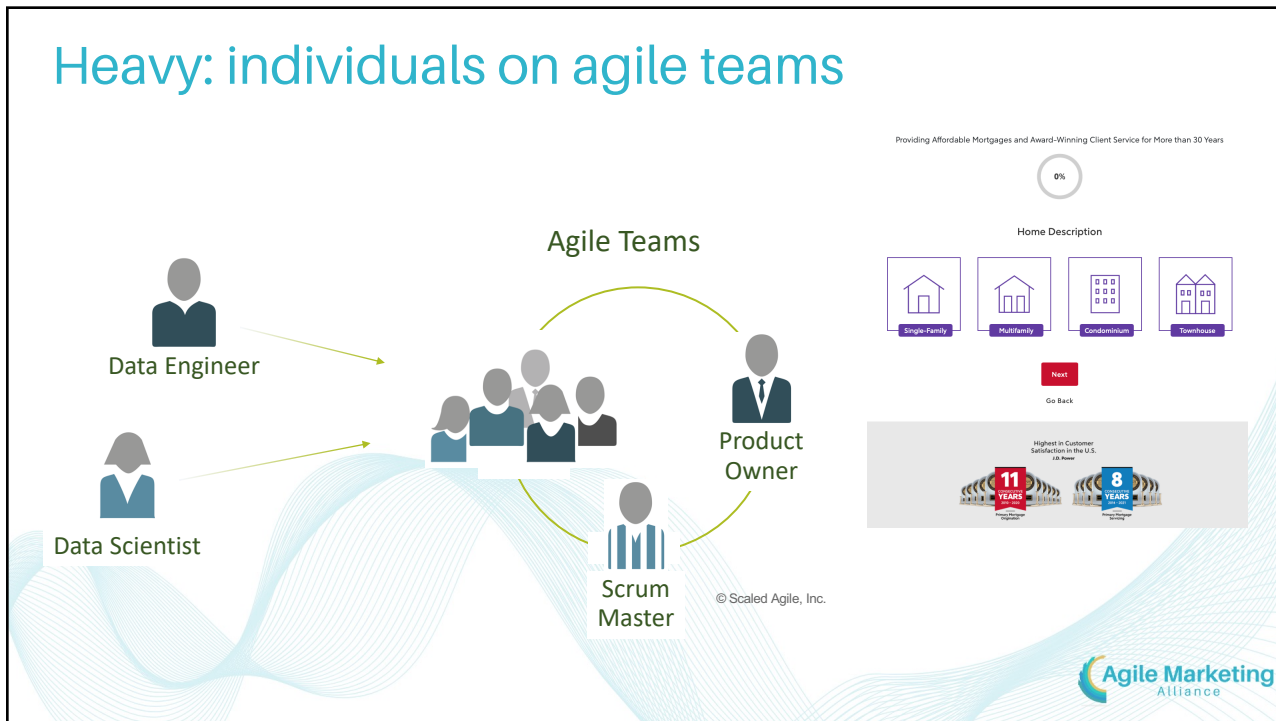
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Medium: stakeholder in key events

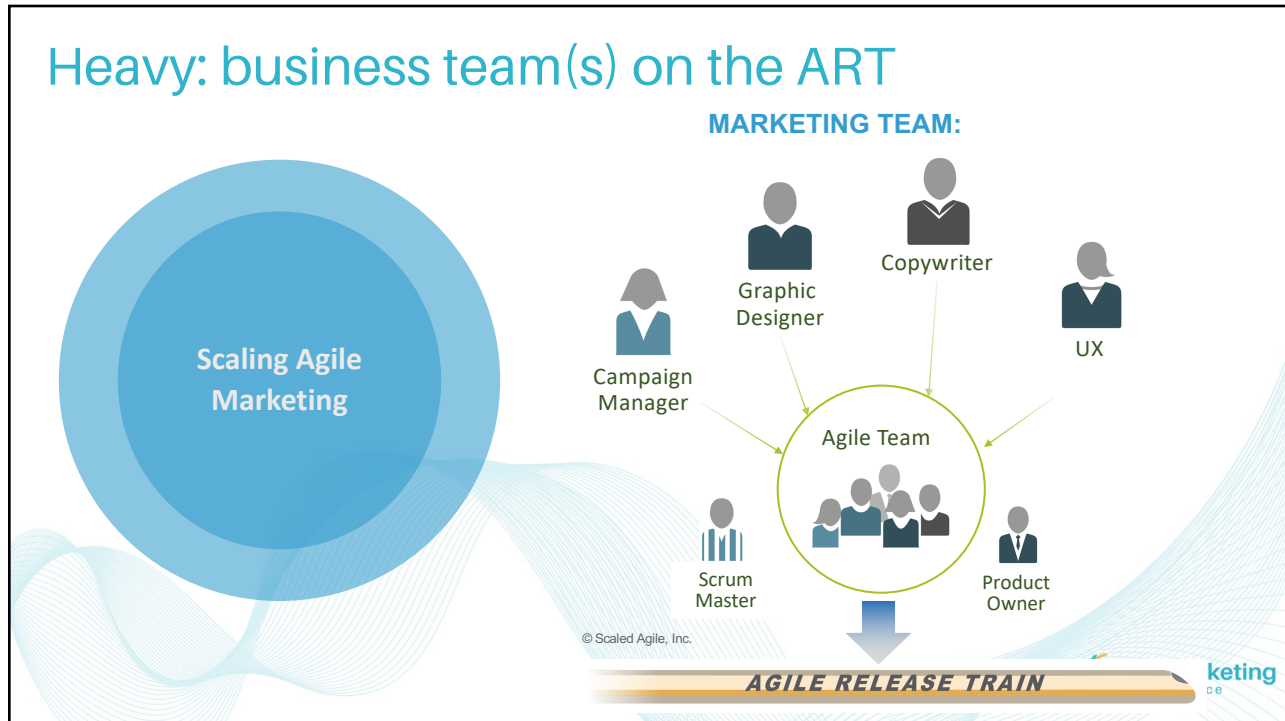


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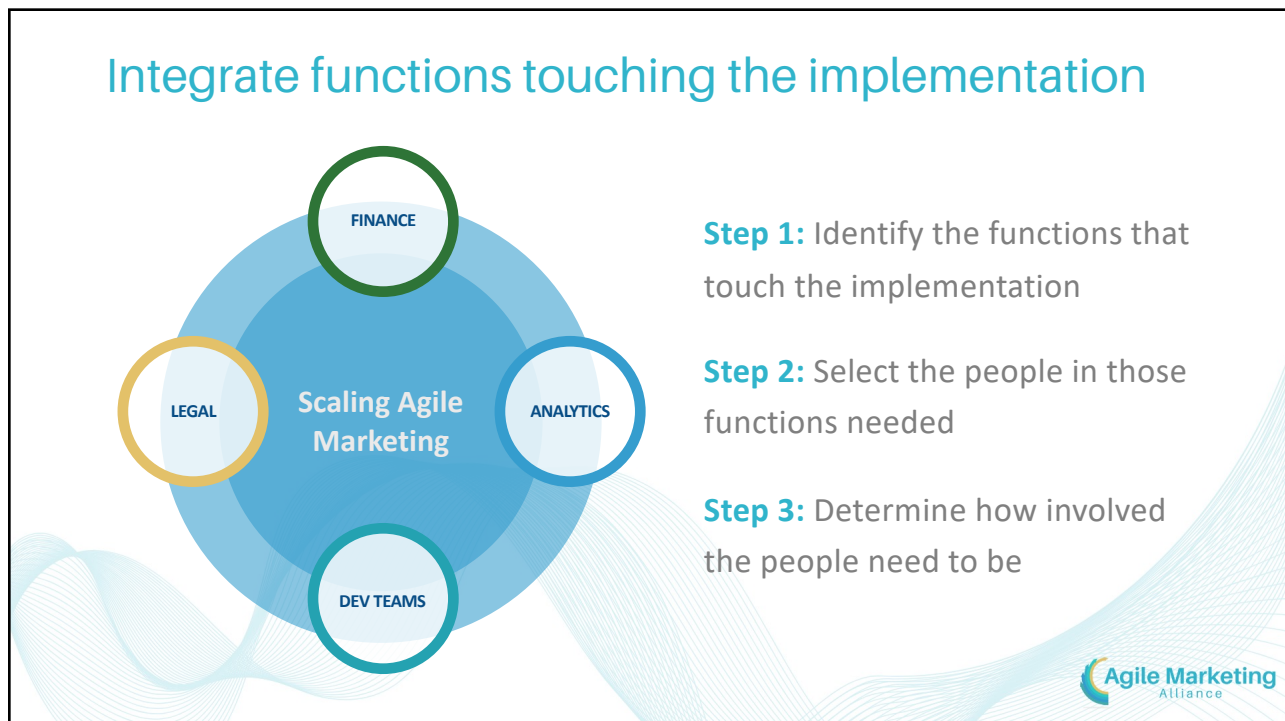
Heavy: individuals on agile teams



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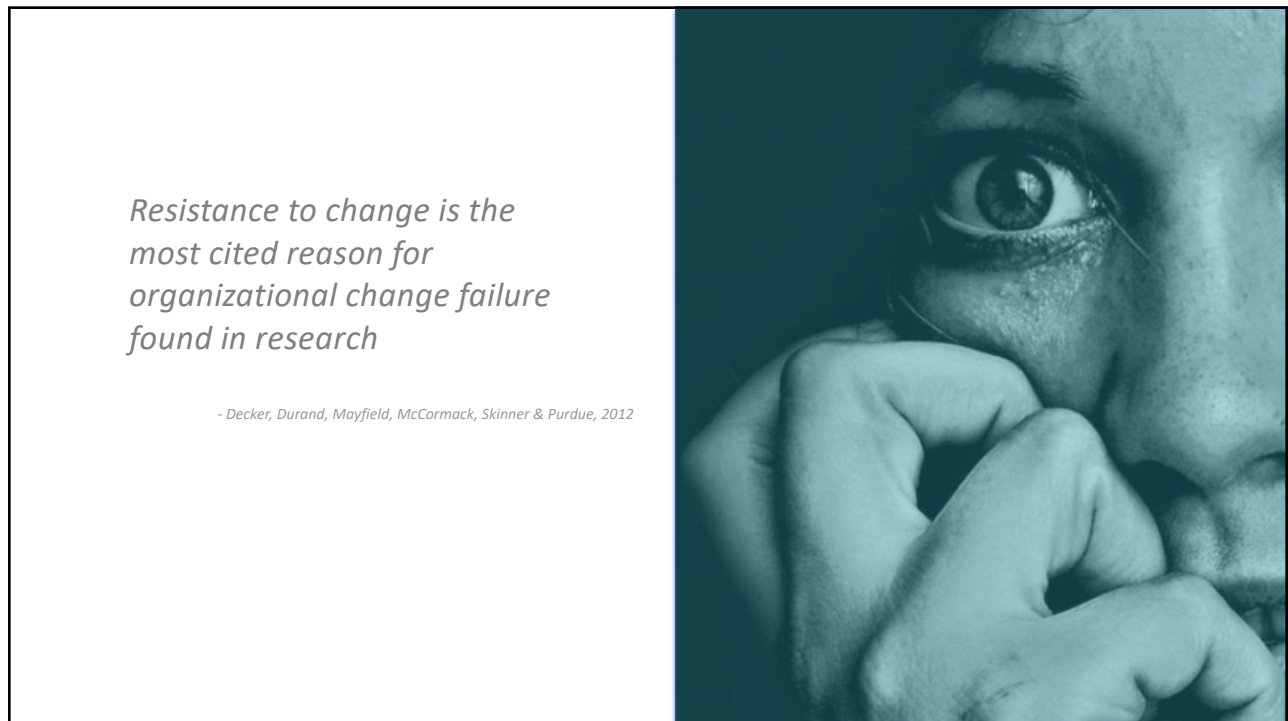
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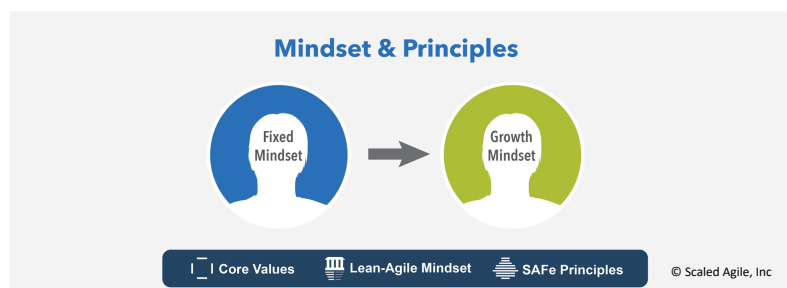
Keys to leading successful change

- ▶ Establish a sense of urgency
- ▶ Create a powerful guiding coalition
- ▶ Develop the vision and strategy
- ▶ Communicate the vision
- ▶ Empower employees for broad-based action
- ▶ Generate short-term wins
- ▶ Consolidate gains and produce more wins
- ▶ Anchor new approaches in the culture



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Lean-Agile leadership



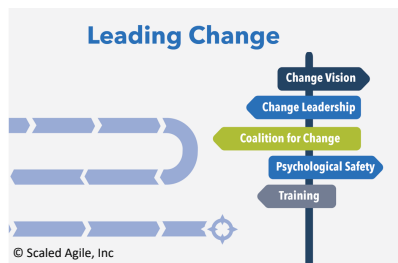
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Lean-Agile leadership



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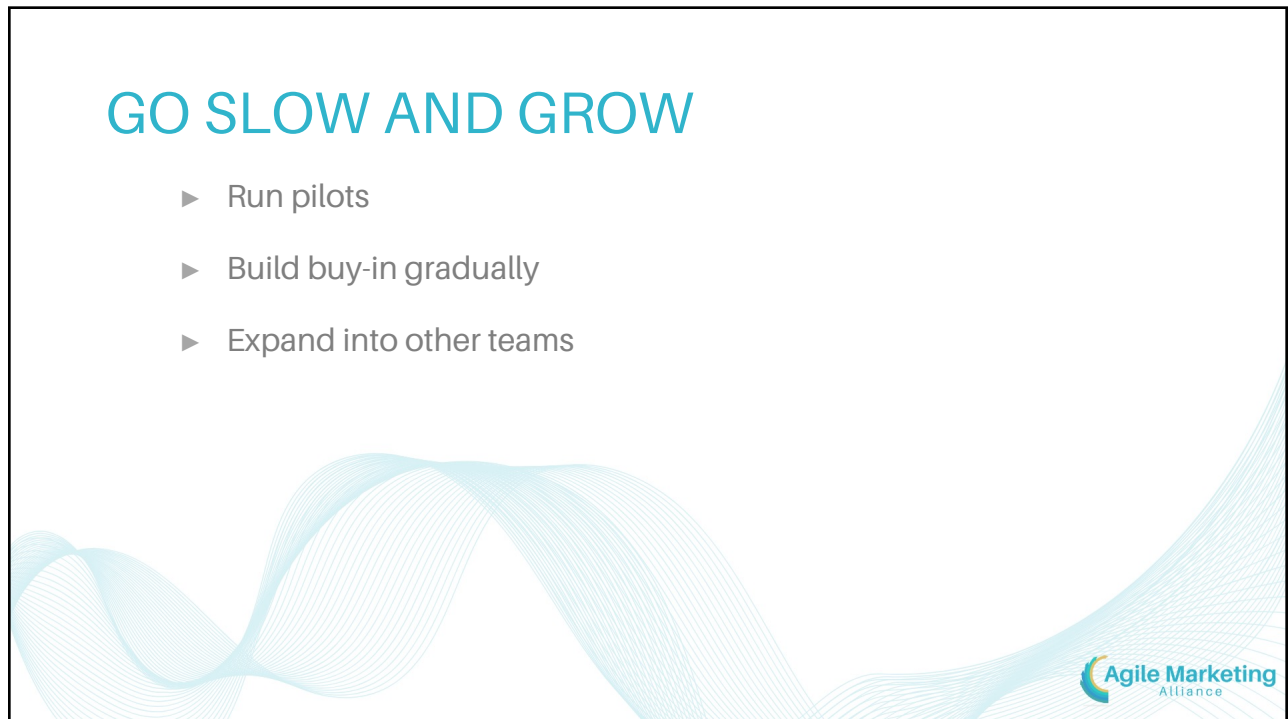
Lean-Agile leadership



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INTEGRATE OTHER TEAMS

- ▶ Identify the functions & teams
- ▶ Identify the people on those teams
- ▶ Determine the level of involvement



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LEADERSHIP, LEADERSHIP, LEADERSHIP

- ▶ If leaders aren't fully on board, the transformation will fail
- ▶ Lead with a growth mindset & by example
- ▶ Be willing to lead the change



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FREE RESOURCE



<https://www.scaledagileframework.com/safe-for-marketing/>



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COME JOIN US!




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Agilemarketingalliance.com





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