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GRT Golden Research Thoughts

AGILE -AN INNOVATIVE APPROACH IN MARKETING

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Asst. Prof.

ABSTRACT

More, more! Faster, faster! It's an easy trap to fall into. agile marketing will discover its own variation of agile that snugly fits the unique qualities of marketing. Agile marketing is first and foremost a culture: a belief system founded on a set of management principles that deliver dramatic improvements in performance. Agile helps to switch gears quickly and more effectively also to deliver a better, more relevant end productIn a marketing approach that involves being open and responsive to change, rather than following a set, specific marketing plan and able to adapt to the rapidly changing business of today. In fact, the goals of agile marketing are to "improve the speed, predictability, transparency, and adaptability to change of the marketing function."

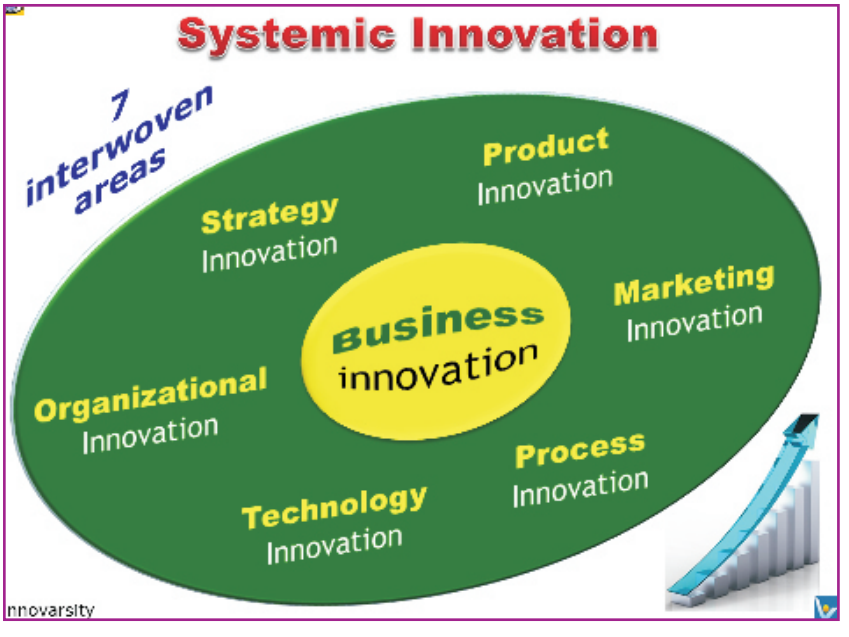
KEYWORDS:*agile,change,flexibility,iteration,priority,scrum.*

INTRODUCTION:

In generic sense, "agile" means "quick." which refers to a methodology invented by software developers adopted by marketers. Most of the money spent on marketing is spent on people and not technology. In today's interconnected and always online society the ability to adapt effortlessly has become a crucial part of organizational success. In the world, where brand name, customer loyalty, and market share are volatile and competition is stronger than ever before, companies, and marketing teams in particular, have no choice but to adapt to the changes happening here and now. That's why the 'agile' methodology began and became popular among marketing teams. Agile methodology is based on accepting change rather than sticking to a rigid plan,making data-driven rather than story-based decisions; quick reactions than the big bang changes, smaller experiments on smaller groups, and most of all collaboration considering hierarchy. These components make agile marketing a flawlesslyappropriate technique to use in today's highly competitive and speedily-varying environment.An Agile approach enables to become more effective without working more.It is been rightly quoted byJim Rohn,Success is neither magical nor mysterious. Success is the natural consequence of consistently applying the basic fundamentals.

MARKETING AND AGILE

For a great opportunity of marketing we have to forget about campaigns, conversations and start proposing the right product to the right person in the right context at



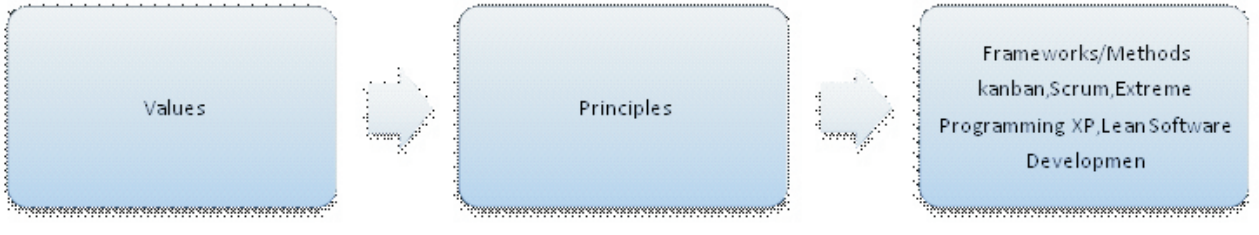
the right moment,Marketing environment is highly unpredictable and agile term guides us how to be always ready in this dynamic environment. Abilty to adjust all relevant parameters with real timeand continuous improvement with flying time should be captured to become agile. Agile marketing depends heavily on the ability to react quickly to marketing opportunities. For example, online marketing gives small span of time to react and offer which has fueled many disruptions in the customer-brand dynamic. People are more informed and therefore make decisions that lead to better personal outcomes, which influence business decisions.

Marketing teams have traditionally been structured in the waterfall project management approach because, for a long time, marketing represented a one-way communication from brands to customers. However, the fairly recent detonation of the internet changed the predictable nature of marketing, as it gave more power to the consumers to voice their opinions and, thus, influence the perceptions of the brand by other consumers in the form of customer reviews. The key problem marketers face today is that customer behavior is anything but predictable because of the increased number of marketing channels and the influence exerted via social media on how customers make their buying decisions.Agile Marketing is "next big thing in marketing." It even has its own manifesto. Agile marketing is based on agile development principles, which are rooted in software development that is achieved through a process called Scrum which is a framework that use the parts that work for a marketing team

• It's a way of working (process) in the following manner
• Split organization into small, cross-functional, self-organizing teams.
• Split work into a list of small, concrete deliverables. Sort the list by priority and estimate the relative effort of each item.
• Split time into short fixed-length iterations/ sprints (usually 2 – 4 weeks), with potentially shippable code demonstrated after each iteration.
• Optimize the release plan and update priorities in collaboration with the customer, based on insights gained by inspecting the release after each iteration
• Optimize the process by having a retrospective after each iteration

At its core, the Scrum process aims to support marketers with an organization's business goals and salesstaff, improve communication, and increase the speed and responsiveness of marketing. Agile marketing, as a result, is about speed, adaptability, collaboration, and small marketing experiments while being flexible and responding to change.This new pattern requires to be connected. "Agile for Marketing (A4M) drives long-term marketing strategies with short-term, customer-focused iterative projects that improve responsiveness and applicability. It allows for faster creative, more testing, smarter improvements and better results"Instead of executing projects sequentially from Step A to Step Z, Agile marketing aims to create a minimum viable product as quickly as possible.

AGILE RELATION TO SCRUM



Instead of putting efforts on a single project for weeks, Agile accommodates all of our most important tasks—from multiple projects and even ad hoc requests—and attempts to complete them within one short timeline.The core values for agile marketing can be stated as

VALUES

- Individuals and interactions over processes and tools i.ePriority to people and interactions.

- Running applications - Working software over comprehensive documentation .
- Collaboration with the customers over contract negotiation
- Responding to change over following a plan means Change to Agile

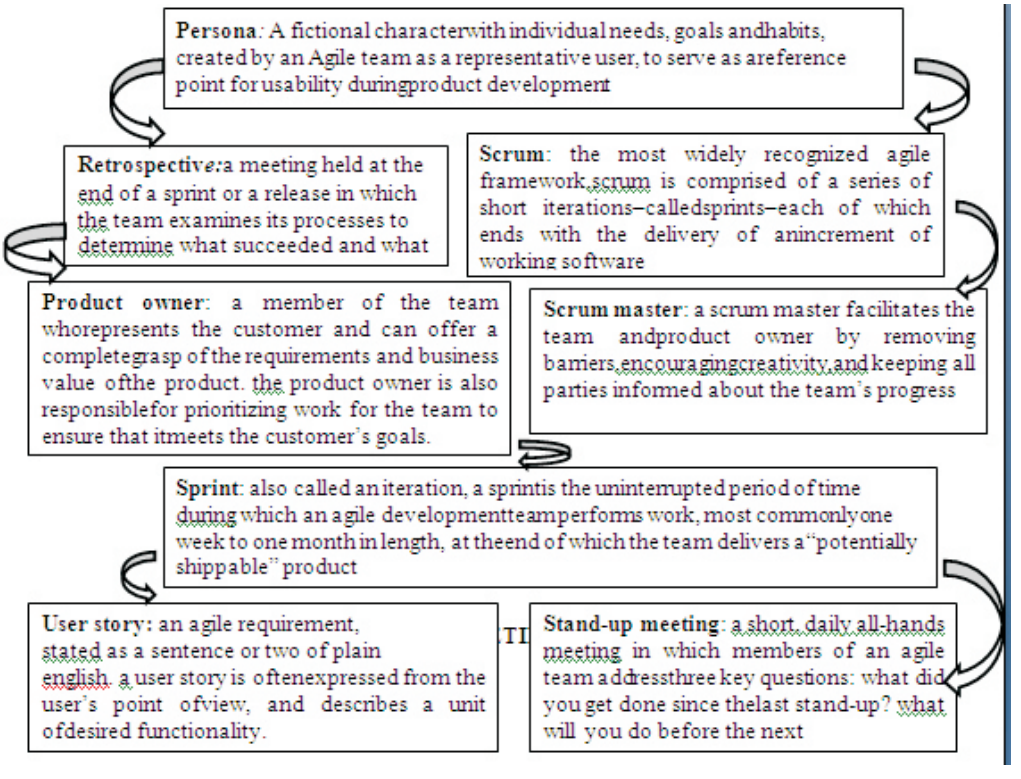
In short AGILE can be described as a
FAST----------FOCUSED----------PRIORITIZED----------PREDICTABLE
AGILE MARKETING PRINCIPLESWhat matters more than any agile marketing methodology is a fundamental understanding of core agile marketing concepts—and creativity as to how they can be operationalized. It is most certainly the case that the best agile marketing methodologies are yet to be invented.The five core principles of agile marketing with the goal of understanding the impact of each principle on marketing team performance in practice

- Maximize performance of the marketing team throughworking Incrementally-work has no value to the customer.
- To be Agile marketing team Needs to minimize Waste by Managing Uncertainty
- Need to improves market speed.
- Team must be able to measure value through the eyes of the Customer
- Foster Collaboration with total transparency which improve iteratively Continuously which increases productivity by keeping priorities straight

To be brief AGILE means to begin with proficient mastery with unconscious creation of new new techniques with the help of building agile Manifesto,also termed as Agile or Agile (Iterating) which is different from traditionalWaterfall (Incrementing)

AGILE MARKETING INCLUDES

Marketers want to cure the recurring ills of messy marketing execution, misunderstood marketing value, and poor marketing credibility, then we must develop the marketing management practices and enterprise marketing systems that eliminate their root causes.



POINTS	Traditional Marketing	Transitional Marketing	Agile Marketing
Customer Insights	Key customer points are disconnected by web, social and media.Customer understanding occurs via focus groups or quantitative survey.	Success metrics informed by voice of the customer. Social Media listening becomes surrounded in business operations and informs campaign, product and service decisions.	Integrated campaigns deliver on clear brand essence. Customer insights are shared broadly across functional teams. Process and services dynamically designed around customer needs.
Organization	Potential leaders hiding in the organizationLimited knowledge in areas of opportunity,search,analytics, etc. tied to functions vs. shared goals	Leaders for cross-functional project management are identified and empowered. Strong understanding of market trends and customer needs. Focused efforts on key disciplines	Cross-functional leaders are affecting real change driven by customer insights. Clarity around where to lead, what the team should do and what the team should not do.
Strategy	Reactive planning based on demands from business units. Rogue activity abounds)	Integrated strategic media and creative planning takes root. Investments in innovation. Structured approach to screening, testing and implementing new ideas.	Investment in key areas of differentiation based on business imperatives.Speed of the business catching up with speed of the marketplace.
Measured Impact	No alignment around metrics and goals.Too many priorities leading to less performance. No uniform way to measure progress.	Goals map to specific outcomes. Movement toward tracking baseline metrics. Regular operational and planning rhythm	Defined KPIs and metrics with regular tempo for review and iteration.Impact and efficiency can be measured. Proven results driving investment priorities
People	Independent teams. Functions are disconnected. Communication is fractured. Success is at a functional level vs. org level	Empowered teams, run by proven leaders driving coordinated initiatives across teams. Move from tasks to collaboration. Celebrating shared outcomes.	High-performing team growth around innovation initiatives.

DIFFERENT MODLES USED IN IMPLEMENTING AGILE

*V model*Incremental model*RAD model*Agile model*Iterative model*Spiral model

When to go with Agile Model:

When newmodifications are needed to be executed. New deviations can be implemented at very little cost because of the manifestation of new growths that are produced. Distinctfrom the waterfall model in agile model very partial planning is required to get started with the project. Agile serves as an innovative in a dynamic business and IT world. Deviations can be discussed and structures can be newly executedbased on feedback. This efficiently gives the customer the improved system they want or need.Both system inventors and

stakeholderssimilarly, find they also get more liberty of time and options than if the software was developed in a more rigid successive way.

CONCLUSION:

Agile marketing processes are important because marketing is operating in the e-world where Social marketing opportunities come and go quickly, competition in dynamic advertising markets can change overnight, marketing stages such as Google and Facebook are constantly sprouting, we use number of software'swhich have repeated updates with new features, and our own organizations are often modifying products/services at a greatly enhancedspeed. More importantly, our visions and customers have now come to expect our marketing to be quick to respond across these channels and experiences. Agile marketing is the only way wherein an organization can boost its market demands. So marketing managers should be considering how they can best react to this fast-paving environment for the good of the business. Agile marketing demands strategy too, as well as being closely tied to business processes and goals.

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