

Agile Marketing Cheat Sheet

workfront

AGILE MARKETING CHEAT SHEET

What is Agile Marketing?

Agile Marketing is a methodology for managing marketing work that emphasizes visibility, collaboration, adaptability, and continuous improvement. Many existing Agile practices adhere to Agile principles, but the most common Agile practice for marketers is "Modified Scrum", an adaptation of Scrum, a practice widely used in software development.

PRINCIPLES OF AGILE MARKETING

- Customer satisfaction by early and continuous delivery
- Welcoming changes and adapting quickly
- Close, daily cooperation among teams
- Continuous attention to quality content and design
- Remembering that simplicity is essential
- Encouraging the team to be more involved, visible, and accountable
- Recognizing and celebrating team achievements
- Reflecting regularly on how to be more effective and adjusting accordingly

 WATERFALL	 SCRUM	 MODIFIED SCRUM OR MIXED METHODOLOGY
<ul style="list-style-type: none">• The name for traditional top-down project planning• Projects planned in sequential blocks from start to finish• Rigid, hard deadlines and specific order of completion	<ul style="list-style-type: none">• A work management practice that applies Agile principles• Work organized into sprints, faster iterations and continuous improvement• Flexible, adaptable to rapid changes, deadlines become less rigid	<ul style="list-style-type: none">• A customizable combination of Waterfall planning and Scrum practices• Adaptive to change, but can support hard deadlines• Supports different Agile team types and styles• Allows one team to work in Scrum and another team to work in Waterfall harmoniously

SCRUM TERMS & DEFINITIONS

Scrum – An Agile practice in which a small team works as a unit to reach a common goal as opposed to a traditional, sequential approach. Invented by software developers, this practice in a modified form is the most widely used by Agile marketers.

Backlog – An ever-evolving list of work requests and projects assigned to an Agile team. Backlog items are called stories and are prioritized according to the points assigned to them.

Sprint – A 2-4 week stretch of time in which an Agile team will work together to complete a predetermined list of stories from the backlog.

Story – A high-level definition of a work request with an allotted story point value to determine the effort required to accomplish it. Requests or projects are converted to stories before being moved from the backlog to a sprint.

Story Points – An estimation unit that measures the complexity and hours required to complete a story.

Storyboard – A visual chart (e.g., whiteboard or work management solution dashboard) with cards or sticky notes that represent all the work in a given sprint. The cards move across the board to show progress.

Swimlane – A horizontal categorization of issues in the active sprints of a Scrum board. Swimlanes help to visualize blocks of different categories. If a story has multiple subtasks, the story and subtasks will progress down the same swimlane until all are complete.

Learning and adopting the Agile Marketing methodology often requires a change in thinking, team structure, and even vocabulary. With so much new information to keep track of, it's nice to have a way to cheat on all the Agile basics you need to know.

Download the Agile Marketing Cheat Sheet to learn:

- Essential Agile terms
- Scrum team roles and meeting structures
- How to organize Agile teams
- Basic Agile Marketing principles