

ROLE OF AGILE MARKETING IN THE PRESENT ERA

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Abstract-Good marketing strategies are of paramount importance for every size of organization. The survival and the profitability of the business have a positive relationship with the marketing. Earlier traditional methods of marketing were used by the marketer but with the invent of technology so many transformational changes have taken place in field of marketing such as E-mail marketing, Content marketing, social media marketing etc. Agile Marketing is one of them. Agile marketing encourages cross-functional collaboration, shared goals, and empowered teams. It is a rapid learning process to reach goals. The present paper is descriptive in nature, highlights the role of agile marketing in present era, issues and challenges associated with it, suggestions and recommendations to make agile marketing effective.

Keywords: Agile, Marketing, Role, Growth, Challenges.

1. INTRODUCTION

Agile Marketing is a tactical marketing approach in which marketing teams collectively identify high value project on which to focus their collective efforts. Agile marketing allows marketing teams to publish their content quickly and then rework it based on their performance. With agile marketing companies can respond to changes in the market and adjust their approach accordingly.

In simple terms Agile marketing is a cross functional activity in which members from different department come together to exploit marketing opportunities and make changes in marketing plans as per the dynamic environment. It is a process which focuses on finding, testing and implementing a series of focused projects that are related to the marketing of an organization.



Fig. 1.1 Agile Marketing

Source: The scrumMaster.co.uk

2. OBJECTIVES OF THE STUDY

- To study how agile marketing works
- To study the benefits of agile marketing
- To study the challenges associated with agile marketing
- Provide suggestions to make agile marketing effective.

3. REVIEW OF LITERATURE

(Abrahamsson et al., 2003) found that agile software development characterized by the following attributes: incremental, cooperative, straightforward, and adaptive.

(Skowronski, 2004) argued that agile methodology could discourage the work of the best programmers because it does not let them to isolate from the surrounding world and to propose their best solution for a problem

(Boehm, B and Turner, R, 2005), stated that agile methods as insubstantial processes that utilize short iterative cycles, vigorously absorb users to launch, prioritize, and verify requirements which rely on a team's tacit knowledge as divergent to documentation.

(Qumer and Henderson-Sellers, 2007) stated that agile values characterized by various agile methods. They stated that product engineering can be divided into development process and project management process. (TaghiJavdaniGandomani and Mina ZiaeiNafchi) developed an empirical framework for Agile transition and adoption using "A Grounded Theory approach". They have conducted a large-scale empirical research study using

4. KEY TERMS USED IN AGILE MARKETING

- **SPRINT:** It is defined as a period of time in which a team commit to complete certain output.
- **EPIC:** A large efforts split up into multiple related user stories.
- **TASK:** A detailed note of task with stakeholders in mind.
- **STORY POINT:** Estimated level of efforts.
- **POINT SYATEM:** Point system is used to determine the difficulty level.
- **SPRINT COMMITMENT:** Public meetings where team commits to their stories for their coming sprint.
- **SPRINT REVIEW:** Team review accomplishment and lessons from last sprints.

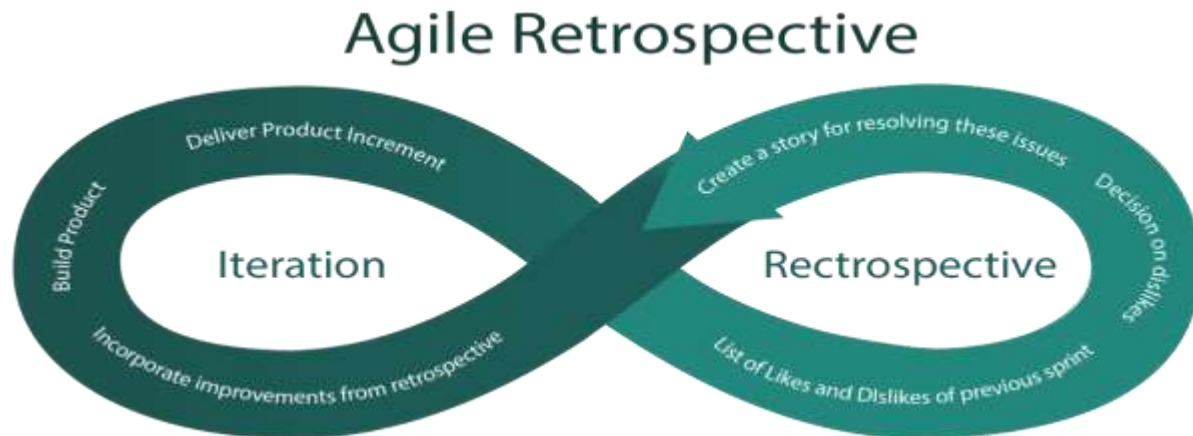


Fig. 4.1 Agile Retrospective

Source:agilesherpas.com

Table-4.1 Agile Marketing is Different From Traditional Marketing

BASIS	TRADITIONAL MARKETING	AGILE MARKETING
TIME FRAME	6-7 Months	Real time
FAST PACED	Lengthy development procedure	Accomplish the task in 3-4 weeks
EXECUTION	Rigid and fixed	Creative real time
HIERARCHY	hierarchy is to be followed or more rely on management decision	Less rely on management decision
AUTOMATION	No Automation	Marketer use automatic platform to gather real time data on how their content is performing
ASSETS	Images, Videos, Tagline etc.	Fresh Content
FLEXIBILITY	Rigid	Can be mould out as per market condition.

5. PROCESS OF AGILE MARKETING

5.1 Setting of goals

Agile process highly depend upon the setting SMART goal i.e. (specific, measurable, attainable, relevant, timely.) so an organization must prioritize their in order to achieve objectives.

5.2 Establishing the Key Performance Indicators

Second step is to establish a key performance indicator so that marketer have metrics to test its launch pad. It also helps to marketer to know what kind of changes are required in next iteration.

5.3 Development of Personas

Third step is to develop description of ideal audience. Members will guide the development of content and features accordingly..

5.4 Jobs to be Done

During frequent meetings, the team compile the task and track list of tasks to be accomplish. It also include wish list of the marketer that he wants to save for future.

5.5 Journey Mapping

Mapping out long term marketing strategy with future goals and tasks.

5.6 Sprint

Agile process is like a sprint, not a marathon. Sprints are quick and short bursts of activity that enable your team to take a website live in a matter of weeks.

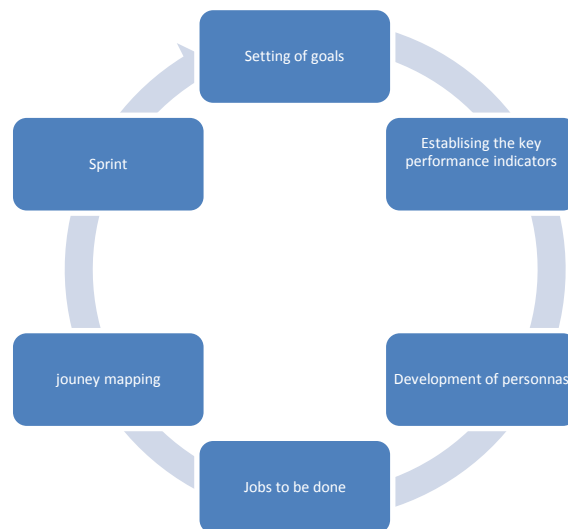


Fig. 5.3 Procedure of Agile Marketing

Source: agilesphers.com

6. RESEARCH METHODOLOGY

The present study is descriptive in nature hence, no primary data has been used. The required data has been collected from various websites, journals etc.

7. PRINCIPLES OF AGILE MARKETING

The following are the principles on which the agile marketing works on

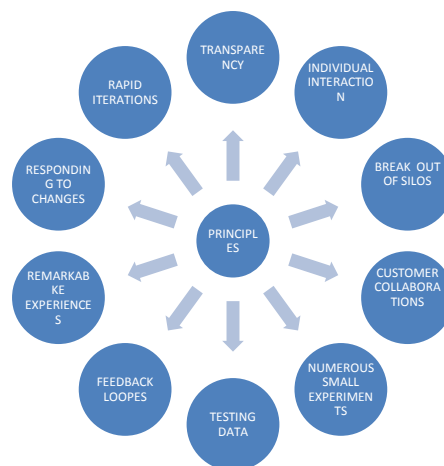


Fig. 7.1 Principles of Agile Marketing

Source: agilesphers.com

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pg. 42

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All these are principles on which agile marketing works like Transparency, individual interaction as the members meets on regular basis to check the work progress and make changes as per the market needs. It also involved customer collaboration, data testing, remarkable growth and experiences, experiments etc.

8. BENEFITS OF AGILE MARKETING

8.1 High Quality Work

One of the advantage of using agile marketing is that it helps to make or create high quality work as in agile marketing there is one shared vision and that vision is broken into various mini projects. Team meet on daily basis to check the working of the project, to find out the deviations. They work on removing the unnecessary processes. This leads to simplification.

8.2 Easy Problem identification

Under agile marketing team meets on daily basis and communicate with each other on each and every steps so that if there is any problem it is easily identified at its initial stage.

8.3 Accuracy

Agile marketing is based on the idea “Teamwork makes the dreamwork” because all team members work together to achieve the common goal by eliminating the weakened steps so that the work is performed accurately with high degree of efficiency and effectiveness.

8.4 Flexibility: The Business Environment is Very Dynamic

In traditional marketing it is very difficult for marketer to cope up with the frequent changes occurred in the environment whereas, agile marketing helps to make changes whenever necessary, as team met on regular intervals to grab the ongoing marketing opportunities .Thus it is free from rigidity .

8.5 Innovation

In agile marketing a well defined cross functional team works together and where members of the different background and environment contribute towards the successful completion of the project with their innovative ideas and suggestions.

Apart from that there are numerous benefits of adopting Agile marketing.

- Enhance productivity
- Transparency
- No delay
- Division of work
- Proper check on every step.

9. CASE STUDY OF DELL COMPUTERS

The marketing team (200 members) of Dell computers had to cover various areas to market their product like: SEO, channels, web, channel marketing etc. and every members of the team was working differently than their product line and portfolio which was leading to Disengage points and gap and Processes that were not repeatable.

9.1 Solution

To encounter these issues the Head of marketing team (Greg davoll) organized a agile marketing information and combined it with inbound marketing approach. And within 7 Months they created a worldwide team across its all product lines by achieving its target.

10. CHALLENGES IN AGILE MARKETING

10.1 Expertise Required

Agile marketing required depth knowledge like: How it works, How to develop story, How to check the performance, How to delete inefficient process, etc. All these can be done if team member will have depth knowledge or expertise in his respective field. So, for successful implementation of agile marketing high degree of expertise is required.

10.2 Resistance to Change

Another biggest challenge in the implementation of the agile marketing is the resistance to change. Generally, the persons employed in organization refuses to adopt the changes which creates a big problem for the organization.

10.3 Cost

Cost is the another factor which create challenge for successful implementation of the agile marketing as it required team of experts, Software installation and good working system. Thus it involves a high degree of cost.

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pg. 43

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10.4 Leadership Style

Leadership style is one of the leading factor which affects the implementation of any programme. If the leadership style is autocratic than it will lead to big failure for the organization.

10.5 Selecting Right Person for Team

One of the biggest challenge for the organization is to select the right person for the agile marketing team. Wrong selection leads to the wastage of resources and big failure.

11. SUGGESTIONS TO MAKE AGILE MARKETING BETTER

11.1 Select Goal

To make agile marketing more successful every marketer must define its clear cut short term as well as long term goals what he wants to achieve. Because without predetermined goals doing anything is just a wastage of resources and time as well.

11.2 Responsiveness

Marketer must be aware of the changes taking place in the environment and accommodate these changes in the marketing plans accordingly.

11.3 Leadership Style

To make agile marketing more successful there should be democratic leadership style so that all members can give their opinions.

11.4 Planning

Planning is one of the most important function of management. Without planning management function cannot be performed effectively and efficiently. Similarly management must have to plan before implementing the agile marketing. Management must plan beforehand that what is to be done, by whom has to be done etc.

11.5 Build a Good Team

Building a good team is of paramount importance for the success of the agile marketing. Only good and successful team will only convert dreams into reality.

CONCLUSION

From the above study it can be concluded that agile marketing is a new emerging concept in the field of marketing, where cross functional experts come together for achievement of common objectives by meeting on regular basis and eliminating ineffective steps and process. Agile marketing leads to various benefits for the marketers even though no significant research has been done in the field of agile marketing. As every picture has two colors i.e. white and black similarly agile marketing also have both positive and negative aspects but these challenges can be overcome by implementing the suggestions. So this is not an end but a beginning of new revolutionized agile marketing era.

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