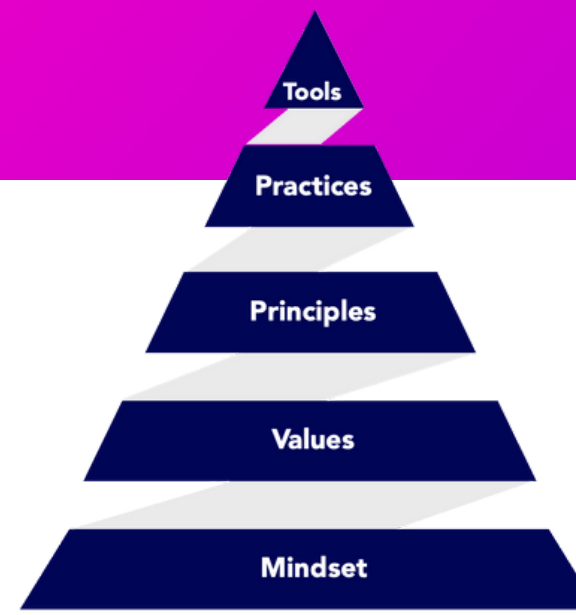


What is agile marketing?

Agile marketing is an approach in which teams identify and focus their collective efforts on high value projects. Projects are completed as a team, continuously measuring impact, to incrementally improve the results over time.



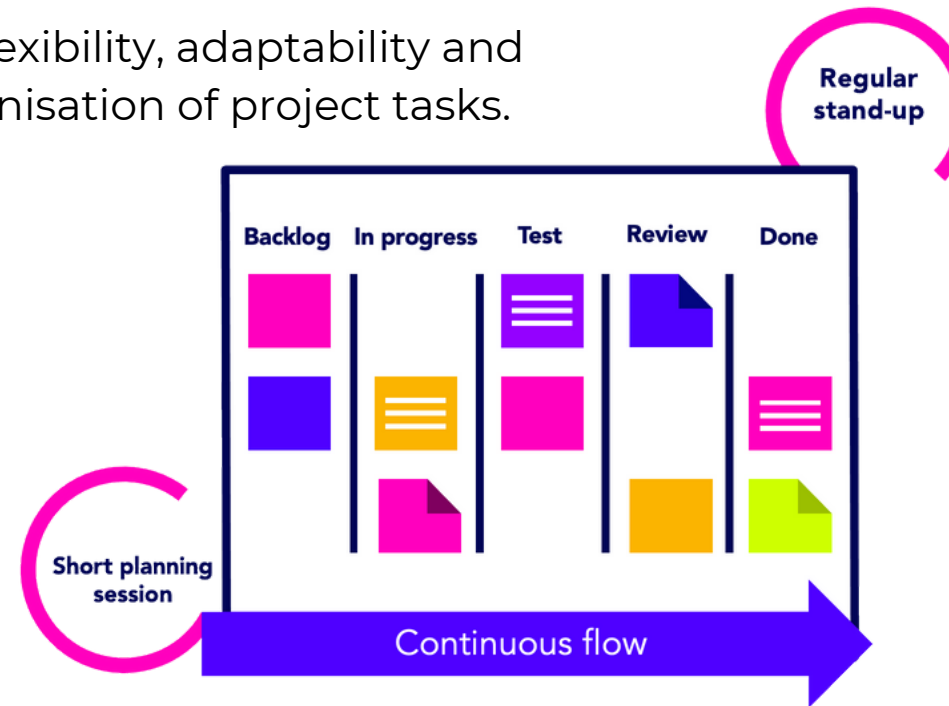
Scrumban

Scrumban = Scrum + Kanban

This methodology was chosen as the best fit for activations, due to the flexibility, adaptability and monitoring ability of Scrum with Kanban's ease of visualisation and organisation of project tasks.

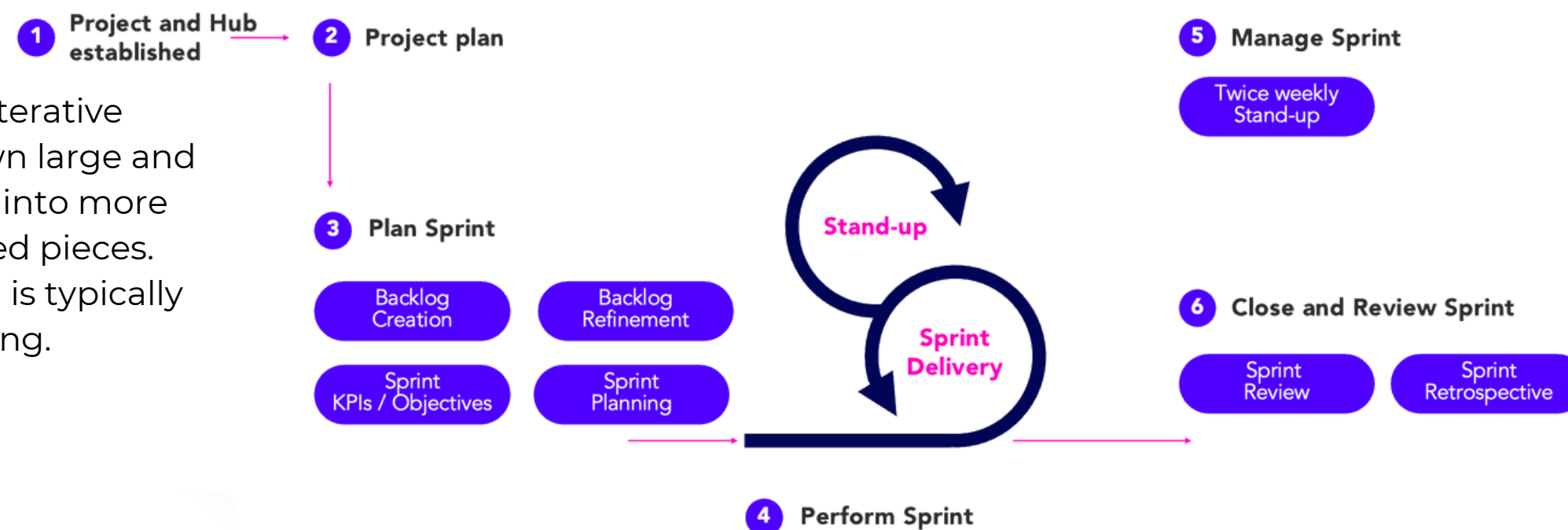
Key characteristics include;

- Workflow visualisation
- Work in progress limits
- Greater collaboration and efficiency
- Iterative and incremental
- On-demand planning
- Success measures



Sprint cycle

A sprint is a series of iterative cycles that break down large and complicated projects into more manageable, bite-sized pieces. Each iteration (sprint) is typically two to three weeks long.



Key activities in sprint planning



Set your sprint goal, aligned to the project KPIs

These goals help the team stay aligned on what you are aiming to achieve at the end of each iterative cycle.



Complete your sprint backlog

This is the list of activity specific to the 2/3-week sprint. The sprint backlog pulls the priority tasks forward into the sprint, aligned with the goals agreed.



Assign tasks to individuals

Every task must be 'owned', with the time estimated and success criteria established. Only one person can own a task. Others can support or contribute but to avoid things getting dropped, stick to one-person with overall ownership and responsibility.

Kanban board

This is a workflow management methodology that visualises workflows to maximise efficiencies and aid continuous improvements. Tips for maximising the benefit of this tool:

- Have a clear structure to your board – focus on the stages your team control directly
- Ensure your board accurately reflects your current process
- Set limits for the number of tasks that can sit in any given stage (Work in progress limits).

