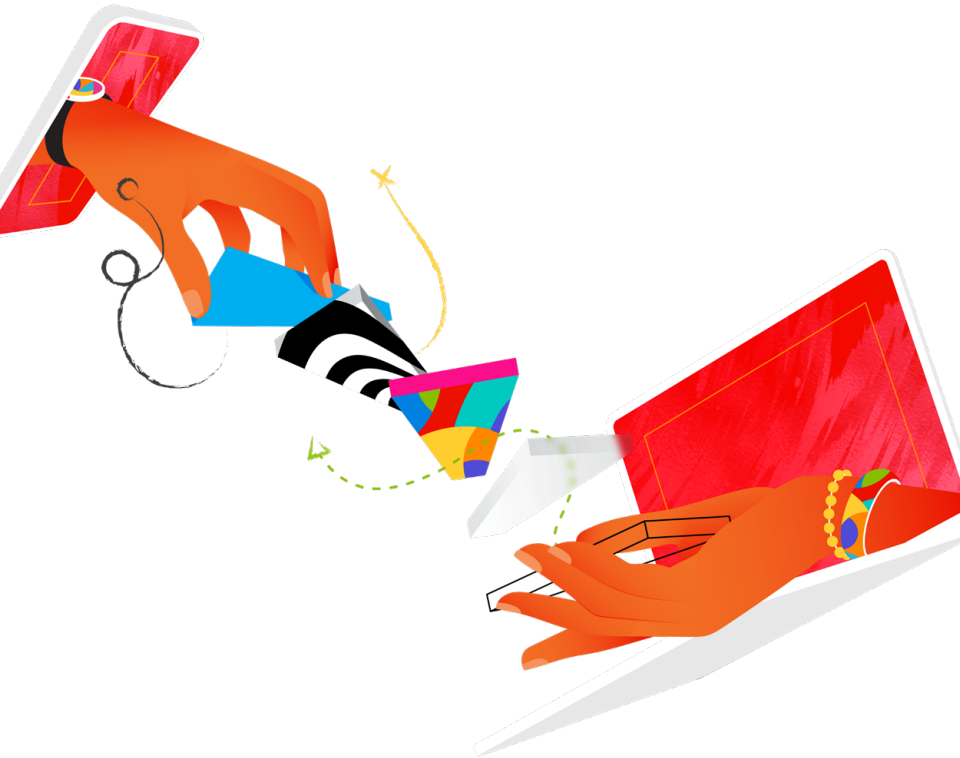




The marketer's guide to moving with agility.

How to improve your process and quickly
deliver better customer experiences.



There's nothing more gut-wrenching than seeing an Olympic hurdler stumble out of the blocks at the start of a make-or-break heat. What should be an exercise in grace and agility becomes a painful, halting spectacle as they desperately try to regain their flow while each barrier seems to come quicker than the last. When they do finally cross the finish line, the normal celebrations are replaced by the heavy weight of a squandered opportunity.

Too many projects going through marketing departments suffer the same fate—one hiccup has a domino effect that disrupts the flow of the entire assignment. A crucial piece of information missing from the initial brief leads the team to throw out work and start anew. A key team member is already overloaded with ad hoc requests, pushing back the start date to when they have more bandwidth. Another day of forward momentum is lost in juggling calendars to get stakeholders together in the same place to deliver feedback.

Without processes in place to improve your marketing department's agility, every assignment can feel like a protracted slog that staggers past the due date. Thankfully, there are ways to increase your marketing team's agility at every stage of the process—from the intake of new work requests all the way through the delivery of final assets—setting you up to cross the finish line with confidence.





The difference between “agile” and “agility.”

Whether or not your organization practices the official Agile methodology, being more “agile” (with a lowercase “a”) is something every marketer or marketing team should aspire to be. An agile marketer is quick and nimble, can easily adjust plans and strategy, and responds to opportunities or challenges quickly. The insatiable appetite for highly personalized, relevant content by today’s consumer demands that marketers be as agile as possible.

Adopting the right work management processes and applications can help marketers increase agility across every stage of the work they do. And just like the way bottlenecks can have cascading effects across the life of a project, a more agile approach likewise has compounding benefits for your teams, your projects, and your organization as a whole:

1. Stay focused on high-priority work.

When you’re barreling toward the finish line on a high-priority project, time-consuming, lower-value requests can bog you down and steer you off course. Maintaining focus on the highest priority work lets you put your maximum performance where it counts and when it counts.

2. Adapt and respond faster to a changing market.

Today’s market runs at a world-record pace. A fan-favorite brand can quickly become stale and fall out of favor with customers. The

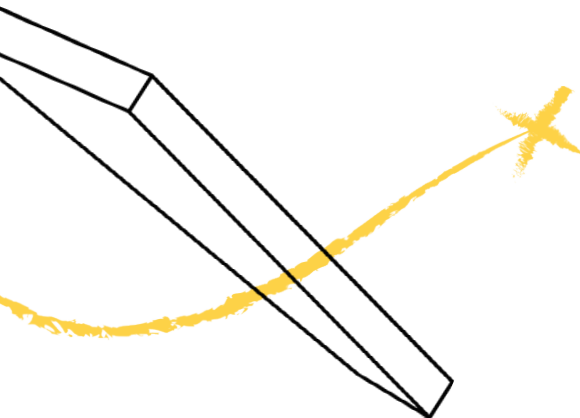
ability to adapt and respond faster to change allows marketing teams to keep ahead of trends and consumer preferences.

3. Improve your speed to market.

Time is your most valuable resource. The longer a project drags on, the more space you give your competition to swoop in and steal attention and market share. Being able to move projects or campaigns from brief to ideation to delivery quickly keeps your brand one step ahead, even as competitors nip at your heels.

4. Increase productivity.

Marketing is a team sport, and it's vital that everyone has access to the playbook. By giving the entire team visibility into the organization's objectives, priorities, and projects, everyone knows what they are working on and how that work will help achieve your goals. In addition, having the right technology in place to prioritize work and streamline processes lets you better allocate your team across higher-value projects, increasing your impact without increasing your headcount.





How to be more agile at every stage of a project.

We all know that speed counts. It doesn't matter if you're an Olympian or you're running a marketing department. But agility means more than doing work quicker. It means looking for ways to seamlessly transition from one stage of the marketing work lifecycle to the next—from the moment you receive a work request all the way through the launch of the campaign, and beyond. Here are some ways you can make your entire marketing department nimbler and more responsive and deliver better work. And of course, you'll get it done quicker, too.

Stage 1: Strategy and intake.

Most marketing departments get work requests from all over—email, messaging apps, in-person conversations. This makes it difficult to track and prioritize them. Here's how to streamline the intake process and decide what to work on first.

- **Prioritize the requests that align with company strategy.** Without a clear set of overarching goals, teams don't know what work is the right work to be focusing on or how their efforts are advancing the company's overall mission. Building an organization-wide strategy that all potential work can be measured against lets you prioritize requests that get you closer

to your goals. This way, people always feel like they are working on the right work—high-value projects that benefit the company as a whole.

- **Centralize and standardize request intake with templates so you don't have to start from scratch every time.** Most marketers have a handful of projects that get repeated (think a seasonal campaign that gets refreshed from year to year or a monthly batch of content for social media channels). By templating these projects, your team knows what to expect at the outset of each project with minimal curveballs so they can get to work quicker.



Stage 2: Budget and plan.

Not knowing how long projects will take or what level of effort you'll need can quickly lead to your team burning out, or scrambling in the final stretch to meet a fast-approaching deadline. Here's how to plan out a project successfully, no matter its scope.

- Teams are often taking on similar projects over and over with only minor differences from project to project. Creating project templates informed by this historical data—how long a project took, what it cost, and what resources were utilized—at the outset of new projects will let you kick off work quicker while setting **more realistic delivery dates and budgets**. It also lets you highlight best practices to carry over from project to project as well as flagging possible roadblocks that you can work around before they become a problem (like when a key stakeholder has a planned vacation or a day-long, all-staff retreat).

- **Know who is available now and in the future, and automatically assign work to the best person for the job.** Too often, teams settle for who is available rather than who is the best fit for the project. Accurate prioritization of projects lets you match the right people to the highest value work and kick it off quickly, instead of waiting around for them to finish lower-priority tasks. And just like identifying who is the best resource for a project, knowing when that resource needs to be looped in is a crucial step in saving time and keeping teams lean and nimble. This keeps you from adding team members to an initial kickoff, then having to re-brief them weeks later when it's time for them to jump in.
- Even the best-laid plans get disrupted. Whenever a shift in strategy or priorities occurs, a work management application lets you run multiple scenarios to **understand how adding or removing resources from a project impacts the timeline** of your project as well as other projects already in progress.



Stage 3: Align and create.

Creatives work best when they can get into a groove that keeps their creative juices flowing. As they get down to the task of digital content creation, digging for feedback in emails, chat messages, and elsewhere can slow that work down. Here's how to keep the work moving at a steady, sustainable pace.

- **Ensure everyone is working on the most important work first.** Finding ways to keep the most productive employees on the highest priority work doesn't just ensure work gets done on time,

it's also done with a higher level of polish that performs better out in the world.

- Keep creative work flowing **by connecting creative tools directly to workflows**. A work management application like Adobe Workfront keeps all the information they need to complete the work directly in their Adobe Creative Cloud applications so they can stay focused. This minimizes the need for in-person regroupings or other time-consuming interruptions.



Stage 4: Review and approve.

Whether it's a key stakeholder missing from an internal review or a printed design comp buried somewhere on a creative director's desk, getting quality feedback in a timely manner can be painful. Here's how to streamline your feedback cycle and keep the forward momentum you've built up so far.

- **Automatically route work to reviewers and approvers when it's ready for them.** No more trying to cobble together 30 minutes that everyone can agree on to sit in a room or on a video chat to deliver feedback. As soon as work is ready for review, the stakeholders know what to review and when to review it.
- Avoid redundant or contradictory feedback by **centralizing all feedback in one application** where stakeholders can hash out disagreements and move forward with complete alignment.





Stage 5: Store and share.

In a department that hasn't adopted more agile practices, it's easy for spec, files, assets, and other vital information to be scattered across email, printouts, digital asset managers, and more. Here's how to keep everything you need for delivery at your fingertips.

- Avoid the end-of-project scramble to package files for delivery with a **centralized storage system that connects to your work management application**. A digital asset management (DAM) system like [Adobe Experience Manager Assets](#) can make it easy to find, refresh, and reuse the most recent and relevant content in a new channel or campaign.



Stage 6: Deliver and scale.

Campaigns aren't one-size-fits-all anymore. Your audience demands more personalized, relevant content, delivered at a pace that is near-impossible for most teams to keep up with. Taking advantage of powerful automation is crucial to meeting this level of demand.

- A dedicated work management solution can help you deliver campaigns and content faster across all channels—and **automate the personalization of that content** with real-time speed, scaling to thousands or millions of customers at once.



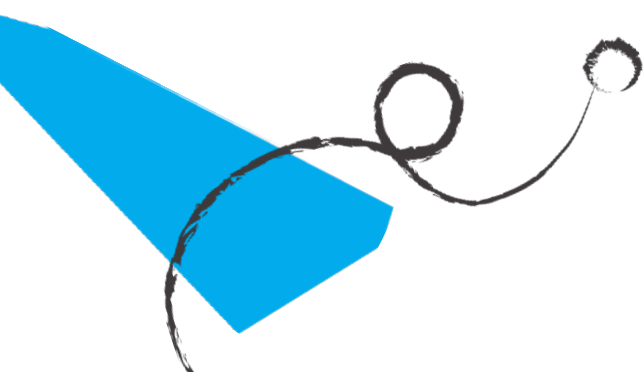


Stage 7: Measure and optimize.

Nowadays, the finish line isn't really the finish line. Taking stock of what went well and what can be improved is one of the most important steps to ensuring you're prepared the next time your team steps up to the starting line.

- Capture data on project costs, time metrics, and campaign analytics to see what's working, what's not, and where to increase efficiency and effectiveness. This informs the next project, starting a new, more agile cycle with each successive assignment.

It's impossible to avoid the hurdles that pop up during the course of a project. Ad hoc requests will always happen. Team members will always take vacations or experience an unexpected sick day. More important than trying to eliminate these eventualities altogether is having tools and processes in place to navigate them with grace and agility. By putting the above suggestions into practice, your marketing department will be set up to compete at an even higher level, welcoming challenging, rewarding projects that bring more value to your organization with increased confidence.



Be nimbler and more strategic with Adobe Workfront.

Becoming a more agile marketing department requires the commitment of every member of your team. Together, you can implement ways to quickly and efficiently clear the hurdles that inevitably pop up throughout the life of a project. Sticking to that commitment is easier when you have a work management application like Adobe Workfront keeping everyone accountable while work moves through your organization.

Learn more about how Adobe Workfront helps remove the hurdles that stand between your team and doing their best work creating extraordinary experiences for your customers.

[Learn more](#)



Adobe, the Adobe logo, Adobe Workfront, Adobe Creative Cloud, and Adobe Experience Manager Assets are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2022 Adobe. All rights reserved.