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Marketers must embrace agile marketing techniques to maintain relevance

To keep up with competitors, marketers can no longer rely on traditional marketing methods. Deploying new methodologies means marketers will be able to keep up with the increased number of marketing campaigns expected to be delivered.

It's important for marketing managers to recognise that marketing campaigns no longer exist just for twelve months. Quarterly, monthly, weekly and even daily campaigns are now the norm.

This means marketers must work harder to respond to their audience and market and get campaigns out the door quickly, while learning from previous campaigns and keeping up with the competition. Failing to move quickly means organisations will lose their competitive edge and struggle to succeed.

As a result of this increasing pace of marketing, it is no longer good enough to use manual tracking tools, such as Excel spreadsheets.

Agile marketing has emerged as a way for marketers to keep up with the volume and complexity of campaigns. It uses technology to create more rapidly-deployed, highly-measurable and relevant marketing programs to meet consumer needs and business objectives. Adopting agile techniques can also help marketers break process-bound habits to accelerate execution and create conditions for business advantage.

Marketing agility focuses on adaptive plans and development, allows for quick changes or improvements, and provides a snapshot understanding of results. This model allows marketers to adapt to unpredictable consumer behaviour.

How marketers can become more agile

To become more agile, companies must undertake two key actions:

1) There must be a shift the mindset, particularly within the leadership team. Leaders must start believing in and supporting agile practices for the benefits to be experienced by the whole organisation.

2) Secondly, there must be a change in the methodology. Organisational systems, including how the organisation completes operations and how it trains employees, must be adapted to facilitate agile marketing.

Teradata has identified five key agile marketing traits that marketers should adopt:

1. **Transparent.** Full visibility means marketing spend can be tracked back to the business. Marketers can see the highest-performing channels in real-time. Return on investment can be more easily identified.

2. **Interactive.** Agile marketing operations are streamlined to reduce processing time and eliminate review-and-approval bottlenecks that cost both time and money. Agile marketing operations create an environment where you can get more good ideas from more people and innovate more rapidly.

3. **Iterative.** The biggest focus in becoming agile will always be customers and their evolving expectations. Being able to change quickly to meet customers' needs is vital to get ahead of competitors.

4. **Responsive**. To ensure sales and marketing messages are still relevant, organisations must respond to customers fast, and ensure messages are informed, relevant and timely.

5. **Real-time.** For best results, marketing campaigns must be able to adapt in real-time to reflect changes in the market. Marketing analytics and data management lets marketers adapt campaigns to the market very quickly.

As customers become more and more demanding, companies who implement agile marketing first will be the ones who outperform their competitors.

Agile marketing isn't for every organisation but it is certainly something that marketers should be considering to keep up with the increased pace of marketing. Once the change in mindset and methodology happens, the organisation will be well on the way to becoming more agile and

adaptive to the market. Providing the right tool to support agile working is also a key component of successful agile marketing.

This article is a summary of Teradata's newsletter "Inside Digital Marketing". If this article was forwarded to you as a recommendation and you wish to receive further marketing news yourself, you can subscribe here.