



MARKINGO

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AGILE MARKETING

AGILE MARKETING: A STEP-BY-STEP GUIDE

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WHY AGILITY PAYS?

Focuses on how managers and leaders transformed and adjusted to new change in work styles.
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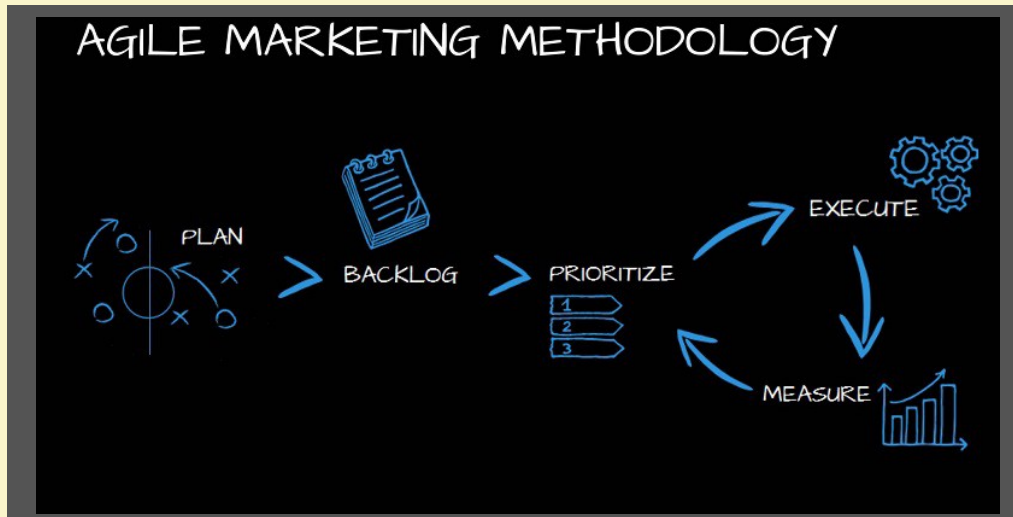
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A GUIDE TO AGILE MARKETING



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Agile Marketing: A step-by-step Guide

By Jitin Alex-19221014 (MBA 1st Year)

Data analytics in today's era is really booming and can be a game changer in the coming scenario. It is that important, that a high-functioning agile marketing organisation can run hundreds of campaigns simultaneously and conceptualise multiple new ideas in every week.

There are two different forms of agile marketing one is being partially agile and another is fully agile. Many organisations adopt some agility principles, such as test and learn or reliance on cross-functional teams they are then partially agile. And fully implementing and using data analytics is what being fully agile.

An example is where the company has daily stand-up meetings to check in with the team, during which they identify the blocking issues that prevents them from meeting their sprint goals. Such meetings have helped them to overcome various obstacles, such as emails going out late since the liable person is unavailable or sick. This concept ensures that each team member is up-to-date and their progress is on the same page.

Step by step description of what the team is doing

- Aligns with leadership

The leaders of any organisation is the one who handle the line managers and by coordinating with them team expectations are assigned to the managers.

- Sets team expectations

It defines that once the war room team gathers, then they start with a kick off meeting to establish clearly that all the former ground rules and norms no longer apply and above all, putting the customer at the centre of all decisions.

- Analyses the data to identify the opportunities

It define that once the war room meeting done then they aim to identify anomalies, issues or opportunities in the decision journeys of key customer or prospect segments.

- Designs and prioritises tests

This simply defines that the opportunities or issues which is tracked are then converted into ideas, how to improve the experience and ways to test those ideas.

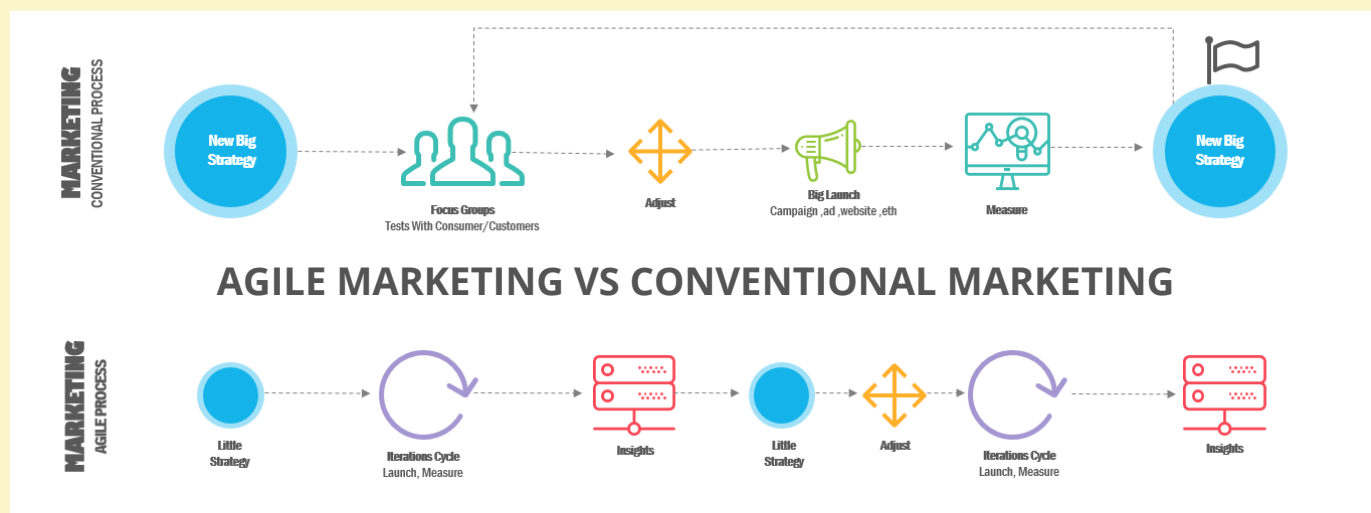
- Runs tests and iterates the idea based on results

The ideas, which were generated, are then tested for one-to two week and validates whether the proposed approaches the goal. In this, after the ideas are tested then war-room team debriefs to incorporate lessons learned and communicate results to key stakeholders.

- Scale across the organisation

In this process, the war rooms each focused on systematically testing different media attributes and optimising conversion on the company website across categories.

BENEFITS OF AGILITY IN MARKETING



Why Agility Pays?

By Rahul Andrew-19221024 (MBA 1st Year)

In the new age of marketing sector, agility is an important component of the career path. To succeed in today's competitive world, companies must acquire pace with stability.

Over the past decade, several studies that were conducted highlights the impact of several management practices had on various dimensions. This research became a solid foundation for understanding what contributions must be made by the organisations and the leaders, in order to create a healthy and positive work environment within the companies. The study doesn't seem to be in-depth as it does not cover the agility factor of the companies. For example, role played by managers and leaders in transforming and adjusting to the new changes in work styles is not emphasised enough.

When combined together two sets of variable arises— Old and New, providing a matrix which comprises of speed and stability. This becomes a strong predictor of organisational health and performance too. Companies that manages to bring out speed and stability is regarded as agile. Barely 12% of the companies worldwide can be considered as truly agile. It is easily assumed that success achieved through breakneck speed, but with stability underfoot will be hard to sustain in the long run. Agile organisations tend to be powerful machines for top-down innovations, capturing external ideas. They excel in motivation and meaningful values. The speed and stability are significant catalysts for organisational health and performance. There's no certain way to achieve organisational health. But of all the ideas explored in recent years, the link with agility is by far the strongest. Let's hope these findings will underscore the importance of rapid organisational responses and high-quality decision making and help executives set priorities for improving the health of their management processes and thereby the health of their companies.

- Only few companies came out as agile, 58% scored in speed, stability or both that scored near to average
- 22% of companies were slow or unstable. These are grouped into trapped categories. The rest 8% were grouped as Bureaucratic (which is both slow and not stable). Bottom-line these companies had poor organisational health and these companies showcased the least performance in top-quarterly performance.
- Next group which was described as "start-ups" had 8% from the 20 % of the sample were fast and simple. These companies are not actually start-ups but they reassembled in their speed and irrespective of size.
- The remaining 12% which can be termed as agile was a combination of speed and stability. And interestingly, they scored well in organisational health than the rest of the companies. The chances for these companies to rank in top quartile health index were 70%.

REALITY CHECK!!!

CASE-STUDY

By Jaffin John-19221013 (MBA 1st Year)

A CTO (Chief Technology Officer) of a company want to incorporate agile practice in various processes for the products or which they are into the market. Since, market trends and the demands have been highly volatile and dynamic in nature so, he intended to improvise this concept which may lead to efficient production and on time marketing, reducing the process gap. This would certainly result in cost optimisation. However, in the initial go it failed since the team members were not ready to implement such practices.

So, one of the consultants suggested to adopt a project management application which helped them to collaborate the user and businesses to keep their projects organised. It helped him in Delegating the Tasks More Easily, which made the work easier for the whole team, in this they can simply check the project management application to see what they are supposed to be doing and when it needs to be done by, it was an effective and time-saving win for everyone. It helped them to have Better Communication with Clients which help the customer to give their feedback. They started to keep real time check for not only time but for allotted budget also, which help them to reduce the overall cost.

And they also started having briefing and debriefing meeting in the beginning and end of the day, respectively discussing about the report of ongoing product and their problems/ reason for low product sales in the market. He also organised various reduction waste rates, in which each of his team needs to propose an idea on how to reduce waste in terms of processes, tools, and technology that they are currently using in the organisation for production purpose of that product.

Slowly after few months, the team is fully integrated with a safe, agile framework. The capabilities of a company improved in delivering the product at a much faster rate and they were also able to reduce the waste rate all over.

WORDSEARCH

By Suhaib Sayed-19221032 (MBA 1st Year)

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u h i n n o v a t i o n s d y d p
u y y b m l e g l p v e s v t d r
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Agility leadership campaigns media stability
startups catalysts innovations ideas

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