The Journey to Agility

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Agenda

The Need for Agility

Principles of Agile Marketing

Developing Agile Marketing Capabilities
Customers Expect Real Time Interaction
Customers Expect Self-Service Everything
Proactive
Frictionless
Autonomous
Scalable
Evolving
Proactive
Frictionless
Autonomous
Scalable
Evolving
Agile Marketing seeks to improve the speed, predictability and adaptability of the marketing function by moving from the “Big Plan” and sequential execution to iterative planning and testing with cross-functional teams.
Towards Agile Marketing

1. Conventional Marketing (big ideas, big bang launch, big budgets)

   - Big strategy
   - Test with consumers
   - adjust
   - Campaign website ads etc.
   - measure
   - New big strategy

   Focus groups
   Big launch

2. Agile Marketing (micro strategies, big insights, rapid iterations)

   - Little strategy
   - Little strategy
   - plan design launch measure
   - Iterative cycle
   - insights
   - Learning curve
   - adjust
   - plan design launch measure
   - Iterative cycle
   - insights
   - Learning curve
   - adjust
   - try something else
   - continue
From Campaigns to Conversations

**Campaign-Centric Marketing** — Campaign-led stories creating the brand experience

**Agile** — Always On conversation around behaviorally influenced topics across the customer decision journey
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Principles of Agile Marketing

1. **Validation** over opinions
2. **Collaboration** over silos
3. **Many small experiments** over a few large bets
4. **Customer discovery** over static prediction
5. **Flexible** over rigid planning
6. **Responding to change** over following a plan
Always On Marketing

**Always-On Marketing** seeks to create persistent and consistent communication experiences across digital and physical channels to facilitate customers along their decision journey.
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Agile Marketing Capabilities

People

Organization and Culture

Platform

System of Engagement

Process

Journey Mapping and Content
Establish the foundation for a more fluid and agile planning and deployment approach
Create a Culture of Agility

- Early and continuous delivery of marketing initiatives to engage customers based on their pain points and passions.
- Deliver marketing programs often, from every couple of weeks to every two months, with a preference to the shorter timescale.
- Use the ability to quickly respond to change as a source of competitive advantage.
- Closely align business, marketing, sales, agencies and partners.
- Don’t be afraid to fail; just don’t fail the same way twice.
Create a Command Center

Invest in creation of teams that are editorial in nature, acting like a newsroom to form and articulate brand stories that are relevant to the audience.
Low Hanging Fruit for Agile Marketing

- Content marketing
- Social media marketing
- Web development
- Search engine optimization (SEO)
- Mobile app development
- Marketing automation
- PPC advertising
- Landing page optimization
- Mobile landing page optimization
PROCESS
Map the customer journey and develop a process for creation and distribution of valuable, timely and relevant content organized in a content hub
Mapping the customer Journey
Understand how customers and prospects interact with media channels and touch points to optimize messaging and content strategies.
Managing the Content Lifecycle

### CONTENT CREATION
- **Employees/Partners**
- **Bloggers**
- **Experts**

**FIND**
- Created Content
- Curated Content
- Crowdsourced Content

**BUILD**

**CONTENT HUB**
- Publish and aggregate content to .com.
- Make everything shareable.

### CONTENT DISTRIBUTION
- **Social**
- **Owned Media**
- **Organic Search**
- **Social Networks**
- **Paid Search**
- **Mobile**
- ** Offline**

**SHARE**

### INSPIRATION
- Keep an eye on blogs, experts, other sources.
- Ideation around themes, ideas.

### CO-CREATION
- Partner with creators to develop original content.
- Create your own.

### CONTENT HUB
- Publish and aggregate content to .com.
- Make everything shareable.

### OWNED AND EARNED
- Start here first.
- Create a media and measurement plan.

### SCALING / PAID
- Invest behind the best-performing content.

### FIND
- Build
- Share
- Scale
AUTOMATE

Invest in a platform for channel-agnostic customer engagement and predictive models to scale content deployment and optimization.
Front-Office Platforms Today

Source: Sprinklr (www.sprinklr.com)
The Front Office of the Future

Source: Sprinklr (www.sprinklr.com)
Building a System of Engagement

Source: Sprinklr (www.sprinklr.com)
The End State: Behavioral Marketing

Behavioral Marketing is the process of designing and delivering real-time, cross-channel, personalized marketing communications to customers based on automated analysis of their intents, profiles and actions.

Behavioral Data + Automation and Analytics = Behavioral Marketing

- Broad Segments and Audiences
- Batch Process
- Segments of One
- Real-Time Segmentation
Summary: Becoming Agile

Agile Culture and Teams

System of Engagement and Analytics

Content and Customer Journey Management