Developing an Agile **Marketing Strategy**

marketing at their organization



Marketers, and marketing teams, are constantly searching for ways to improve their methods and gain a competitive advantage. Agile marketing, the use of data and analytics to continuously improve marketing functions, may be the solution many marketers are looking for.

Who is leading the charge on agile marketing strategy development? What benefits do organizations anticipate from its implementation, and what challenges have marketing teams faced?

One-Minute Insights:

No respondent reported being unsatisfied with the implementation of agile

Half of marketers report their organization has hybrid implementation of agile

marketing, and nearly a third report their organization has fully implemented it

Organizations expect improved ROI and faster time-to-market from

implementing agile marketing

Creating new marketing campaigns are the top priority for agile marketing strategies in 2023

A lack of specialized talent is the leading challenge marketing teams are

facing when implementing agile marketing

One-Minute Insights on timely topics are available to **Gartner Peer Community** members.

implementation of agile

1%

Other (fill in)

and traditional marketing

Sign up for access to over 100 more, and new insights each week. Data collection: April 5 - August 1, 2023 Respondents: 100 marketing professionals whose organization has adopted agile marketing

Marketing teams have embraced agile marketing, and most are satisfied with the implementation of agile marketing at their organization

Half (50%) of marketing professionals who have implemented agile marketing, report their organization has hybrid implementation of agile and traditional marketing while just under one-third (32%) have fully implemented agile marketing.

How would you describe your organization's implementation of agile marketing? 50% We have hybrid

12%

We have partially

19%

Kanban

implemented agile marketing, and

plan for full 32% implementation We have fully 6% implemented We have partially agile marketing implemented agile marketing, and plan for hybrid n = 100implementation Note: May not add up to 100% due to rounding **40%** of marketers say **scrum**, **or a combination of scrum and kanban**, are the work methods their organization has found most effective for agile marketing.

Which work method has your organization

found most effective for agile marketing?

40% Mix of both kanban and scrum 40% Scrum n = 100*Other includes: "We made up our own agile marketing approach using mind maps and daily quick meetings" Note: May not add up to 100% due to rounding

your marketing team who is in charge of your agile marketing strategy? No 8% Yes, the Scrum master Yes, the CMO 17% 34% Yes, the Head 41% of Marketing

Note: May not add up to 100% due to rounding

41% of marketers report the head of

marketing is in charge of their agile

marketing strategy, while 34% report a

CMO is in charge. Just 8% of marketers

charge of agile marketing strategy at

their organization.

n = 100

agile marketing?

report they do not have anyone who is in

Does your organization have someone on

Nearly three-quarters (73%) of respondents report they are very (42%) or somewhat (31%) satisfied with their organization's deployment of agile marketing. No respondents said they are unsatisfied, but 19% said it is too early to tell. Are you satisfied with your organization's deployment of agile marketing? 19% 42% Too early to tell Very satisfied

41% 39% 36% Campaign Data & SEO lead Scrum Copywriter strategist analytics master specialist

n = 100

8%

Neutral

The most commonly selected roles

currently operating agile marketing

strategies are campaign strategist

and **SEO lead (41%)**.

49%

Media lead 34% | UX designer 29% |

56%

(56%), data & analytics specialist (49%)

Which of the following roles do you currently

have operating on your agile marketing strategy? Select all that apply.

HTML developer (or other engineer) 25% Acquisition specialist 23% | We don't have any roles filled for agile marketing 7%

31%

Somewhat satisfied

Somewhat unsatisfied 0% | Very unsatisfied 0% n = 100Note: May not add up to 100% due to rounding



Improved flexibility and collaboration are top reported

Over half (52%) of marketers report their organization expects improved collaboration

from adoption of agile marketing. Other commonly selected choices include improved

What does your organization expect from adopting

43%

42%

n = 100

14%

8%

8%

6%

4%

strategies

Developing marketing

Running AB testing

Designing AB testing

extended war room

team (e.g. legal, line of business owners)

Analyzing data

Building out

campaign ROI (43%), faster time-to-market (42%), adaptive campaigns (42%) and

benefits organizations have experienced since

implementing agile marketing, while a lack of

specialized talent remains a challenge

Improved flexibility 38% | Better alignment with business objectives 37% |

Removal of work silos 30% | Enhanced team satisfaction 11%

Note: May not add up to 100% due to rounding.

Improved customer experience and satisfaction 35% | Increased responsiveness 33% |

improved customer discovery (42%).

Improved campaign ROI

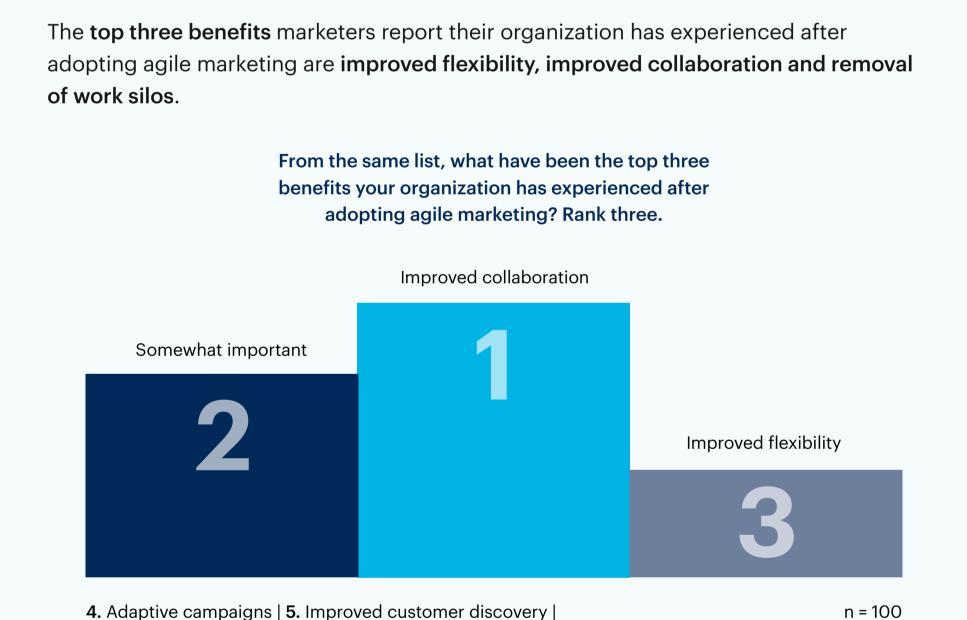
Faster time-to-market

Adaptive campaigns

Improved customer

discovery

agile marketing? Select all that apply. Improvedcollaboration **52%**



6. Improved customer experience and satisfaction | 7. Increased responsiveness |

Nearly a third (32%) of marketers report their top priority for their agile marketing

What is the top priority for your agile marketing strategy in 2023?

10. Better alignment with business objectives | 11. Enhanced team satisfaction

8. Faster time-to-market | 9. Improved campaign ROI |

strategy in 2023 is creating new marketing campaigns.

28%

32%

n = 100

campaigns

Meeting and aligning

Creating marketing

Note: May not add up to 100% due to rounding

and difficulty measuring success (37%) were

the second and third most selected

with leadership

Over half of marketers (51%) say their 36% organization has faced a lack of specialized Lack of 51% talent when implementing agile marketing. resources Lack of specialized talent (e.g.budget, Organizational resistance to change (43%)

time, etc.)

"Research shows that there is a 37% chance of products developed using agile reaching the market faster than using traditional software development methods. In a competitive environment, it is essential to get the products to the market faster than the competition." - Manager, professional services industry, 1,000 - 5,000 employees "I recommend having people who already have experience in agile marketing." - Director, manufacturing industry, 5,000 - 10,000 employees

North America 30%

challenges respectively. 37% Difficulty What challenges has your organization faced measuring 43% implementing agile marketing? Select all that apply. success Organizational resistance Lack of team buy-in 34% | Lack of executive buy-in 23% | to change Siloed work environments 17% 35% n = 100Low organizational bandwidth Note: May not add up to 100% due to rounding

Question: Question: What advice would you give to marketing leaders who have just begun to adopt agile marketing? Want more insights like this from leaders like yourself? **Click here** to explore the revamped, retooled and reimagined Gartner Peer Community. You'll get access to synthesized insights and engaging discussions from a community of your peers.

Respondent Breakdown

Region

APAC **59%**

Source: Gartner Peer Community, Developing an Agile Marketing Strategy survey

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5,001 - 10,000 employees IC 1,001 - 5,000 C-Suite 16% VΡ employees 3% 7%

Note: May not add up to 100% due to rounding organization has adopted agile marketing

EMEA 11% Job Level Company Size Manager 10.001+ **42%** employees 28% Director 32% 47% 6%

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<1,001 employees 19% Respondents: 100 marketing professionals whose

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