GO AGILE OR GO HOME.

INTRODUCING MARKETING THE AGILE WAY.

HubSpot

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AG•ILE *-adjective*

Quick and well-coordinated in movement; lithe.

Unlike traditional 6-12 month marketing planning and execution cycles, Agile methodology allows the Modern Marketing Team to adapt to fast-changing market conditions, respond to immediate sales needs, and prove ROI quickly and consistently.

THE AGILE WAY.

FAST

15-30 day Sprints make it easier to adapt to changing market conditions.

FOCUSED

Each user story has a clear and distinct success metric.

PRIORITIZED

Transparency & a "points" system make prioritization a rational & productive conversation vs. a tug of war.
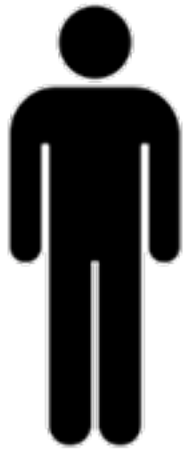
PREDICTABLE

Daily "standup" plus the points system help to identify blockers & eliminate surprises effectively.

An iterative, incremental methodology for project management often seen in agile software development, a type of software engineering.

SCRUM.

Product Backlog   Sprint Backlog   Sprint   Working Increment

30 DAYS
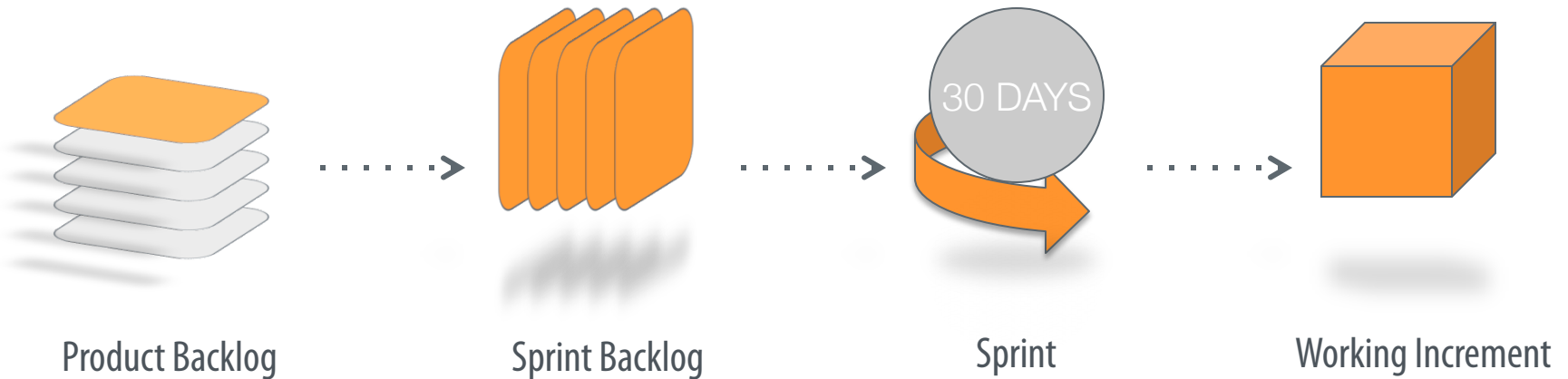
SCRUM TEAM.

PRODUCT OWNER (PO)

Responsible for maintaining the Backlog by representing the interests of the stakeholders.

TEAM

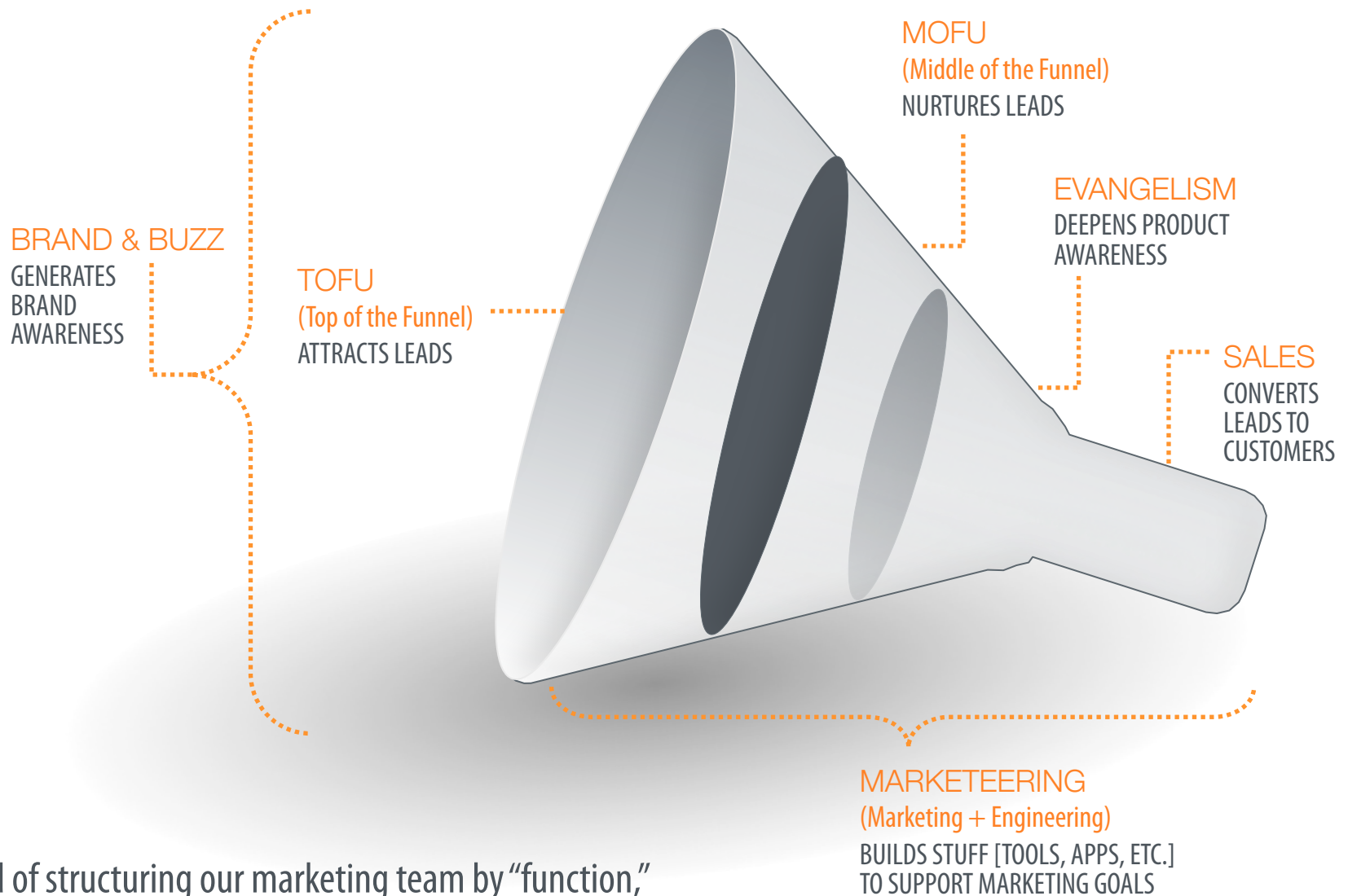A cross-functional group of people responsible for managing itself to develop the product.

SPRINT · · · · · · · · · · · · · · · · · · · Defined period of time in which a team commits to complete certain work output.

EPIC · · · · · · · · · · · · · · · · · · · A large effort split up into multiple related user stories.

TASK/USER STORY · · · · · · · · · A detailed description of a task with the stakeholders in mind.

STORY POINTS · · · · · · · · · · · · Estimated level of effort a chunk of work will take.

POINT SCALE · · · · · · · · · · · · · Point system, used to describe task difficulty, without assigning actual hours. HubSpot uses the Fibonacci sequence (1,2,3,5,8…).

SPRINT COMMITMENT · · · · · Public meeting where teams commit to their stories for the coming sprint.

SPRINT REVIEW · · · · · · · · · · Public meeting where teams review accomplishments and lessons from the last sprint.

STANDUP · · · · · · · · · · · · · · · · Daily standing (literally) meeting where team members share what they worked on yesterday, their plans for today, and any 'blocking' items hindering their work progress.

TEAM BACKLOG · · · · · · · · · · A prioritized list of high-level requirements.

SPRINT BACKLOG · · · · · · · · A prioritized list of tasks to be completed during the sprint.

SPRINT BURN DOWN · · · · · · Daily progress chart for a Sprint over the sprint's length.

PLANNING POKER · · · · · · · · The team estimates effort for the stories in the backlog. The PO uses estimates to prioritize & forecast stories based on velocity.

IMPEDIMENT/BLOCKER · · · · Anything that prevents a team member from performing work as efficiently as possible.

SUCCESS CRITERIA · · · · · · · The exit-criteria to determine if a task is complete.

MOFU
(Middle of the Funnel)
NURTURES LEADS

EVANGELISM
DEEPENS PRODUCT
AWARENESS

BRAND & BUZZ
GENERATES
BRAND
AWARENESS

TOFU
(Top of the Funnel)
ATTRACTS LEADS

SALES
CONVERTS
LEADS TO
CUSTOMERS

MARKETEERING
(Marketing + Engineering)
BUILDS STUFF [TOOLS, APPS, ETC.]
TO SUPPORT MARKETING GOALS

Instead of structuring our marketing team by "function,"
HubSpot organizes teams to reflect our sales funnel .

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MARKETING BOARD

Hires, manages, & develops marketing teams; allocates budgets.

BRAND & BUZZ

OBJECTIVE: Generate brand awareness.

TOFU

OBJECTIVE: Attract leads.

MOFU

OBJECTIVE: Nurture leads.

EVANGELISM

OBJECTIVE: Deepen product awareness.

MARKETEERING

OBJECTIVE: Make stuff.

T E A M   A S S E T S

- PR
- Brand
- Company Blog
- Events

- Content
- Co-Marketing
- Affiliate Marketing
- Display
- PPC

- Email
- Landing pages
- Webinars

- Product content
- Sales training
- Customer events
- Analyst relations

- Tools & apps
- Internal marketing tech

T E A M   M E T R I C S

- Direct & branded search traffic
- PR Coverage
- Reach

- Visitors
- Subscribers
- Downloads
- Leads

- Leads
- Conversion rates
- Lead quality

- Product awareness
- Lead close %
- Product buzz/PR

- Traffic/downloads/ users of tools & apps
- Marketing productivity

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How difficult is this task? Velocity & points get refined over time.

Measureable results. What defines 'done'?

| PRIO	USER STORY	SUCCESS CRITERIA	OWNER	POINTS & STATUS
1	As a HubSpot Sales Person, I need a way to prioritize my active trials so that I can connect with prospects most likely to buy. • Define 'active trial' • Create HubSpot + SFDC Report • Publish to Sales-Viewable Dashboard • Create Automated Weekly Email	Prototype trial alert launched, Sales feedback for S32	Kirsten	5

A specific description of a task – from the stakeholder perspective. Should start with "As a _____ (stakeholder), I want to _____ (task), so that _____ (desired result)."

List specific activities, if story becomes too large, consider ways you could break it up. Ensure dependencies are noted.
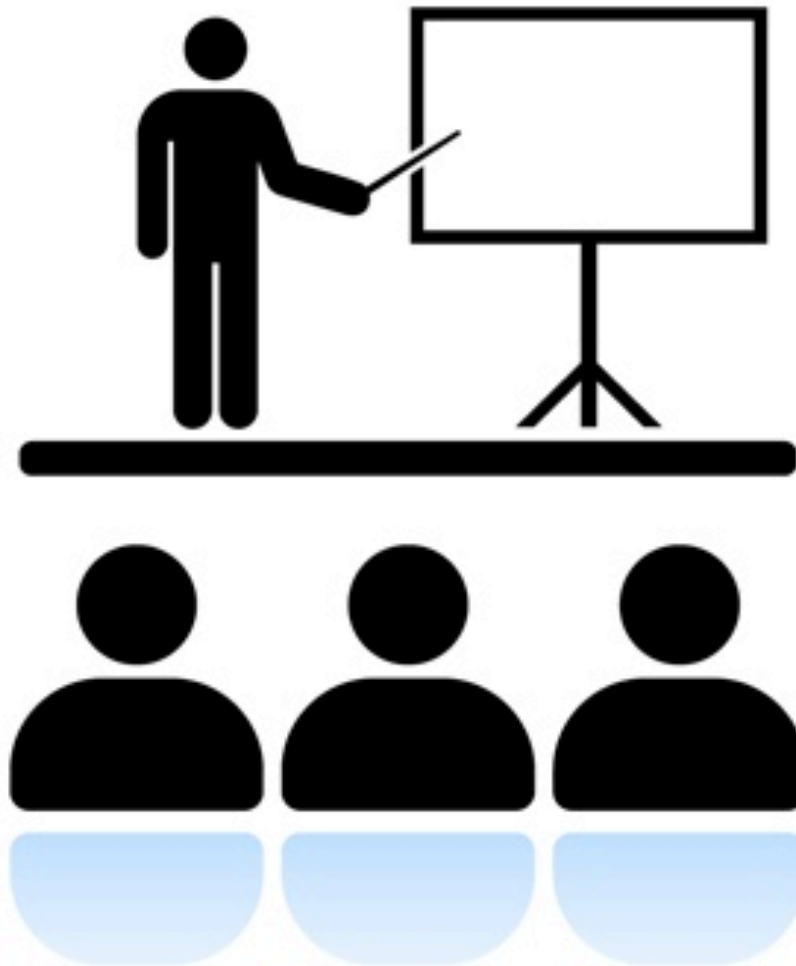
Each team meets for 15 minutes daily
—literally standing up.

- YESTERDAY
- TODAY
- BLOCKERS
- CROSS POLLINATION
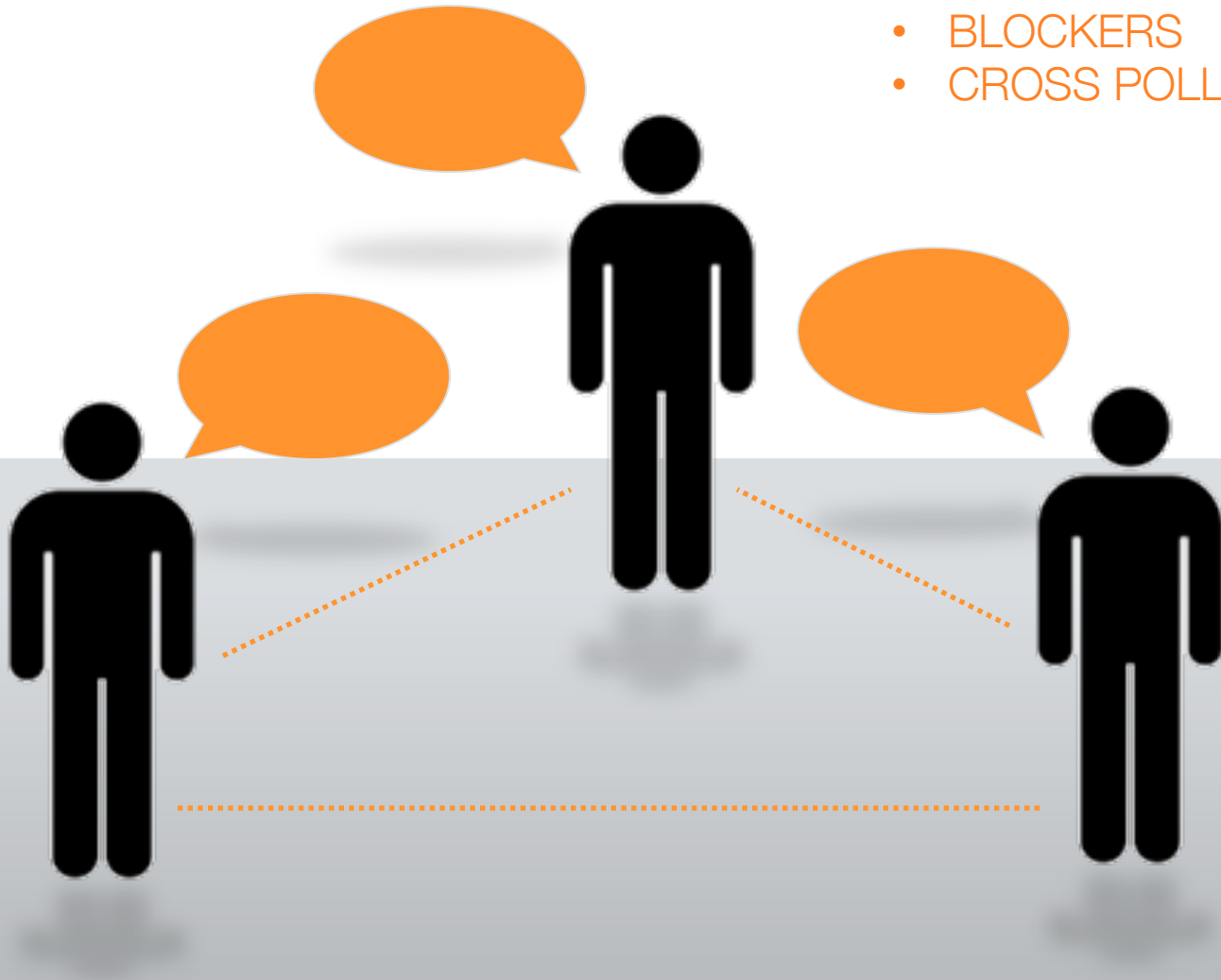
Every month, teams conduct Sprint Reviews, then share what they accomplished in the last sprint and what they're committing to for the next sprint at a company-wide "Science Fair."
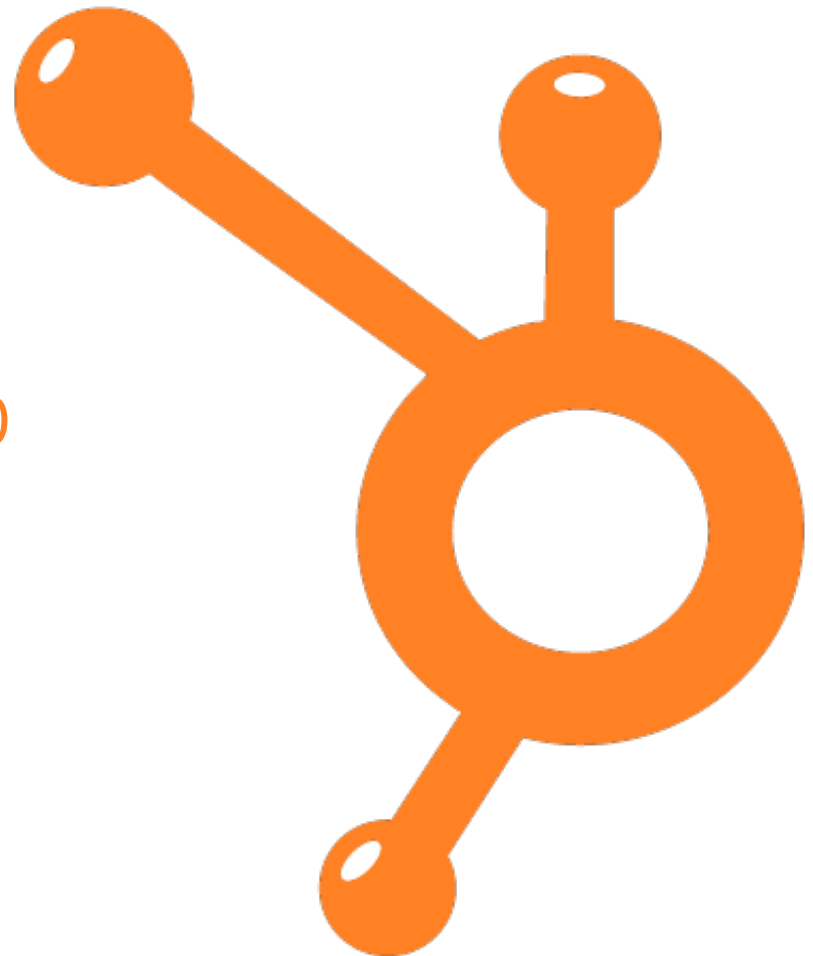
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Want to ensure focus, transparency, prioritization & predictability within your marketing team?
GO AGILE!

Give it a 'trial run' with a single project. Pick a single project to define, poker & execute using scrum. Use the handy *Go Agile Workshop Discussion Guide* provided in this kit to guide you!

FIND MORE RESOURCES TO HELP YOU BUILD A MODERN MARKETING TEAM HERE:

http://www.hubspot.com/modern-marketing-team-kit

HubSpot's all-in-one Inbound Marketing Software helps 4500 small & medium-sized businesses generate over 500,000 leads per month.

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THE END.