



st
Annual
**STATE
OF AGILE
MARKETING
REPORT**

THE EVOLUTION OF THE AGILE MARKETING REVOLUTION

Wanna hear something cool? You're reading the *1st Annual State of Agile Marketing Report*, and that title isn't an accident.

It's so named because we're committed to doing a second annual State of Agile Marketing study. And a third. And a fourth. Because we believe Agile marketing is here to stay, and we want to help track its inevitable march across the marketing world.

For our inaugural study, we asked hundreds of marketers whether they consider themselves to be Agile, what made them take the leap into agility, and what good stuff they found on the other side of that change (among many other things). And the results are, in my opinion, striking.

To be honest, when we sent this little survey out into the world I wasn't sure what we'd get back. I've debated with other Agile leaders on how rapidly Agile has been spreading in the world of marketing, and I always seem to be on the optimistic side. Fortunately for marketers everywhere, these results corroborate several earlier studies that put adoption in the 21-30% range 12-18 months ago.

We're now at **37%** adoption, and I couldn't be more excited.

But here's the catch: the Agile marketing revolution is not quite what like we expected. What I see in these numbers is something unique. Our methodologies, practices, maturity levels—none of it perfectly mirrors our counterparts in the development world. We can learn from them, but we can't follow directly in their footsteps.

And if you ask me, that's just fine. We're marketers. We're quite used to doing things our own way. I can't wait to see what we come up with.

Agile always,

Andrea Fryrear
President and Lead Trainer
AgileSherpas

EXECUTIVE SUMMARY

The first annual State of Agile Marketing study shows rapidly growing adoption of Agile principles and practices among marketing teams. Groups practicing some form of Agile marketing were far more likely (81%) to be satisfied with the way their department handles work than those using traditional waterfall processes (44%) or who handle their work in an ad hoc fashion (27%). Agile marketers also report a higher emphasis on producing quality work than their more traditional counterparts.

Following an Agile transformation, marketers use a wide variety of practices. The most common are user stories (51%), frequent releases (47%), and retrospectives (43%). When it comes to methodologies, no single approach seems sufficient for Agile marketing teams. Relatively few report using Scrum, Kanban, Scrumban, and Lean; the most popular choice (44%) is a combination of multiple methodologies.

Agile marketers enjoy a host of benefits from their updated process. The ability to change gears quickly (55%), better visibility into project status (52%), and higher quality work (47%) were the three most widely reported.

Marketing teams who have not yet made the switch to Agile report two big barriers: a lack of training or knowledge about Agile approaches (38%) and a belief that their current process is working well enough (26%). Despite these hurdles, 30% of traditional marketing teams are currently considering an Agile experiment, and 14% are experimenting with Agile in pockets of their department. Nearly two-thirds of traditional marketers (61%) report plans to begin an Agile implementation sometime within the next year.

37%

of marketing teams are using an Agile process



44%

of Agile marketers report using a hybrid methodology

61%

of traditional marketers report plans to go Agile within 12 months



Top 3 Benefits of Agility



Change gears quickly



Better project visibility



Higher quality work

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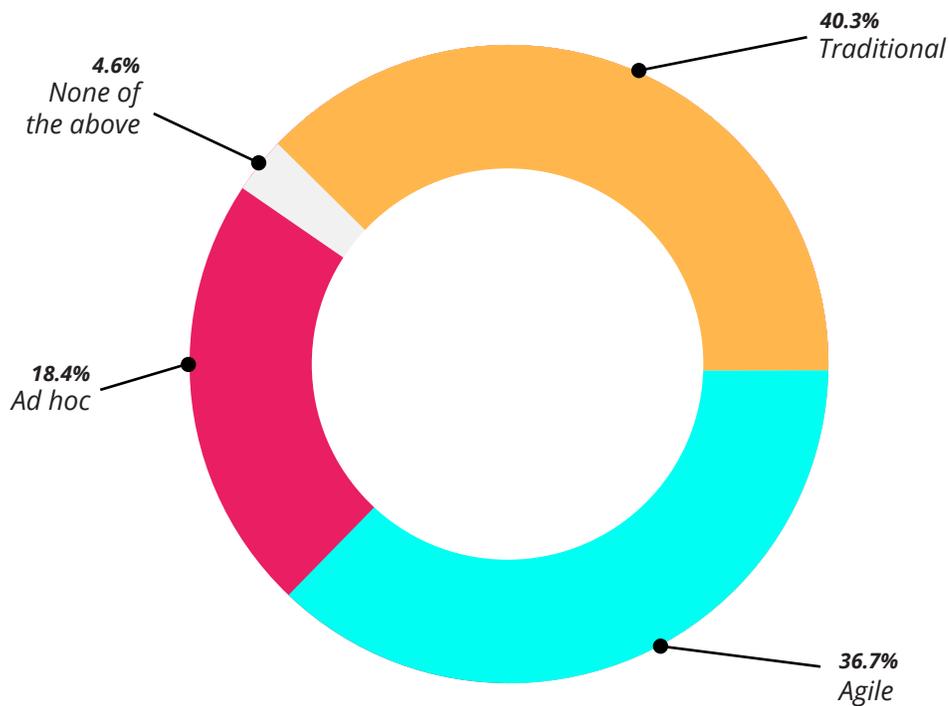
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PROCESS PRIORITIES PURPOSE

Which of the following most accurately describes your marketing team's process?



Traditional

We plan our work in advance using a lot of detail and try to stick as closely as possible to that plan.

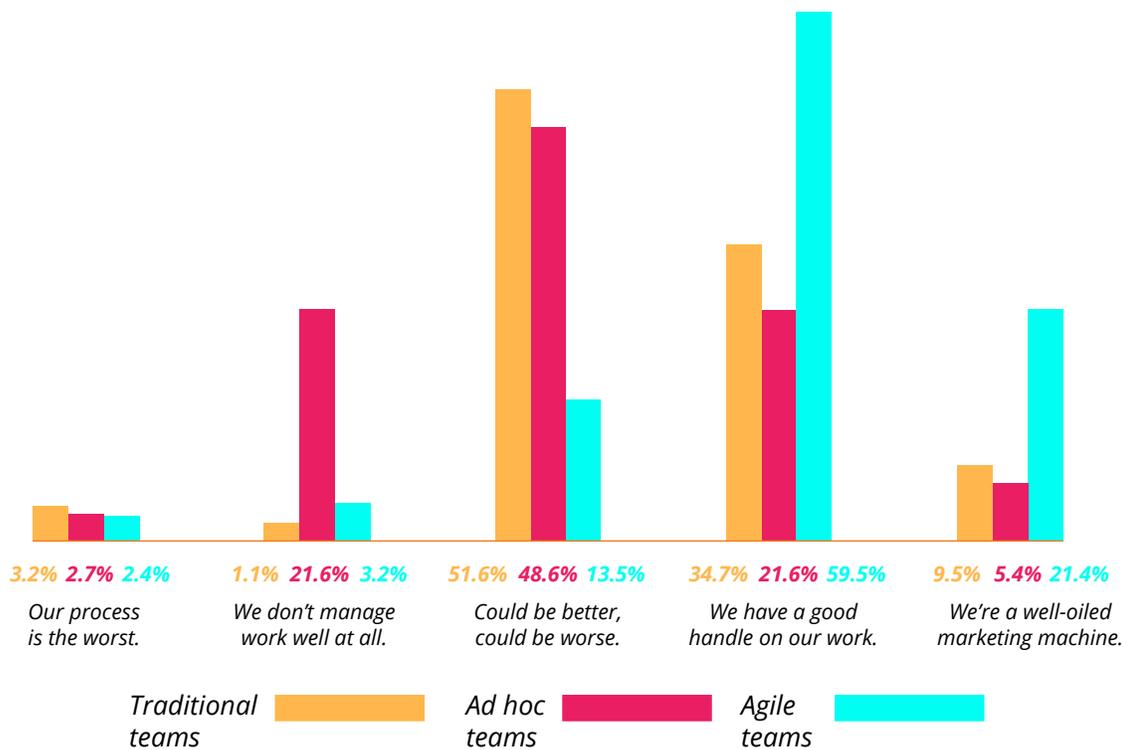
Ad hoc

We don't make long term plans. We work on what seems right from day-to-day and don't have a well-defined process for managing incoming work.

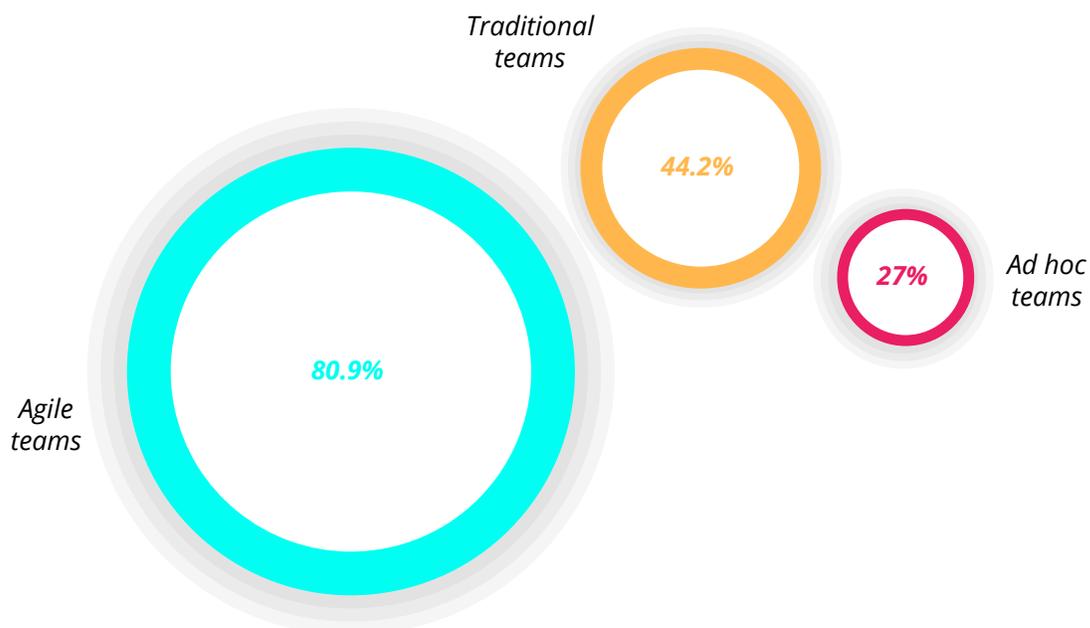
Agile

We use at least some parts of an Agile marketing approach to manage our work, such as daily standups, a backlog, sprints, kanban board, etc. We have plans, but they're flexible and change often.

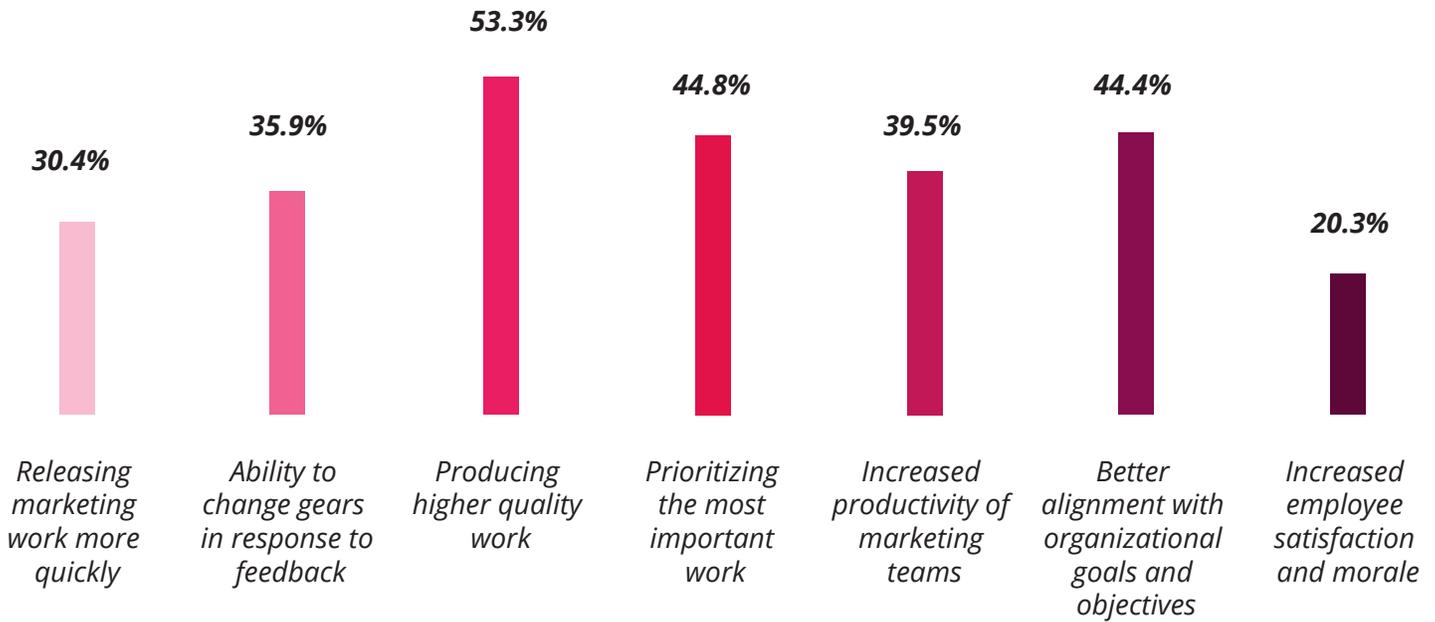
How satisfied are you with the way your marketing department currently manages its work?



80.9% of Agile marketers are satisfied with how their teams manage work, compared to **27%** of ad hoc teams and **44.2%** of traditional teams.

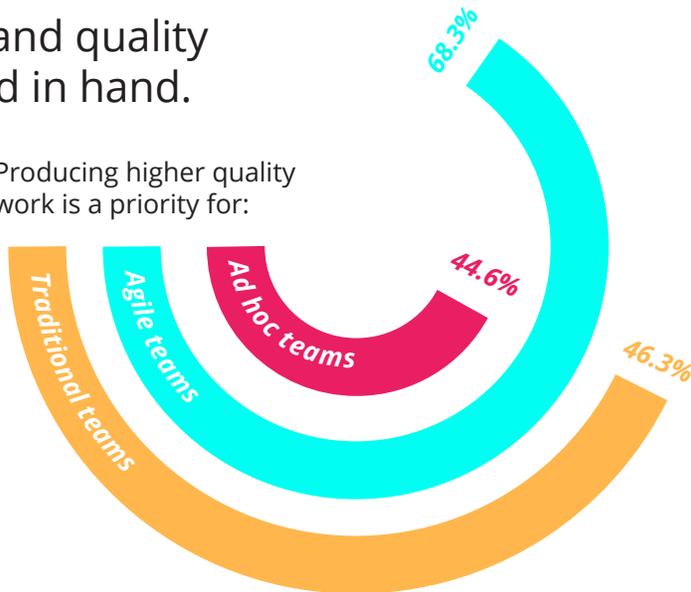


Which of the following is a high priority for your marketing department in 2018?
Check all that apply.



Agility and quality go hand in hand.

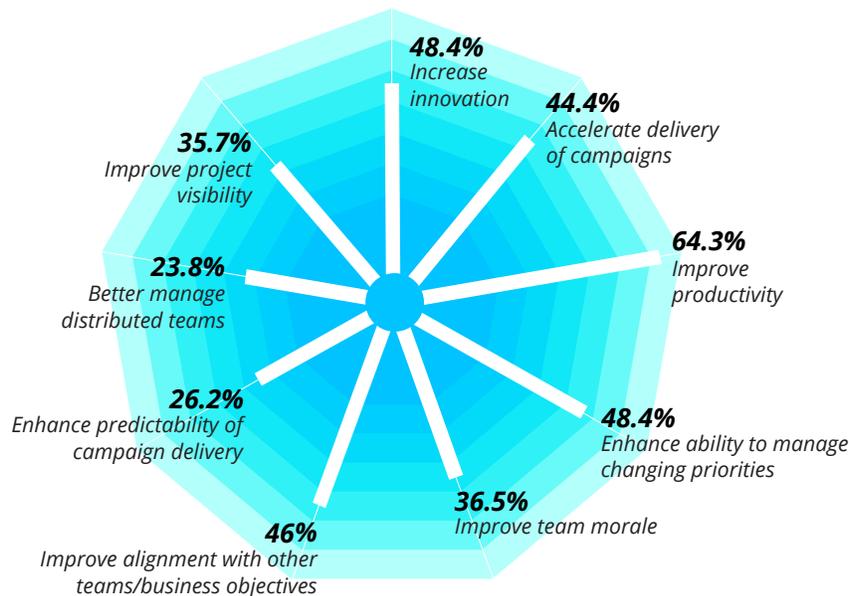
Producing higher quality work is a priority for:



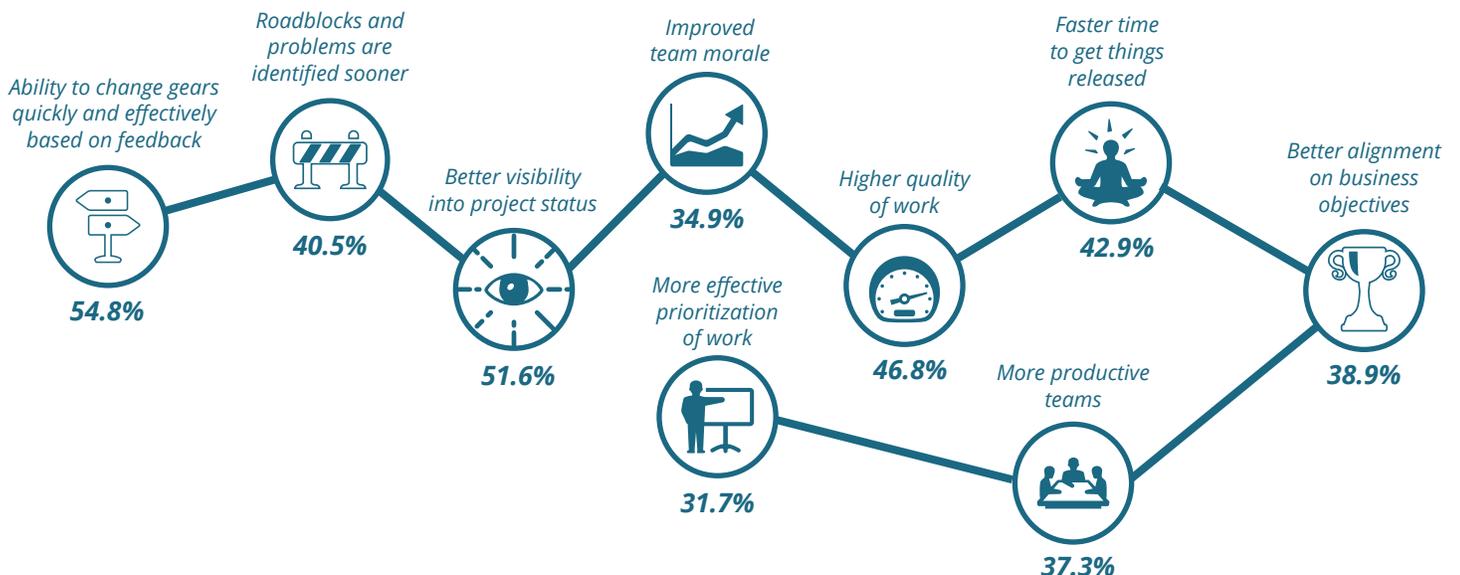
68.3% of Agile teams place priority on quality work, compared with only 46.3% of traditional teams.

Why GO **AGILE?**

What were the most important reasons for adopting Agile within your marketing department? **Check all that apply.**

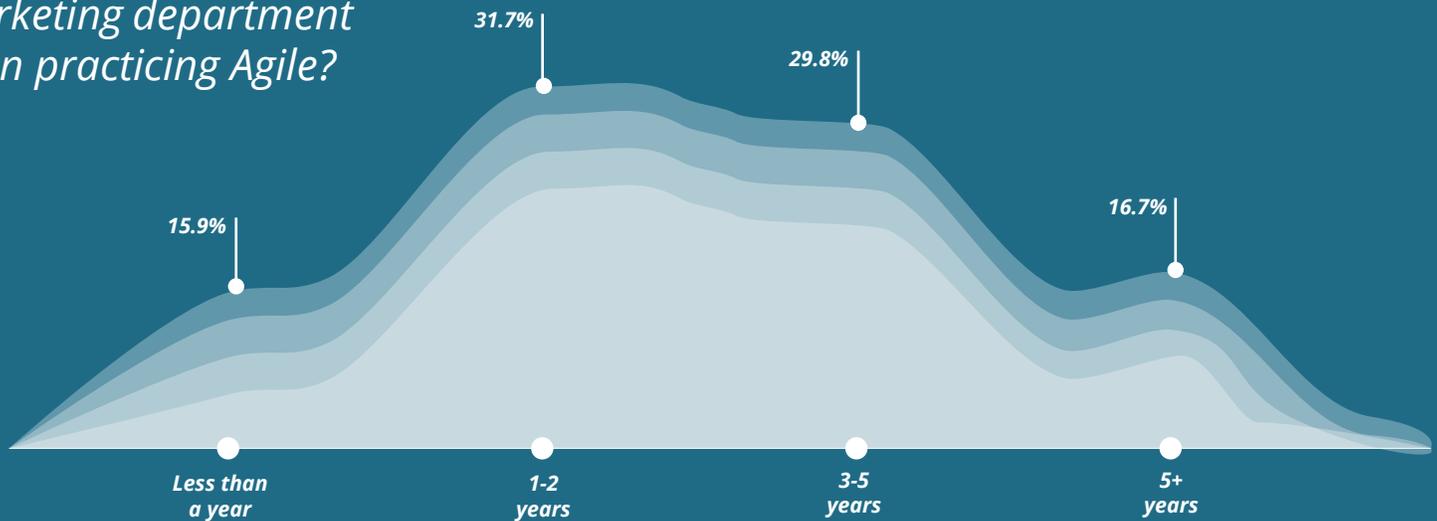


What benefits does your marketing department get from using an Agile process? **Check all that apply.**

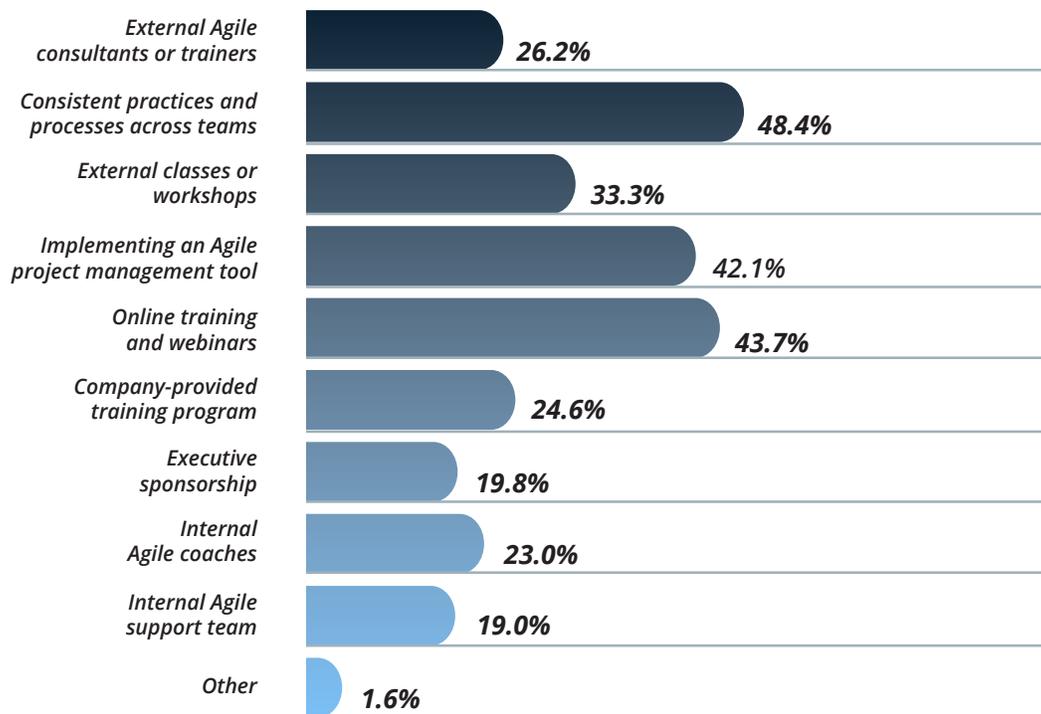


AGILE Marketing Teams

How long has your marketing department been practicing Agile?



Which of the following have been the most valuable during your adoption of Agile marketing?



Which Agile methodology to you follow most closely?

Kanban
12.7%

Scrum
17.9%

Scrumban
10.7%

Lean
12.7%

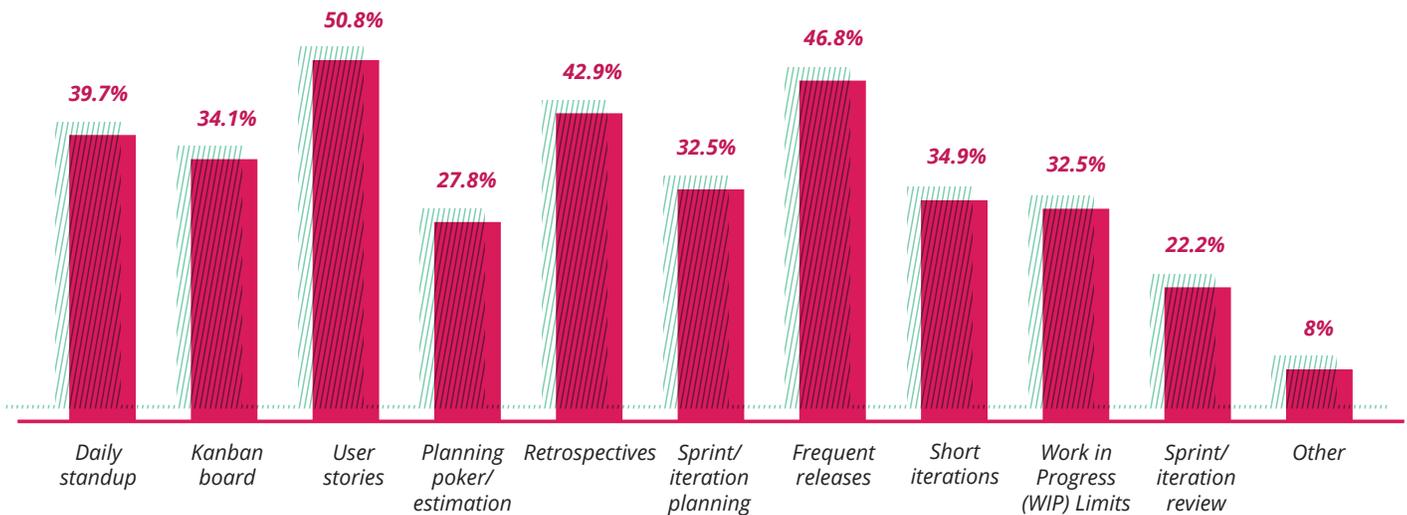
Hybrid (multiple methodologies)
44%

Other
2%

Agile marketers

are not content to use a single methodology. Many respondents (44%) have combined one or more existing methodologies to create their own system.

What Agile techniques and practices does your marketing department use?
Check all that apply.





AGILE ON THE RISE

A 2016 study conducted by Wrike reported that **21%** of marketers were “using an Agile approach to manage our work today,” and a similar 2016 survey from Workfront found that **30%** were using Agile. The average of those two data points is **25.5%**. Our 2018 study indicates solid growth in Agile adoption, with **36.7%** of our respondents calling themselves Agile.



21%

21% indicated using an Agile approach (2016 study by Wrike)



30%

30% indicated using an Agile approach (2016 study by Workfront)



25.5%

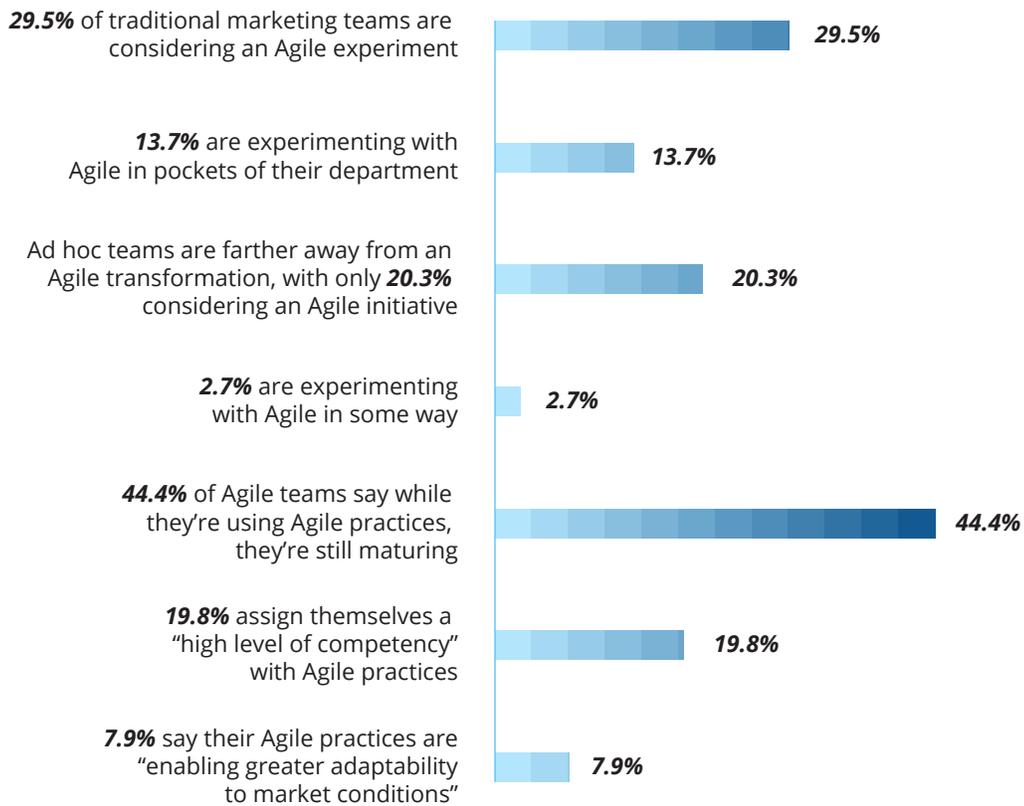
25.5% represents the average of those two data points



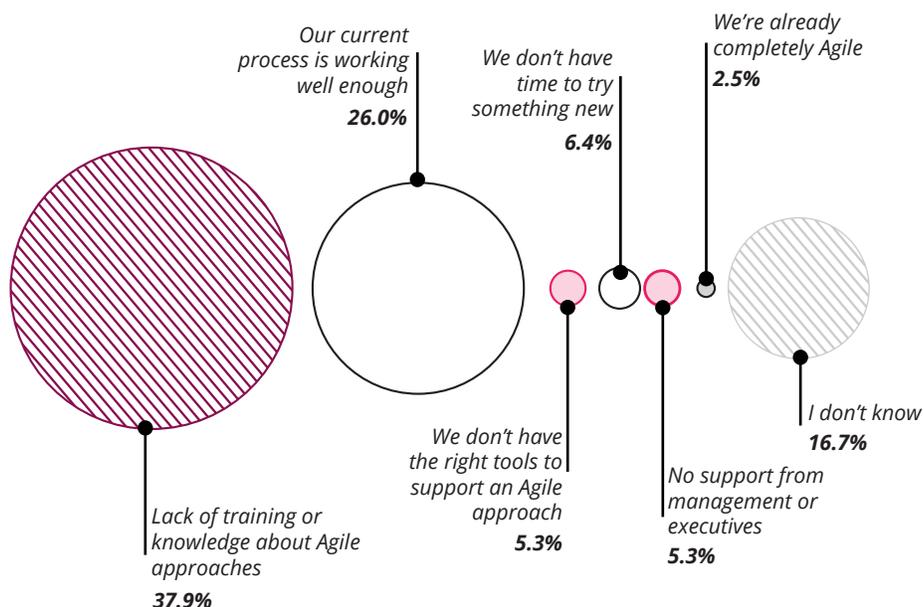
36.7%

36.7% of our respondents referred to themselves as Agile

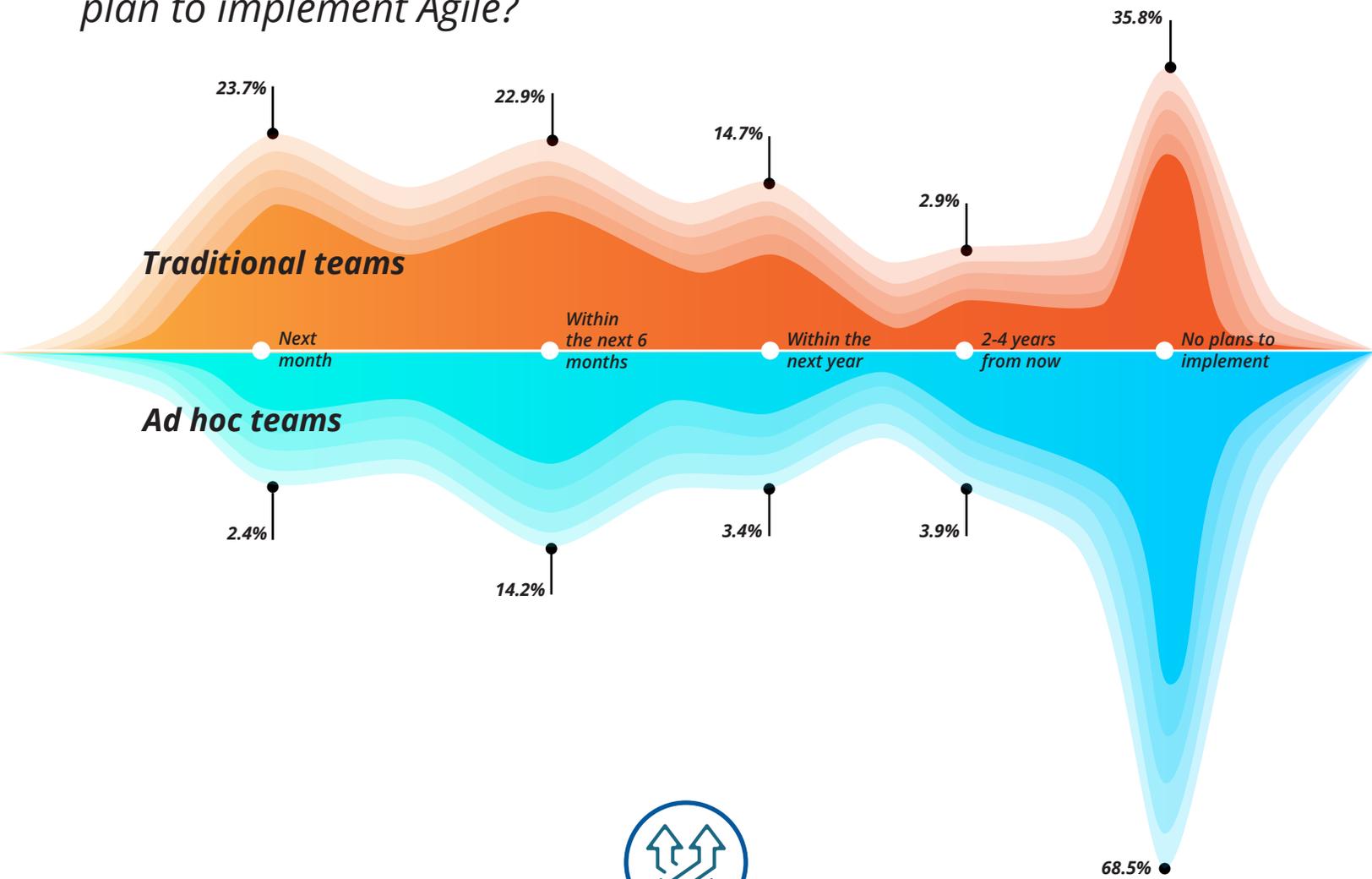
How would you rate your marketing department's Agile maturity?



What is the biggest barrier preventing your marketing department from more completely implementing an Agile approach?



When does your marketing department plan to implement Agile?



Time to Make a Change

61.3% of traditional marketing teams have plans to start down the Agile path within the next 12 months, while **35.8%** have no plans to go Agile any time soon.

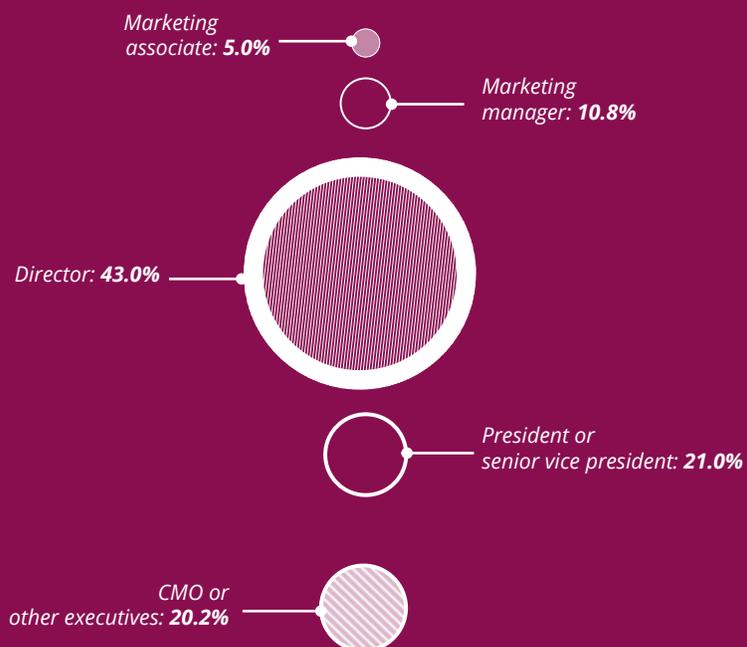


On the other hand, only **27.6%** of ad hoc teams are planning Agile transformations in the next year, with **68.5%** reporting their teams don't plan to to change their approach.

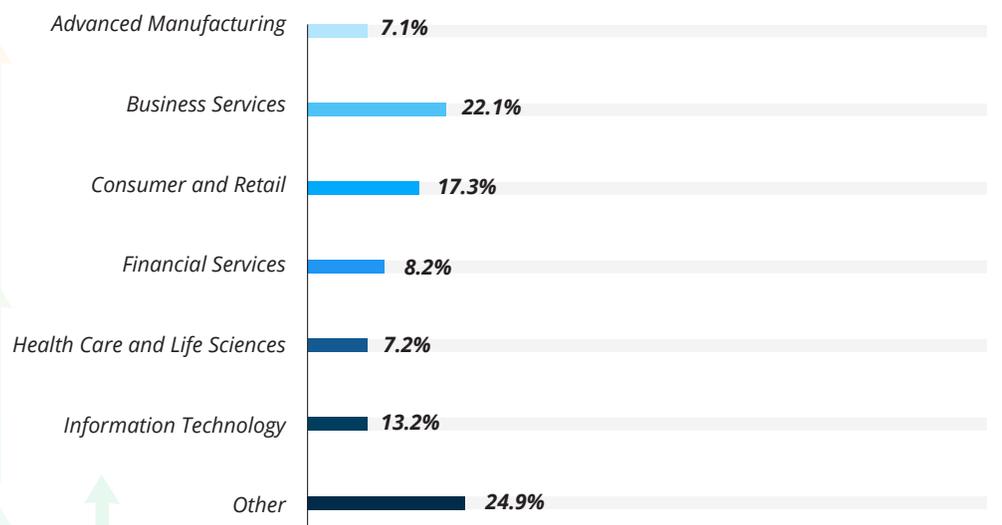
METHODOLOGY/ Demographics

The first Annual State of Agile Marketing survey study was conducted in December 2017. It was produced by AgileSherpas and sponsored by Kapost. The study was conducted via online survey and includes responses from **693 marketers**, most of whom (**96.4%**) were based in the United States. Responses from non-marketers were excluded from survey results. Respondents represent a wide variety of company sizes, industries, and marketing specializations.

Which role below best describes your current (or most recent) position?



Which of the following most closely describes the industry you work in?



Would you classify your organization as primarily B2B or B2C?

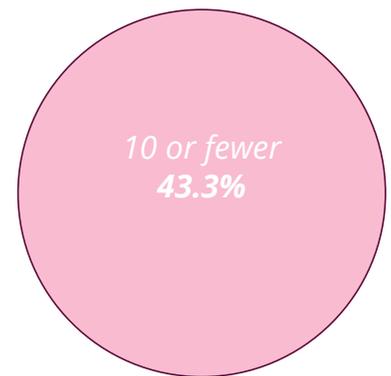
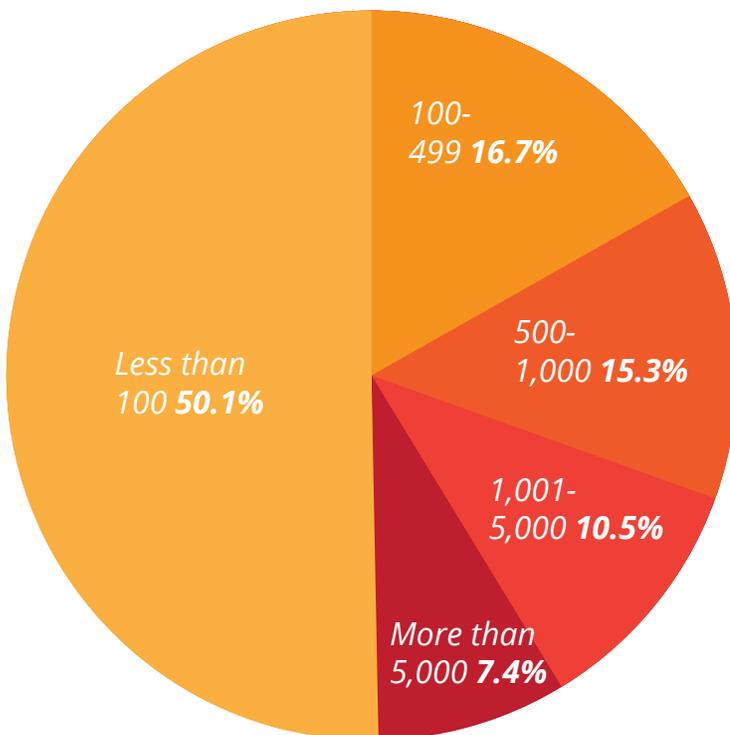
B2B
25.5%

B2C
27.6%

MIX OF BOTH
46.9%

How many total employees, including freelancers, are in your company's marketing organization?

How many employees are in your entire company?



11-20
12.3%



21-30
8.8%



31-50
11.5%

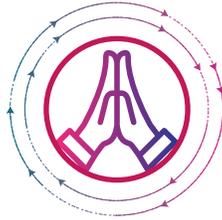


51-70
6.8%



More than 70
17.3%





AgileSherpas and Kapost thank everyone who took the time to complete this survey, as well as the team at SurveyGizmo for helping to make this project possible.



AgileSherpas is the leading global Agile marketing training and consulting organization focused on helping cutting-edge marketers get better results by applying an Agile mindset to their process. Co-founded by Andrea Fryrear and Peter Martin, AgileSherpas offers public workshops, online learning, customized private training, and coaching to marketing teams of all sizes, from Fortune 100 brands to startups.

Visit agileSherpas.com to take the first steps on your own Agile journey.



Kapost enables B2B marketers to thrive in the age of the customer and consistently tell rich, resonant stories across channels and at scale. We work with leading companies, from IBM to GE to FedEx, who are transforming their content operations in order to elevate content out of functional silos and meet demands for greater agility and quantifiable impact. Through services and software, Kapost helps marketers build and manage a content operation that produces the right content for the right customer at the right time.

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