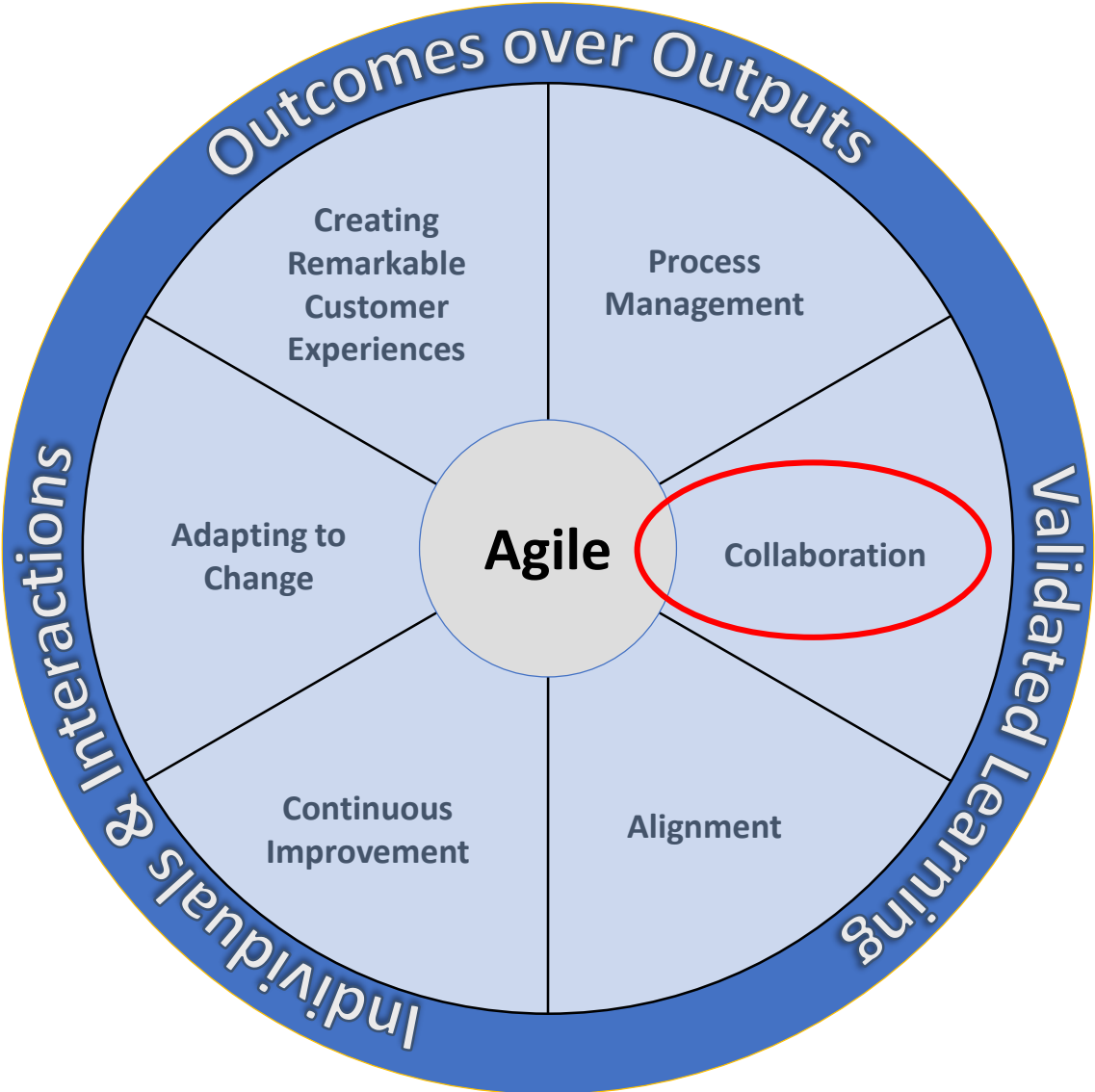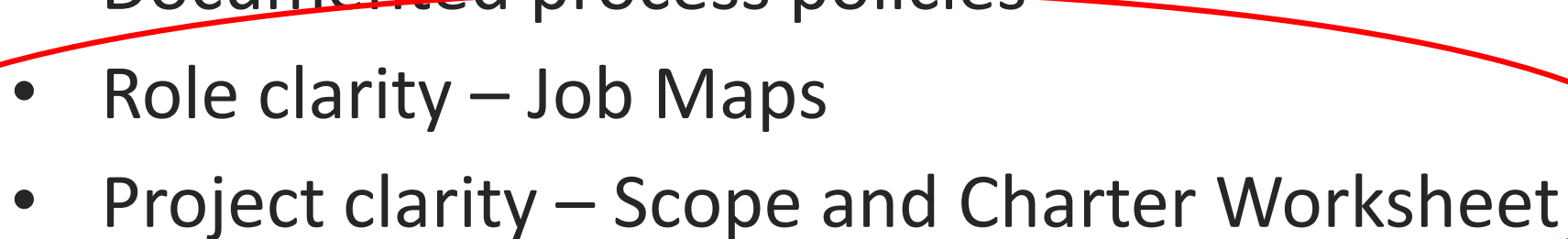# 6 Disciplines of Agile Marketing

Improving Collaboration

- Communication
    - Daily stand ups
    - Kanban boards in prominent, shared locations
    - Scrum of scrums
- Documented process flows
- Documented process policies
- Role clarity – Job Maps
- Project clarity – Scope and Charter Worksheet

Beginnings – Seattle Children's Hospital Visit

Seattle Children's Format

Name – Position Title
Favorite quote
What accomplishment are you most proud of?
Happy place

Photo

Things I own:	Come to me for:	Things I support:

Seattle Children's®
HOSPITAL · RESEARCH · FOUNDATION

Seattle Children's Format – Example

Daniil Kuzelev – Content Strategist
"Life is like playing a violin solo in public and learning the instrument as one goes on", Samuel Butler
Accomplishment: "Your Child's Surgery" material for parents on web site
Happy place: My parent's cabin on Lopez Island

Things I own:

- Research home page
- Content strategy

Come to me for:

- Graphic design
- Promotion on our web site
- Research section of web site
- Web development and content strategy
- Communication consults

Things I support:

- Research Marcom internal and external communications
- iKnow newsletter

T- Mobile – One Group's Modification

Photo

Name - Title
Who am I?: favorite quote, what accomplishment are you most proud of?, hobbies, etc.

What I manage:	What I do:	What I can help with:
• *[insert text here]*	• *[insert text here]*	• *[insert text here]*

Michael Ware – Digital Marketing Manager

"Change will not come if we wait for some other person or if we wait for some other time. We are the ones we've been waiting for. We are the change that we seek."
-President Barack Obama

What I manage:

- *Digital Merchandising*
  - *Enterprise Campaigns*
  - *Device launches*
- *T-Mobile for Business Offers*
- *SyncUP FLEET merchandising*

What I do:

- *Strategic merchandise planning based on past experience and current data*
- *Creative ideation*

What I can help with:

- *TFB merchandising questions & determining correct POC*
- *Basic Adobe Workspace questions*
- *Creative feedback (reviewing briefs or draft creative)*
- *Job shadowing – I'm always willing to have somebody sit with me for a day!*

T-Mobile Group 2: First Name "Alias" Last Name

Add a picture of yourself

Role,
Department

What do you do for T-Mobile?

What do you like about T-Mobile?

One thing I wish people knew about me is…

Nicole "Mother of Dragons" Thomas

Project Manager, Marketing & Products

I keep my team on track with their project timelines, ensuring Telesales is well-supported.

I like how T-Mobile puts the customer first.

One thing I wish people knew about me is...

If I don't have a lunch meeting, I'd love to get lunch with people to get to know them more.

T- Mobile – Group 1's Version 2

Name - Title
Who am I?: favorite quote, what accomplishment are you most proud of?, hobbies, etc.

Photo

What I manage:	Outcomes I own/support:	Come to me for:
• *[insert text here]*	• *[insert text here]*	• *[insert text here]*

Michael Ware – Digital Marketing Manager

"Change will not come if we wait for some other person or if we wait for some other time. We are the ones we've been waiting for. We are the change that we seek."
-President Barack Obama

What I manage:

- *Digital Merchandising*
  - *Enterprise Campaigns*
  - *Device launches*
- *T-Mobile for Business Offers*
- *SyncUP FLEET merchandising*

Outcomes I own/support:

- *Customer satisfaction with clarity of product detail pages/merchandising*
- *Engagement (time on page/bounce rate) with T-Mobile for Business offers*
- *Gross adds from Enterprise campaigns and device launches*
- *T-Mobile for Business new enrollments*
- *SyncUP FLEET gross adds*

What I can help with:

- *TFB merchandising questions & determining correct POC*
- *Basic Adobe Workspace questions*
- *Creative feedback (reviewing briefs or draft creative)*
- *Job shadowing – I'm always willing to have somebody sit with me for a day!*

Project Clarity: Clear Scope & Goals

- What problem is the customer trying to solve? How does solving this customer problem solve a problem for the business?

- How frequently does the problem occur?

- What triggers the problem? What is the first step that the customer takes in attempting to solve the problem? What is the final step?

- What does success look like, both for the customer and for the business?

- What is in scope and out of scope?

- What is the budget? What resources are available?

- What is the desired improvement time frame?

Template Available

Customer Experience Scope and Charter

Scope		Customer Journey Team			
Customer Journey Team	Learning center	Executive Sponsor	Mary Sample	Team member role 6	
Summary of Customer Problem to be Solved	Prospective customers have questions and concerns that they need answered before they decide to switch. Today, it's very difficult to find the answers to those questions at our website	Team Lead	John Smith	Team member role 7	
Occurrence/Demand Rate	100M visits per year	Facilitator/Coach	Jim Ewel	Team member role 8	
Trigger	Customer is not happy with current provider	Team member role 1	Jane Goodall	Team member role 9	
First Step	Direct to our website, call 800 number, visit store, online search, social	Team member role 2	Charles Darwin	Team member role 10	
Last Step	Decide to switch	Team member role 3	Edward Teacher	Team member role 11	
Boundaries & Limitations	Limited to switchers, all channels	Team member role 4		Team member role 12	
Improvement Timeframe	3 months	Team member role 5		Team member role 13	

Current State Problems & Business Needs		Current State Data	
1	To understand the problem, go to today's website and answer the following questions:	1	100M visits per year
2	What will be my monthly cost? What will be my initial cost? Can I use my existing equipment or get an upgrade? What will my service look like? What data speeds can I expect? What other benefits can I expect compared to my current provider?	2	Bounce rate is high (65%)
3	It takes many clicks and searches to find out that basic info. Working assumption is that many customers give up and either stay with their current provider or seek answers by calling or by	3	Cart finish rate is low (less than X%)

http://agilemarketing.net/download/2045/

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Questions?

Templates available at http://www.agilemarketing.net/downloads