

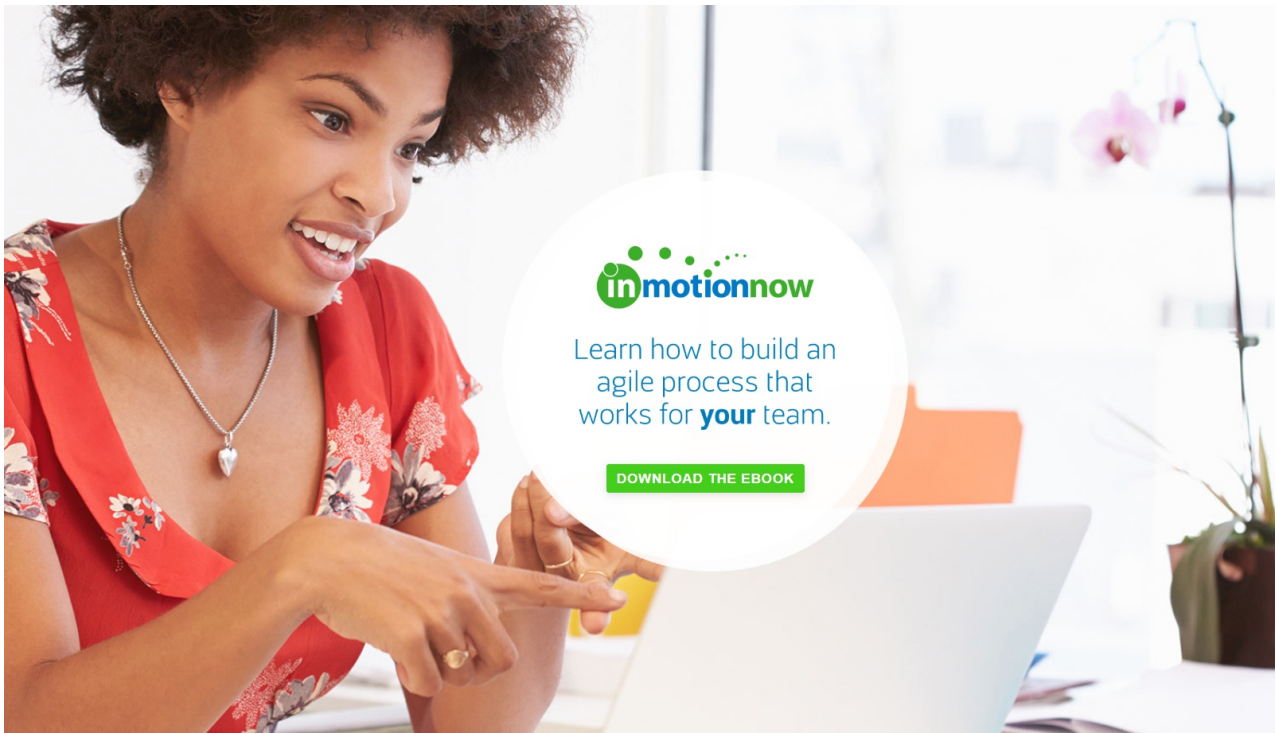


Agile Marketing

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Agile is nothing new to software development, IT, and broader project management teams, but to those of us on marketing and creative teams it's one of the biggest buzzwords in the industry. For the past few years, we've heard about moving from "waterfall" to "agile," but only a portion of us know what agile marketing actually is, and best practices for implementing an agile process. Without a doubt, an agile methodology can be extremely valuable for marketing teams. Adopting an agile process can help teams hit their KPIs, balance workloads, improve efficiency, and ultimately produce higher quality work.

Download the eBook: Guide to Building an Agile In-House Team



(<https://view.highspot.com/viewer/5ea9d8ed66bbaa7a0b0fb80a>)

Industry Best Practices From the inMotion Blog

- [What Is Agile For Marketing \(And What Is It Not?\)](https://www.inmotionnow.com/project-workflow/agile-marketing-not/) (<https://www.inmotionnow.com/project-workflow/agile-marketing-not/>)
- [4 Steps to Build an Agile Marketing Team](https://www.inmotionnow.com/project-workflow/4-steps-build-agile-marketing-team/) (<https://www.inmotionnow.com/project-workflow/4-steps-build-agile-marketing-team/>)



- The Role of Agile in the Creative Production Process
(<https://www.inmotionnow.com/project-workflow/role-agile-creative-production-process/>)
- 6 Values and 4 Benefits of Agile Marketing (<https://www.inmotionnow.com/project-workflow/6-values-and-4-benefits-of-agile-marketing/>)
- How Agile is Your Workflow? Part 1 (<https://www.inmotionnow.com/project-workflow/how-agile-is-your-workflow/>)
- How Agile is Your Workflow? Part 2: Survey Says...Pretty Darn Agile
(<https://www.inmotionnow.com/project-workflow/part-ii-agile-workflow-survey-sayspretty-darn-agile/>)
- Advice for Agile Creative Teams (<https://www.inmotionnow.com/project-workflow/advice-for-agile-creative-teams/>)