2016 Kellogg Marketing Leadership Summit

The Journey to Agility

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Agenda

The Need for Agility

Principles of Agile Marketing
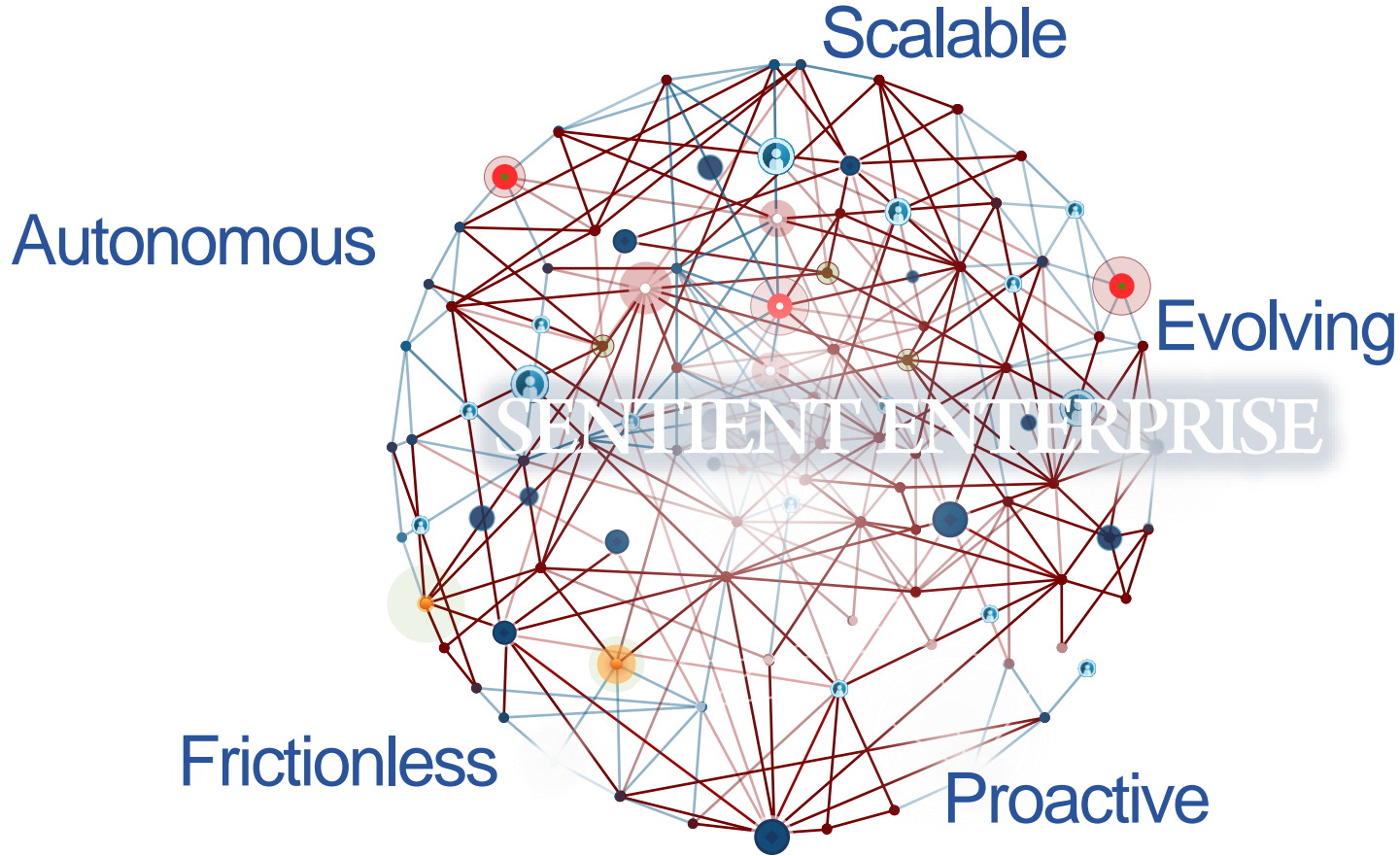
Developing Agile Marketing Capabilities

Customers Expect Real Time Interaction

STOCK MARKET ACTIVITY

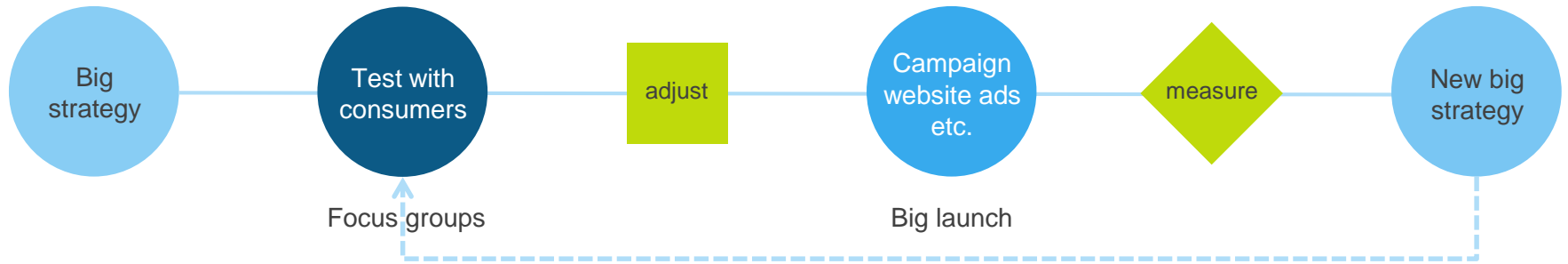**Customers Expect Self-Service Everything**

AG·ILE _-adjective_

Agile Marketing seeks to improve the speed, predictability and adaptability of the marketing function by moving from the "Big Plan" and sequential execution to iterative planning and testing with cross-functional teams.
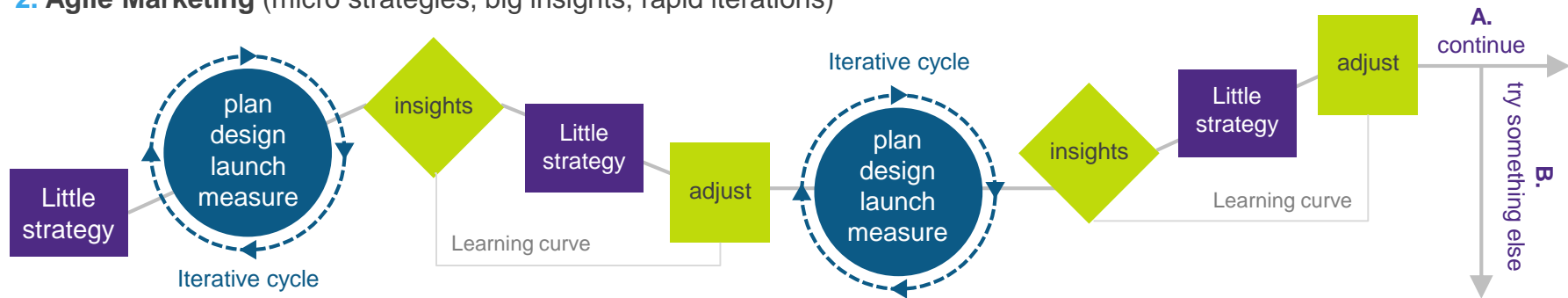
Towards Agile Marketing

1. **Conventional Marketing** (big ideas, big bang launch, big budgets)

Big strategy → Test with consumers → adjust → Campaign website ads etc. → measure → New big strategy

Focus groups

Big launch

2. **Agile Marketing** (micro strategies, big insights, rapid iterations)

Little strategy → plan design launch measure (Iterative cycle) → insights → Little strategy → adjust (Learning curve) → plan design launch measure (Iterative cycle) → insights → Little strategy → adjust → **A.** continue / **B.** try something else
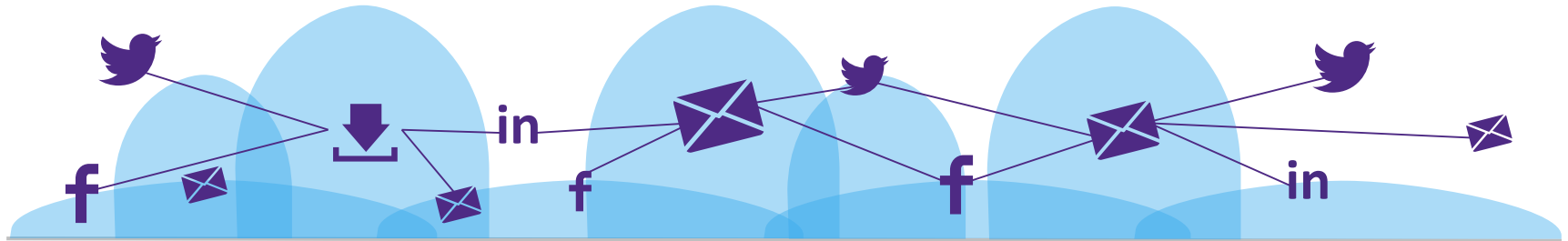
Learning curve

From Campaigns to Conversations

Campaign-Centric Marketing — Campaign-led stories creating the brand experience

Agile — Always On conversation around behaviorally influenced topics across the customer decision journey

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The Need for Agility
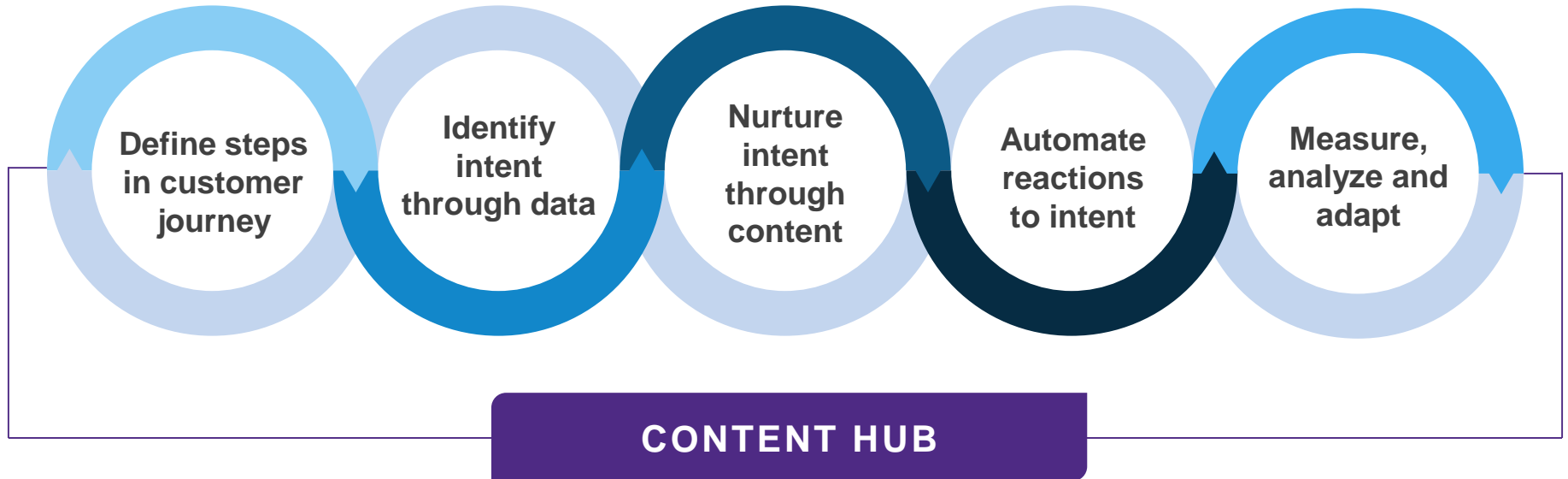
Principles of Agile Marketing

Developing Agile Marketing Capabilities

Principles of Agile Marketing

1. **Validation** over opinions

2. **Collaboration** over silos

3. **Many small experiments** over a few large bets

4. **Customer discovery** over static prediction

5. **Flexible** over rigid planning

6. **Responding to change** over following a plan

Always On Marketing

Always-On Marketing seeks to create persistent and consistent communication experiences across digital and physical channels to facilitate customers along their decision journey.
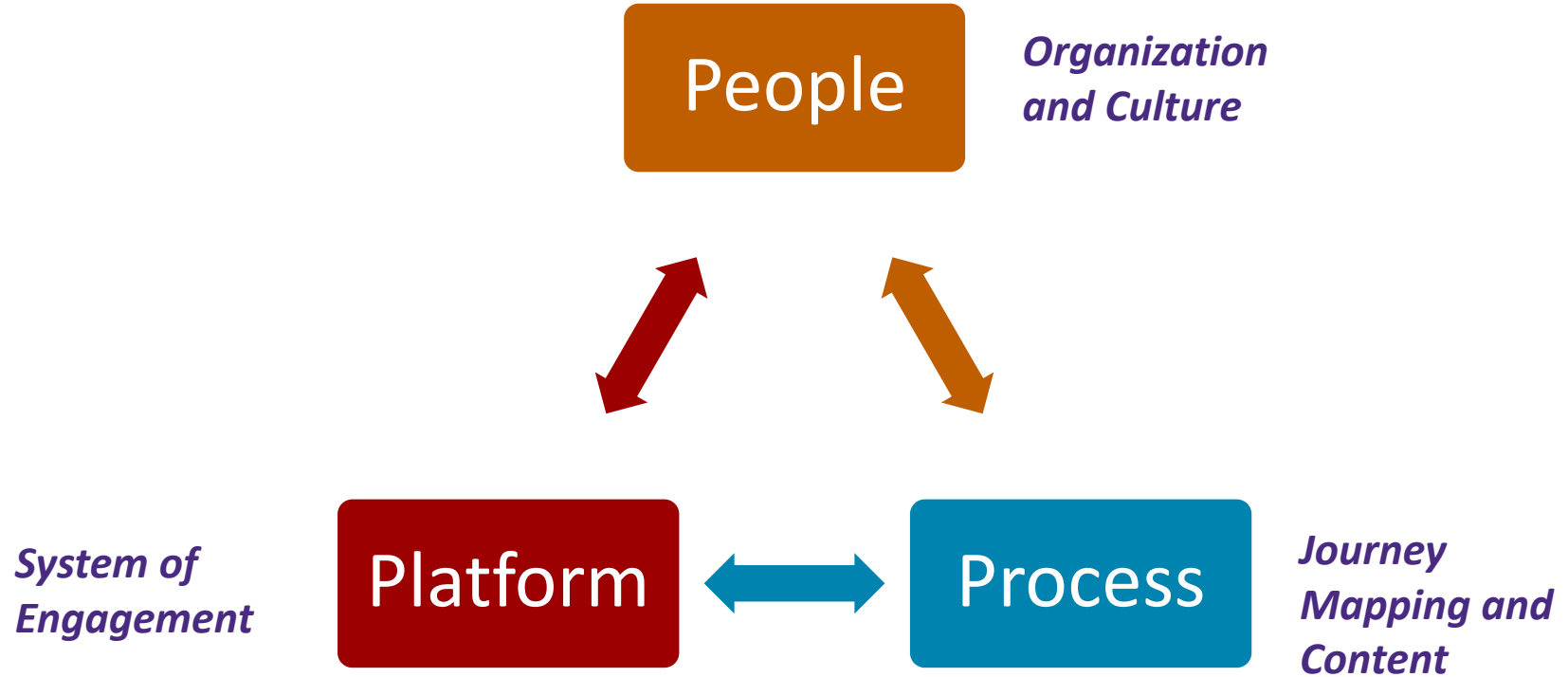
Define steps in customer journey

Identify intent through data

Nurture intent through content

Automate reactions to intent

Measure, analyze and adapt

CONTENT HUB

Agenda

The Need for Agility

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Agile Marketing Capabilities

PEOPLE

Establish the foundation for a more fluid and agile planning and deployment approach

Create a Culture of Agility

- Early and continuous delivery of marketing initiatives to engage customers based on their pain points and passions.

- Deliver marketing programs often, from every couple of weeks to every two months, with a preference to the shorter timescale.

- Use the ability to quickly respond to change as a source of competitive advantage.

- Closely align business, marketing, sales, agencies and partners.

- Don't be afraid to fail; just don't fail the same way twice.

Create a Command Center

Invest in creation of teams that are editorial in nature, acting like a newsroom to form and articulate brand stories that are relevant to the audience.

Low Hanging Fruit for Agile Marketing

- Content marketing
- Social media marketing
- Web development
- Search engine optimization (SEO)
- Mobile app development
- Marketing automation
- PPC advertising
- Landing page optimization
- Mobile landing page optimization

PROCESS

Map the customer journey and develop a process for creation and distribution of valuable, timely and relevant content organized in a content hub
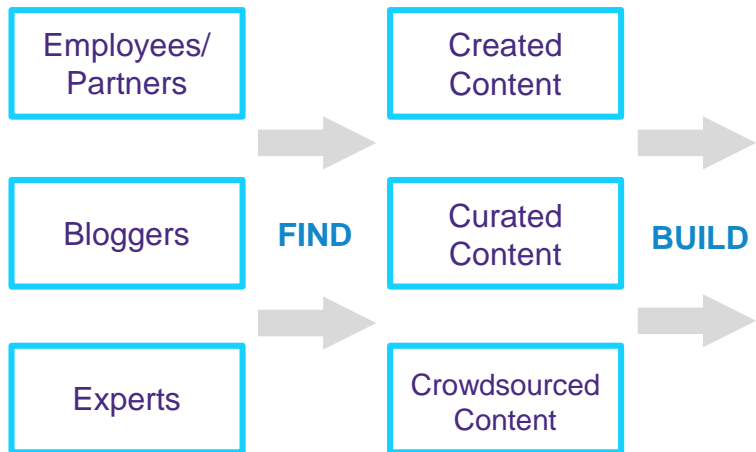
Mapping the customer Journey

Understand how customers and prospects interact with media channels and touch points to optimize messaging and content strategies.

Managing the Content Lifecycle

CONTENT CREATION   **CONTENT DISTRIBUTION**

Employees/ Partners		Created Content				Social		Social Networks
Bloggers	**FIND**	Curated Content	**BUILD**	**CONTENT HUB**	**SHARE**	Owned Media	**SCALE**	Paid Search
Experts		Crowdsourced Content				Organic Search		Mobile
								Offline

INSPIRATION
- Keep an eye on blogs, experts, other sources.
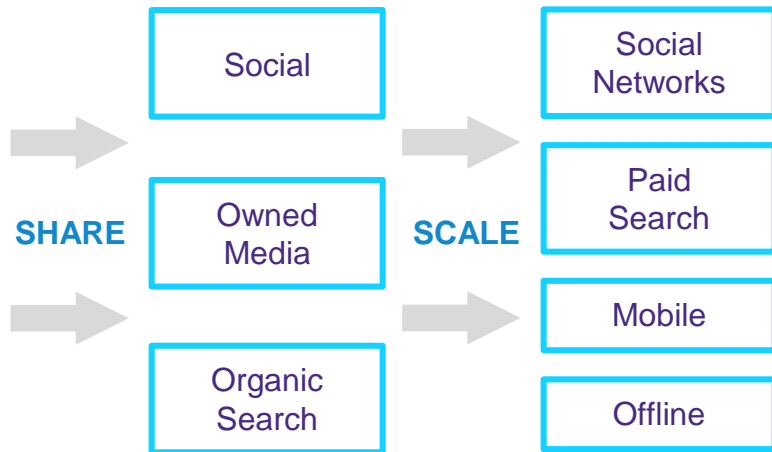- Ideation around themes, ideas.

CO-CREATION
- Partner with creators to develop original content.
- Create your own.

CONTENT HUB
- Publish and aggregate content to .com.
- Make everything shareable.

OWNED AND EARNED
- Start here first.
- Create a media and measurement plan.

SCALING / PAID
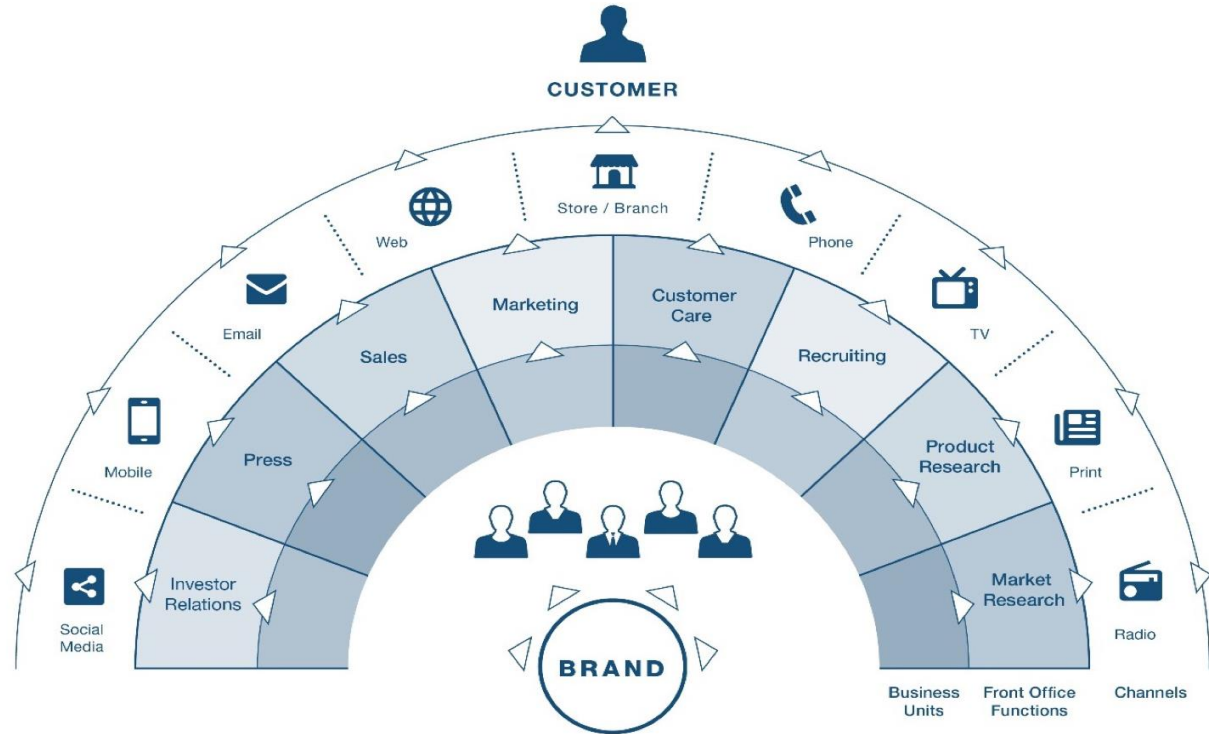- Invest behind the best-performing content.
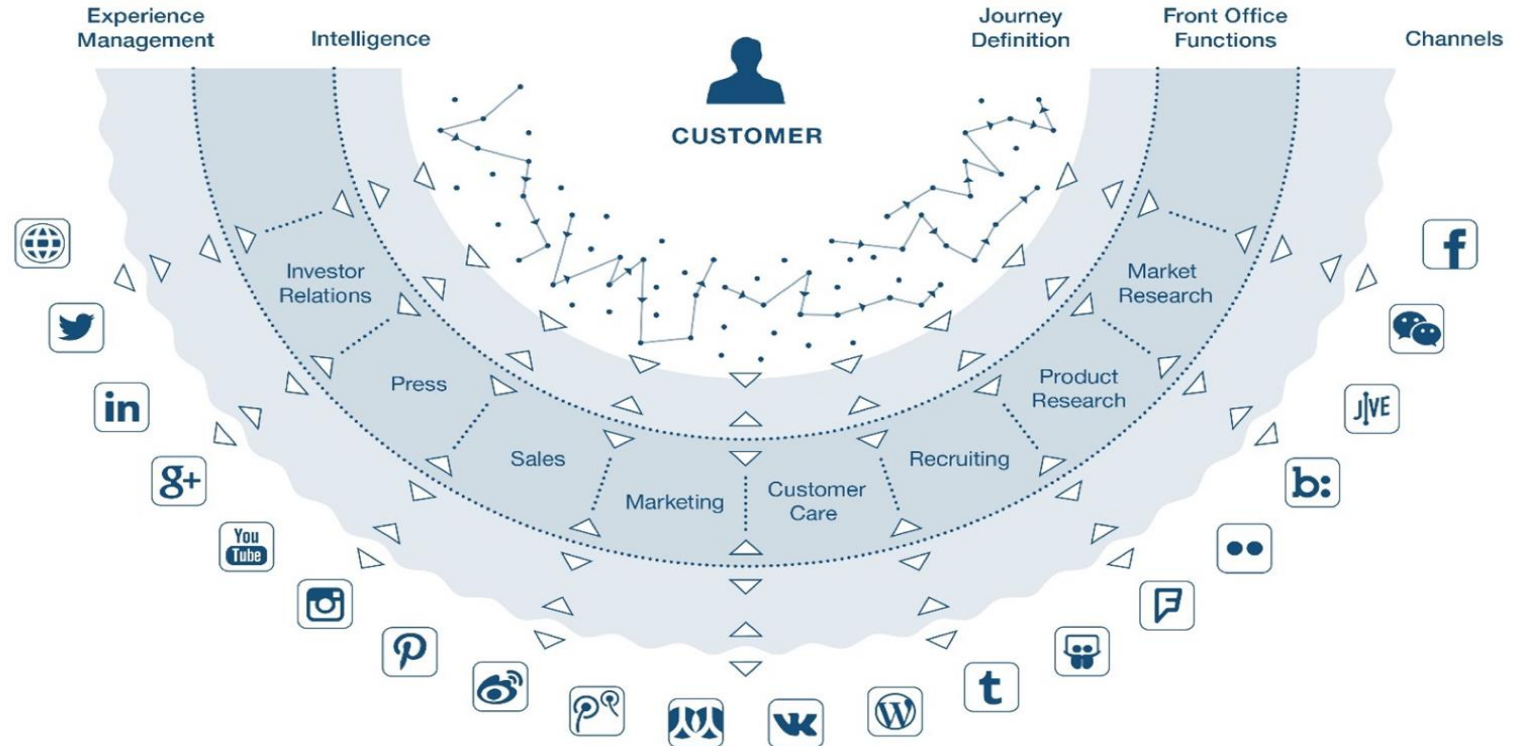
Front-Office Platforms Today

Source: Sprinklr (www.sprinklr.com)

The Front Office of the Future

Source: Sprinklr (www.sprinklr.com)

Building a System of Engagement

GOVERNANCE | ANALYTICS | AUTOMATION

INBOUND | Conversations | Community | Collaboration | Campaigns | Content | OUTBOUND

CONNECTORS

EXISTING TECHNOLOGY ECOSYSTEM

Source: Sprinklr (www.sprinklr.com)
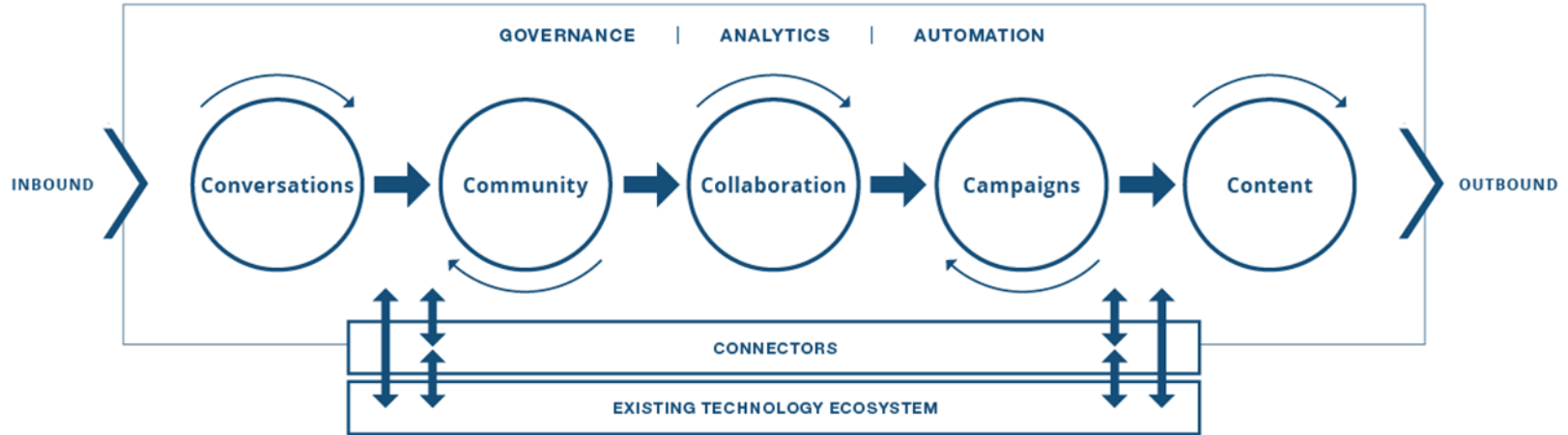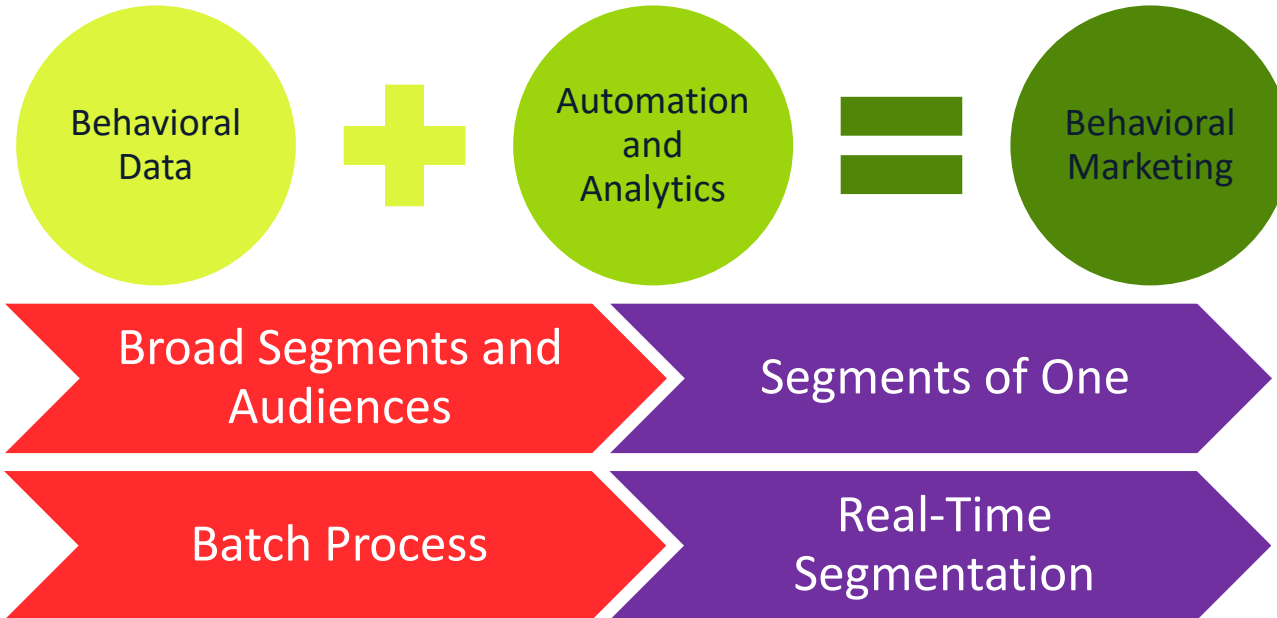
The End State: Behavioral Marketing

Behavioral Marketing is the process of designing and delivering real-time, cross-channel, personalized marketing communications to customers based on automated analysis of their intents, profiles and actions.

Behavioral Data + **Automation and Analytics** = **Behavioral Marketing**

Broad Segments and Audiences	Segments of One
Batch Process	Real-Time Segmentation

Summary: Becoming Agile