

# THE BLULEADZ AGILE MARKETING APPROACH



## What Is Agile Marketing?

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Agile marketing is a methodology that helps marketing teams manage strategy and vision that aligns with short and long-term goals.

## What Is Scrum?

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Scrum is an agile framework for managing projects based on values for teams to iterate projects in a collaborative way.

## What Does This Mean For You?

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We attribute value-based points for every deliverable under our inbound services to ensure you are receiving the most value from our engagement and not just hourly deliverables. Wherever the greatest chance for results lies, that's where we drive your strategy and allocate points.

We base our weekly planning on the value point system and align every initiative with your quarterly strategy. This helps our team adjust to meet your evolving needs by moving your team's resources (your value points) from one initiative to another.

This ensures we stay on top of shifting priorities as you need to adjust. In other words, we are both efficient and flexible.

Check out how our team operates on a weekly basis on the next page.



# How Our Team Operates

Here's a breakdown of the process we follow.

01.



## Sprint Planning

Our team plans projects while building a sprint backlog. These projects are assigned to individual team members based on their specialties.

02.



## Launch Sprint

After the team assigns roles to each project and each stage of the project, they launch the sprint, a week-long work cycle, to focus on completing projects.

03.



## Daily Standups

Every day starts with a daily standup, where the team reflects on what they completed the day before, what they're working on currently, and what is impeding their progress.

04.



## Task Progression

Each project is moved through a kanban-based workflow as the team collaborates to advance each task through individual steps (from In Progress to Done).

05.



## Sprint Retrospective

At the end of the sprint, our team holds a sprint retrospective to reflect on what projects went well and what aspects need to be improved on for the next sprint.

We build strategies on a quarterly basis with you and allot the value points for each of the individual deliverables. These value points are assigned as story points for our internal processes.

With scrum and agile marketing, we continually improve efficiency and get everyone on the same page for each project. It's through our targeted efficiency that we drive results for you in a timely manner.