

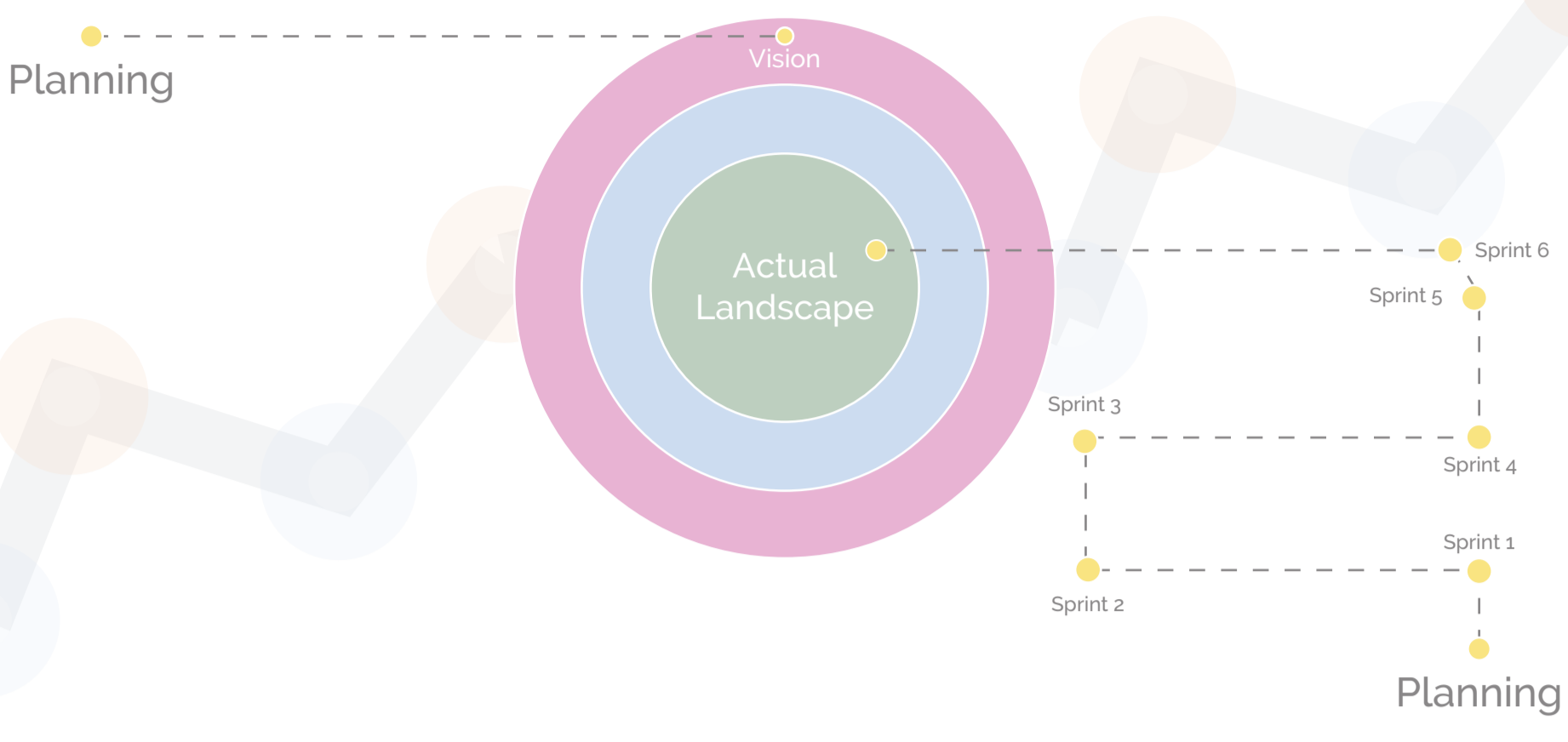


THE IMPORTANCE OF CHANGING TO AN AGILE METHODOLOGY

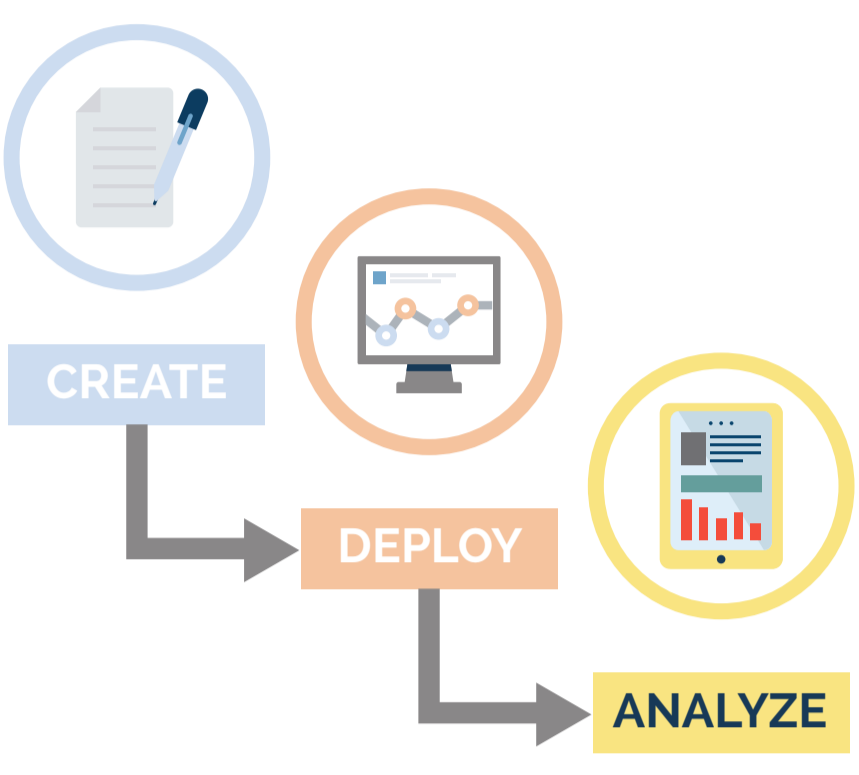
Traditional vs Agile

Traditional Process

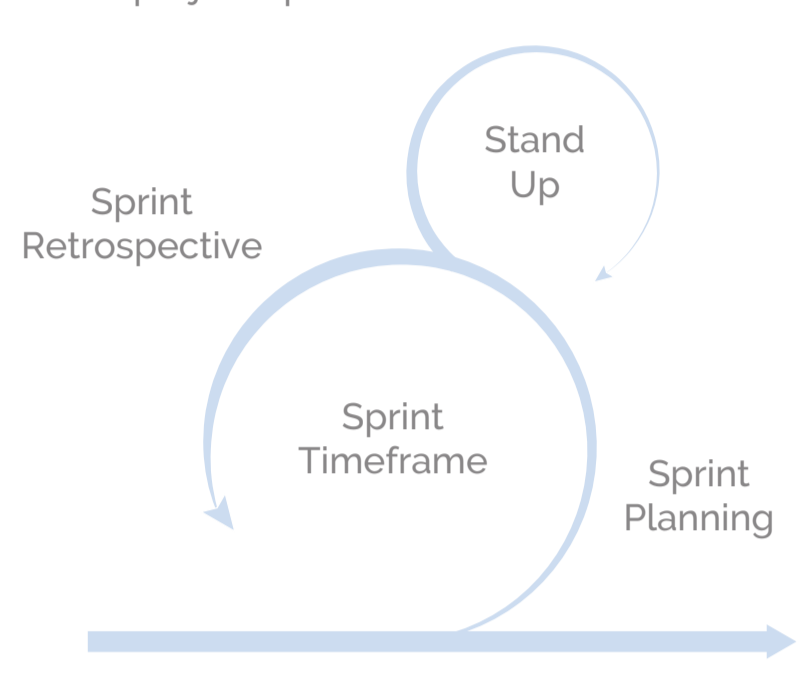
Agile Process



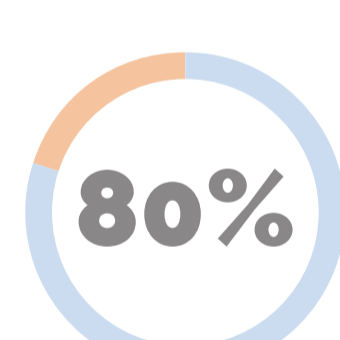
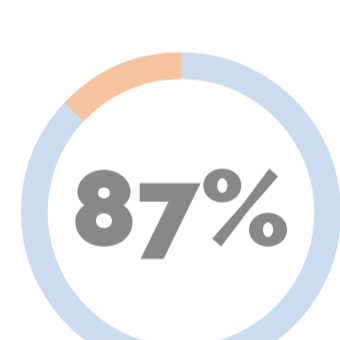
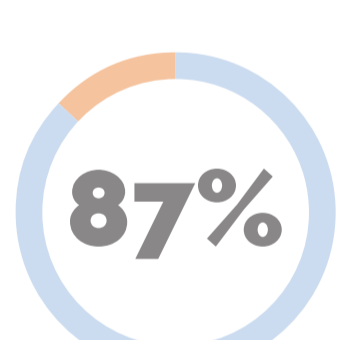
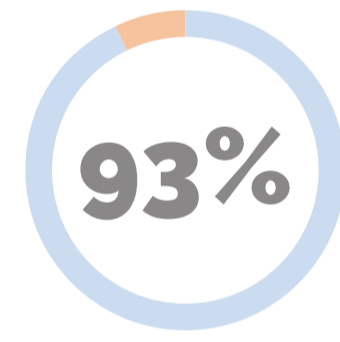
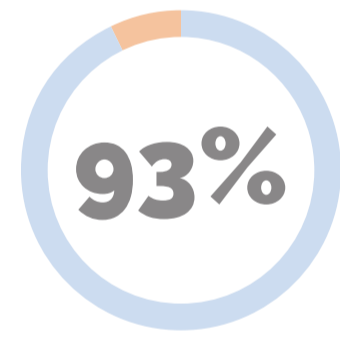
Rigid structure and planning
Annual planning, vision of where want to be



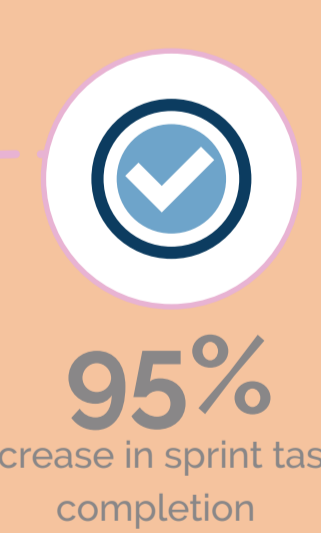
Flexible process adapting easily to change
E.g. Scrum - closely aligned to business objectives, committed to work in Sprints, and projects prioritized



BENEFITS OF AGILE MARKETING

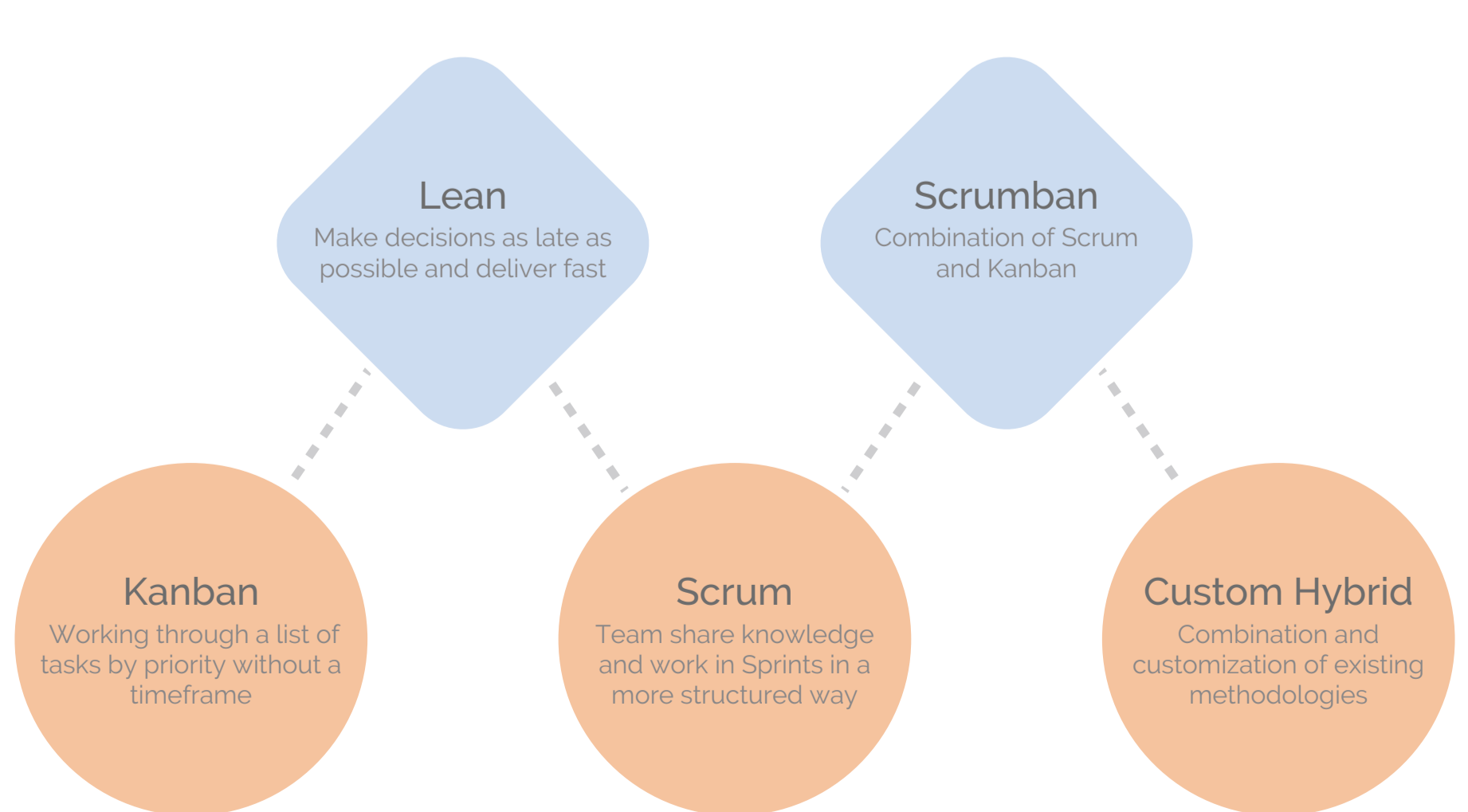


NORTHERN ARIZONA UNIVERSITY CASE STUDY



Almost 0% reliance on agencies and freelancers for daily functions

THE MOST COMMON TYPES OF AGILE MARKETING



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