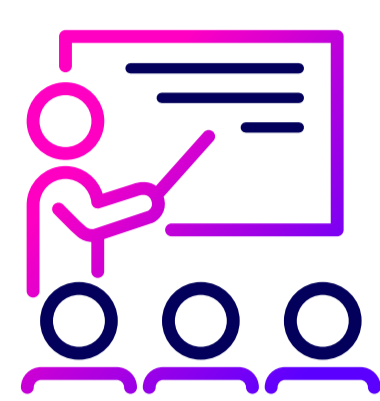


# Building high performing B2B teams: Powered by agile marketing

Agile marketing offers a dynamic framework for navigating the complexities of large organisations. By fostering flexibility, collaboration, and data-driven decision-making, marketing teams can not only survive but thrive.

## Your agile marketing checklist

Building essential habits to build resilience and agility



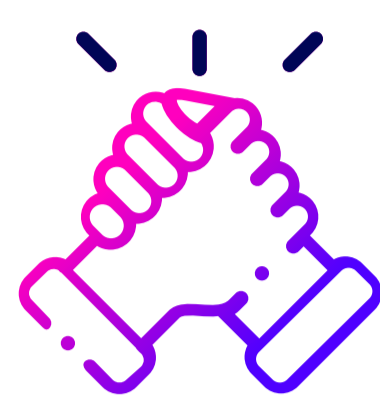
**Foster a culture of continuous learning and improvement**

**94%**

of employees would stay longer at a company if it invested in their learning.<sup>1</sup>



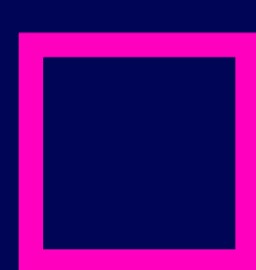
Implement regular training sessions and create a culture where feedback is encouraged and acted upon.



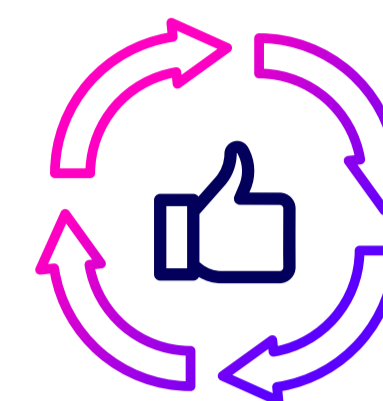
**Embrace cross-functional collaboration**

Cross-functional teams improve product development times by

**30%**<sup>2</sup>



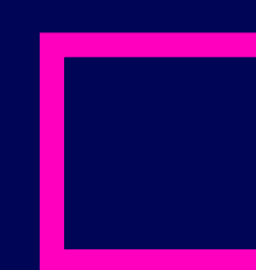
Regular cross-functional meetings can breakdown silos, plus using collaborative tools can help improve communication.



**Implement iterative campaigns**

**60%**

of companies that adopt agile practices see a faster time to market.<sup>3</sup>

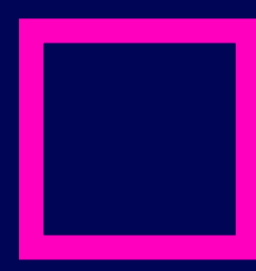


Launch campaigns in small, manageable phases. Use testing and real-time analytics to make data-driven adjustments.



**Prioritise data-driven decision making**

Data-driven companies are **23** times more likely to acquire customers.<sup>4</sup>



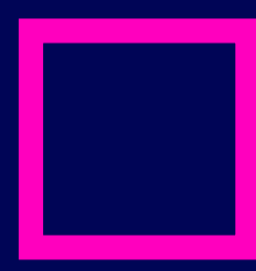
Train your team on how to use and interpret data from analytical tools, and ensure key metrics are reviewed regularly.



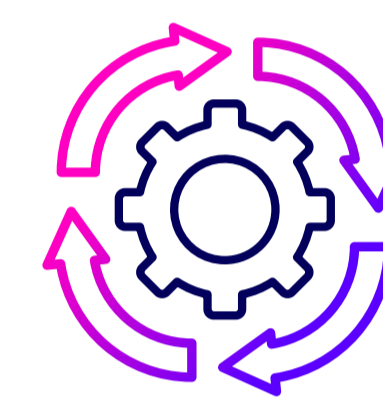
**Cultivate flexibility and responsiveness**

**42%**

of companies with agile practices respond faster to market changes.<sup>5</sup>

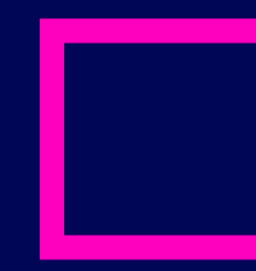


Empower your team to make swift decisions and adapt strategies based on real-time feedback and market trends.

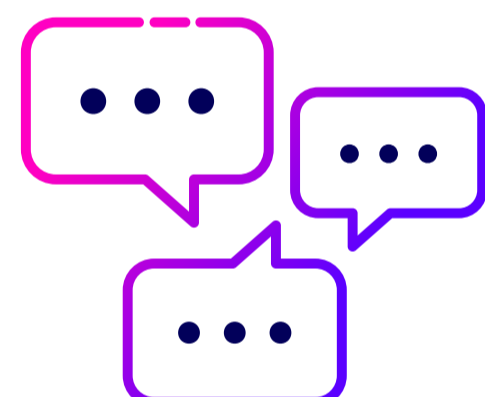


**Streamline processes with automation**

**56%** of global business services organisations have implemented automation, with another **33%** planning to do so.<sup>6</sup>



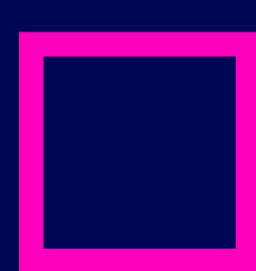
Automate repetitive tasks and instead focus your team's efforts on strategic or creative tasks that need human insight.



**Encourage transparent communication**

Transparent communication can increase team performance by

**25%**<sup>7</sup>



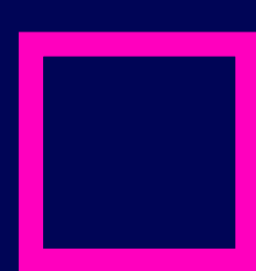
Hold regular updates and check-ins and use clear, concise messages to keep everyone aligned on goals and progress.



**Measure and celebrate success**

Teams that celebrate success are more productive by up to

**21%**<sup>8</sup>



Set clear, achievable goals and track progress. Celebrate both small wins and major milestones to keep the team motivated.



## Stay agile, stay ahead!

By embedding these agile habits, you'll build a resilient, high-performing team ready to tackle any challenge.

## Ready to make your team agile marketing experts?

[Join Bright's Agile marketing bootcamp](#)

Use agile marketing to maximise resources, data and tech

Implement experimentation to drive continual improvement

Demonstrate results at pace

Use data to pivot or persevere in response to market changes

This interactive and practical course, led by certified ICAgile marketing trainers, will enable you to:

The way you work impacts the results you achieve.

To find out more visit [www.brightinnovation.co.uk](http://www.brightinnovation.co.uk) or call 0207 081 2860

<sup>1</sup> LinkedIn | <sup>2</sup> McKinsey & Company | <sup>3</sup> Forbes | <sup>4</sup> BARC | <sup>5</sup> Adobe | <sup>6</sup> Gartner | <sup>7</sup> Slack | <sup>8</sup> Gallup