

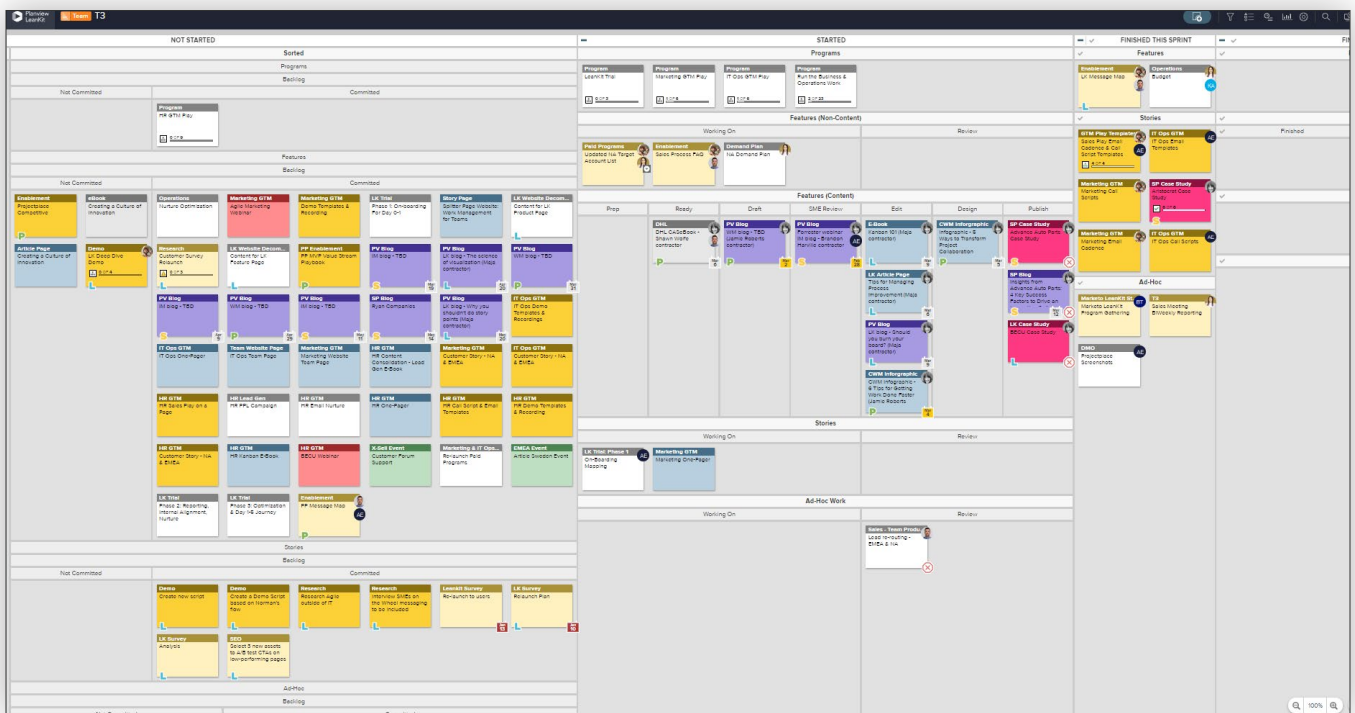
INFOSHEET

# Accelerate Your Agile Marketing Journey

## How Enterprise Kanban Ensures Planview's Organizational Alignment

In today's dynamic marketplace, organizations are increasingly embracing the concept of Agile Marketing, where the focus is on continuous improvement and accelerating time to market. It is incredibly important for today's marketers to better visualize work and collaborate effectively on campaigns to ensure that they are providing the right content to their target audience and generating demand for their organization's products/services.

Planview LeanKit™ helps organizations and teams to improve work visibility and collaboration in a single digital workspace, allowing marketing teams to focus on generating quality web traffic, optimizing their websites and delivering enough impactful content to keep leads flowing. Having a single source of truth for all work information makes it easier to allocate resources effectively and deliver campaigns on time and with complete alignment to strategic marketing objectives. As a result, these marketing organizations are more effective at generating new business and growing customer loyalty.



# Planview Use Case

## Business problem:

In 2019, Planview's Marketing department was having difficulty visualizing work and collaborating across teams. Marketing teams operated in silos, where a lack of visibility meant that teams were not always aligned on priorities and often had trouble understanding work commitments and capacity. These teams were still dependent on each other to get work done, and the resulting handoff delays and bottlenecks became a catalyst for change within Planview's Marketing organization.

## How Planview helped to address challenges:

Planview® embraced the concept of Agile Marketing, with the formation of cross-functional Go-to-Market teams designed to drive efficiency, remove waste and blockers, and continuously improve processes. LeanKit's configurable Kanban boards allowed different Marketing teams to mirror their process digitally, facilitate more effective discussions about priority and work status, and ensure strategic alignment to overall business goals. Improved work visibility and collaboration across teams has helped Marketing to reduce handoff delays, status meetings and the reliance on communication via e-mail, slack, and other disparate tools.

## The results they achieved:

With greater visibility into work and dependencies and complete alignment to strategic priorities, Planview's Marketing teams now deliver work faster. Advanced analytics and reporting enable the Go-to-Market teams to continuously improve by making changes to processes that ensure continuous flow and remove bottlenecks and waste. Executives have a view of work across Marketing teams and are better able to address risks and dependencies that may affect work delivery. Teams are now focused on delivering the highest-value work in order to increase demand and drive deals forward.

## Links to relevant assets:

### ***Beginner's Guide to Kanban for Agile Marketing***

<https://www.agileherpas.com/kanban-for-agile-marketing/>

### ***Kanban and Agile Marketing: Why Teams are Getting On Board***

Learn how Kanban can bolster your Agile marketing practices:

<https://blog.planview.com/kanban-and-agile-marketing-why-teams-are-getting-on-board/>