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# AGILE Marketing

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MARKETING NEWSLETTER

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# FOREWORD



**DR. VEDHA BALAJI  
HOS, MARKETING**

Agile marketing is a method of marketing that focuses on rapid experimentation and iteration. It is based on agile software development principles, emphasizing flexibility, collaboration, and the ability to respond quickly to change. In agile marketing, teams work in short cycles, called sprints, to develop and test new ideas and then continuously use data and customer feedback to improve their marketing efforts.

One key aspect of agile marketing is the use of data and analytics to inform decision-making. Agile marketing teams use data to measure their campaigns' effectiveness and identify improvement areas. They also use data to prioritize their efforts and to decide which marketing activities will have the most significant impact.

Another key aspect of agile marketing is the focus on collaboration and cross-functional teamwork. Agile marketing teams often include people with various skills, such as designers, content creators, and data analysts, and they work closely together to identify and address challenges.

Agile marketing is particularly well-suited for fast-changing environments where traditional marketing approaches may not be practical.

Agile marketing is a process for organizing and executing marketing efforts flexibly and iteratively.

The following are a few examples of how a company might use agile marketing techniques:

1. Testing and iterating on marketing campaigns: Rather than planning and launching a single extensive campaign, an agile marketing team might break their efforts into smaller "sprints" and test different versions of their campaigns to see what works best.
2. Collaborating with cross-functional teams: Agile marketing teams often work closely with other departments, such as product development, customer service, and sales, to ensure that all aspects of the company are aligned and working towards the same goals.
3. Using data and analytics to guide decision-making: Agile marketing teams rely on data and analytics to understand what is and is not working and to make informed decisions about where to focus their efforts.
4. Being responsive to changes in the market: Because agile marketing teams can move quickly and adapt to new information, they are well-suited to respond to market changes or customer needs shifts.
5. Focusing on customer experience: Agile marketing teams prioritise creating a seamless and positive customer experience and use customer feedback to inform their efforts.



## **PENNING DOWN MY THOUGHTS...**

### **"THE HARDEST GOOD BYES ARE THE ONES NEVER SAID"**

It had been a wonderful journey as a faculty co-ordinator of marketing newsletter M-ask for the last two years. The amazing team of young minds constantly ignited my creative side. Little did I know that this journey will leave a deeper impact on me as I move on...

Donning many hats in a trimester mode is not a cake walk. Our newsletter team of disciplined co-ordinators worked relentlessly to make every issue a refreshing read. An eye for detail by our power house editorial team helped us in bringing down plagiarism in some issues as nil, which at times left us spell bound. A Passionate team of designers who strived hard to give every issue a professional touch in design was commendable. A special note of thanks to team BKC headed by Prof. Vasudevan with whom we not only shared a common page in every issue but a great team synergy which kept us going.

As I sign off ... wishing our newsletter team M-ask victory in every step they take.

**DR.BARKATHUNISSA.A**  
**FACULTY CO-ORDINATOR-MASK (BCC)**





# FACULTY CORNER



**Dr. SREEDHARA R**

Agile marketing is a marketing strategy that emphasises adaptability, collaboration, and rapid experimentation. It is founded on the principles of the Agile software development methodology, which was created to assist teams in responding quickly to changing customer needs and market conditions.

The use of small, cross-functional teams that work in short, iterative cycles known as "sprints" is an important aspect of agile marketing. These teams are given the authority to make decisions and take action quickly, without the need for extensive planning or approval from upper management. This enables more efficient decision-making and quicker responses to market opportunities or challenges.

The use of data and analytics for informed decision-making is another important facet of agile marketing. Agile marketers test and optimise their marketing efforts using a variety of tools and techniques. This allows them to identify what is and is not working and make necessary course corrections.

Agile marketing also prioritises collaboration and communication. Agile marketing teams use a variety of tools to stay in sync and collaborate effectively, such as project management software and online collaboration platforms. This makes it easier for team members to communicate ideas and feedback and helps to ensure that everyone is on the same page in terms of objectives and goals.



There may be some difficulties in implementing an agile marketing strategy. It can be difficult to change established processes and mind-sets, and team members may need some time to adjust to working in a more fluid and collaborative manner. However, the benefits to organisations that can embrace the agile mind-set and make it a part of their culture can be significant.

Overall, agile marketing is a data-driven and flexible marketing approach that emphasises collaboration, rapid experimentation, and the ability to respond quickly to changing customer needs and market conditions. It can help organisations stay ahead of the curve and remain competitive in today's fast-paced business environment.



# THE AGE OF INFLUENCE - NEAL SCHAFER

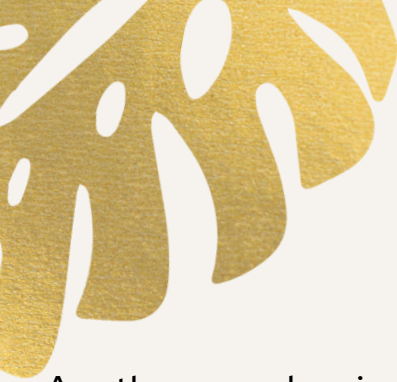
## BOOK REVIEW



Businesses are battling for customers' attention as they try to gain a foothold in the online world, where more and more individuals spend their time instead of consuming traditional media. "The Age of Influence: The Power of Influencers to Elevate Your Brand", written by Neal Schaffer, is a must-read for anybody interested in the rapidly growing field of influencer marketing. Influencer marketing is a growing field, and Mr. Schaffer, an established figure in the field, has written a concise yet compelling book on the topic. There are four sections in which the book is divided, and each section delves deeper into the whys and hows of influencer marketing and how businesses and individuals can best interact with these influential figures. How to become an influencer yourself is covered briefly. All these things are crucial in the modern marketing game, where names are made through recommendations.

Because of the unique perspective influencers bring to discussions of products and services, brand affinity is a potent tool for attracting new followers and buyers. As a result, products and their intended consumers have a mutually beneficial bond.





As the pandemic continues to alter our social interactions, companies are learning the value of marketing influencers. The Age of Influence teaches businesses and entrepreneurs that to stand out, they must cultivate connections and collaborate with social media users. In today's ever-evolving marketing environment, everyone with an internet connection is potentially influential; the case studies presented in this book will show how anyone can establish a name for themselves.



**Priyadarshan Mishra**  
**(2127620)**



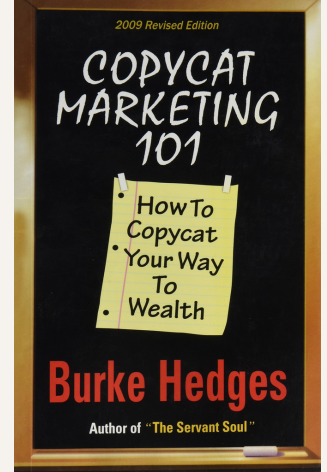
# COPYCAT MARKETING 101

BY BURKE HEDGES

## BOOK REVIEW

The book, explains how human beings get caught in this loop of imitations and locate it hard to pop out of it. The author explains how leverage may be very critical for the introduction of wealth, and the way it is able to be used for growth. He emphasizes that someone who has time in hand might be wealthier than the person who doesn't because the previous has a risk of getting a little intellectual peace. "If you still do what you've done, you'll hold to get what you've gotten." Most human beings need extra for themselves, extra for their families, than being dead, dead-broke, or nonetheless running to make ends meet. Imagine if money and time weren't a problem in your life, having the ability to stroll your children to high school each morning, and by no means having to overlook a faculty play or football recreation due to the fact you needed to paintings, make plans your paintings round your golfing, rather than your golfing round your paintings, occurring holiday and coming lower back whilst you need to return back lower back, instead of whilst you boss says you need to come lower back.

The present-day device maximum human beings copycat is designed to create transient earnings, now no longer real wealth due to the fact it's primarily based totally on linear growth – buying and selling time for dollars. We copycat the whole lot else in our lives. One issue that we didn't copycat is growing wealth. We reproduce others, others reproduce us and all too often, we ASSUME we're copying the proper human beings! That's exactly what takes place when we take an activity without simply considering why we took the activity. Most human beings expect that jobs are a high-quality manner to create wealth, while in fact, jobs don't create real wealth – jobs create transient earnings! Why haven't we discovered a manner to copycat growing wealth? The solution is painfully obvious – maximum people had been copycatting the activity tune rather than the wealth introduction tune.



Most human beings expect that an activity is the most effective manner to actualize their economic dreams. Perhaps they're blind to the options for the activity. Perhaps they don't consider there are different assets of wealth.

"Wealth – isn't pretty much having the ability to shop for matters, even though this is a pleasant aspect gain. True wealth is synonymous with freedom." Wealth is ready having sufficient cash and sufficient time to do what you need WHEN you need. Most human beings assume real wealth is having plenty of cash so you should buy cloth matters. But, the wisest human beings recognize that real wealth isn't a lot approximately shopping for extra matters as it's miles approximately having extra time to do what you need to do.

The largest gain of real wealth is having the liberty to pick out the way you spend your time. Doctors and attorneys who make upwards of \$ one hundred fifty thousand, consistent with year, experience trapped. They have the cash to shop for and do what they need to do, however maximum do now no longer have the TIME due to the fact they must preserve running at their jobs. They must paint to create earnings in order to keep their lifestyle.

Income introduction is;- 10 hours of paintings = 10 hours of pay

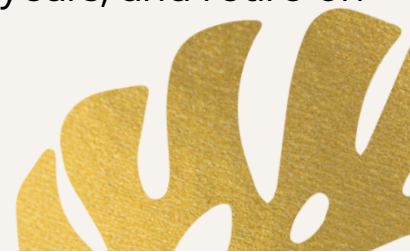
Income introduction is a countless treadmill. It's known as the time for cash.

When the treadmill stops, the earnings stop.

Residual earnings = continue earning profits whether or not you display up at paintings or now no longer!

40/40/40 = paintings forty hours a week, for forty years, retire with a retirement dinner and a \$ forty watch.

50/50/50/50 = 50 hours a week, 50 weeks a year, for fifty years, and retire on 50% of what we can't stay on today.







# AGILE MARKETING – ENABLING CUSTOMER CENTRICITY


Companies must concentrate on effective business practices to prosper in the fast-paced economy. Agile marketing is a strategy businesses can use to flourish in the market and gain a competitive advantage over their rivals.

Agile marketing assists the company in adopting a customer-centric strategy by concentrating on the necessary aspects of providing the finest services. By utilising cross-cultural and highly effective teams, this approach gives firms a competitive edge by reducing lead times, increasing productivity, and offering the highest level of customer service.

To use this strategy, businesses must develop a framework for organising and planning their project workflow. Agile marketing teams employ sprints to finish those tasks collectively. These quick, small tasks let managers assess how well teams work under pressure.

Following agile values and concepts, marketing teams can employ the following methodologies:

- In the Scrum method, the teams have a backlog of tasks they must complete within a specific time frame. These tasks are given priority, and the marketing activity is divided into digestible units that may be finished in a timed period of two to four weeks.

- 
- In the Kanban method, marketing teams should use a pull-based workflow system to move jobs through the to-do, work-in-progress, and finished stages of the workflow. In order to increase output, the number of tasks that are still in the process must be kept at a tolerable level. By doing this, it is made sure that the job moves swiftly through each stage.
  - Workflows for marketing teams should include components of both Kanban and scrum. This hybrid strategy is known as Scrumban. Teams frequently employ timeboxes while using a Kanban board to plan their upcoming marketing tasks. However, there are no rigid guidelines, so teams can choose the Kanban and scrum components that best suit their unique requirements.

Businesses should understand the agile fundamentals to make the best use of it. Therefore companies should focus on enhancing knowledge about the importance of agile marketing among their employees.



**Ramya J**  
**(2127959)**

# ADAPTATION OF AGILE MARKETING IN RETAIL MANAGEMENT.

In today's business environment, companies are being pushed to rethink their business models and offerings in light of the challenges and opportunities posed by the VUCA world. Customers are at the center of an 'aggressive marketplace', where highly competitive and agile start-ups leverage their capabilities to quickly identify and respond to new business opportunities. Due to the current business environment's continuous state of change, marketers have turned to agile methodologies and practices to reduce cycle time, boost flexibility, sharpen competition, and quickly respond to market globalization.


Agile Marketing has emerged as a result of the expansion of agile concepts, such as quicker production cycles, continuous improvement procedures, transparency, coordination, and client interaction, from the software development area to the marketing field. By bridging the gap between "learning delivered" and "need identifying," this new marketing strategy hopes to create more planned and effective responses to changing circumstances.

It is rooted in a series of techniques to adapt marketing tactics in response to changing client needs.

Agile in the context of marketing refers to the constant use of data and analytics to source beyond-the-norm prospects or solutions to issues in real-time, the rapid deployment of tests, the evaluation of the findings, and the rapid iteration of solutions. An agile marketing organization that operates at scale can manage numerous new concepts each week and hundreds of campaigns running side by side.

Agile marketing requires several conditions to be met. A marketing organisation must have the necessary data, analytics, and marketing technology infrastructure in place and a clear understanding of what it wants to achieve with its agile initiative.






This technological aid enables marketers to collect, assemble, and manage data from various systems; base decisions on sophisticated propensity and next-best-action models; automate the distribution of campaigns and messages across channels; and provide feedback into the system customer tracking and message performance. Senior marketing leaders' endorsement and ownership of the transition to agile is another essential requirement. When new ways of working inevitably run across resistance, they offer essential resources and vital support. Even though these factors are essential for success, assembling a small group of gifted individuals who can collaborate quickly is the most significant component. They ought to be capable of working in a "war room," be freed up from their "BAU" (business as usual) day duties, and have expertise in a variety of functions (internal and external).

Today, the agile technique is being adopted across many different industries. The robust framework has converged on crucial project success criteria centered on people, processes, and organizational culture.

Agile is used in industries including manufacturing, operations, and retail. These industries need to be mapped. Following the COVID-19 pandemic, restrictions on travel, business hours, and people's mobility rights substantially influenced the retail sector. With internet retailers being open around-the-clock, consumer behaviour has undergone a huge change. Mobile phone use and access to the internet have created new opportunities.

Retailers have experienced significant changes both monthly and daily, along with many other industries. While industries like hospitality have been forced to close, customers' sentiments toward them haven't altered much; customers had fewer options for interacting with restaurants, bars, and hotels.



Agility is essential for delivering as retail faces difficulties that are changing in real-time. Being nimble is now a must for corporate success rather than just a wise move. Those who didn't act quickly and correctly probably already lost market share. The need for retailers to improve their marketing operations has never been greater, releasing marketers from low-value, labour-intensive tasks and allowing them to embrace agility to deliver on the retail customer experience.

Retailers are beginning to acknowledge this year that their actions won't change consumers' past purchasing patterns; instead, they will need to remain reactive as the situation evolves. Of course, agility is essential. In today's fast-paced, technologically advanced world, consumers anticipate a more individualised, responsive, and creative purchasing experience than they could have a decade ago. And with that, a new era of agile retail marketing has begun, one that will assist merchants everywhere in moving swiftly, empowering staff, and gaining a competitive edge in this fast-paced industry.



**KASHYAP SHARMA**  
(2128013)




# MARKETING CLUB ACTIVITY REPORT

## Quality in Service

### Guest Lecture


This Marketing club event was organized on 18th November 2022. The speaker of the event was Mr. Pradeep Kumar, Executive Coach & Consultant, Global Trainer, Operational and Organizational Coach at Beyond Z Consulting LLP. The topic for the event was based on 'Quality in Service'. The session led Mr. Pradeep Kumar started with a discussion on the concept of Service Quality and Six Sigma. He mentioned it as a collection of methods and equipment for process improvement is called Six Sigma. Statistics and data analysis are used in the Six Sigma process to identify and minimise errors or flaws. It was followed by the 10 dimensions of Service Quality that Sigma include functions such as Responsiveness, Assurance, Tangibility, Empathy, Reliability, Competence, Access, Courtesy, and how they are relevant in the market when it comes to enhancing customer experience and building brand loyalty. The session concluded with a small discussion on the concept of value as it helps to understand the needs of the consumers and accordingly make changes in the delivery of the service provided to enhance customer experience. These were the key takeaways of the session.

At last Mr. Pradeep Kumar left his contact details and LinkedIn profile with everyone, who can get in touch with him for personal or work-related things. Most importantly all the participants are expected to input the valuable insights shared by the speaker in their real life's and become a better version of themselves in terms of growth, skills, qualities & practicality.






## Photos of the activity



**School of Business & Management**  
**Marketing Department**  
**Presents**



**"QUALITY IN SERVICE"**  
**MR PRADEEP KUMAR**

Date : 18-NOV-2022,  
Time : 2:45 PM - 4:15 PM

Venue : 301,  
BCC, Central Block





# MARKETING CLUB ACTIVITY REPORT

## Marketing Perspective in Defence

### Guest Lecture

This Marketing club event was held on 25th November 2022. The speaker for the day was Brigadier Achal Dilip Kumar at Indian National Army. The topic for the event was related to 'Marketing Perspective in Defence'. Brigadier Achal headed the session by telling the Marketing Mantra that focuses on identifying overall goals and opportunities followed by creating marketing strategies, tactics with overall monitoring of status all the time. Factors such as Audience, Objectives, Metrics, Budget are very important while devising such tactics and strategies. He then showed how the function of marketing is relevant in the Defence which was followed by certain comparisons between supply chain of military v/s supply chain in the commercial/corporate world. There were number of reasons that includes vendor assessment and management, communication, emphasizing accomplishments, etc., make marketing significantly important in the supply chain aspect of the 'Defence Industry'.

At the end of the session Brigadier Achal Dilip Kumar left his contact details and LinkedIn profile with everyone, who can get in touch with him for personal or work-related things. Most importantly all the participants are expected to input the valuable insights shared by the speaker in their real life's and become a better version of themselves in terms of growth, skills, qualities & practicality.

## Photos of the activity



 **CHRIST**  
(DEEMED TO BE UNIVERSITY)  
BANGALORE - INDIA

**SCHOOL OF BUSINESS & MANAGEMENT**

**MARKETING DEPARTMENT  
PRESENTS**



**Supply Chain: Marketing Perspective  
in Defence**

**By:**  
**BRIGADIER ACHAL DILIP KUMAR**

**Date: 25-Nov-22**  
**Time: 2:45 PM - 4:15 PM**  
**Venue: Campus View (9th Floor)**  
**Central Block (Bangalore Central Campus)**





# MARKETING CLUB ACTIVITY REPORT

This Marketing club event was held on 2nd December 2022. The session was conducted by the faculty of marketing department of Christ University to help students with the ongoing placement season. The main objective was to guide students on how to prepare well for companies that will come for placements.

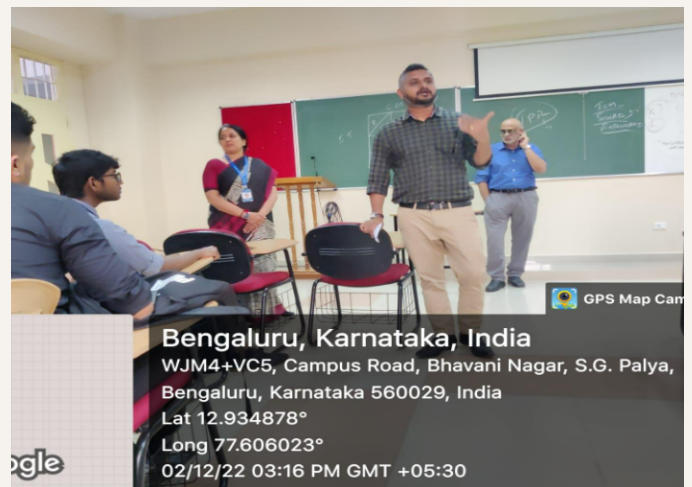
Students were advised on a number of points such as:

- Improving communication skills.
- Implementing a solution giving mindset.
- Being able to leverage one's strengths for the job role.
- Being proactive and energetic etc.

The entire session aimed at helping students improve on a number of factors mentioned previously to facilitate the transition in environment from campus to corporate. The participants are expected to input the valuable insights shared by the faculty of marketing department in their real life's and become a better version of themselves in terms of growth, skills, qualities & practicality for smooth transition from campus life to corporate life.



## Photos of the activity





# MARKETING CLUB ACTIVITY REPORT

## Organic Marketing in the World of Deep Pocket Advertising

### Guest Lecture

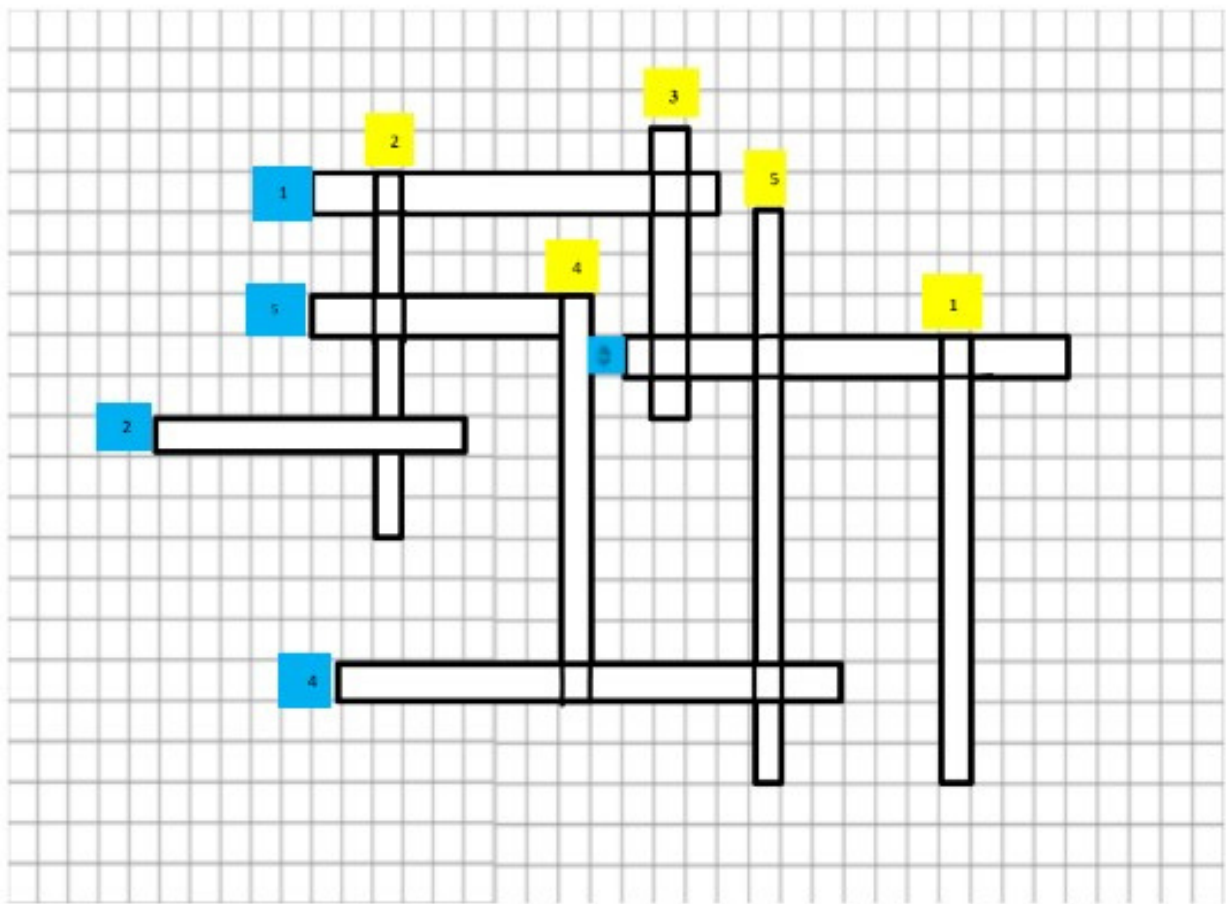
This Marketing club event was held on 9th December 2022. The session headed by Ms. Satakshi revolved in the domain of advertising. The session covered important aspects on various topics such as Organic Marketing, Influencer Marketing, SEOs, SMM, Role of Automation in Advertising etc.

The key takeaways for the session were:

1. How to generate organic traffic on one's websites or social media platform and why it is better than paid methods.
2. How endorsements and collaboration with the right people can boost one's marketing campaigns.
3. Marketing Automation gets a handle on prospect interest and it also takes care of leads that are generated across a wide range of online and offline channels.

The entire session aimed at helping students getting a better idea on various ways to generate organic traffic and implementing other types of advertising strategies to grow and nurture your marketing campaigns. The participants are expected to input the valuable insights shared by the faculty of marketing department in their real life's and become a better version of themselves in terms of growth, skills, qualities & practicality for smooth transition from campus life to corporate life.

# MARKETING CROSSWORD



## HORIZONTAL

1. An individual who influences the opinions of others.
2. Activities by which an individual acquires and assigns meaning to stimuli.
3. The creation and promotion of goods intended to ameliorate or reduce adverse impacts on the environment.
4. The way you differentiate yourself from your competitors.
5. Measurement used to calculate customer retention.



## **VERTICAL**

1. One of the dimensions of the SERVQUAL model.
2. Spontaneous and unplanned buying behaviour of customers
3. Best tool to target customers and get valuable insights about target audience (in context of SEO)
4. Variables that are not a part of decision making process according Howard Sheth model
5. Most fundamental and necessary component of any logistics system




**RAMYA J (2127959)**



**SHIVAM (2128125)**





# QUIZ

1. Which business received BIS accreditation to become the first LAB manufacturing firm in the world?
2. Which country has the largest exporter of arms during 2017-21, as per the SIPRI report?
3. Which business spearheaded the "Savdhan Rahein, Safe Rahein" public awareness campaign on the dangers of financial fraud?
4. Which organisation helped the NITI Aayog issue the paper titled "Connected Commerce: Creating a Roadmap for a Digitally Inclusive Bharat"?
5. Which Indian PSU reached the top 100 most valuable Indian companies after regaining a market capitalisation of Rs. 50,000 crore?
6. Which pharmaceutical firm has made the decision to invest £240 million in growing its vaccination business in the UK?
7. Which corporation has collaborated with the non-profit SEEDS to establish COVID care facilities and begin a community COVID-19 vaccination drive?
8. Which life insurance business has recruited Mahesh Balasubramanian as its new MD?
9. Which business, with a market valuation of Rs. 2.65 trillion, has reclaimed third place among Indian IT services providers?
10. Which of the following become World's first Large Scale Chemical Production Plant to completely run on Renewable Energy?

# ANSWERS

## Answer Keys

Ans. 1) Tamil Nadu Petroproducts

Ans. 2) USA

Ans. 3) Bajaj Finserv

Ans. 4) A paper titled "Connected Commerce: Creating a Roadmap for a Digitally Inclusive Bharat" has been made public by the NITI Aayog. In association with Mastercard, the NITI Aayog published the report.

Ans. 5) After its shares rose more than 80% in the previous one and a half months, The Steel Authority of India Ltd.'s market capitalization increased to Rs. 50,000 crore.

Ans. 6) With an investment of £240 million, The Serum Institute of India is growing its vaccination business in the United Kingdom.

Ans. 7) A community COVID-19 immunisation drive and COVID care facilities have been established thanks to a partnership between the PepsiCo Foundation and the nonprofit Sustainable Environment and Ecological Development Society.

Ans. 8) Kotak Mahindra Life Insurance Company Limited appointed Mahesh Balasubramanian as its managing director (KLI).

Ans. 9) With a market valuation of Rs. 2.65 trillion, Wipro has reclaimed the third-largest position among Indian IT services providers.

Ans. 10) When SABIC in Spain signs a significant agreement with electrical utility firm Iberdrola to obtain power from solar power projects, it will become the first large industrial in the world to function entirely on renewable energy. The facility is anticipated to be completely operational by 2024 and help SABIC meet its 2025 sustainable energy goal. In support of climate change programmes like EU 2030, this new factory will reduce indirect carbon dioxide emissions by 80,000 tonnes annually.



**Sebastian Raju Ishara**  
**(2127924)**





**Dr. Barkathunissa**

## **FACULTY COORDINATORS**



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**Gokul**

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**Bharath**