Agile Marketing

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Agile is nothing new to software development, IT, and broader project management teams, but to those of us on marketing and creative teams it's one of the biggest buzzwords in the industry. Adopting an agile process can help teams hit their KPIs, balance workloads, improve efficiency, and ultimately produce higher quality work. Read on to learn our best practices for building an agile process that works for *your* team.

Kanban Custom Views in Lytho Workflow

Kanban is a dynamic new way to visualize your team's work. Within the kanban custom view (https://guide.lytho.com/help/kanban-views), you can see cards for each task and proof organized by status and save custom filter sets to quickly see important information at a glance.

Video: Leveraging Agile and Lean Principles to Accelerate Your Creative Group

Many creative teams struggle to provide stronger digital-first thinking, quicker delivery times, and lower costs with their current operating model. Their volume and quality of work, team morale, and client satisfaction suffer as a result. If this touches a nerve, it's time to rethink how your creative team works. Join Lytho's Head of Business Strategy, Brian Kessman, as he provides practical guidance for how creative teams can deliver impactful, quality work — faster, smarter, and with greater agility than by using traditional service models.

Agile's Trojan Horse: How In-House Brand Marketers and Creative Teams are Adopting Agile

Marketers are creating strong alliances with technology teams, championing the cause for faster delivery of customer value, and paving the way to Agile ways of working for all. Watch and learn why marketers are on the cutting edge of agility, how they're adapting Agile to work for them, and what this means for business agility as a whole.