# Agile Marketing 🤸‍♀️

Published on 05/15/2020

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 ignite

Kanban is a dynamic new way to visualize your team's work. Within the kanban custom view (https://guide-ignite.inmotionnow.com/help/kanban-custom-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.

## Download the eBook: Guide to Building an Agile In-House Team

## Industry Best Practices From the inMotion Blog

- What Is Agile For Marketing (And What Is It Not?)(https://www.inmotionnow.com/project-workflow/agile-marketing-not/)

- How to Manage Creative Projects With Kanban (https://www.inmotionnow.com/project-workflow/how-to-manage-creative-projects-with-kanban/)

- 4 Steps to Build an Agile Marketing Team(https://www.inmotionnow.com/project-workflow/4-steps-build-agile-marketing-team/)

- The Role of Agile in the Creative Production Process(https://www.inmotionnow.com/project-workflow/role-agile-creative-production-process/)

- 6 Values and 4 Benefits of Agile Marketing(https://www.inmotionnow.com/project-workflow/6-values-and-4-benefits-of-agile-marketing/)

- How Agile is Your Workflow? Part 1 (https://www.inmotionnow.com/project-workflow/how-agile-is-your-workflow/)

- How Agile is Your Workflow? Part 2: Survey Says...Pretty Darn Agile(https://www.inmotionnow.com/project-workflow/part-ii-agile-workflow-survey-sayspretty-darn-agile/)

- Advice for Agile Creative Teams (https://www.inmotionnow.com/project-workflow/advice-for-agile-creative-teams/)