



demandlab

MARKETING MATURITY MODEL FOR GROWTH

BENCHMARK AND OPTIMIZE YOUR MARKETING PERFORMANCE

Every marketer needs the answers to two questions: where do I need to focus my efforts today? And how do I prepare for tomorrow? The DemandLab Marketing Maturity Model uncovers the answers.

DemandLab's proprietary maturity model is a matrix tool that normalizes the range of marketing performance and visualizes the ideal next steps to support balanced, impactful growth. The model determines your organization's maturity across the three essential capabilities that support every marketing endeavor: technology, data, and content.

We conduct a deep inventory and analysis to plot your capabilities against a five-level scale to show you how you compare to your peers, identify the gaps that are impacting your performance, and show what you need to do in order to reach the next level.

The DemandLab Marketing Maturity Model Analyzes Three Capabilities:

Technology

Does your technology support the customer journey and business growth?

Content

Does the content journey support customer engagement?

Data

Does your data deliver customer and performance insights?

DISCOVER YOUR PATH TO GROWTH

The DemandLab marketing maturity model gives you a deep understanding of your current state, a detailed view of the goals you need to achieve, and a step-by-step plan for reaching them.

ESTABLISH BENCHMARKS

We measure your maturity across 75+ variables to determine your current capabilities and performance levels.

UNCOVER THE GAPS

We conduct a gap analysis to show you where your maturity levels are misaligned with business growth goals and strategic priorities.

IDENTIFY NEXT STEPS

We provide a roadmap to guide you through the next logical steps towards strengthening your marketing capabilities and reaching the desired level of maturity.

DEMANDLAB MARKETING MATURITY MODEL

		LEVEL 1 Reactive	LEVEL 2 Campaign-focused	LEVEL 3 Metrics-driven	LEVEL 4 Revenue-aligned	LEVEL 5 Growth driven
Marketing Capabilities	Tech	<u>Overwhelming</u> Fear and indecision are delaying the adoption of automation and analytics.	<u>Disconnected</u> Technology supports participation in siloed marketing activities.	<u>Connected</u> Marketing performance is tagged and tracked. A CRM collects customer data.	<u>Integrated</u> Valid data and records flow between automation and CRM technologies.	<u>Architected</u> Technology integrations are engineered for efficiency and impact.
	Content	<u>Insular</u> Content is created in response to internal requests, not customer needs.	<u>Planned</u> Content creation is planned to support marketing activities and cadences.	<u>Targeted</u> Unique content is created and distributed for specific market segments.	<u>Aligned</u> Content is aligned to a multi-channel, multi-stage customer journey.	<u>Optimized</u> Content is micro-targeted, optimized, and attributed to revenue generation.
	Data	<u>Inaccessible</u> Data is kept in silos and spreadsheets or not collected at all.	<u>Haphazard</u> Data is collected at multiple points, but doesn't tell a consistent story.	<u>Organized</u> Metrics are strategically selected and multi-platform data is centralized.	<u>Governed</u> Data models assess the impact of specific activities on the pipeline.	<u>Predictive</u> Data models predict the pipeline and prevent challenges and bottlenecks.
Marketing Outcomes	Journey	<u>Nonexistent</u> Customers are not supported to learn or convert.	<u>Sporadic</u> Customers are engaged through discrete campaigns.	<u>Aligned</u> An integrated, measurable journey spans marketing and sales.	<u>Connected</u> The journey has a measurable impact on revenue.	<u>Customer-Centric</u> The journey supports customer success and revenue optimization.
	Reporting	<u>None</u> Reporting is non-existent, ineffective, or untrustworthy.	<u>Discrete</u> Campaign activity can be measured in terms of customer engagement.	<u>Operationalized</u> Cost per acquisition can be calculated for different channels and campaigns.	<u>Automated</u> Reporting supports multi-touch attribution, and dashboard visualization.	<u>Insightful</u> Reporting supports opportunity and revenue modeling and forecasting.
	Decisions	<u>Reactive</u> Decisions are based on what has always been done or what competitors are doing.	<u>Tactical</u> Decisions are guided by campaign performance metrics such as clicks and conversions.	<u>Informed</u> Decisions are informed by the analysis of past performance and ROI.	<u>Strategic</u> Decisions are more dynamic and based on revenue generation and forecasting.	<u>Consultative</u> Marketing plays an integral role in setting cross-functional business strategies.

What's your marketing maturity profile? We'll help you build it. Contact us at contact@demandlab.com.



DemandLab, a technology-focused marketing consultancy, helps business leaders to unlock the potential of their marketing organizations to accelerate revenue and drive the customer experience (CX). Learn more at www.demandlab.com.

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