



Marketing Maturity Assessment

Test Company

An initial assessment of marketing capabilities, and prescribed next steps

Strategy by Ascendance
www.ascintel.com

June 11 2021



Business & Marketing Objectives



Top Business Objectives



Increase Revenue



Grow Profits



Help the Community

Top Marketing Objectives



Find New Customers



Retain/Expand Existing
Customers



Expand Into a New Market



Existing Web Presence

Overall Web Presence

50%



An effective web presence is essential for achieving business growth and marketing objectives



Optimized for search terms (SEO) - **0%**

Next steps: Know the customers, understand their problems, make a list of terms they use



Clear Calls to action - **75%**

Next steps: Create next steps from each page. What is success for each page?



Valuable content for prospects/customers - **50%**

Next steps: Evaluate which pieces of content are clicked or downloaded the most. Replicate the good



Optimized for mobile - **25%**

Next steps: Fast track upgrades to our site to optimize access for mobile devices



Simple way to collect leads - **100%**

Next steps: Congrats! All set here



Web presence effectiveness

Next steps: Refine web presence and optimize to achieve business and marketing goals



Summary:

Web Presence is a critical asset for Marketing. Let's grow our score.

Existing Email Capabilities

Overall Email Capabilities

50%

Email is the backbone for efficient customer and prospect communications



Marketing Automation System - **0%**

Next steps: Do research on marketing automation system options



Automated Nurture Journeys - **50%**

Next steps: Create a sample, time-based email journey and measure customer engagement and results



Email Testing Plan - **100%**

Next steps: Congrats! All set here



Existing Newsletters - **25%**

Next steps: Start small and test a newsletter to help customers



Dynamic / personalized content - **75%**

Next steps: Create dynamic & personalized emails, and strive for industry-leading engagement metrics



Capabilities Effectiveness

Next steps: Segment registrants and create communication schedule to help nurture their interest

Summary:

Without effective email, our other marketing communication channels will struggle.
Let's get it right!



Other Digital Presence

Overall Other Digital Presence

50%



Inbound marketing requires efficient digitization of all customer interactions to scale.



Internet Display Ads - 0%

Next steps: Evaluate if there is a need to target customers or prospects based on web behavior



Paid Social - 50%

Next steps: Test, optimize, and scale. Create multiple campaigns and place your investment according to results



Customer Online Communities - 100%

Next steps: Congrats! All set here



Organic Social - 25%

Next steps: Understand customer personas, and most-used social channels, to build corporate presence



Webinars or Virtual Events - 75%

Next steps: Publish calendar using customers, industry experts, and SME panels and training sessions



Overall Effective

Next steps: Refine the plan, test and optimize to achieve business and marketing goals



Summary:

Create a demand generation strategy that adds in digital touchpoints. Test and optimize to maximize ROI.



Events offer opportunities to connect with prospects and customers.

There is a shift to virtual events, but in-person can still be very valuable.



Webinars or Webcasts - **0%**

Next steps: Evaluate if there is a large enough customer/prospect base to make scaled virtual events valuable



Trade shows - **25%**

Next steps: Short list events. Ask organizers for event ROI. Test simple and track engagement & impact



Major Customer Events - **50%**

Next steps: Good, but could be better. Focus on the customer experience and desired results, and test strategic ideas



Roadshows (Multiple events, same format)

- **75%**

Next steps: Evaluate total addressable market (TAM) and determine the ROI of expanding. Refine timing and content.



Overall Effective

Next steps: Refine the events plan, test and adjust to achieve business and marketing goals



In-person User Groups - **100%**

Next steps: Congrats! All set here

Summary:

Virtual events are inexpensive and quick to implement. Test creation and expansion of virtual events, and ask customers before planning in-person events.



Test Company

Content Creation

A robust content creation and promotion strategy helps tell our key value proposition story in terms customers will understand.



Blogs - 0%

Next steps: Create a list of topics, contributors, and customer terms. Train on elements of an effective blog



Whitepapers or Large Content - 25%

Next steps: Take your prospects' view on what would be helpful, and identify trusted subject matter experts



ROI Calculators - 75%

Next steps: Ask customers what they need and co-create with industry leaders and analysts. Promote via digital channels



Infographics - 100%

Next steps: Congrats! All set here



Summary:

Determine the parts of the marketing and sales funnel that can be replicated and scaled using compelling content. Test and optimize!



Advocacy & Referrals

Satisfied customers can be a company's greatest asset. Create a strategy to integrate them in strategy and customer influence.



Referral Incentives / Bonus - 25%

Next steps: Design a plan with legal consultation and customer input



Product / Service Discounts - 50%

Next steps: Publish a time-limited plan and encourage existing customers to take advantage of the discounts



Other / (Speaking Engagements, etc) - 75%

Next steps: Publish full customer benefits of advocacy and referrals and use it as part of the pre-sale process. Test and Optimize

Summary:

Consider creating more testimonials, event speaking, and opportunities for customers to benefit by telling our story.

Overall Advocacy Capabilities

50%



Customer & Prospect Data

Overall Data Capabilities

50%



Managing customer and prospect contactability data is a challenge for many organizations. Progress is key.



Customer Account List - **25%**

Next steps: Create simple, consolidated databases for marketing purposes



Customer Contact List - **50%**

Next steps: Link customer data to the CRM & marketing automation system. Cleanse and append data with validated contacts



Prospect List - **75%**

Next steps: Test and optimize 3rd party sources for prospects, collect throughout all marketing, and score leads for sales

Summary:

Realistically assess the current state of data cleanliness, accuracy and storage, and plan incremental steps for improvement.



Test Company

Summary Scores

Overall Marketing Maturity

50%



An effective web presence is essential for achieving business growth and marketing objectives



Web Presence - 50%



Email Capabilities - 50%



Other Digital Presence - 50%



Events - 50%

Notes:

- The different categories have different weights
- It may be fine to score low in areas if the intended strategic focus is elsewhere.
- Prioritization is good.
- Contact Ascendance for your next level assessment



Content Creation - 50%



Advocacy & Referrals - 50%



Customer & Prospect Data - 50%



Additional Resources



Web Presence

1. [Entrepreneur: How to Make Your Small Business Website Really, Really Effective](#)
2. [Feeling Peaky: 9 Fundamentals of good web design](#)



Email Capabilities

1. [HubSpot: 17 Email Marketing Best Practices that Actually Drive Results](#)
2. [Constant Contact: Email Marketing Best Practices](#)



Other Digital Presence

1. [HubSpot: What is Inbound Marketing?](#)
2. [Digital Marketing: What is Social Media Marketing](#)



Events

1. [Cvent: Event Marketing Guide: Strategies, Ideas, and Examples](#)
2. [SpotMe: 14 Best Practices for Hosting Virtual Events](#)



Content Creation

1. [Hubspot: The Ultimate Guide to Content Creation](#)
2. [Forbes: 15 Best Practices for Producing Quality, Engaging Content](#)



Advocacy & Referrals

1. [Ambassador: The Referral Marketing Handbook](#)
2. [Advos: Best Practices for Starting an Advocacy Program](#)



Customer & Prospect Data

1. [Ontraport: The Do's and Don'ts for Handling Customer Data](#)
2. [Zendesk: 8 Ways to Effectively Manage and Protect Your Customer Data](#)

