

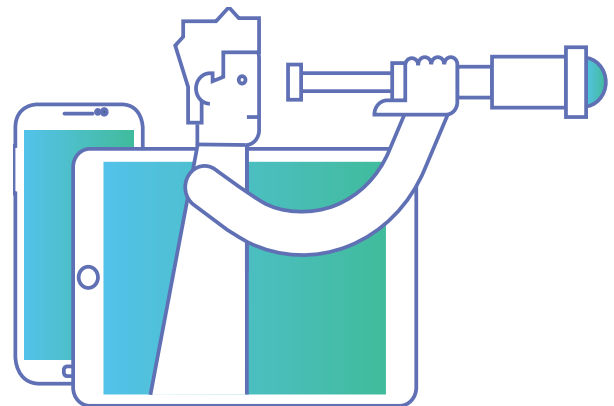
DIGITAL MARKETING MATURITY

Evaluation Guide

Introduction

Digital Business Transformation (DBT) is a focus of organizations ranging from small, non-profit associations to multi-billion dollar healthcare systems. The primary areas of DBT include moving from brick and mortar to online transactions, automation over human interactions and gaining immediate insight into activities to drive instant and constant improvement. At the forefront of DBT is Digital Marketing. Marketing's primary job of gaining mindshare and communicating the right messages along each customer's individual journey—from prospect to repeat buyer and brand advocate—lends itself to the digital medium. Marketing's mission of continuous customer engagement depends on the ability to change strategies and tactics as needed.

Using the model below, organizations can gauge their maturity from basic to highly advanced Digital Marketing proficiency. There are other frameworks that focus on the marketing process, but since Digital Marketing by its very nature relies on technology solutions, this document focuses on a logical progression of marketing technology adoption. The Digital Marketing Maturity Model (DMMM) is made up of eight stages, from basic isolated automation to the ability of an integrated, self-improving platform that provides suggestions and actions based upon Big Data to improve marketing results.



Digital Marketing Maturity

The definition of Digital Marketing Maturity is fluid in the details as to how an organization could reach a level of maturity. For the sake of this exercise, Digital Marketing Maturity is defined as follows:

A state where all information and processes that an organization uses to label, track, communicate, message to and analyze either existing or potential customers are stored in automated systems of record for each appropriate function. Those systems are all tightly integrated and possess over-arching analytics and automated process improvement to eliminate the need for non-strategic human intervention to drive constant improvement of marketing tactics and conversions.

The model proposed in this paper is broken down into eight stages. It is possible that an organization might have more capabilities in a later stage without having complete mastery of a prior stage, but as businesses vary in their priorities and processes, this is to be expected.

The stages of the DMMM are

Stage 1: Track and Automate Silos of Marketing Activities

Stage 2: Optimize Automated Marketing Silos

Stage 3: Integrate Individual Marketing Silos to Other Individual Silos

Stage 4: Integration of All Marketing Activity Systems

Stage 5: Optimized Integrated Marketing

Stage 6: Extending Beyond Owned Web Properties to Advertising Networks

Stage 7: Predictive Analytics Drive Best-Next-Steps to Promote Conversions

Stage 8: Improve Marketing Programs Without Human Intervention

Each stage takes a step in a logical progression that lessens the level of effort and human intervention for marketing staff while enhancing the organization's ability to provide an improved experience to a prospect or client's total customer journey.

The Digital Marketing Technology Landscape

This framework outlines the key systems that support core marketing functions. While some technologies are mentioned, it is not meant to be a comprehensive listing of all technologies and approaches.

Silo Systems

These systems focus on the methods of connecting an organization and its customers and potential customers. Each system supports a method or channel of communication, administration and/or analytics.

Type	Description	Examples
CRM/Sales Automation	Systems that store customer data and manage sales processes and other business processes	Salesforce.com, Oracle, SAP, Microsoft Dynamics CRM
Web Content Management Systems (WCM/CMS)	Solutions focused on managing the editing and delivery of online content to aid in the interaction with known and unknown individuals through organizationally owned web properties	Telerik Sitefinity, WordPress, Joomla, Orchard Sitecore Experience Platform, Adobe Experience Manager
Marketing Automation	Applications that manage interaction through email, outbound/inbound and social marketing	Eloqua, Marketo, ConstantContact, HubSpot
Mobile	A collection of technologies that supply platforms for mobile web and/or mobile app development and management	Telerik, Xamarin, Adobe, SAP
Marketing Data Enrichment	Solutions that enrich prospect and customer data based on third party databases and systems	Demandbase, Reachforce, Leadlander
Testing and Optimization	Systems that automate the testing of online content and programs	Optimizely, Google, Visual Website Optimizer, Sitespect, Adobe Test & Target, Maxymiser
Advertising Networks	Networks and platforms enabling organizations to use content and advertising to reach out beyond an organization's owned web properties to target potential clients throughout the Internet	Google, Amazon, Bing, Facebook, AdRoll
Analytics	Systems used to measure activity and overall marketing effectiveness in one or more systems or platforms	Sitefinity DEC, Google Analytics, Adobe Analytics, Bitly, Webtrends

Evaluation

The following set of questions will enable you to evaluate where your organization currently stands in its level of Digital Marketing Maturity. Please answer each question to the best of your knowledge, and if you cannot answer a question, signify by selecting “No Answer.”

Does your organization have the following type of system?	Yes	No	No Answer
CRM/Sales Automation (Examples: Salesforce.com, Oracle, SAP, Microsoft Dynamics CRM)			
Web Content Management Systems (WCM/CMS) (Examples: Telerik Sitefinity, WordPress, Joomla, Orchard)			
Marketing Automation (Examples: Eloqua, Marketo, ConstantContact, HubSpot)			
Mobile (Examples: Telerik, Xamarin, Adobe, SAP)			
Marketing Data Enrichment (Examples: Demandbase, Reachforce, Leadlander)			
Testing and Optimization (Examples: Optimizely, Google, Improvely, LeadPages)			
Advertising Networks (Examples: Google, Amazon, Bing, Facebook, AdRoll)			
Analytics (Examples: Sitefinity DEC, Google, Bitly, Webtrends)			

Automation Optimization

Basic Usage: We store information and use very basic capabilities

Intermediate Usage: We use many of the features, but there is much more we'd like to be able to do

Advanced Usage: We use the majority of features and consider ourselves experts

To what extent do you feel you've used each system to its full potential?	Basic Usage	Moderate Usage	Advanced Usage	No Answer
CRM/Sales Automation (Examples: Salesforce.com, Oracle, SAP, Microsoft Dynamics CRM)				
Web Content Management Systems (WCM/CMS) (Examples: Telerik Sitefinity, WordPress, Joomla, Orchard)				
Marketing Automation (Examples: Eloqua, Marketo, ConstantContact, HubSpot)				
Mobile (Your organization has deployed mobile apps used by your clients)				
Marketing Data Enrichment (Examples: Demandbase, Reachforce, Leadlander)				
Testing and Optimization (Examples: Optimizely, Google, Improvely, LeadPages)				
Advertising Networks (Examples: Google, Amazon, Bing, Facebook, AdRoll)				
Analytics (Examples: Sitefinity DEC, Google, Bitly, Webtrends)				

Integration

Batch Integration: Systems share data on a scheduled basis

Real-Time Integration: Systems share data or initiate processes based on when certain actions occur

Put a check in the highest number column in each row.

For example: if you have 4 systems that share data each night and 2 systems that communicate in real-time, you would have a score of 4 in the Batch Integration row and a 2 in the Real-Time Integration row.

How many of your marketing systems are integrated? (Leave blank if you don't know or have no integrated systems)	2 Systems	3 Systems	4 Systems	5 Systems	5+ Systems
Batch Integration					
Real-Time Integration					

Optimized Integrated Marketing

To what extent do you feel you've used each system to its full potential?	Yes	No	I don't know
All our marketing systems share data			
I can see analytics from all our marketing systems in one place			
Processes or marketing programs that span different marketing systems need no human intervention or workarounds to run			

Extending Beyond Owned Web Properties to Advertising Networks

Leveraging 3rd Party Advertising Networks	Yes	No	I don't know
We leverage outside advertising networks to extend the reach of our marketing programs			

Predictive Analytics Drive Best-Next-Steps to Promote Conversions

Predictive Analytics	Yes	No	I don't know
We leverage Big Data and predictive analytics to provide insight and suggestions to improve marketing programs and drive higher marketing conversion rates			

Improve Marketing Programs Without Human Intervention

Advanced Marketing Automation	Yes	No	I don't know
Our integrated systems leverage historical and predictive analytics to automatically adjust audience mix, program tactics, content delivery and other variables to reach marketing goals			

Evaluation Scoring

Automation

Score 2 points for each Yes answer: _____

Automation Optimization

Score 1 point for each Basic Usage answer: _____

Score 2 points for each Intermediate Usage answer: _____

Score 3 points for each Advanced Usage answer: _____

Total: _____

Integration

How many of your marketing systems are integrated?	2 Systems	3 Systems	4 Systems	5 Systems	5+ Systems
Batch Integration	1 Point	2 Points	3 Points	4 Points	5 Points
Real-Time Integration	6 Points	7 Points	8 Points	9 Points	10 Points

Integration Total:

Optimized Integrated Marketing

Score 5 points for each Yes answer: _____

Extending Beyond Owned Web Properties to Advertising Networks

Score 10 points for each Yes answer: _____

Predictive Analytics Drive Best-Next-Steps to Promote Conversions

Score 10 points for each Yes answer: _____

Improve Marketing Programs Without Human Intervention

Score 10 points for each Yes answer: _____

Enter your total score:

Your Digital Marketing Maturity

0 to 50 - Basic

Organizations scoring in the Basic range have implemented automation in silos with limited integration between those systems. Analytics are limited to visibility within a specific functional area or process with little to no overlap.

The next step for these types of organizations typically are in the areas of integration for the purpose of analytics and overall visibility into the effectiveness of marketing with regards to the entire customer journey. Batch integration and the creation of a centralized database with analytics is a common next development activity.

51 to 90 – Intermediate

Organizations scoring in the Intermediate range have mostly integrated their marketing systems with their analytics platforms. They have improved their processes based on the insights of their analytics and are reaching beyond their direct channels of communication with prospects and clients to leverage third party advertising networks.

Many organizations, regardless of size, will find themselves in this area. Many organizations in this range have implemented standard marketing systems and completed at least basic integration between them. However, more advanced functionality may not be leveraged, such as advanced personalization, advanced analytics and the integration of machine learning to improve tactics and processes.

91+ - Advanced

Organizations scoring in the Advanced range have an infrastructure that tightly integrates the customer's digital experience with marketing automation and analytics. They have moved beyond historic analytics and leverage predictive analytics based on Big Data to drive, and constantly improve the customer experience. Their processes are integrated to the point where one functional area results or analytics automatically modify, improve or initiate other processes to move marketing tactics and strategies forward. Organizations in the Advanced range drive prospects and customers further down the buyer's journey by automatically shifting messages and tactics in real-time without human intervention more quickly, resulting in increased engagement and revenue.

Summary

Every path to the Digital Marketing goals of each organization varies, but the general path from manual to fully automated Digital Marketing is reflected in the model defined in this document. Based upon the self-evaluation, each organization can gain an understanding of its current state and potential next steps. Digital Marketing is an ongoing journey, so as new technology is developed and becomes available, even companies that are highly advanced today will still need to continue to improve.

The final goal of Digital Marketing Maturity is to integrate all digital streams to support each customer's journey and overall experience. Digital Marketing should enable marketers to align their messages and strategies, while using systems to maximize the effectiveness of tactics to the point of removing human interaction and speeding the process to drive conversions, and overall, revenue.

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Rev 16/05 | 160225-0075

