demand spring

REVENUE MARKETING MATURITY MODEL
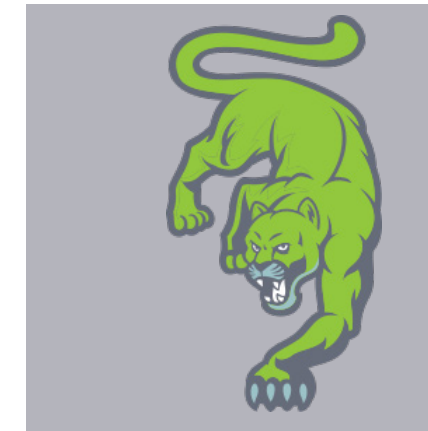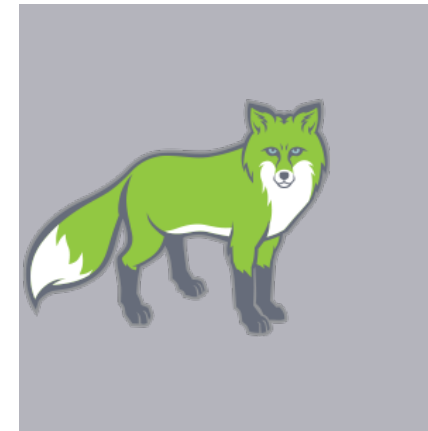
CAPABILITIES	LAGGING	EMERGING	ACCELERATING	DOMINATING
Buyer Centricity	• Product-centric	• Beginning to embrace personas	• Conducting buyer journey analysis	• Aligning strategies and tactics to the buyer journey
Sales & Marketing Alignment	• Siloed organizations and processes • Relationship may be fractured • No SLA	• SLA in place • Marketing owns a pipeline number • Collaboration improves	• Sales recognizes marketing's role in buyer journey • Communication improves	• Unified team with ongoing planning, communication, & pipeline modeling
Technology	• No Marketing Automation (MA) • Data is siloed, incomplete & out of date	• MA is implemented but not synced to CRM • Processes for data cleansing & enrichment exist	• MA & CRM synched • MarTech apps leveraged to help close funnel gaps	• MA delivers sales analytics • MarTech apps close funnel gaps
Content	• Mostly product-centric, focused on rational pain points • Created in reaction to perceived gaps	• Content supports key personas/ industries • Content starts to connect emotionally with buyers	• Content aligns to buyer journey stages and personas • Storytelling style engages audiences	• Content marketing platform enables governance & collaboration
Inbound Marketing	• Limited to SEO & PPC • Heavy reliance on outbound batch • Content/offers do not align with personas or buyer journey	• Retargeting • Content assets aligned to personas but not journey stages • No gating strategy	• Real-Time Personalization tied to MA/CRM data • Content assets aligned to buyer journey stages • Gating strategy	• MarTech and AdTech extends to Paid Media (Display/ Retargeting) with integration into MA
Lead Management	• No formal processes • No telequalification (TQR)	• Lead scoring • Basic lead nurturing • TQR function is introduced, 1 day follow-up	• Lead nurturing throughout buyer journey • Recycle nurturing • TQR SLA 1 hour	• Predictive scoring • Multi-channel, always-on nurturing • TQR SLA 5 minutes
Analytics	• No visibility into marketing performance	• Marketing focused on number of leads generated • Analytics from MA data • Marketing drives < 5% of pipeline	• Closed-loop analytics • Executive & operational level reporting • Marketing drives >15% of pipeline	• Data-driven decision making culture • Business analysts • Marketing drives > 30% of pipeline

Want help strengthening your marketing muscles? Check out our Demand System Workshop.