

# AIMING FOR DIGITAL MARKETING EXCELLENCE

Take your digital marketing to the next level with our capability assessment. Use our visual checklist to audit how well your business or clients are exploiting their digital marketing and then plan how to take it to the next level.



Digital Capability	ONE. Initial	TWO. Managed	THREE. Defined	FOUR. Quantified	FIVE. Optimised
A. Strategic Approach	No strategy	Outline plan with prioritised marketing activities	Defined vision and strategy for Digital Transformation	Business-aligned strategy and roadmap	Agile strategic approach
B. Performance Improvement Process	No KPIs	Volume-based KPIs No dashboards	Quality-based KPIs ‘Last click’ attribution Business dashboards	Value-based KPIs Weighted attribution Ad hoc tests / CRO	Lifetime-value KPIs Structured experiment programme
C. Management Buy-in	Limited	Verbal support, but inadequate resourcing	Sponsorship and increased investment for Digital Transformation	Active championing and appropriate investment	Digital is an integral part of strategy development
D. Resourcing and Structure	No specific digital skills	Core skills centralised or agencies	Centralised hub and spoke Dedicated resources	Decentralisation and retooling	Balanced blend of marketing skills
E. Data, MarTech and Infrastructure	No or limited customer database	Separate marketing technology, limited data integration	Partial integrated MarTech stack and data quality controls	Integrated systems and 360° view data sources in MarTech stack	Latest innovations, e.g. AI and Machine Learning can be integrated
F. Integrated Customer Communications	Not integrated	Core push activities synchronised	Integrated inbound approach. Last-click evaluation.	Integrated, Personalised, Paid-Owned-Earned media attribution	Media optimised for ROI and to maximise CLV
G. Integrated Customer Experience	Static brochureware website	Desktop and mobile support, not personalized. Landing pages in place.	Partially personalized desktop and mobile experience	Integrated, Personalized web, mobile, email and social media	Full contextual personalized experiences and recommendations
	“Laggard”	“Developing capability”	“Competent average capability”	“Above-sector average capability”	“Market leading capability”



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# Marketing Benchmark Guide

**David Baud**

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the author's name.

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