

Marketing Operations Maturity Benchmark Results

Process

People **OPTIMIZED** Level Description

The marketing operations maturity process begins with corporate strategy and continues with ongoing strategy refinement, program planning, execution and performance measurement. Programs, campaigns, initiatives, tactics, assets and communications are defined. Reviews are conducted and approvals granted. Offers, ads, posts and messages are extended and responses tracked.

Based on your responses in the Marketing Operations Maturity Benchmark, your organization has an Optimized level of readiness. This level may be described using the characteristics below.

Does this sound like you?

✓ Most work is budgeted and planned at the portfolio, program and project levels and planning is continuous and includes agile methods and concepts.	✓ Internal and external signals are monitored, and they guide incremental plan changes and shifts. OKR-based goals are used to guide initiative-level activities.	✓ The same work is performed in the same way, by different people and benchmarks are tracked.	✓ Process and procedure documentation is current and woven into work management systems.	✓ Automated background systems continually monitor initiatives and identify quality anomalies.
✓ Issues and notifications are automatically generated for activities that do not meet thresholds.	✓ Service-level agreements and service-level objectives are often defined and usually measured and audited.	✓ Out-of-control processes are often identified during early process execution and carefully analyzed to help improve the standard process.	✓ Dedicated process improvement occurs on an on-going basis using a best practice methodology like Kaizen.	✓ Rework is carefully watched, and root causes are aggressively addressed.

Ad Hoc

Basic

Managed

Optimized

66% of surveyed marketing leaders indicated that a lack of team collaboration or poorly designed or missing business processes are amongst the top four weaknesses impacting their team's ability to execute and deliver.
– Gartner, August 2020

Congratulations, your responses indicate that you have achieved an **OPTIMIZED** level for process.



Map your path to marketing operations excellence.
Meet with a CapabilitySource Marketing Operations Expert today.