

## Marketing Operations Maturity Benchmark Results

### Process

### Process BASIC 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 a Basic level of readiness. This level may be described using the characteristics below.

### Does this sound like you?

✓ Work is budgeted, but a large portion of work is unplanned. Performance goals are set but lack accuracy at a granular level.	✓ Planning is conducted annually and referred to throughout the year, however initiative performance is not tied to specific strategy goals.	✓ Quality is measured by production concerns with little consideration for performance in-market.	✓ The same work is performed in different ways by different people.	✓ Process and procedure documentation exists, but is often out of date.
✓ Service-level agreements and service-level objectives are occasionally defined but rarely measured or audited.	✓ Comments are buried in documents and approvals require meetings or document exchanges.	✓ Out-of-control processes are identified after process completion and rarely used to help improve the standard process.	✓ Dedicated process improvement only happens when new systems are introduced or significant organizational changes occur.	✓ Rework is visible but rampant, and root causes are not understood.

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

Consider the following activities to achieve a **MANAGED** maturity level:

### BUSINESS RECOMMENDATIONS

- Elevate planning to be top-down with portfolios and programs, not just planned projects.
- Convert planning calendar items to campaigns and projects electronically, without re-keying data.
- Revisit annual plans quarterly or monthly and revisit them based on current events and conditions.
- Drive plan changes into execution activities.
- Develop goals and measures that cascade from portfolios to programs, projects, jobs and tasks.
- Optimize processes to balance efficiency and effectiveness.
- Standardize and templatize common work streams in digital systems of record.
- Measure performance at the initiative level based on production and conversion measures.
- Measure agency performance to SLA and adjust relationship accordingly.
- Learn from project exceptions and failures and actively adjust standards and templates accordingly.

### TECHNOLOGY RECOMMENDATIONS

- Digitize and centralize project management.
- Adopt OKR goal setting and tracking functionality.
- Automate review and approval activities.
- Adopt automated request submission and vetting functionality.
- Establish rate and timing agreements and track them electronically.
- Automate standard workflow and task management.



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