

Marketing Operations Maturity Benchmark Results

People

People **OPTIMIZED** Level Description

Modern marketing operations capabilities depend on an efficient process, advanced technology, and integrated information; however, it is the people who plan and conduct the actual work that matter most. Contributors must understand their roles and responsibilities. They must have the knowledge, ability and desire to collaborate effectively with each other, plan, conduct and exchange their work.

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?

- ✓

Role-based onboarding training exists and is provided as part of a managed online service that tracks skills and certifications.
- ✓

Roles exist and systems are configured to support RACI definitions and Agile methods are used in strategy and production activities.
- ✓

Both strategic and common tactical services are provided by in-house agency services and specialized services are sourced from an agency ecosystem.
- ✓

Ongoing training is provided to keep skills current and is considered in performance reviews.
- ✓

Performance is accurately measured at the organizational and individual levels.
- ✓

Capacity awareness is always current and multiple staffing scenarios are used to make staffing decisions.
- ✓

Organizational structure is centralized and functionally is aligned and includes centers of excellence and agile pod teams.
- ✓

Operational responsibilities are broad and clearly defined, and operations impact is measured.

- Ad Hoc
- Basic
- Managed
- Optimized

Congratulations, your responses indicate that you have achieved an **OPTIMIZED** level of maturity for people.

47% of surveyed marketing leaders indicated that one of their top three most urgent 2020-21 problems is a mismatch between marketing staff skillsets and emerging capability needs.
- Gartner, January 2020



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