

Marketing Operations Maturity Benchmark Assessment Results

Process

Process AD HOC 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 Assessment, your organization has an Ad Hoc level of readiness. This level may be described using the characteristics below.

Does this sound like you?

✓ Some work is budgeted but often unplanned and the link between strategy and tactical plans is unclear.	✓ Changes in strategy often don't result in changes in execution.	✓ Quality is loosely defined and is not measured.	✓ The same work is performed in different ways by the same people.	✓ Process and procedure documentation is wrong or does not exist.
✓ Performance goals are missing or poorly defined.	✓ Service-level agreements and service-level objectives are not defined, measured or are ignored.	✓ Comments and approvals are not tracked.	✓ No criteria exists to determine if processes are performing as intended and there is no ongoing process improvement effort.	✓ Rework is accepted as the norm and generally ignored.

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 **BASIC** maturity level:

BUSINESS RECOMMENDATIONS

- Establish planning calendars and queue up planned work along with initiative-level details.
- Map budgets to initiatives and start to evaluate which initiatives are possible and prioritize them within specific months or quarters.
- Establish an annual planning rhythm with steps, roles, deliverables and assignments.
- Add structure to the way ad hoc requests are submitted and evaluated.
- Start measuring performance using production concerns like in-market date.
- Create process and procedure documentation and tie overall performance to planning and strategy goals.
- Establish approvals and start tracking comments digitally during content production and approval.
- Re-evaluate underlying processes and data when new technology is introduced or organizational changes occur.
- Start tracking exceptions like re-work.

TECHNOLOGY RECOMMENDATIONS

- Templatize brief data and project type workflow.
- Track review and approval activities.
- Implement request submission and vetting functionality.
- Integrate standard policies and procedures into tasks.



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