## **Marketing Operations Maturity Levels**

Gold Expert Advanced **Standard** Intermediate Basic Level 1 Level 3 Level 4 Level 2 Level 5 **Defined** Operationalized **Tactical Integrated Opportunistic** Marketing Marketing **Marketing** Sales and Marketing is initiatives are initiatives are initiatives marketing engrained inside taken on as taken on as ladder up to a share strategic the organization. they arise with individual comprehensive feedback loops They receive annual revenue no alignment to components business and processes an overarching that are supporting goals that align strategy business isolated within tracking continuous with revenue functions and improvement marketing strategy. campaign ROI. and data-driven teams. strategies and decision targets. making. OfficialApril.com

## **Marketing Operations Maturity Level Details**

Basic Level 1	Intermediate	Advanced	Expert Level 4	Gold Standard Level 5
Basic    Email campaigns   Landing pages   Forms created   Segmenting   Templates created   CRM integration   Basic reporting   Website tracking   Agreed upon KPIs	Tactical  ☐ Email triggering ☐ Nurture campaigns ☐ Email personalization ☐ Adv. segmentation Lead scoring ☐ Event/Webinars Full reporting ☐ Sales alignment ☐ Social integration ☐ Website tagging ☐ User training  Personalized: ☐ Landing pages ☐ Web content ☐ ABM siloed	Integrated  □ Virtual tradeshows □ Auto lead routing □ Sales funnel analysis □ ROI tracking □ Funnel reporting □ Sales alignment □ Revenue goals □ Funnel visibility □ Ad retargeting □ Campaign ROI □ ABM □ Data driven decisioning □ Data dictionary □ Glossary of terms □ Global ABM	Automated  Repeatable processes Process improvement Training created Custom content Adv email personalization Mobile marketing Chat support Campaign templates Global user training Cross business KPIs	Operationalized  ☐ Al integration ☐ Brand monitoring ☐ ROI analytics ☐ Lifecycle nurturing ☐ Omni-channel campaigns ☐ Adv revenue analytics ☐ Multi-channel predictive campaigns and content ☐ Global alignment ☐ Global integration tools ☐ Strategic insights ☐ Cross business processes