



Bizperity

Marketing System Level Assessment

**Our Four Level Assessment
Level 0 - Level 3**

**What are you
Missing?**

**Managing The
Customer Journey**

marketing system and the following charts show broad definitions for each of these six criteria at each of the four levels. If you read over these descriptions, you should quickly see the progression under each of the six criteria. These descriptions are filled with common sense explanations that provide insight into the key elements and issues you need to address when building out your own marketing system.

Building a marketing system is not rocket science and it shouldn't be. A marketing system is an integrated set of processes designed to work in harmony to fulfill the goals of your marketing strategy through marketing projects (i.e. SEO, PR, Reputation Management, etc.) and advertising campaigns both online and off. When we work with clients we address specific issues within a holistic marketing strategy. Our Marketing System Level Assessment provides us with the means to score a client's progress, not in a highly technical way, but with common sense standards which can be measured by common marketing metrics. You don't need to learn anything new to understand our assessment and you can use it to better define what you have achieved in building your marketing system, and where you have gaps and needs that still require further attention.

The goal is simple. Design a marketing system that achieves your marketing goals in the most efficient, sustainable, and resilient way possible. Our Marketing System Level Assessment is a powerful tool that helps us to help you fulfill that goal.

Marketing System Level Assessment

How Sophisticated is your Marketing System?

How do you assess your own marketing system? Why should you even want to? Businesses that focus on developing a mature marketing system outperform their competitors. They can improve

Level 0	
Branding	Poor or non-existent
	All businesses must start somewhere. You begin by building a solid brand based on a unique value proposition which can be expressed as your brand promise.
Strategy	Minimal
	<i>You build a marketing system one campaign at a time. Begin with one campaign based on a strategic goal. Then keep adding more campaigns to cover the entire Customer Journey. You will be building an initial marketing system in the process. Your initial marketing strategy should focus on creating your first campaigns. Focus more on specific campaign objectives in the Customer Journey.</i>
Key Conversions	Testing Key Conversions on some basic customer segments.
	Many business models have obvious customer segments while others often have unique customer segments that you must work to identify. Different customer segments may share the same key conversions while others will be unique. Testing Key Conversions to validate their role in customer segments proving crucial facts about your target market. This is the essential work of building an initial marketing system.
Campaigns	Few campaigns; mostly free marketing channels; some clear goals.
	You build a marketing system one campaign at a time. New businesses need to test the waters to determine what offers work best, what marketing channels work best, and what is the Return-on-Ad-Spend (ROAS). Use free channels to learn as much as you can before testing paid channels and scale up only when they are working.
Outcomes	Little relevant data or measures.
	You can't manage what you can't measure. Our 15 Basic Campaigns cover five of the most important campaign goals across the Customer Journey. Picking the right ones is key to creating successful campaigns that drive the key conversions you need to motivate your prospects and customers through the Customer Journey.
Marketing System	Non-existent.
	Naturally when you first start creating campaigns you don't have a marketing system. You create one by building one campaign at a time. But thinking strategically about what your marketing system should look like and what it needs to achieve to drive traffic and generate sales is an important task that begins at Level 0.

campaign performance, create marketing strategies better aligned with their business goals, and drive greater growth in markets, opportunities, and revenue. Even if you don't think you have a marketing system, you do. It may not be well defined and poorly organized, which means it is not optimized for your business needs. Our simple 4 Level Marketing System Assessment guides you toward building a more mature marketing system by providing guidance in six criteria:

1. Branding
2. Strategy
3. Key Conversions
4. Campaigns
5. Outcomes
6. Marketing System Maturity

Our Marketing Level Assessment provides simple and easy to understand descriptions for each of these criteria across each of the four Levels (0-3). We begin with Level 0 because that is where every new business or startup begins, without a marketing system. You build a marketing system one campaign at a time. Our **Quick Start Marketing Strategies** provide you with an easy guide to start building your marketing system immediately, with recommended campaigns, best practices, and advice customized for 20 different common business models.

Branding

Level-0

CHARACTERISTICS: *Branding is either non-existent or poorly defined.* You move forward by defining a clear value-proposition that uniquely distinguishes you from your competitors. It should be based on the vision of the founder and capture the nature of the customer experience they seek to create.

Level 1	
Branding	<i>Brand definition & Brand Promise supported by initial brand marketing.</i>
	Brand campaigns help build brand awareness in your target market and the add lift to all your other campaigns. A Level 1 marketing system has well-polished brand language and clear brand values that directly support your brand promise.
Strategy	<i>Marketing goals become clearer as you implement additional campaigns.</i>
	<i>Initial marketing strategies at Level-1 are naturally limited to essential goals and a handful of key campaigns. Level 1 marketing systems have campaigns based on clear strategic goals. Campaigns begin to align with each other to support each other in the Customer Journey and fulfill your overall marketing goals.</i>
Key Conversions	<i>Identifying customer segments and Key Conversions.</i>
	A Level 1 marketing system will identify Key Conversions across the Customer Journey for most of their main customer segments. Identifying customer segments is an important part of a Level-1 marketing system.
Campaigns	<i>A few campaigns with specific goals; using a mix of paid and free marketing channels.</i>
	A Level 1 marketing system is focused on building a few key campaigns with specific campaign goals, designed to move prospects and customers through the entire Customer Journey. Campaign performance is measured, and campaigns are adjusted, changed, or eliminated as necessary. Marketing channels are tested to determine which are the most profitable.
Outcomes	<i>Some data for key metrics (KPIs).</i>
	Our campaign recommendations come with recommended conversion metrics (KPIs) so you can accurately measure real conversion, and not just clicks or other irrelevant engagement activity. A Level 1 marketing system collects relevant KPIs using appropriate metrics depending on the type of campaign.
Marketing System	<i>Nascent; early stage.</i>
	The work of building a marketing system moves beyond strategic planning into reality by implementing campaigns that support your strategic planning. Build it right from the beginning so you can build a mature marketing system on a solid foundation. You do that by building a Level 1 marketing system based on clear strategic planning.

Level-1

CHARACTERISTICS: *Brand definition & Brand Promise supported by initial brand marketing.*

Brand campaigns help build brand awareness in your target market and the add lift to all your other campaigns. A Level-1 marketing system has well-polished brand language and clear brand values that directly support your brand promise.

Level-2

CHARACTERISTICS: *A clearly defined brand with growing brand awareness in your target market.* A Level-2 marketing system uses brand campaigns effectively to build and maintain brand awareness that helps capture new leads early in the buying cycle. Brand campaigns keep your brand at the top of your prospects' mind so when they are ready to mind, they think of you first!

Level-3

CHARACTERISTICS: *A mature brand established in the mind of the customer.* A Level-3 marketing systems have a mature brand, one that is well defined in the mind of the customer. Customers know what you stand for and know exactly what kind of customer experience to expect when they do business with you.

Strategy

Level-0

CHARACTERISTICS: *Minimal.* You build a marketing system one campaign at a time. Begin with one campaign based on a strategic goal. Then

keep adding more campaigns to cover the entire Customer Journey. You will be building an initial marketing system in the process. Your initial marketing strategy should focus on creating your first campaigns. Focus more on specific campaign objectives in the Customer Journey.

Level 2	
Branding	<i>A clearly defined brand with growing brand awareness in your target market.</i>
	A Level 2 marketing system uses brand campaigns effectively to build and maintain brand awareness that helps capture new leads early in the buying cycle. Brand campaigns keep your brand at the top of your prospects' mind so when they are ready to mind, they think of you first!
Strategy	<i>Marketing goals are well defined, and campaign objectives are focused on Key Conversions.</i>
	Level 2 marketing systems have a well-defined strategy based on key business goals supported by campaigns designed to fulfill campaign objectives that are in alignment with your business goals.
Key Conversions	<i>Identifying and validating customer segments and Key Conversions.</i>
	Moving beyond simply identifying customer segments and key conversions, a Level-2 marketing system validates your customer segments, ensuring that they are not a figment of your imagination. As you grow your business you gain a better understanding of your customers, what different segments have in common, what conversions that matter most with each segment, and what motivates them to buy. Key Conversions are well defined for each customer segment.
Campaigns	<i>Multiple campaigns, implementing a mature strategy based on clear goals.</i>
	A Level 2 marketing system typically has multiple campaigns that complement each other, helping drive prospects and customers through the entire customer journey. These campaigns work in harmony to achieve multiple marketing goals.
Outcomes	<i>Key data (KPIs) for all campaigns.</i>
	A Level-2 marketing system has defined key conversions and KPIs for all your campaigns and you have a real understanding of how and why your campaigns work to fulfill their objectives.
Marketing System	<i>Growing a comprehensive system.</i>
	The work of a level 2 marketing system is focused on growing a comprehensive system that fully addresses all your marketing needs, driving prospects and customers efficiently through the Customer Journey, with controls that enable you to manage the process to ensure a steady flow of prospects and customers at each stage of the Customer Journey.

Level-1

CHARACTERISTICS: *Marketing goals become clearer as you implement additional campaigns.* Initial marketing strategies at Level-1 are naturally limited to essential goals and a handful of key campaigns. Level 1 marketing systems have campaigns based on clear strategic goals. Campaigns begin to align with each other to support each other in the Customer Journey and fulfill your overall marketing goals.

Level-2

CHARACTERISTICS: *Marketing goals are well defined, and campaign objectives are focused on Key Conversions.* Level 2 marketing systems have a well-defined strategy based on key business goals supported by campaigns designed to fulfill campaign objectives that are in alignment with your business goals.

Level-3

CHARACTERISTICS: *A comprehensive strategy across the entire Customer Journey.* A Level-3 marketing strategy has well-defined, clear goals that provide a comprehensive set of marketing goals and campaign objectives, maximizing the efficiency of all your marketing processes across the entire Customer Journey.

Key Conversions

Level-0

CHARACTERISTICS: *Testing Key Conversions on some basic customer segments.* Many business models have obvious customer segments while others often have unique customer segments that you must work to

identify. Different customer segments may share the same key conversions while others will be unique. Testing Key Conversions to validate their role in customer segments provides crucial facts about your target market. This is the essential work of building an initial marketing system.

Level-1

CHARACTERISTICS: Identifying customer segments and Key Conversions. A Level-1 marketing system will identify Key Conversions across the Customer Journey for most of their main customer segments. Identifying customer segments is an important part of a Level-1 marketing system.

Level 3	
Branding	<i>A mature brand established in the mind of the customer.</i>
	Level-3 marketing systems have a mature brand, one that is well defined in the mind of the customer. They know what you stand for and know exactly what kind of customer experience to expect when they do business with you.
Strategy	<i>A comprehensive strategy across the entire Customer Journey.</i>
	<i>A Level-3 marketing strategy has well-defined, clear goals that provide a comprehensive set of marketing goals and campaign objectives, maximizing the efficiency of all your marketing processes across the entire Customer Journey.</i>
Key Conversions	<i>Clearly identified across all customer segments.</i>
	A Level-3 marketing system will clearly identify Key Conversions across all customer segments, completing the customer journey for their business model. Key Conversions are measured to optimize campaign performance, improving efficiencies in all your campaign outcomes.
Campaigns	<i>Campaigns form a mosaic of complementary objectives working together to drive efficient conversions throughout the Customer Journey.</i>
	A Level-3 marketing system consists of processes that support your campaigns, like PR, reputation management, and SEO, based on clear, complementary and comprehensive marketing goals. Campaigns achieve maximum performance with adjustments made when necessary.
Outcomes	<i>Key data (KPIs) for all campaigns; Tracking historical trends.</i>
	A Level-3 marketing system has defined key conversions and KPIs for all your campaigns based on historical trends with built in resiliency based on your knowledge or your customer segments and key conversions that enable you to adapt to sudden changes in the business environment, including changes in customer needs, tastes, and desires, along with new trends driven by technology or changes in the economy.
Marketing System	<i>Maintaining a Fully Functioning System.</i>
	The work of a Level-3 marketing system is greatly reduced because it has mature, well-driven processes, many of which have been automated to increase overall efficiency throughout the Customer Journey. A Level 3 marketing system must constantly be updated to keep up with changes in customer needs and business trends but doing so is easy because the processes are so well-defined and automated sequences can quickly be modified to support whatever changes you need to make. A Level 3 marketing system is highly resilient and increases the sustainability of the business organization.

Level-2

CHARACTERISTICS: Identifying and validating customer segments and Key Conversions.

Moving beyond simply identifying customer segments and key conversions, a Level-2 marketing system validates your customer segments, ensuring that they are not a figment of your imagination. As you grow your business you gain a better understanding of your customers, what different segments have in common, what conversions that matter most with each segment, and what motivates them to buy. Key Conversions are well defined for each customer segment.

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Campaigns

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much as you can before testing paid channels and scale up only when they are working.

Level-1

CHARACTERISTICS: *A few campaigns with specific goals; using a mix of paid and free marketing channels.* A Level-1 marketing system is focused on building a few key campaigns with specific campaign goals, designed to move prospects and customers through the entire Customer Journey. Campaign performance is measured, and campaigns are adjusted, changed, or eliminated as necessary. Marketing channels are tested to determine which are the most profitable.

Level-2

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Outcomes (Key Results)

Level-0

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Marketing System Level

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