

The 2014

# MARKETING SCORE REPORT

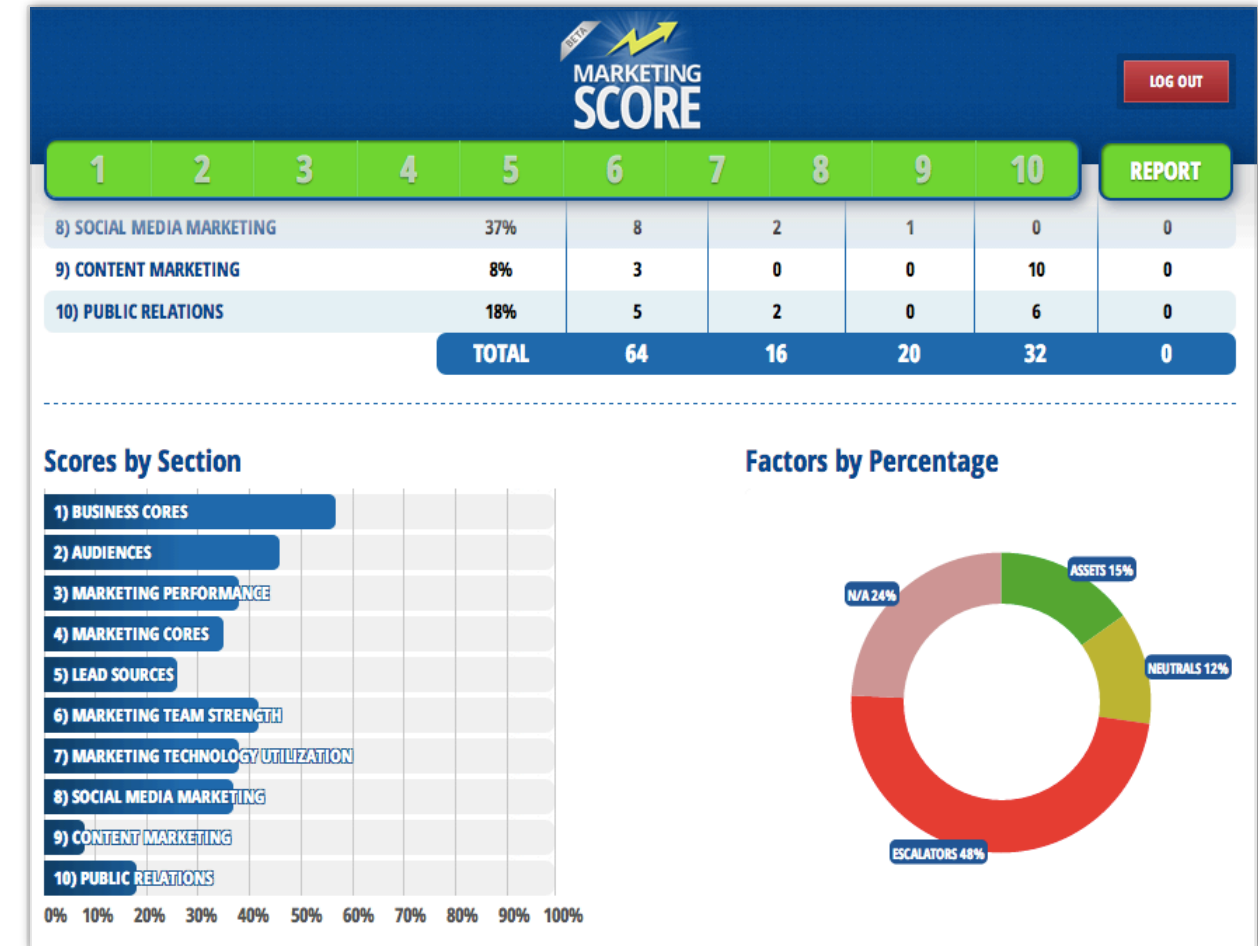
An Inside Look at How Professionals Rate Their  
Marketing Potential and Performance

A PR 20/20 Production

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Sample Assessment Report Page

# Introduction

The marketing industry is advancing at an unprecedented rate, creating seemingly insurmountable gaps in **marketing talent, technology and strategy**. At a time when marketers face increasing pressure to measure the ROI of their marketing campaigns, and connect every dollar spent to bottom-line results, they are largely underprepared and underperforming.

PR 20/20's **Marketing Score is a free online marketing assessment tool** that uses subjective analysis from internal stakeholders to identify marketing talent, technology and strategy gaps. The 2014 Marketing Score Report takes an inside look at how 318 marketers, executives, and entrepreneurs rate their organizations using **132 factors across 10 sections**.

The factor ratings (0-10 scale) are combined with **27 profile fields** (e.g. annual revenue, revenue goals, marketing budget, employee size, industry, sales cycle length) to provide strategic insights, and help drive change and improved performance.

We welcome you to [rate your organization](#) using Marketing Score, or simply reference the report as a benchmark of how other organizations view the strength of their marketing foundations, activities and performance.

Either way, I hope you find value in the report, and that it plays a small role in helping to move your organization's marketing forward.

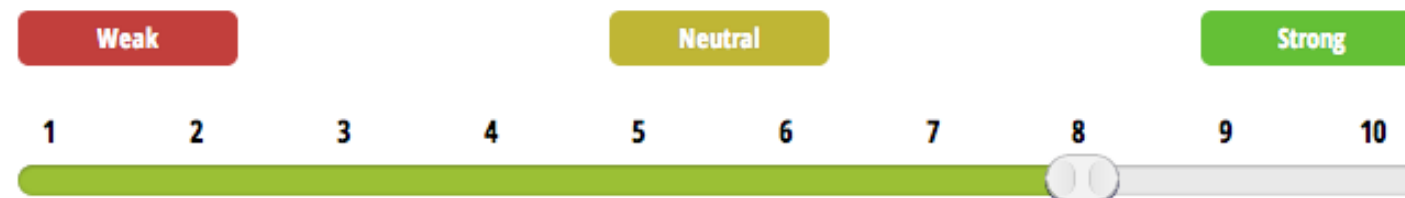


Paul Roetzer ([@paulroetzer](#))  
CEO and Founder | [PR 20/20](#)  
Author | [The Marketing Agency Blueprint](#)  
Creator | [Marketing Score](#)



# Methodology

- Online survey of **318 marketers, executives and entrepreneurs** (“members”) using PR 20/20’s Marketing Score assessment tool. Members found and joined Marketing Score through a variety of channels, including organic search, speaking engagements, referrals (including [www.PR2020.com](http://www.PR2020.com)), email marketing, agency partner network, and direct traffic.
- All 318 respondents are “**engaged members**,” meaning they completed 95% or more of the 132 assessment factors. Assessments used in the report were completed from **December 2012 - July 2013**.
- There are no required fields or factors, so **non responses are excluded** from totals when relevant (these exclusions are noted on corresponding charts and data).
- Marketing Score includes **27 profile fields and 132 factors across 10 sections**: Business Cores (Section 1), Audiences (Section 2), Marketing Performance (Section 3), Marketing Cores (Section 4), Lead Sources (Section 5), Marketing Team Strength (Section 6), Marketing Technology Utilization (Section 7), Social Media Marketing (Section 8), Content Marketing (Section 9), and Public Relations (Section 10).
- Each factor has a rating of 0-10, and is categorized as an **escalator (0-5), neutral (6-7) or asset (8-10)**. **Assets** are strengths that can accelerate marketing success. **Escalators** are weaknesses that require additional resources to build up and improve.
- By **connecting factor ratings to profile fields**, and benchmarking against other members, we’re able to draw correlations and gain strategic insights by life cycle, revenue goals and growth, employee size, marketing budget, industry, sales cycle length, and more.
- **Section scores and overall Marketing Scores** are represented as percentages, calculated using factor ratings.
- **High performers** is a term used throughout the report to reference organizations that excel and score highest on specific factors. **Laggards** is also used to describe underperforming organizations.

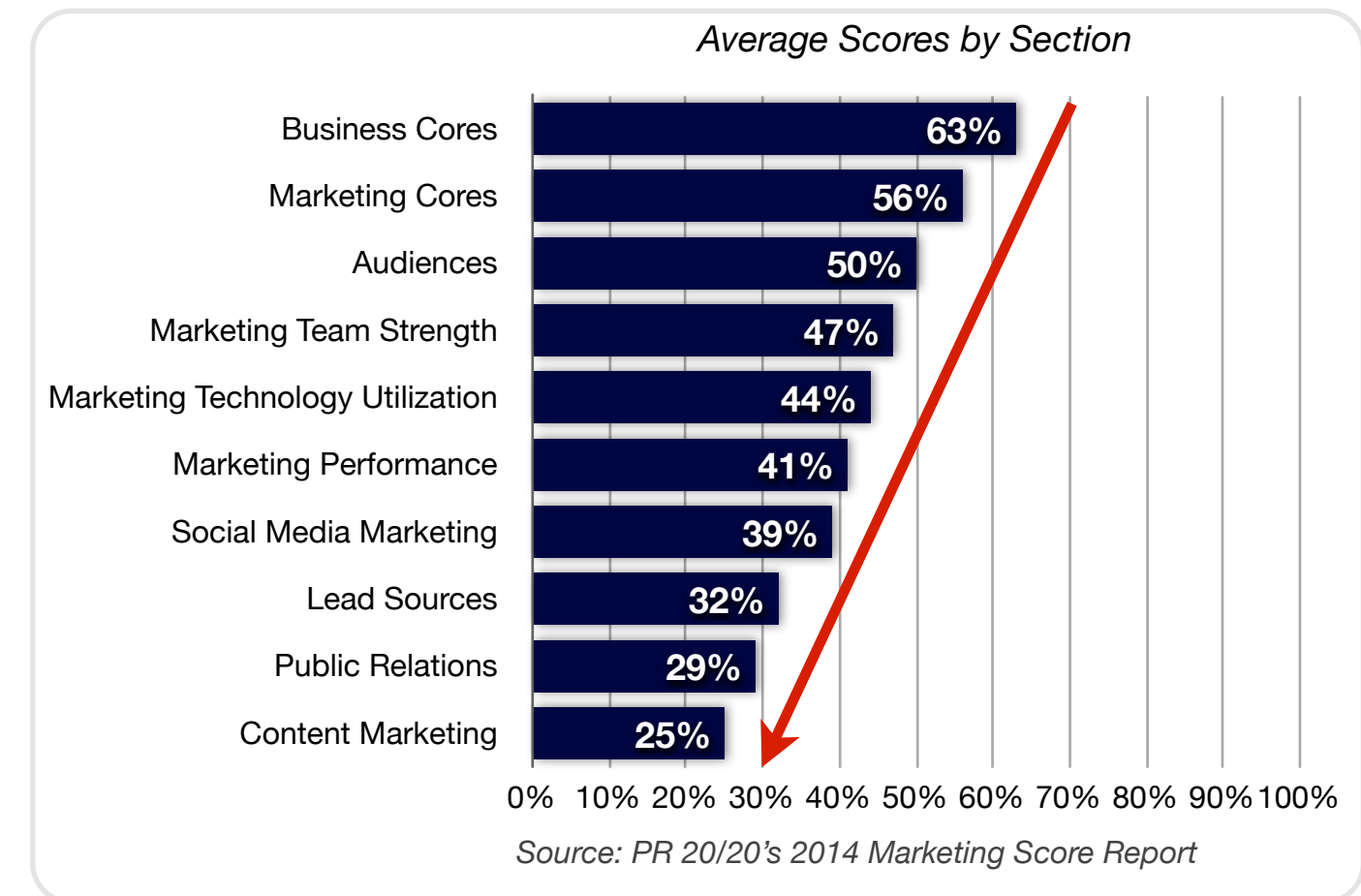


Sample Marketing Score Factor Slider Scale

# Report Snapshot

# 15 Takeaways

1. **Business Cores (63%)** and **Marketing Cores (56%)** are the highest rated sections. Lead Sources (32%), Public Relations (29%), and Content Marketing (25%) are the lowest. [source](#)
2. **Generating leads and converting leads into sales** are the highest priority marketing goals. [source](#)
3. The majority of organizations have **aggressive growth goals and conservative budgets**, creating a potential misalignment of expectations. [source](#)
4. **Organizations founded post-1990** are at an advantage. They are more social media savvy, have higher marketing technology utilization scores, and are better at creating and distributing content. [source](#)
5. **Key performance indicator (KPI)** weaknesses at every stage of the marketing funnel affect the ability of organizations to achieve business goals. [source](#)



# 15 Takeaways

6. Organizations lack strength and diversity in their **lead sources**. Key digital channels, including organic search, social media, blogging, and premium content, are all rated on average as weaknesses. [source](#)
7. Organizations lack confidence in their **internal marketing teams**, which are particularly weak in key digital marketing skills. [source](#)
8. Many organizations lack, or are underutilizing, **fundamental marketing technologies**, including call tracking, marketing automation, and marketing analytics. [source](#)
9. **Marketing automation high performers** have significantly stronger lead-to-sale conversion rates, cost of customer acquisition (COCA), and overall Marketing Scores. [source](#)
10. **Internal social network high performers** have stronger internal communications, corporate cultures, employee relationships, and employee retention rates. [source](#)



Sample from Section 6 of the Assessment

# 15 Takeaways

11. Despite lead generation and lead-to-sale conversions being the two highest priority goals, organizations are failing to tap into the **power of social media** to achieve those goals. [source](#)
12. Organizations are missing opportunities to generate and nurture leads due to enormous gaps in their **content marketing** programs. [source](#)
13. **Blogging high performers** dominate all others in a number of critical marketing performance metrics such as website traffic, lead volume, and lead quality scores, as well as overall Marketing Scores. [source](#)
14. **Public relations** is an underutilized strategy. Organizations are failing to use content marketing to fuel media opportunities, and struggling to maintain a strong media presence online and offline. [source](#)
15. **Revenue growth high performers** have a distinct advantage in the Marketing Performance section, driven by stronger Social Media, Lead Sources, Public Relations, and Content Marketing section scores. [source](#)

**7) MARKETING TECHNOLOGY UTILIZATION** 38% (38/100 POINTS) -

MARKETING TECHNOLOGY UTILIZATION	RATING	ESCALATORS	NEUTRALS	ASSETS	N/A
CALL TRACKING	0				X
CONTENT MANAGEMENT SYSTEM (CMS)	8			●	
CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	3	●			
EMAIL MARKETING	3	●			
INTERNAL SOCIAL NETWORK	10			●	
MARKETING ANALYTICS	6		●		
MARKETING AUTOMATION/LEAD NURTURING	0				X
PROJECT MANAGEMENT	2	●			
SEARCH ENGINE OPTIMIZATION (SEO)	2	●			
SOCIAL MEDIA MONITORING/MANAGEMENT	4	●			
	<b>38 (38%)</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>2</b>

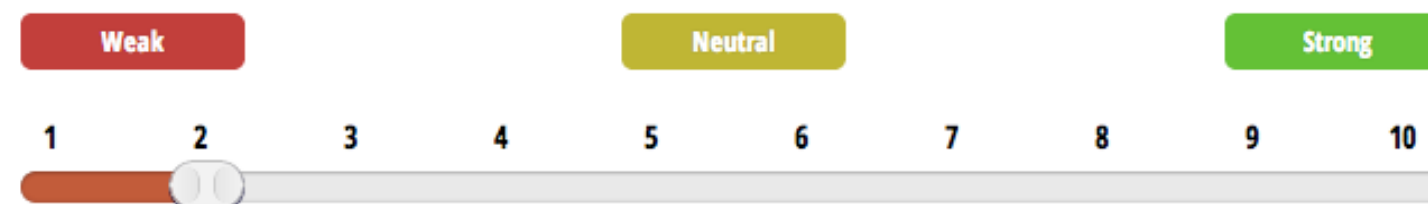
Sample Report Chart from Section 7 of the Assessment



# Questions to Consider

Marketing Score is designed to be a **marketing strategy and management tool**. Consider the following questions when reviewing this report, or [completing your own assessment](#), and use them to drive change and improvement within your organization.

- Does your organization have the right **marketing talent, technology and strategy** to achieve its performance goals?
- Are your **expectations for growth** aligned with your potential?
- Are there weaknesses in your **business and marketing cores**?
- Are you maximizing the return on your **marketing investments**?
- Do you have the right **agency partners** that fill internal marketing team gaps, and add expertise and skills in critical growth areas?
- Are your resources aligned with **priority marketing goals**? For example, if “generate leads” is a high-priority goal, do you have the right talent, technology and strategy to achieve it?
- What are the opportunities for **underdogs and innovators** that don't have the resources of their larger competitors?
- What can large enterprises do to stay on top, when nimble organizations develop more **modern marketing teams**, more quickly adapt to **marketing technology** advancements, and build more intelligent and efficient **marketing strategies**?



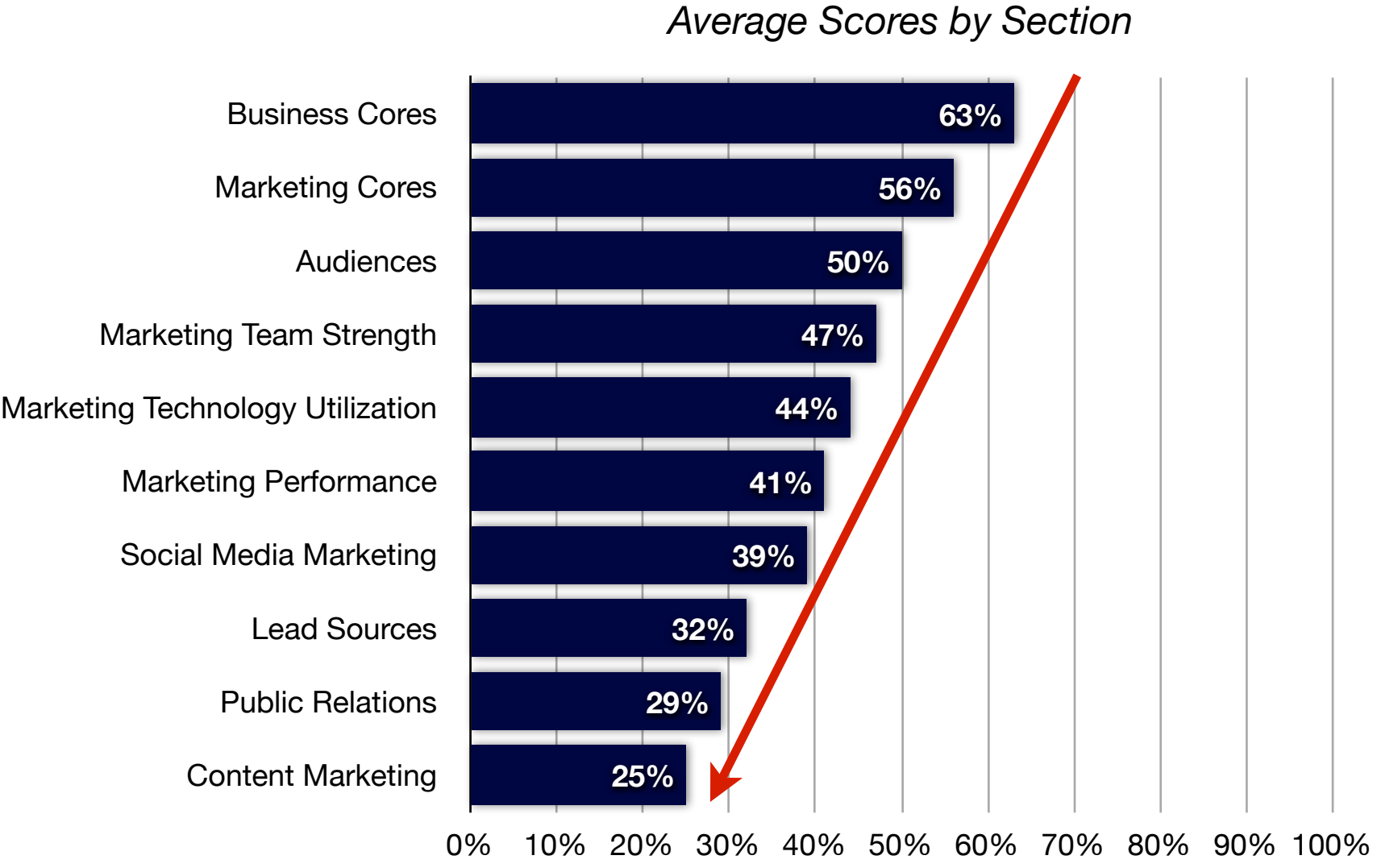
Sample Marketing Score Factor Slider Scale

42%

the average overall Marketing Score

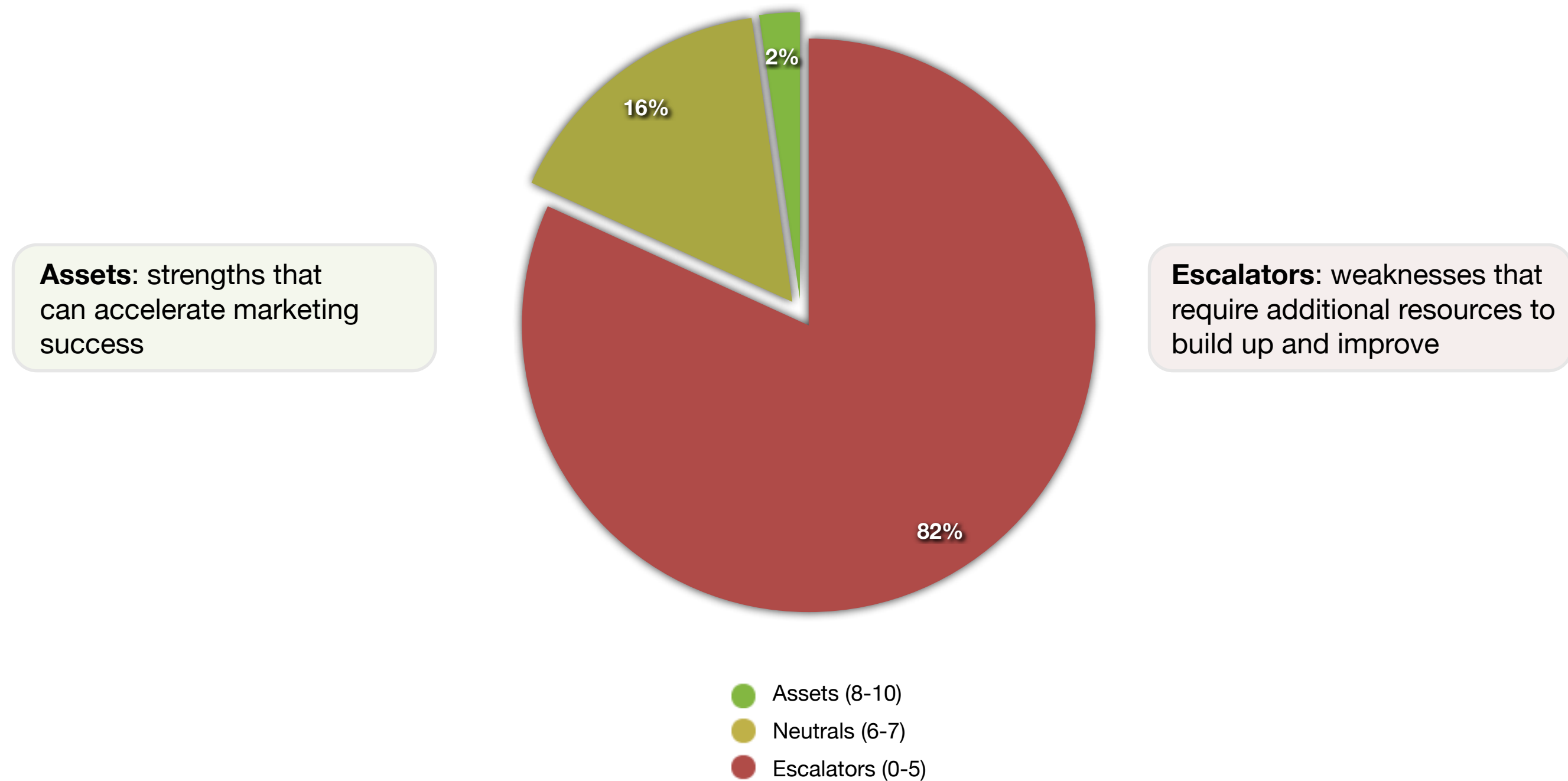
*n=318*

**Business Cores (63%)** and **Marketing Cores (56%)** are the highest rated sections. **Lead Sources (32%)**, **Public Relations (29%)**, and **Content Marketing (25%)** are the lowest.



Source: PR 20/20's 2014 Marketing Score Report

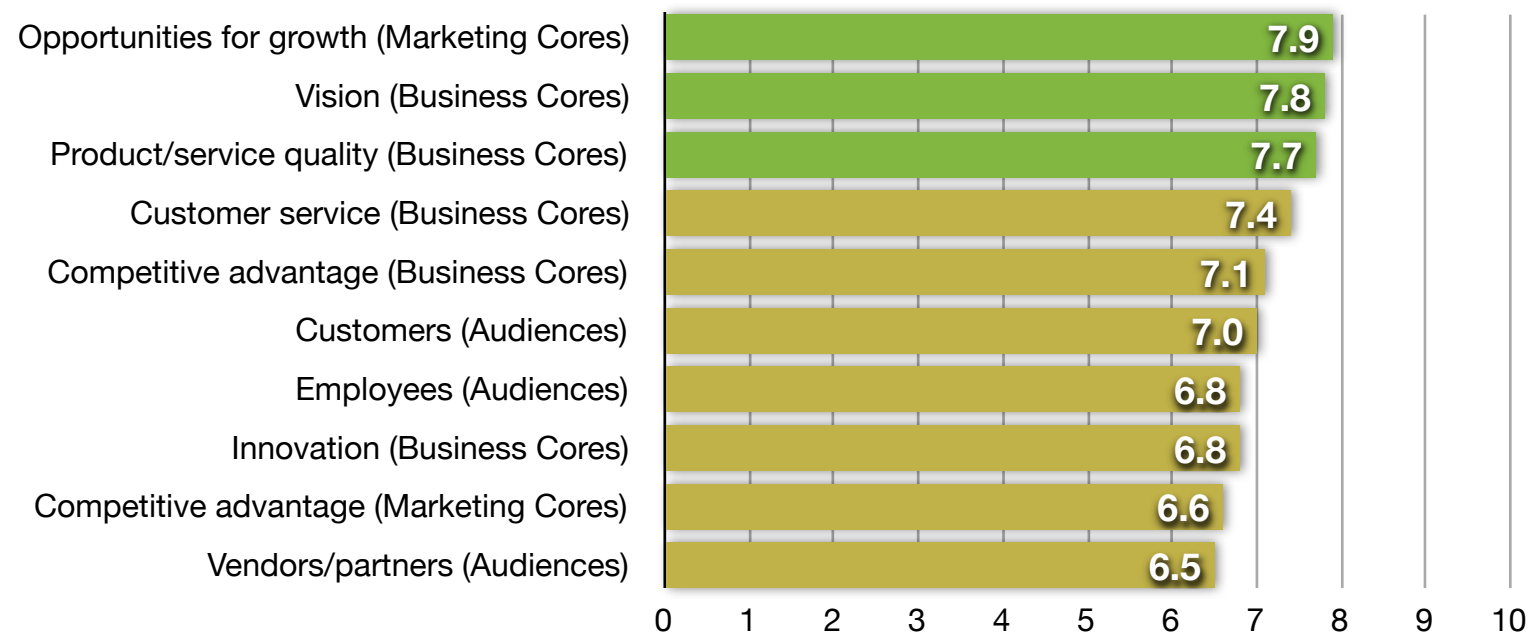
**82%** of the 132 factors are **escalators** (average rating of 0-5), and only **2%** are **assets** (average rating of 8-10).



## 7 out of the top 10 factors come from Business Cores and Marketing Cores

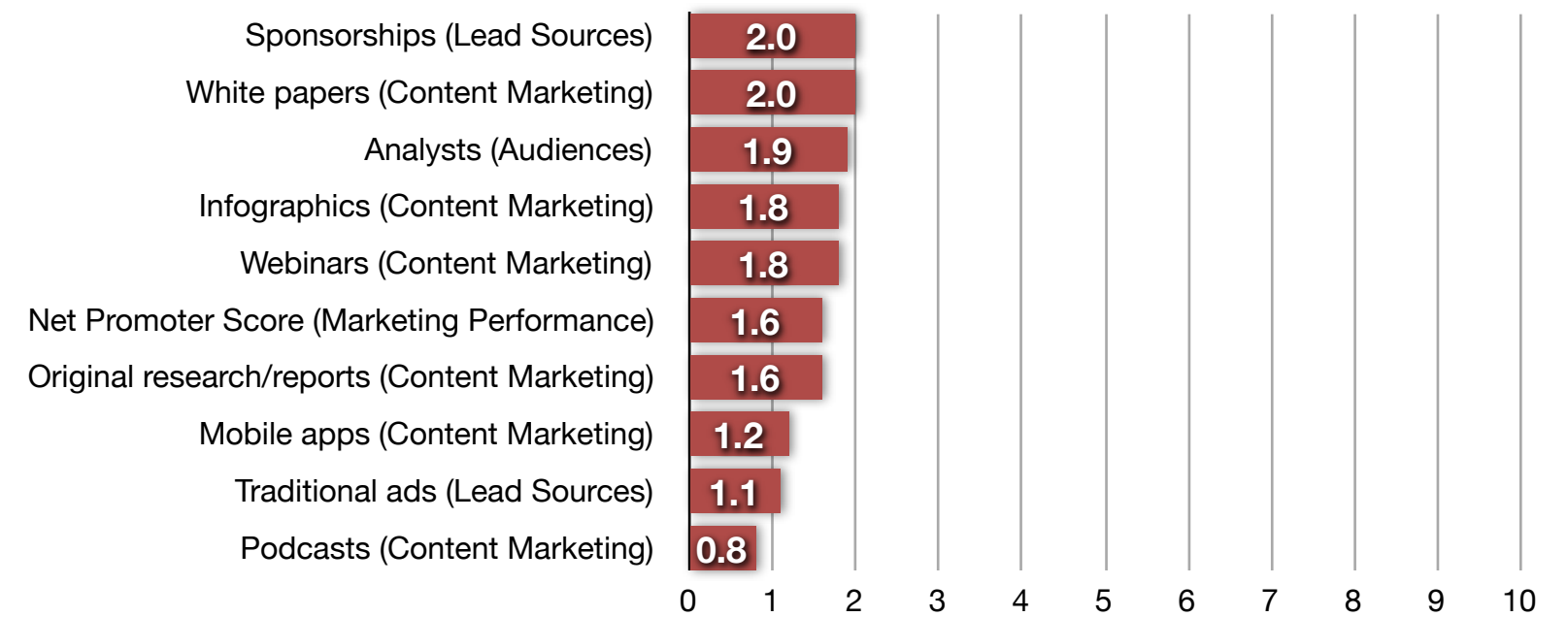
## 6 out of the bottom 10 factors come from Content Marketing

Top 10 Highest-Rated Factors (All Sections)



Source: PR 20/20's 2014 Marketing Score Report

Bottom 10 Lowest-Rated Factors (All Sections)



Source: PR 20/20's 2014 Marketing Score Report

- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

n=318

# Profile Breakdown

Key Findings from the 27 Profile Fields

# About This Section

Marketing Score includes 27 profile fields in the areas of: **Business & Marketing Basics, Financial, Marketing Goals, and Marketing Plans.**

By connecting factor ratings to profile fields, and benchmarking against other members, we're able to draw correlations and gain strategic insights by life cycle, revenue goals and growth, employee size, marketing budget, industry, sales cycle length, and more.

In this section, we'll look at key findings from the Profile section.

**BUSINESS & MARKETING BASICS**

Year founded: 2006-2010

Industry classification: Software & Internet

Business type: Private

Business life cycle stage: Start-Up: Focused on establishing customer base and proving business model.

Employees: 11 - 25

Marketing employees: 1-5

B2B vs. B2C: B2B

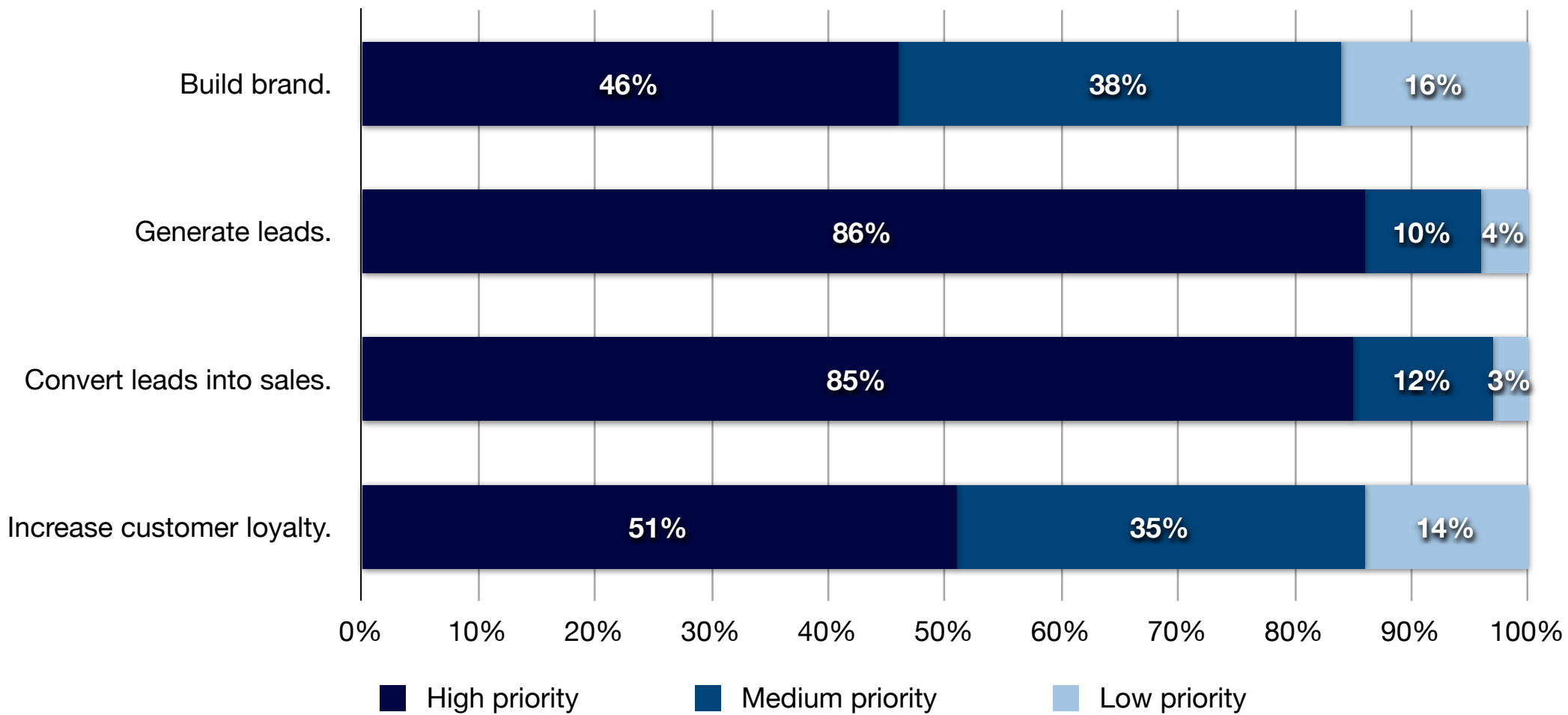
Geographic focus: National

Average sales cycle (lead to conversion): 4 - 8 weeks

Sample from the Profile Section

**Generate leads (86%)** is the highest priority marketing goal, followed closely by **convert leads into sales (85%)**.

*Marketing Goals by Priority*

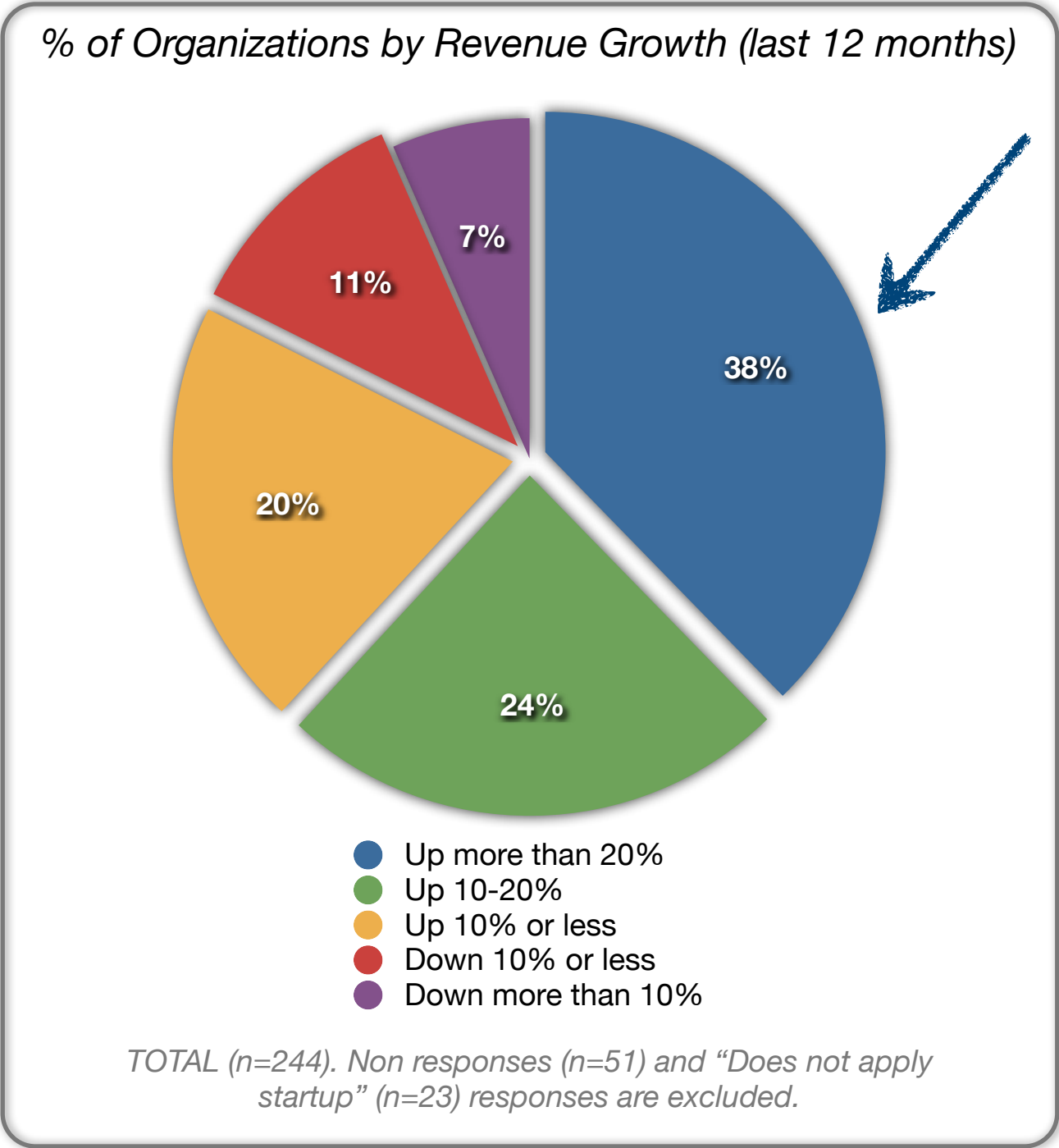


*Brand (n=303), Leads (n=302), Sales (n=291), Loyalty (n=302)*



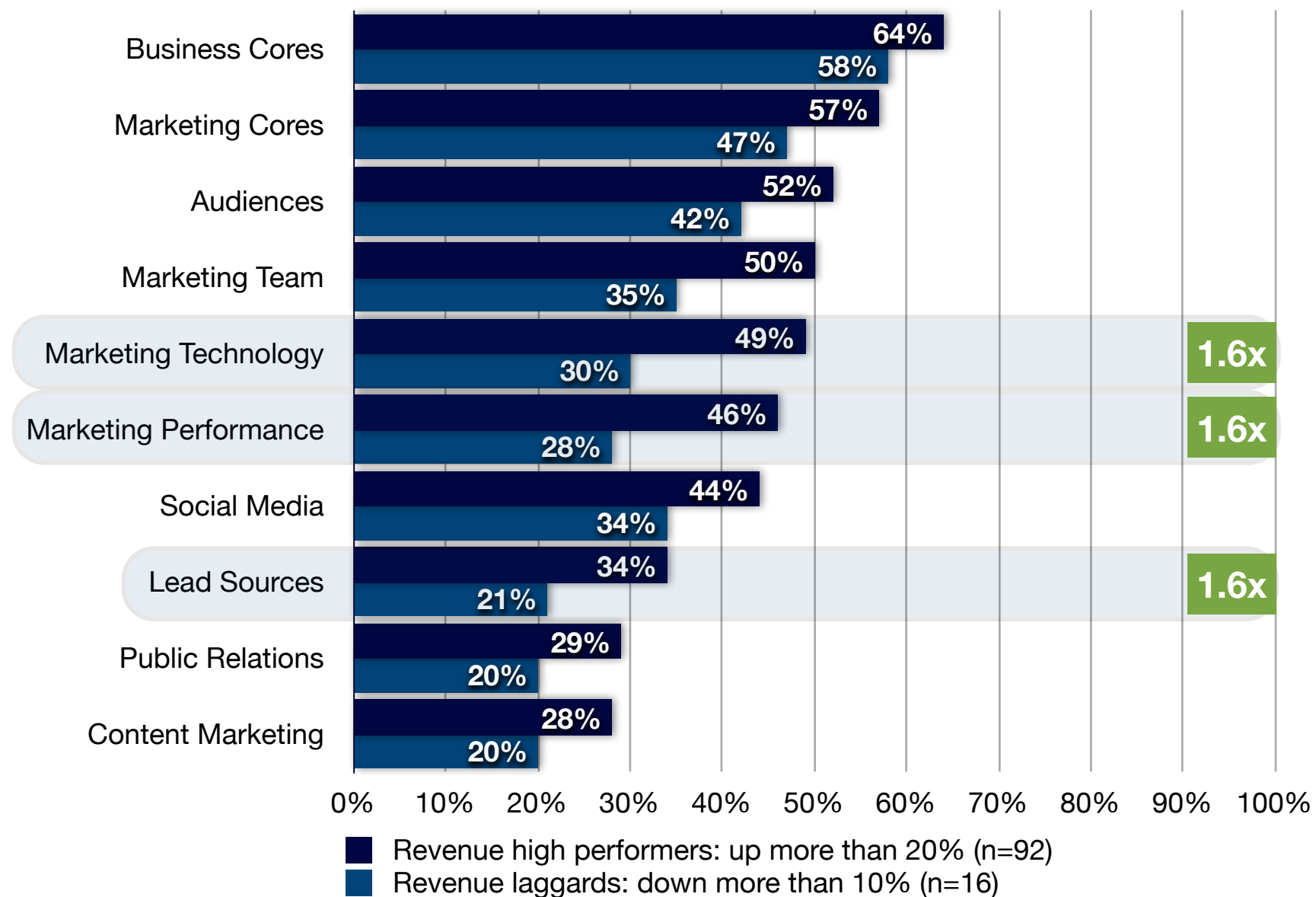


**38%** of organizations had **revenue growth** of more than 20% during the last 12 months.



# Revenue-growth *high performers* (up more than 20%) dominate *laggards* (down more than 10%) in all 10 sections.

Revenue Up More Than 20% vs. Down More Than 10% (last 12 months) by Section



The greatest section differences occur in:

- Marketing Technology
- Marketing Performance
- Lead Sources

# 64%

of organizations have aggressive (>20%) or moderately aggressive (15-20%) **growth goals.**

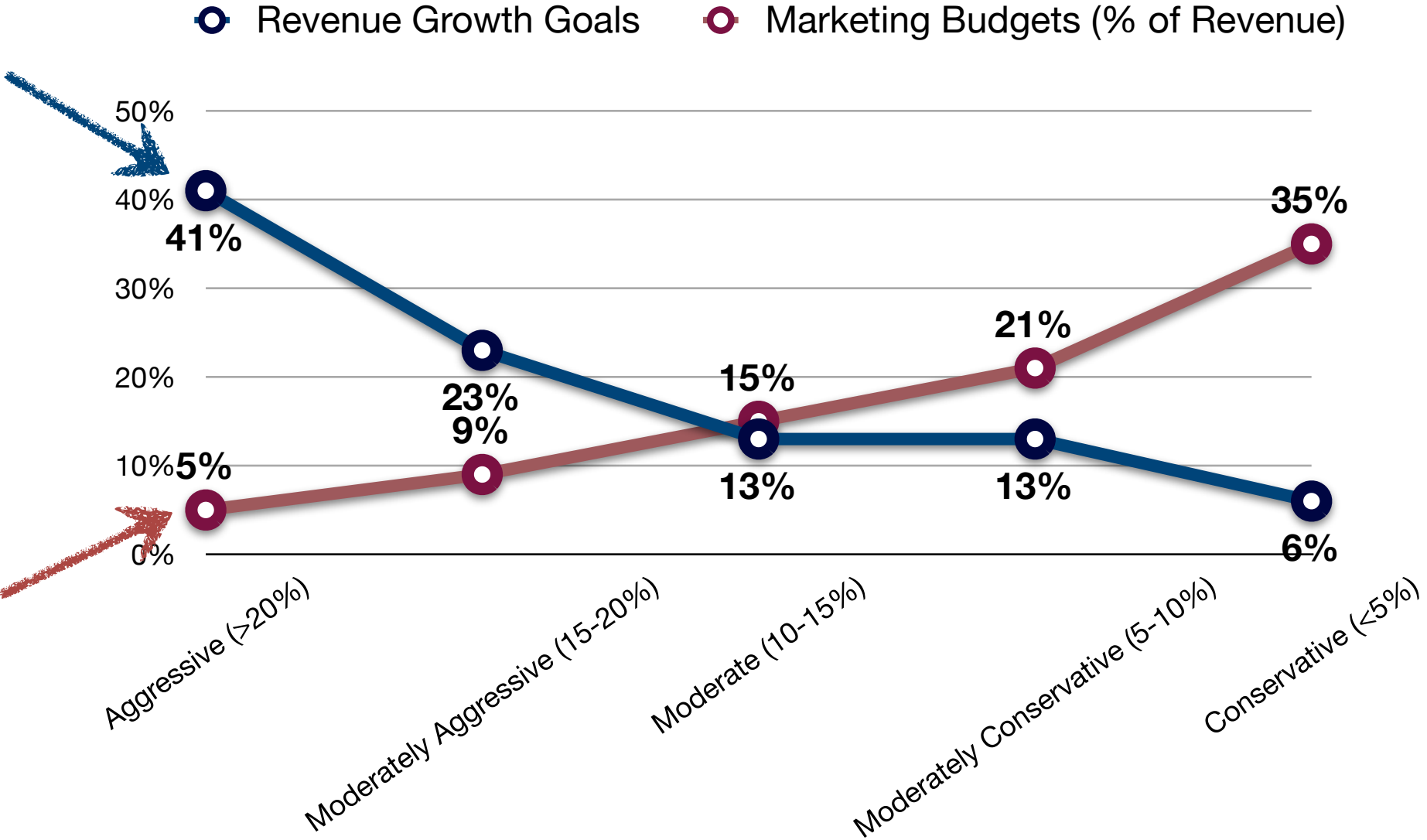
*TOTAL (n=290). Non responses (n=28) are excluded.*

# 56%

of organizations have conservative (<5% of revenue) or moderately conservative (5-10% of revenue) **marketing budgets.**

*TOTAL (n=290). Non responses (n=28) are excluded.*

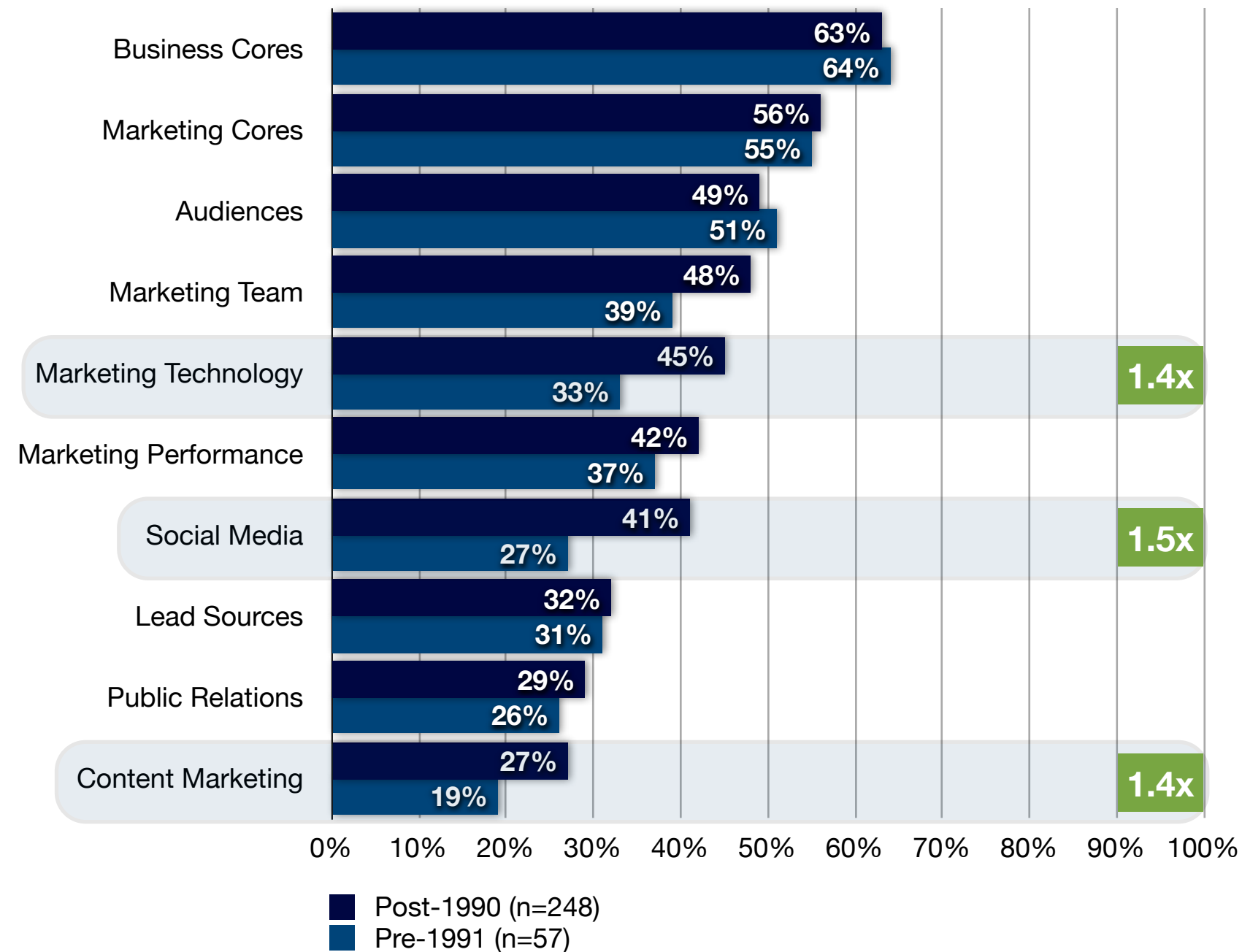
The majority of organizations have **aggressive growth goals** and **conservative budgets**, creating a potential misalignment of expectations.



- **41%** of organizations have aggressive revenue growth goals (>20%).
- Only **5%** of organizations have aggressive marketing budgets (>20% of revenue).

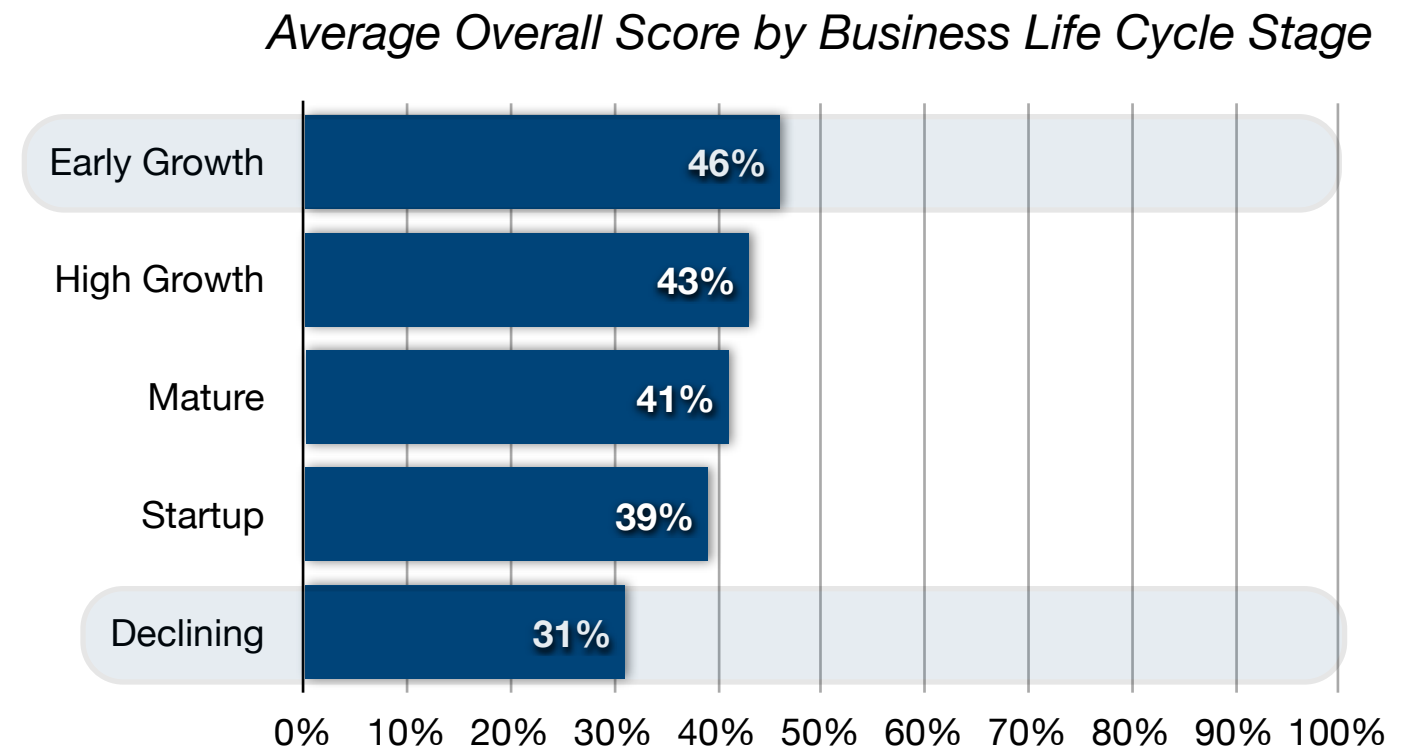
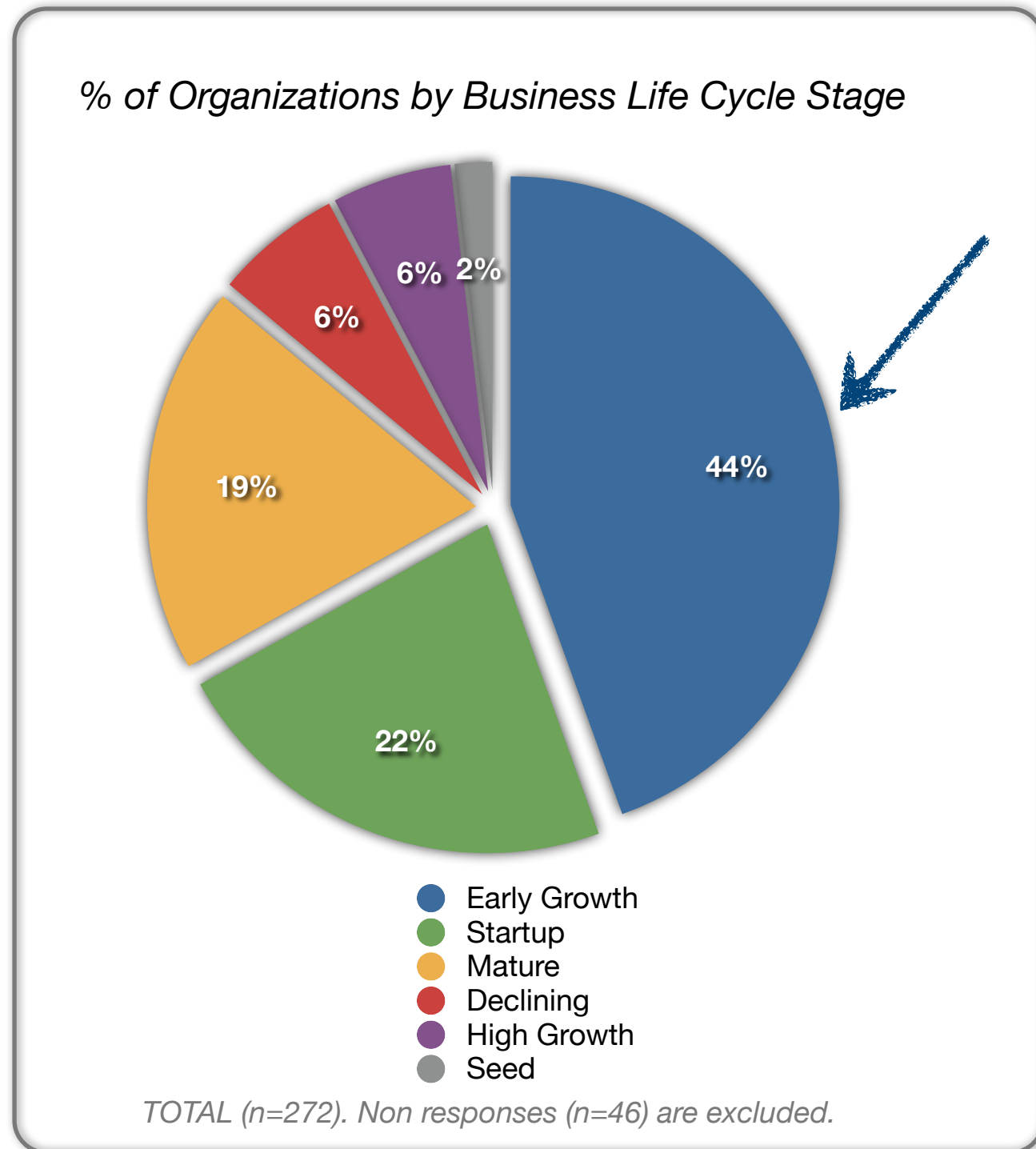
Organizations **founded post-1990** are more social media savvy, have higher marketing technology utilization scores, and are better at creating and distributing content.

*Founded Post-1990 vs. Pre-1991 by Section Scores*



TOTAL (n=305). Non responses (n=13) are excluded.

**44%** of organizations indicate they are in **early-growth mode**. These organizations are “focused on infrastructure, talent acquisition, steady growth, and profitability.”

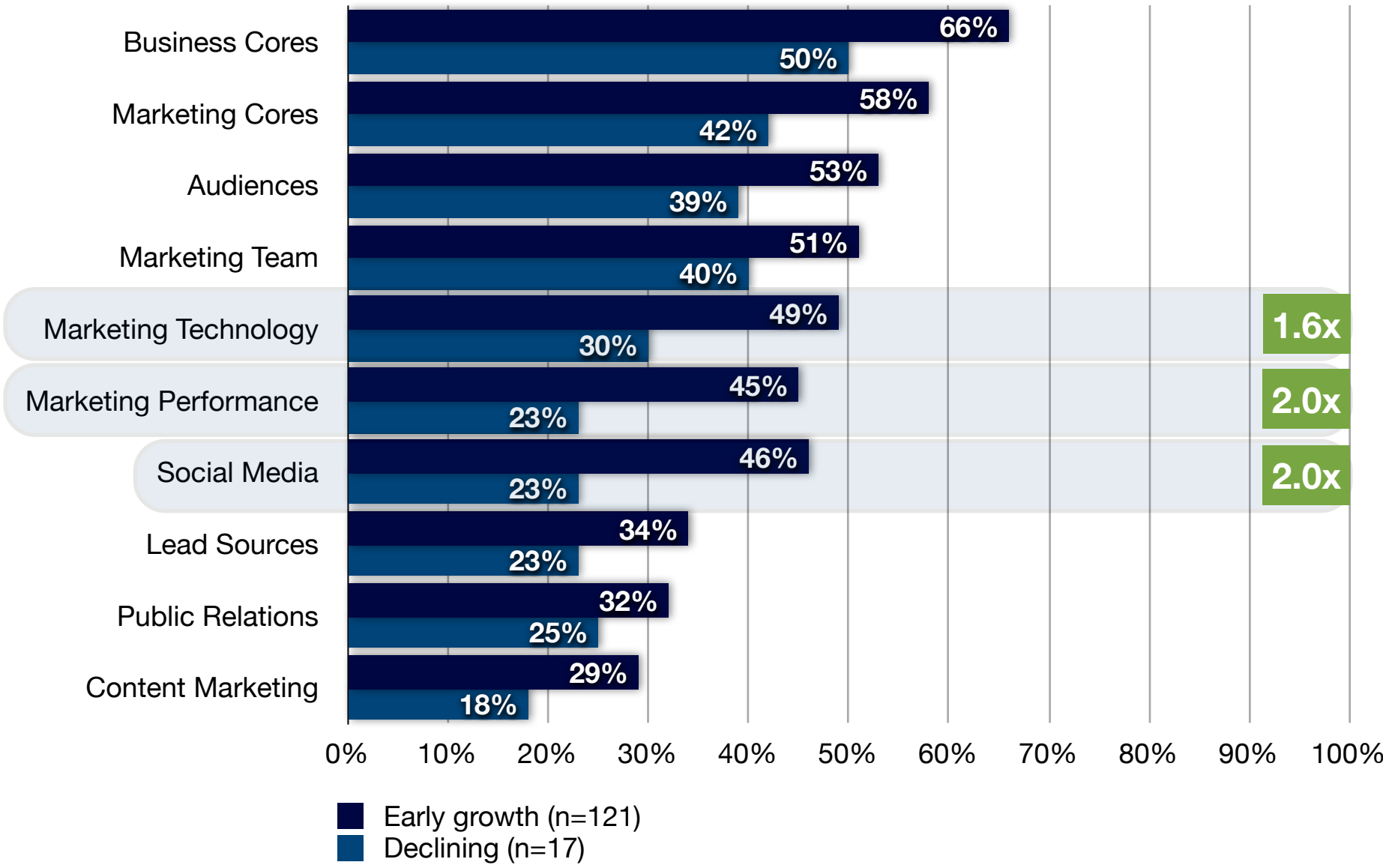


TOTAL (n=267). Non responses (n=46) and Seed (n=5) are excluded.

- **Early growth** is the highest scoring life-cycle segment with an average overall score of **46%**.
- **Declining** organizations have an average overall score of 31%, **1.3x less than** the all member average of 42%.

# When compared to **declining** organizations, **early-growth** organizations rate higher in all 10 sections.

*Early Growth vs. Declining Organizations by Section*



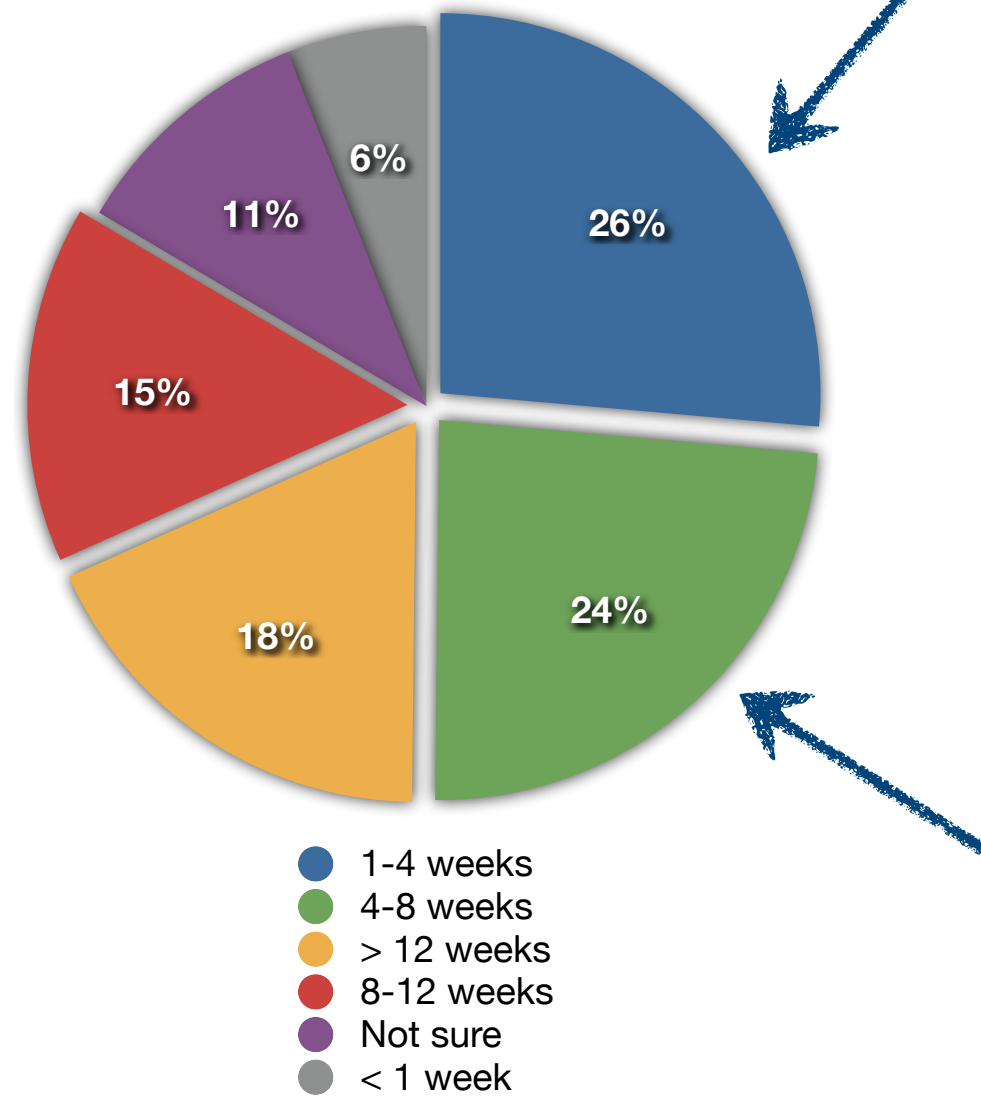
The largest **gaps** occur in:

- Social Media Marketing
- Marketing Performance
- Marketing Technology Utilization



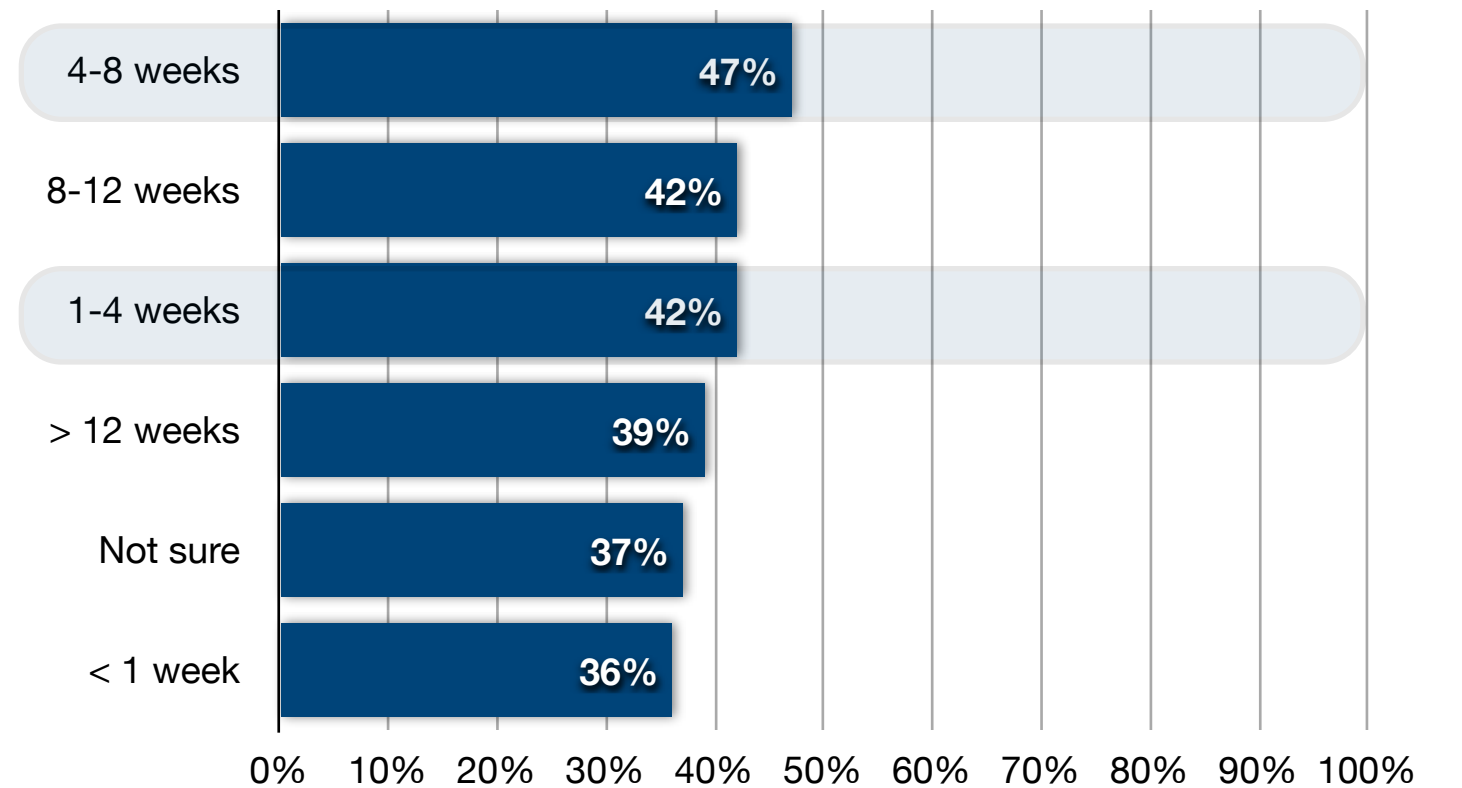
**50%** of organizations have 1-2 month sales cycles.

*% of Organizations by Sales Cycle Length*



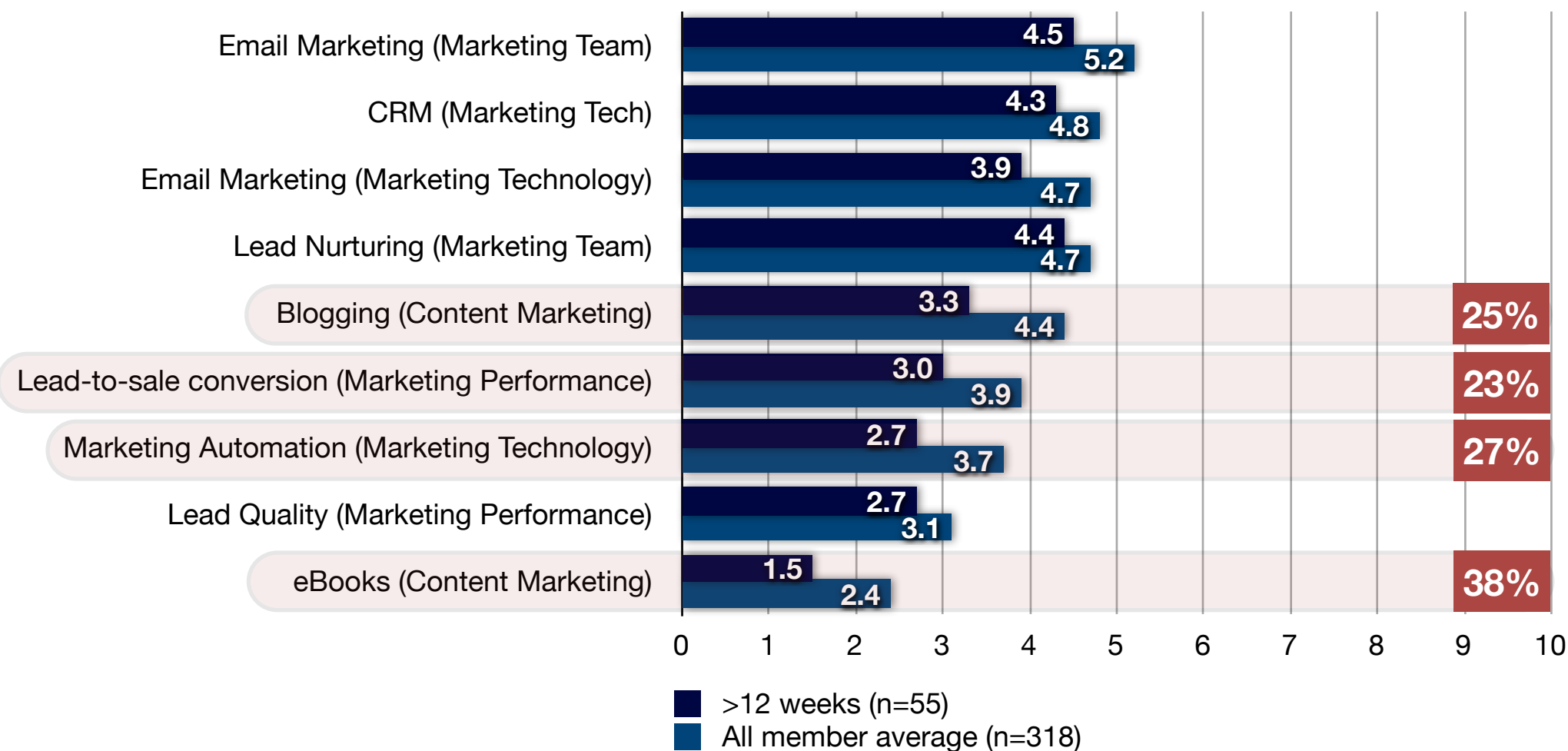
TOTAL (n=303). Non responses (n=15) are excluded.

*Average Overall Score by Sales Cycle Length*



# Lead-to-sale conversion rates for organizations with sales cycles >12 weeks are **23% below** the all-member average.

Sales Cycle >12 Weeks vs. All Member Averages by Select Factors

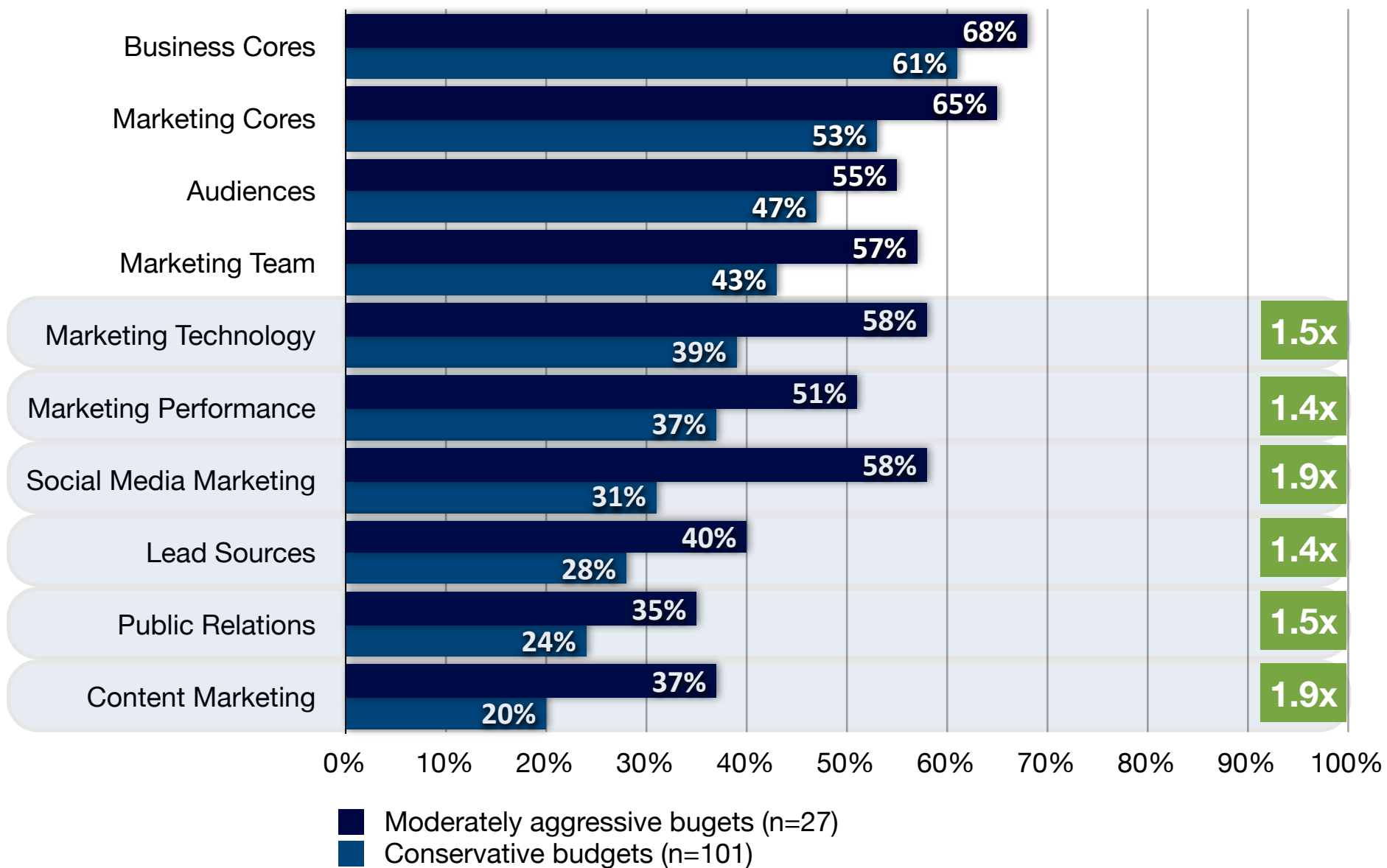


Why do organizations with sales cycles >12 weeks struggle?

- They attract **lower-quality leads**.
- They lack the **marketing technology infrastructure** to nurture and close leads.
- They are weak in **content marketing**, which is critical for lead generation, qualification, and nurturing.
- 35% do not have **marketing automation** software
- 33% do not **blog**
- 18% do not have **CRM**

# Budget Matters

Section Scores: Moderately Aggressive (15-20% of Revenue) vs. Conservative (<5% of Revenue) Budgets



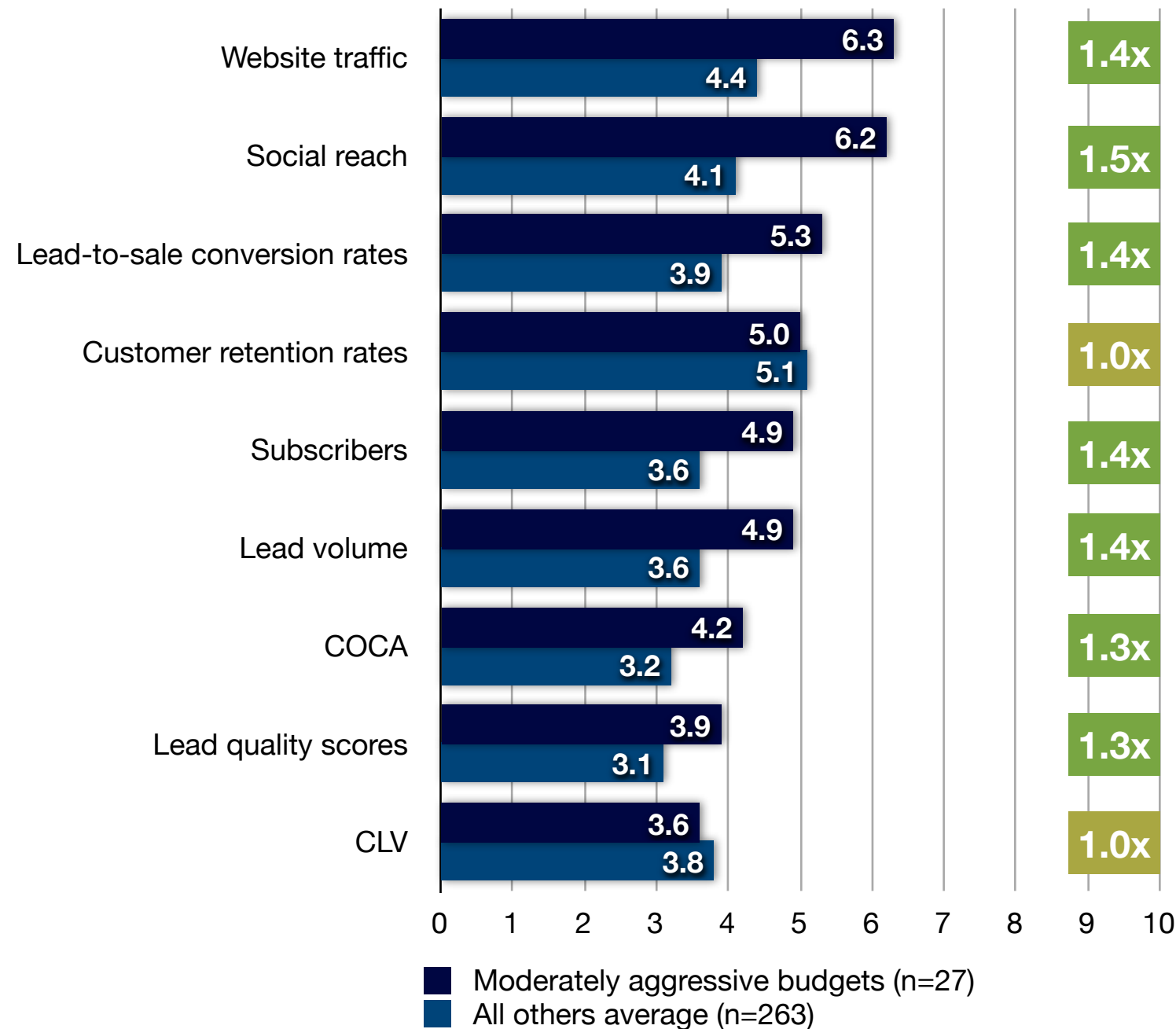
Organizations with **moderately aggressive budgets** (the highest scoring budget segment) dominate organizations with conservative budgets (the lowest scoring budget segment) in all 10 sections.\* The largest gaps occur in:

- Social Media Marketing
- Content Marketing
- Marketing Technology Utilization
- Public Relations
- Lead Sources
- Marketing Performance

\* Moderately aggressive budgets is the highest scoring segment with an average overall score of 52%, while the conservative budgets segment is the lowest scoring with an average overall score of 38%.

# Budget Matters

Moderately Aggressive (15-20% of revenue) Budgets vs. All Others Average by KPI Factors



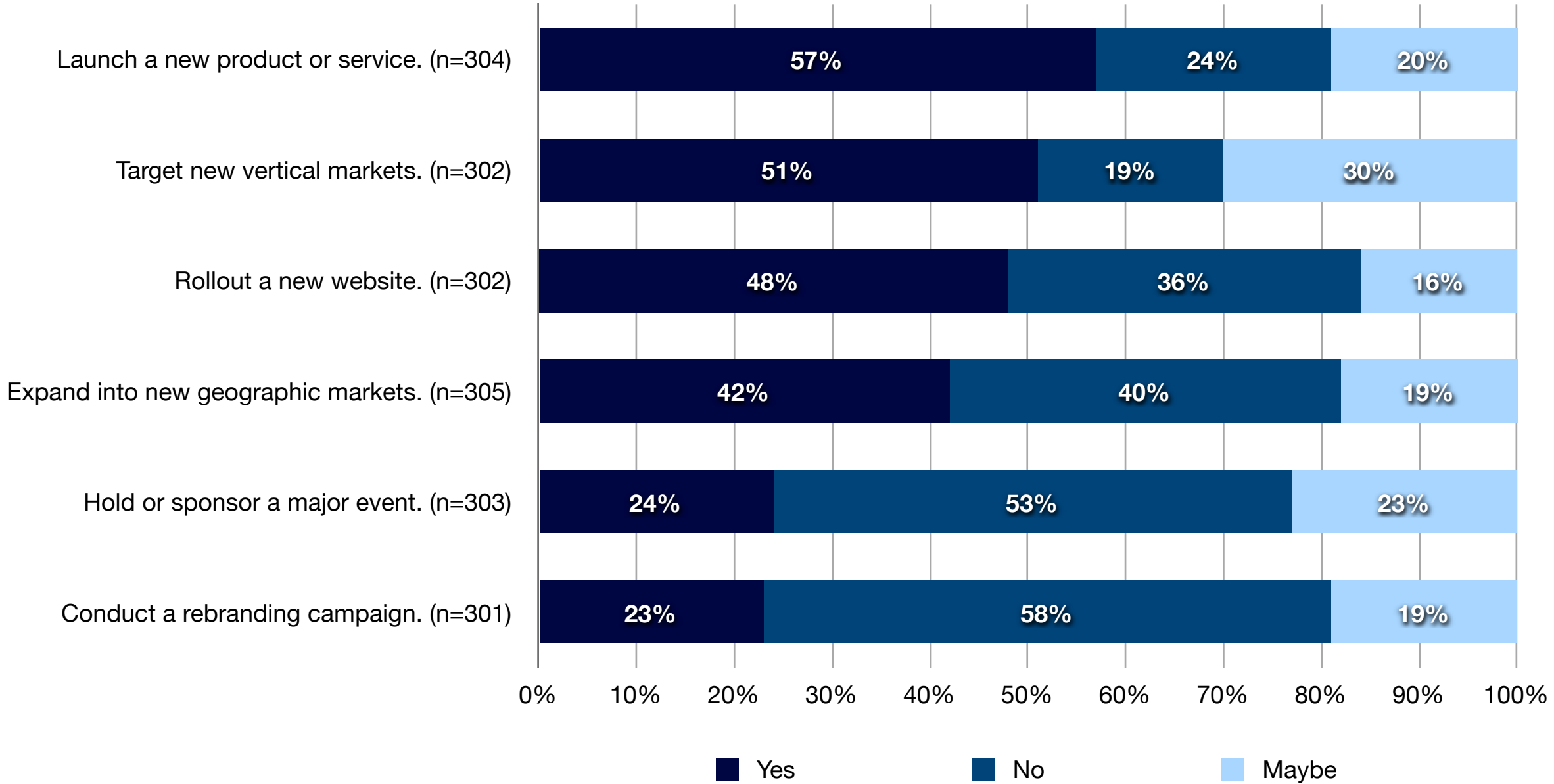
When considering **critical KPIs**, organizations with moderately aggressive budgets significantly outperform all-member averages.\*

- It's interesting to note that increased budgets do not appear to impact bottom-of-the-funnel KPIs of customer retention rates and customer lifetime value (CLV).

\* All factors are from Marketing Performance (Section 3)

TOTAL (n=290). Non-responses (n=28) are excluded

57% of organizations plan to launch **new products**, and 51% plan to target new **vertical markets**, in the next 12 months.



# Inside the Assessment

A Section-by-Section Analysis

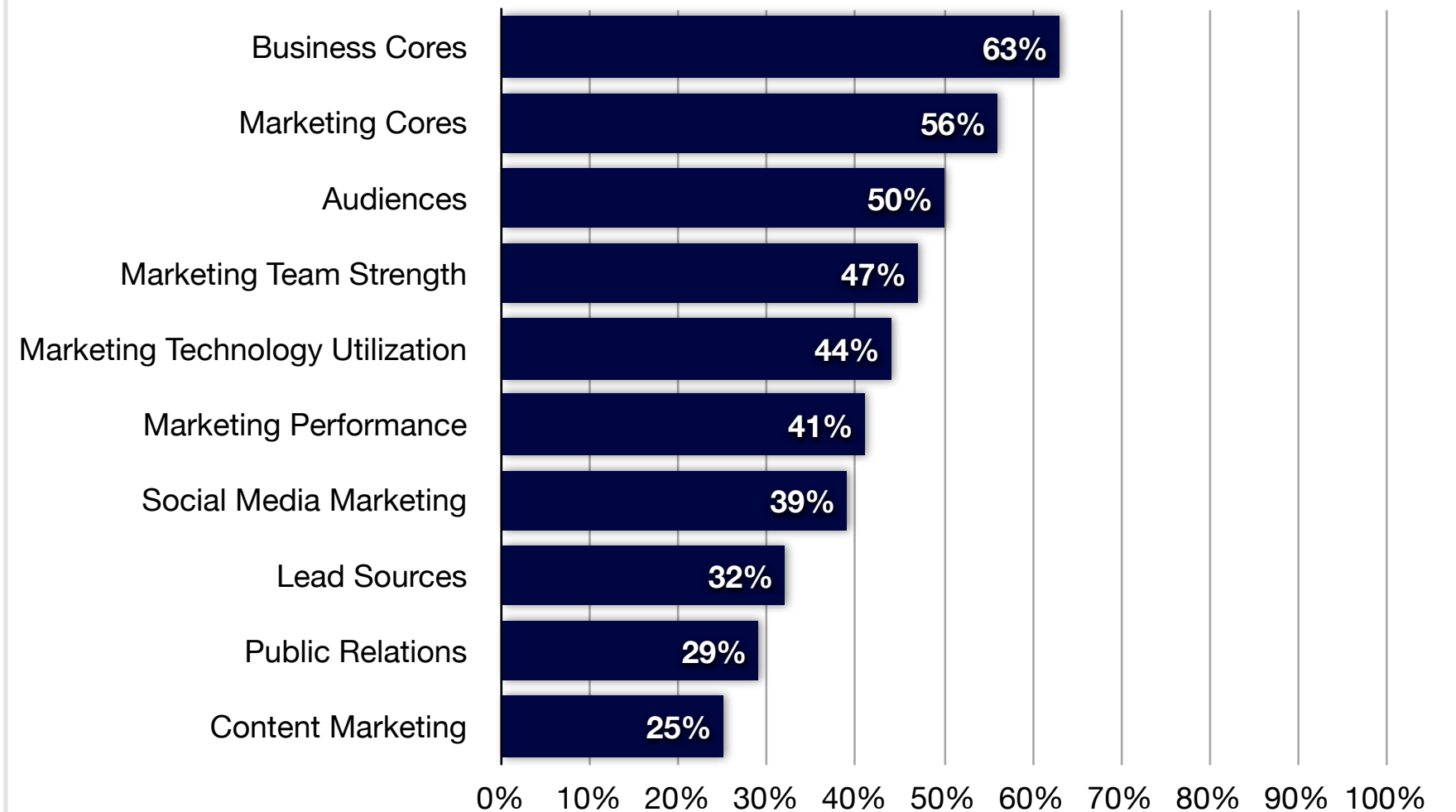
# About This Section

Marketing Score includes **132 factors across 10 sections**. Each factor has a rating of 0-10, and is categorized as an **escalator** (0-5), **neutral** (6-7) or **asset** (8-10).

Section scores are represented as percentages, calculated using factor ratings.

*High performers* is a term used throughout the report to reference organizations that excel and score highest on specific factors.

Average Scores by Section



Source: PR 20/20's 2014 Marketing Score Report

# Key performance indicator (KPI) weaknesses at every stage of the marketing funnel affect the ability of organizations to achieve business goals.

Funnel View: Critical KPIs Average Factor Ratings

Average Rating	E/N/A	Factor
4.6	●	Website traffic
4.3	●	Social reach
3.8	●	Subscribers
3.7	●	Lead volume
3.1	●	Lead quality scores
3.9	●	Lead-to-sale conversion rates
3.4	●	Cost of customer acquisition (COCA)
5.2	●	Customer retention rates
3.9	●	Customer lifetime value (CLV)

Source: PR 20/20's 2014 Marketing Score Report

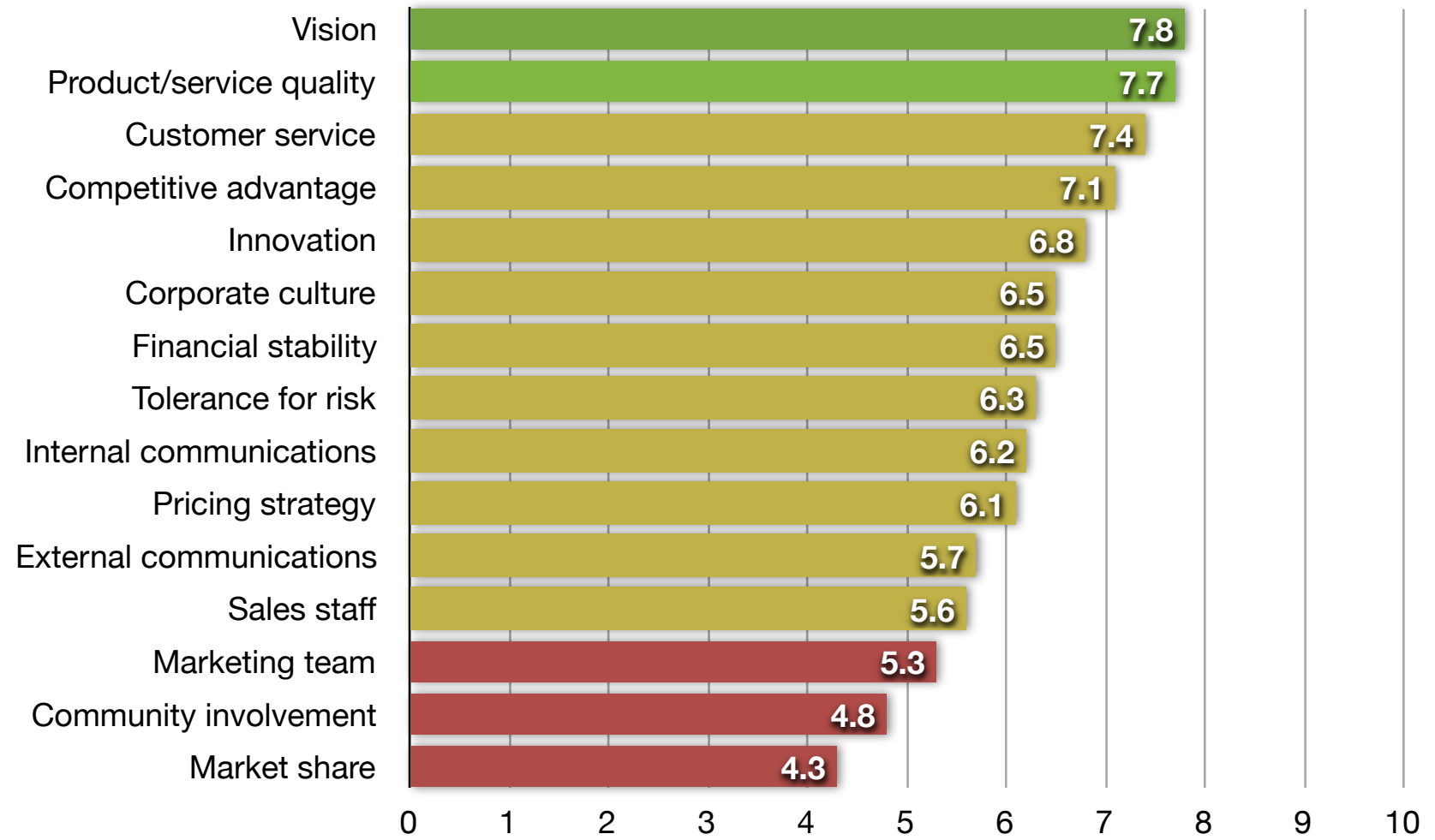


- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)



**Business Cores** is the highest scoring section, with 12 out of 15 factors rated as neutrals or assets.

Average Factor Rating (0-10 Scale)



Business Core weaknesses can serve as early signals of **misaligned and unrealistic growth expectations**. These 15 fundamental building blocks must be addressed early in the marketing strategy process.

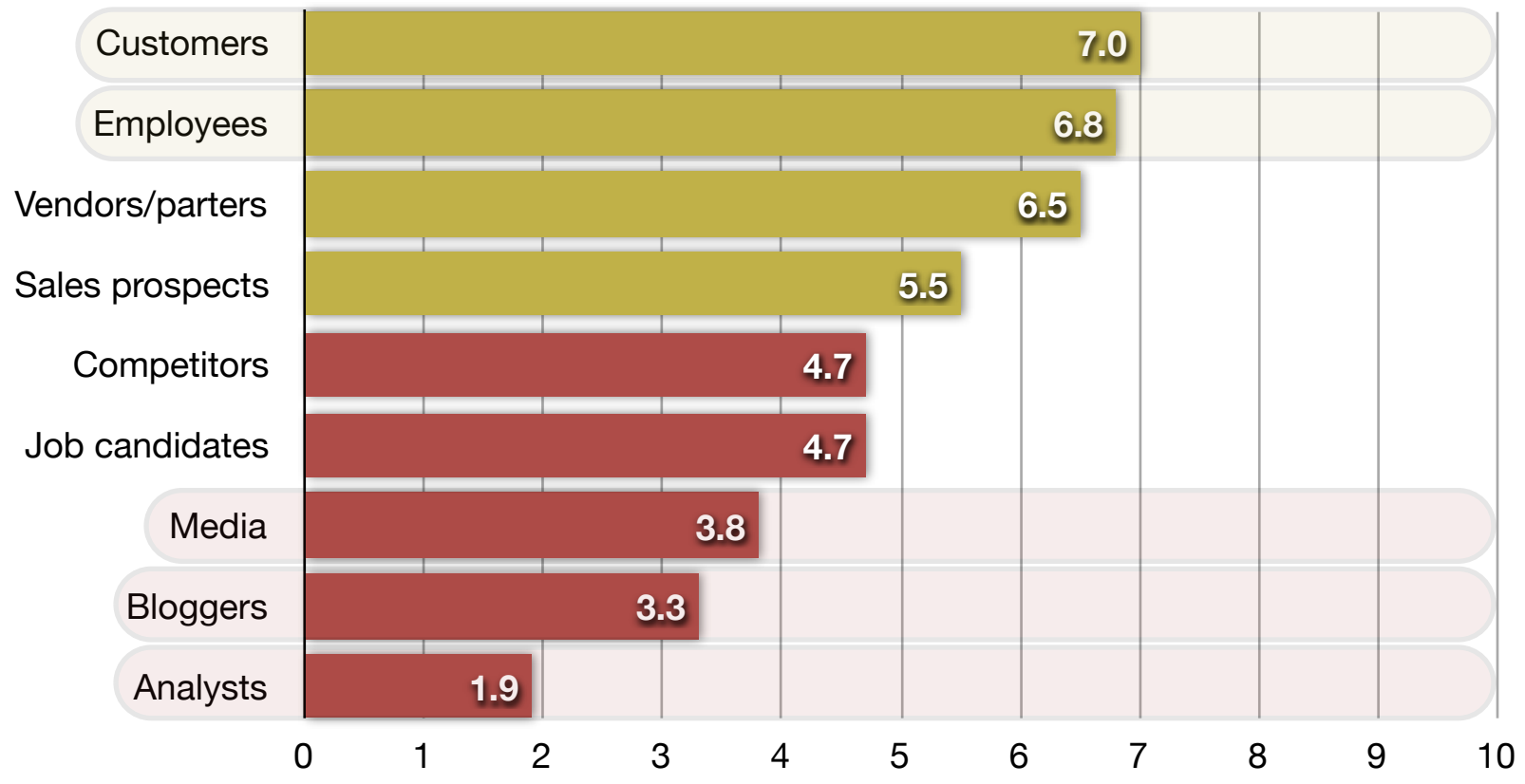
[Related Resource] [15 Business Basics That Impact Marketing Success](#)

- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

Section 1 Q: The following are all essential to building your business and brand. How would you rate the overall strength of your organization in each?

Organizations are confident in customer (7.0) and employee (6.8) relationships, but weaknesses in media (3.8), blogger (3.3), and analyst (1.9) relationships signal potential PR strategy **gaps**.

Average Factor Rating (0-10 Scale)



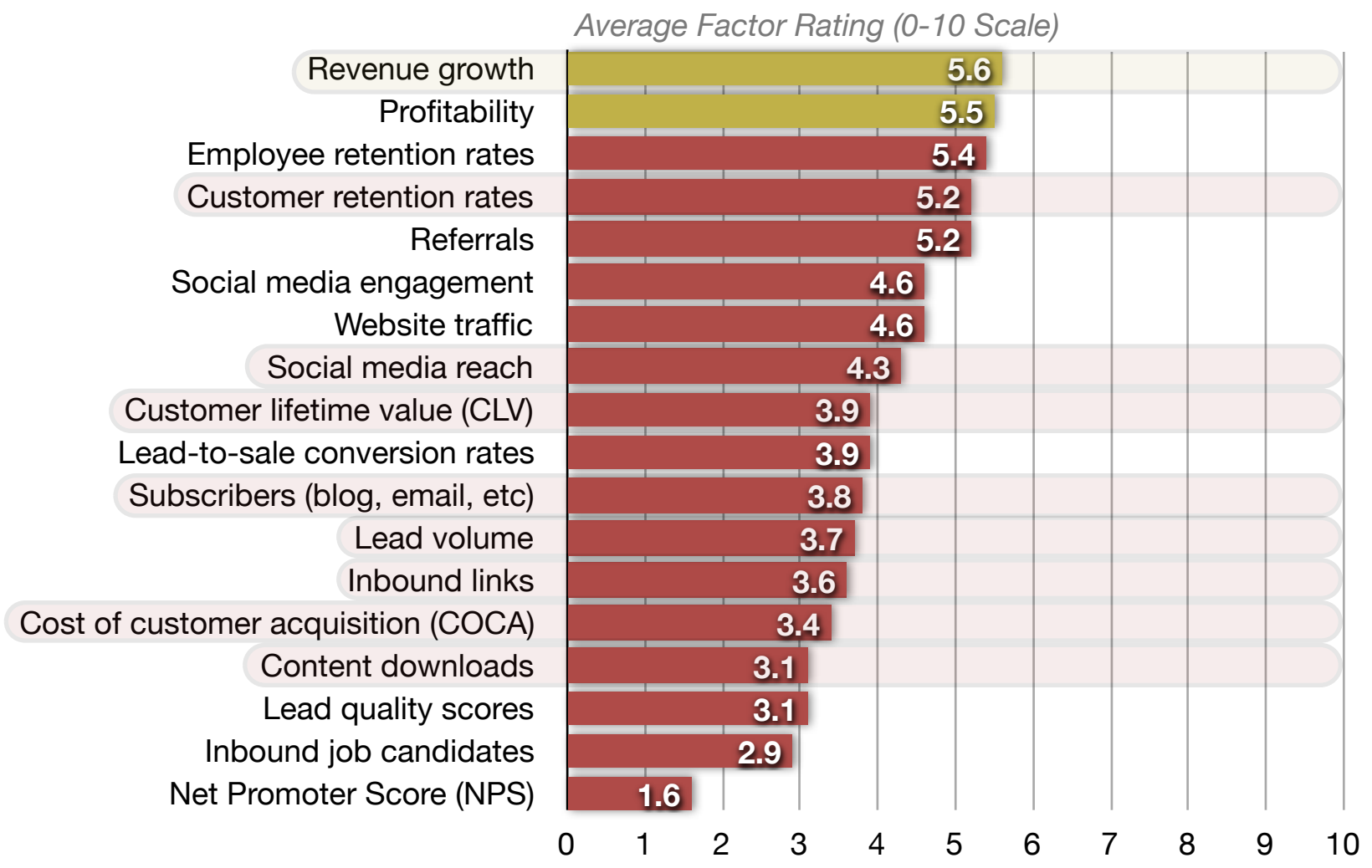
The ability to **develop and nurture relationships** with these nine key **audiences** impacts an organization's ability to attract and retain top talent, build a strong brand, gain exposure in priority markets, and drive performance.

[Related Resource] [Stay Connected: 9 Top Marketing Audiences](#)

Section 2 Q: How would you rate the strength of your organization's relationships with the following audiences?

- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

Organizations are **underperforming** in critical measurement factors that directly impact success, with 16 out of 18 factors rated as escalators (0-5).



These 18 Marketing Performance factors affect an organization's **bottom line** to varying degrees.

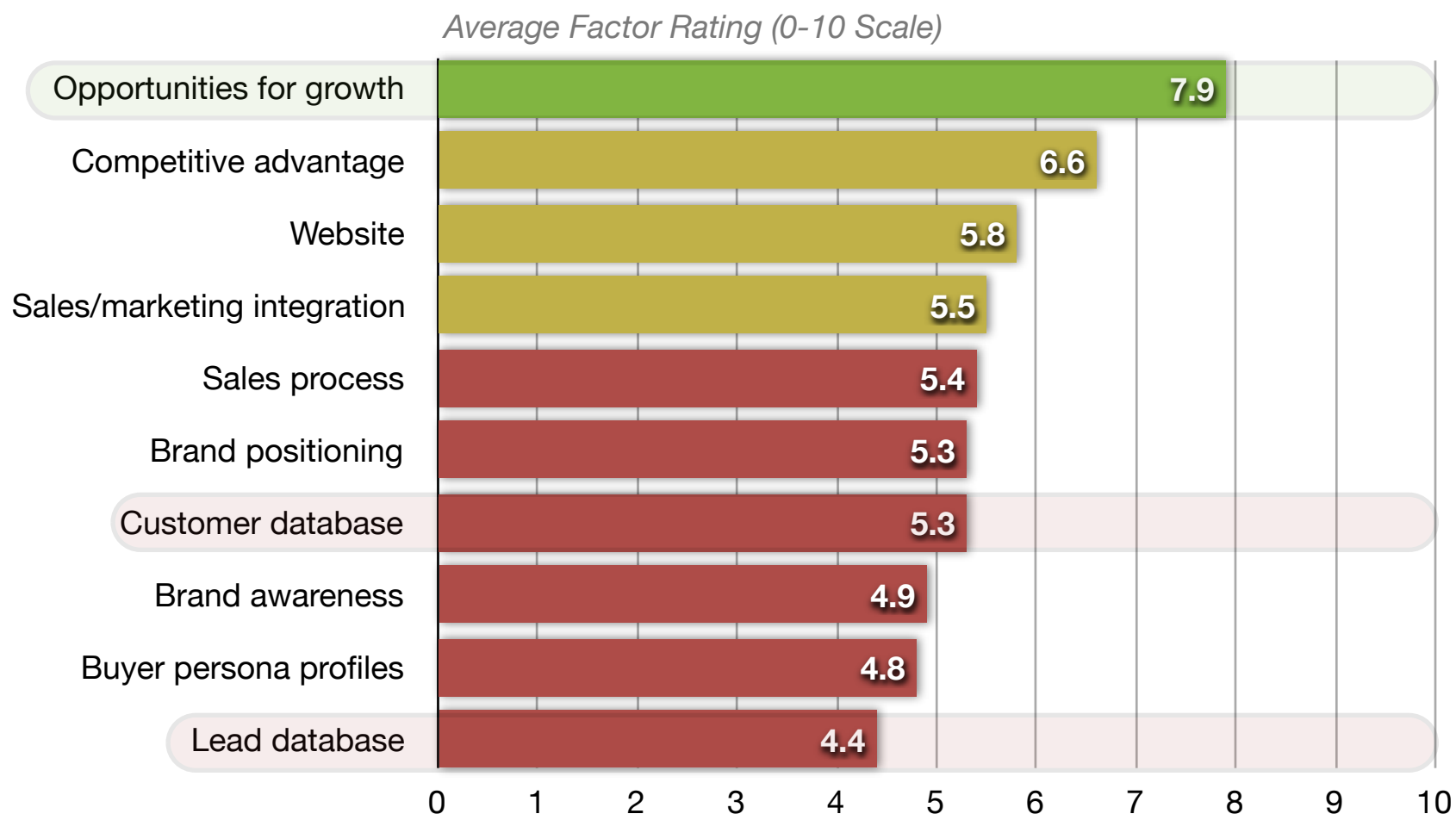
- Metrics such as COCA, CLV, retention rates, lead volume, and revenue growth are almost **universally accepted KPIs**, while **supporting metrics**, including content downloads, inbound links, social media reach, and “owned” subscribers, are critical to showing progress at the top and middle of marketing funnels.

[Related Resource] [18 Marketing Performance Metrics That Matter](#)

● Assets (8-10)  
 ● Neutrals (6-7)  
 ● Escalators (0-5)

Section 3 Q: How would you rate your organization's historical performance in these key areas used to measure marketing success?

Organizations are confident in **growth opportunities** (7.9), but have weak customer (5.3) and lead databases (4.4).



These 10 Marketing Cores directly impact an organization's **strategy and performance**.

- If the marketing core is strong, then you can leverage that foundation, and focus resources on campaigns that drive leads and sales.
- If the core is weak, then you'll need to invest resources in building the foundation, adapt campaign strategies, adjust goals and timelines, and properly align ROI expectations.

[Related Resource] [10 Marketing Cores That Drive Performance](#)

- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

Section 4 Q: How would you rate the overall strength of your organization's:

Organizations lack strength and diversity in their **lead sources**. Key digital channels, including organic search (4.3), social media (3.7), blogging (3.0), and premium content (2.5), are all rated on average as weaknesses.

Average Factor Rating (0-10 Scale)



This section evaluates an organization’s ability to **produce leads and sales** through a diverse collection of 18 marketing channels.

- Sponsorships (2.0) and traditional advertising (1.1) have the lowest impact on performance.
- Inbound phone calls (3.8) is the 5th highest rated factor, yet 53% of organizations do not use call tracking software (see [Marketing Technology](#), Section 7, for more details).

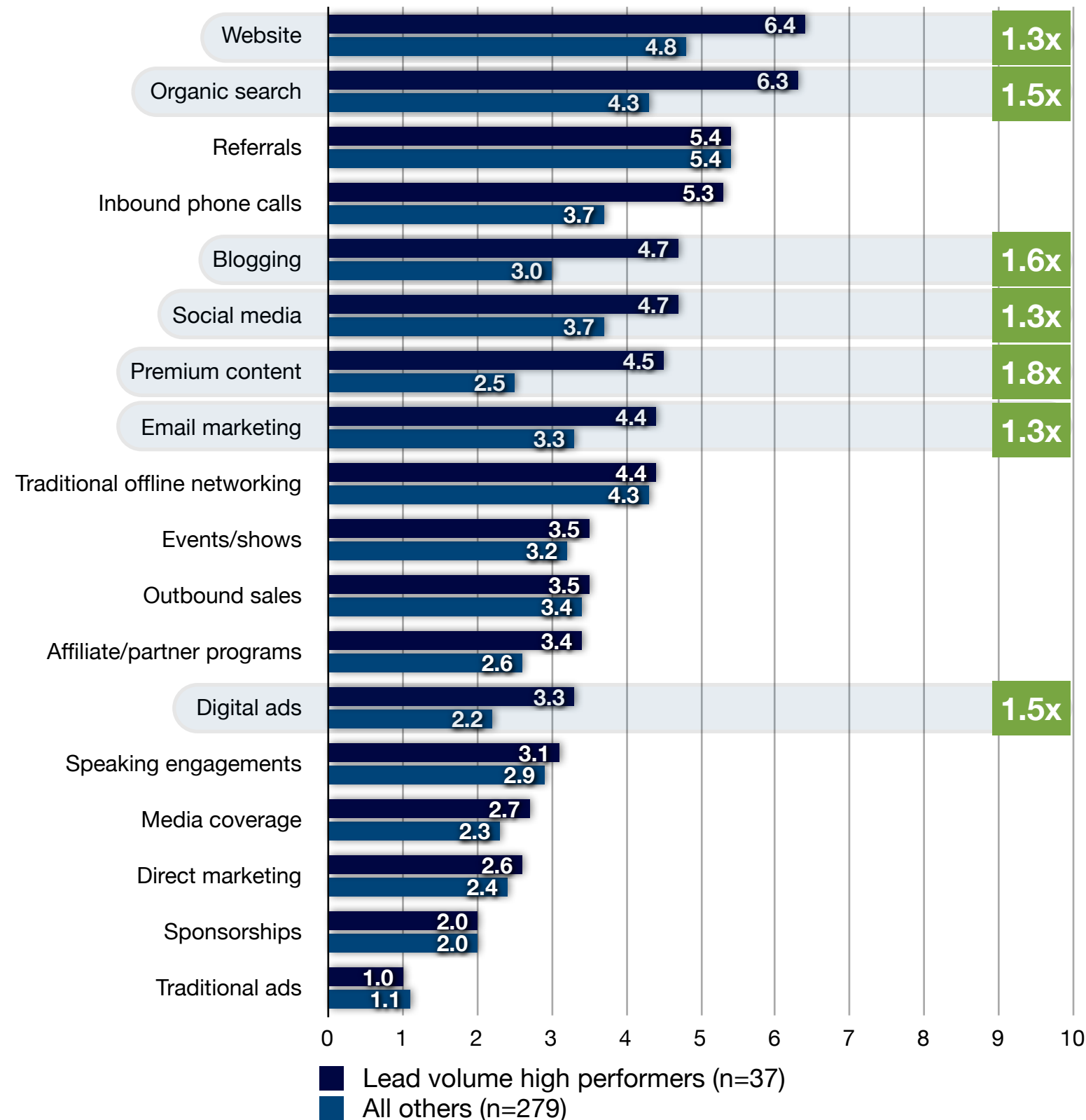
[Related Resource] [18 Possible Lead Sources to Measure](#)

- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

Section 5: How would you rate your organization’s performance over the last 12 months at producing leads and sales through these channels?

# Lead Sources Spotlight: The High Performers

Lead Volume High Performers vs. All Others by Lead Sources Section Factors



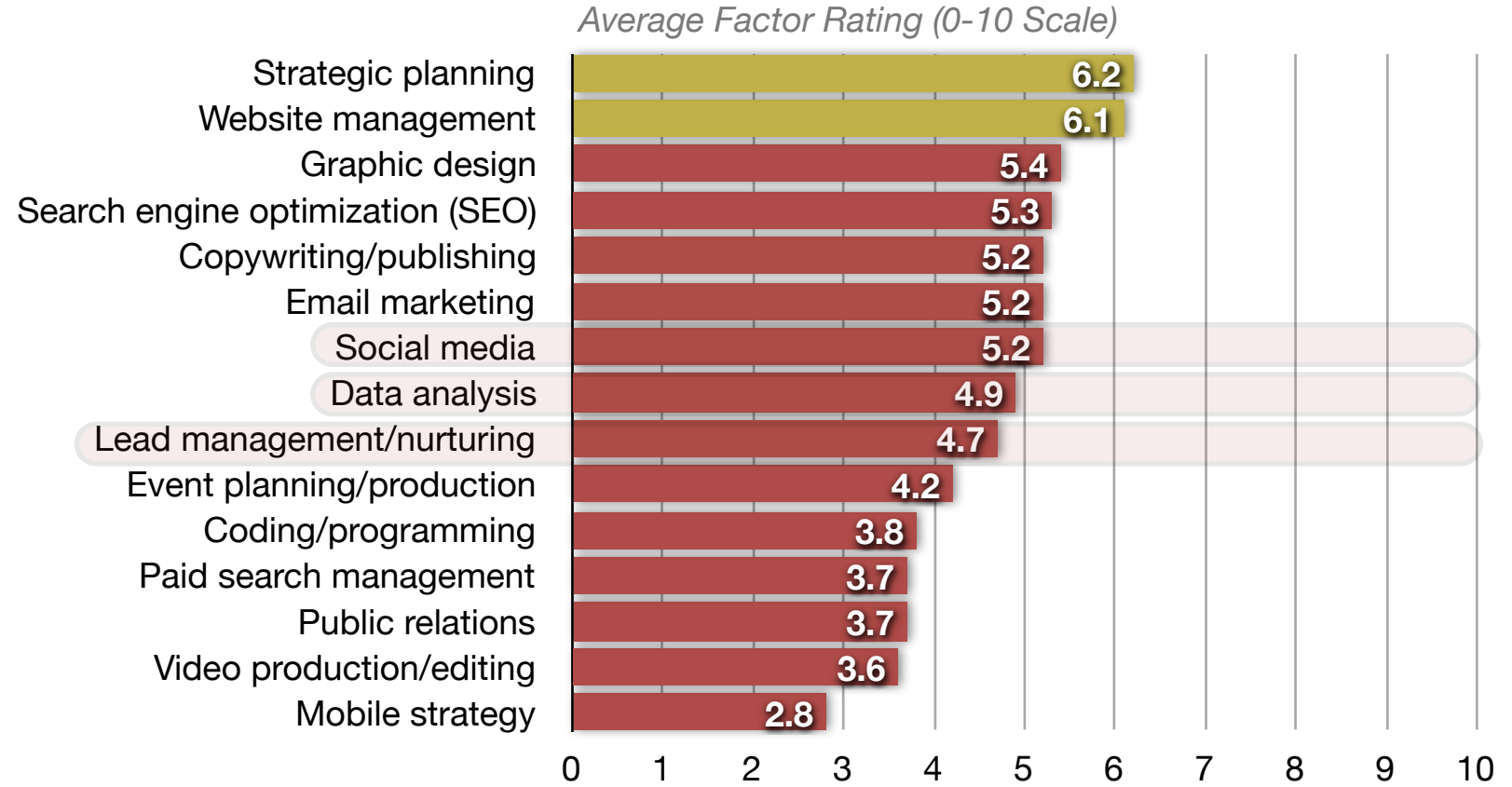
86% of organizations identify "generate leads" as a high-priority goal. So what are **organizations that excel at lead generation** doing that others aren't? In short, they're **creating content and driving leads through digital marketing**.

We analyzed a segment (n=37) of **high performers**— organizations that rated *lead volume* as an asset (8-10) in the Marketing Performance section—and compared how they perform vs. all others in the Lead Sources section.

These *high performers* have an average Lead Sources section score 1.2x higher, and they dominate in critical digital marketing related lead sources:

- Premium content = 1.8x
- Blogging = 1.6x
- Digital ads = 1.5x
- Organic search = 1.5x
- Email marketing = 1.3x
- Social media = 1.3x
- Website = 1.3x

Organizations **lack confidence in their internal marketing teams**, which are particularly weak in key digital marketing skills such as social media (5.2), data analysis (4.9), and lead management (4.7).



With the exception of strategic planning (6.2) and website management (6.1), on average, organizations rated their internal marketing teams weak in all **15 skills that should be considered as part of a modern marketing team.**

[Related Resource] [15 Skills of the Modern Marketing Team](#)

Free Ebook: Evolution of the Prototype Marketer

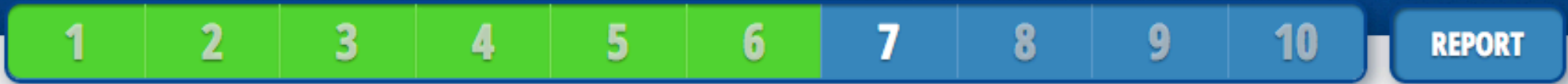
An essential guide to build your modern marketing team.

Download Ebook Now

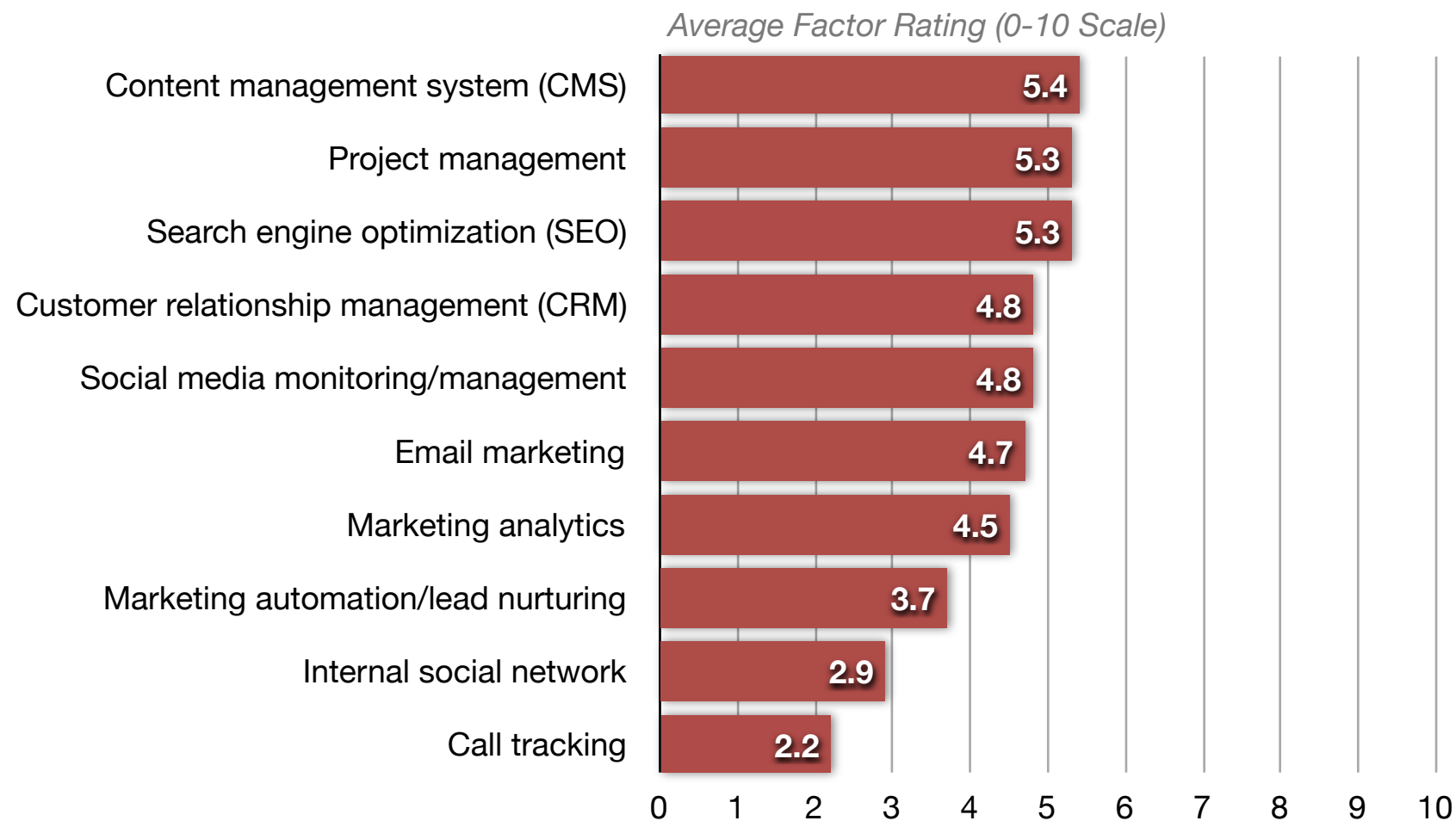
- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

Section 6 Q: How would you rate your internal marketing team's competencies in these core areas?

n=318



Many organizations lack, or are underutilizing, fundamental **marketing technologies**.



A strong marketing technology foundation is critical to driving performance. These 10 technologies, when integrated, improve **efficiencies**, maximize **productivity** and **ROI**, and create **competitive advantages**.

[Related Resource] [10 Must-Have Marketing Technologies](#)

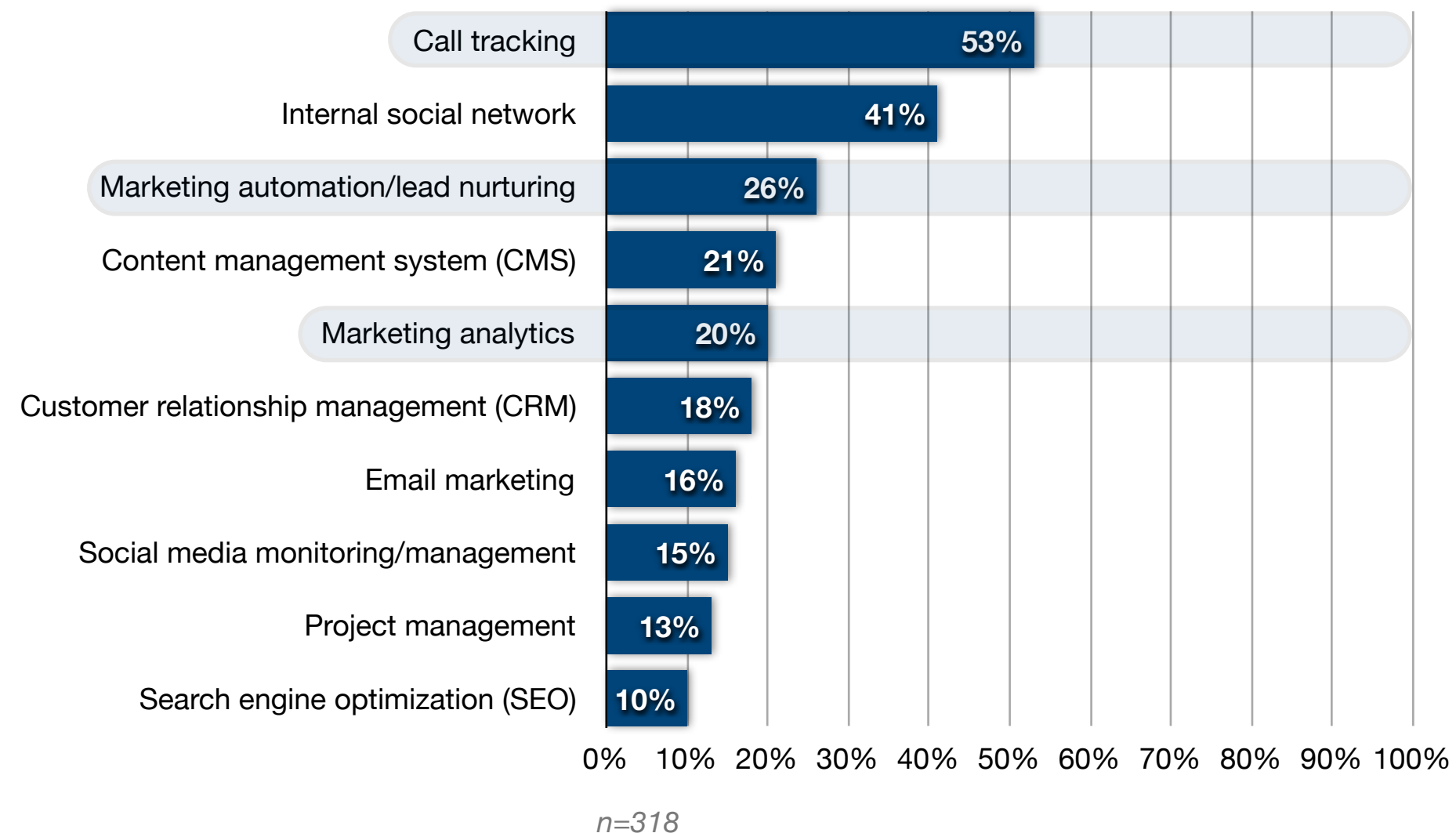
- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

Section 7 Q: How would you rate your organization's utilization of these marketing and sales technology solutions?



# Marketing Tech Spotlight: Missing Pieces

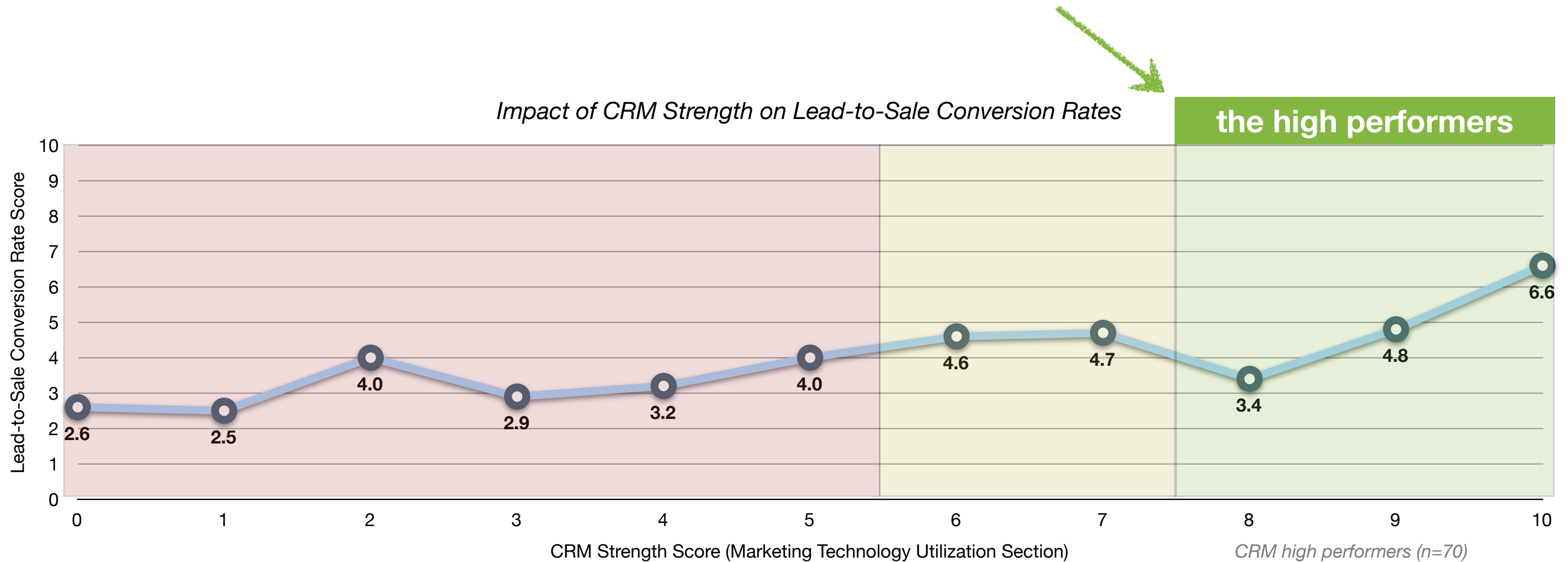
Percentage of organizations that **do not have or utilize** each technology



- **53% do not have call tracking**, which enables organizations to monitor and report offline conversions, and assign full value attribution to the proper marketing channels.
- **26% do not have marketing automation**, which is critical to improving lead-to-sale conversion rates, driving repeat purchasing, and enhancing the overall customer experience.
- **20% do not have marketing analytics**, which means these organizations have zero insight into online behavior, including visits, referral sources, pageviews, time on site, and conversions.

# Marketing Tech Spotlight: CRM

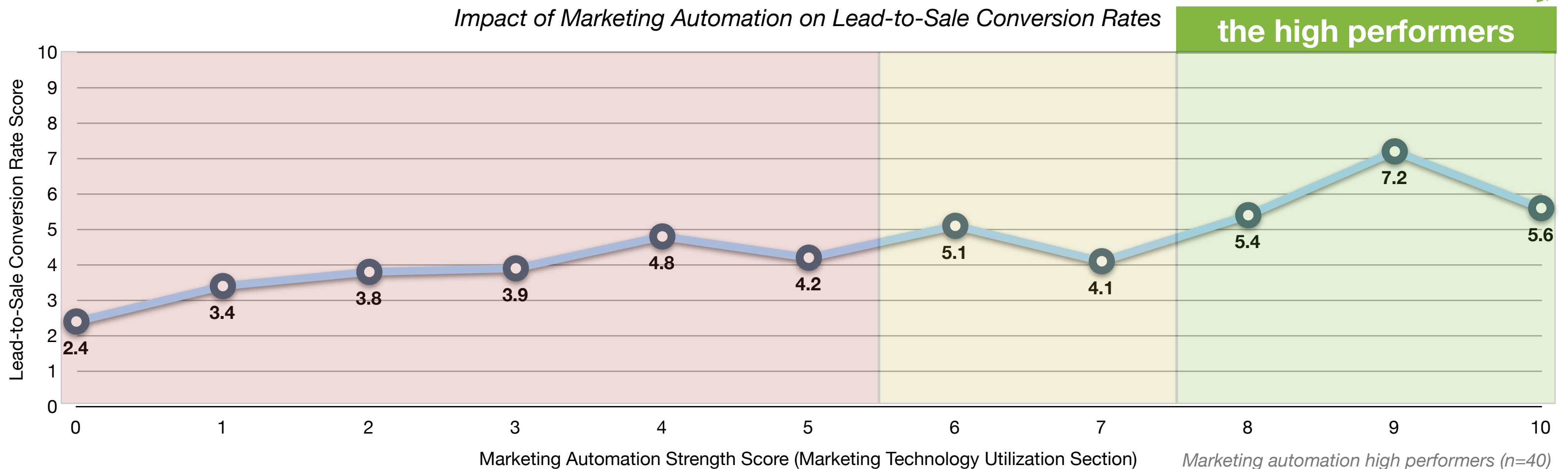
CRM utilization strength drives improved **lead-to-sale conversion rates**. CRM *high performers* (8-10) have a lead-to-sale conversion rate **1.4x** the average rate of all others (0-7).



- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

# Marketing Tech Spotlight: Marketing Automation

Marketing automation *high performers* (8-10) have an average **lead-to-sale conversion** rating of 6.1, **1.6x** the average rate of all others (rated 0-7).

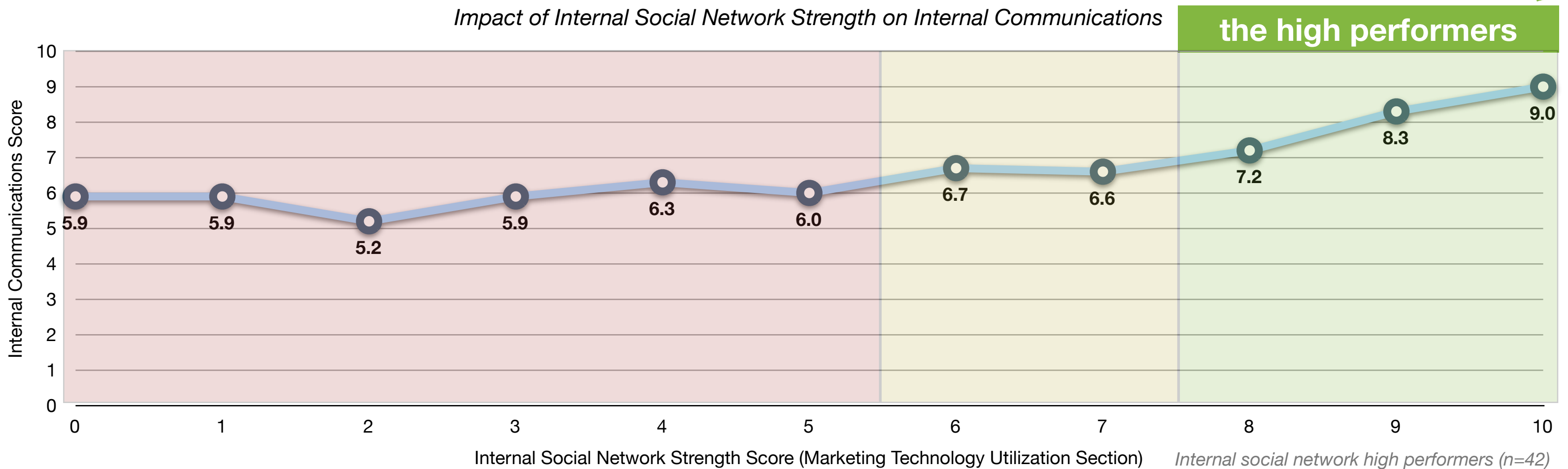


- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

These *high performers* rate cost of customer acquisition (COCA) 1.4x stronger, and have an average overall Marketing Score of 61%, 1.5x all others.

# Marketing Tech Spotlight: Internal Social Network

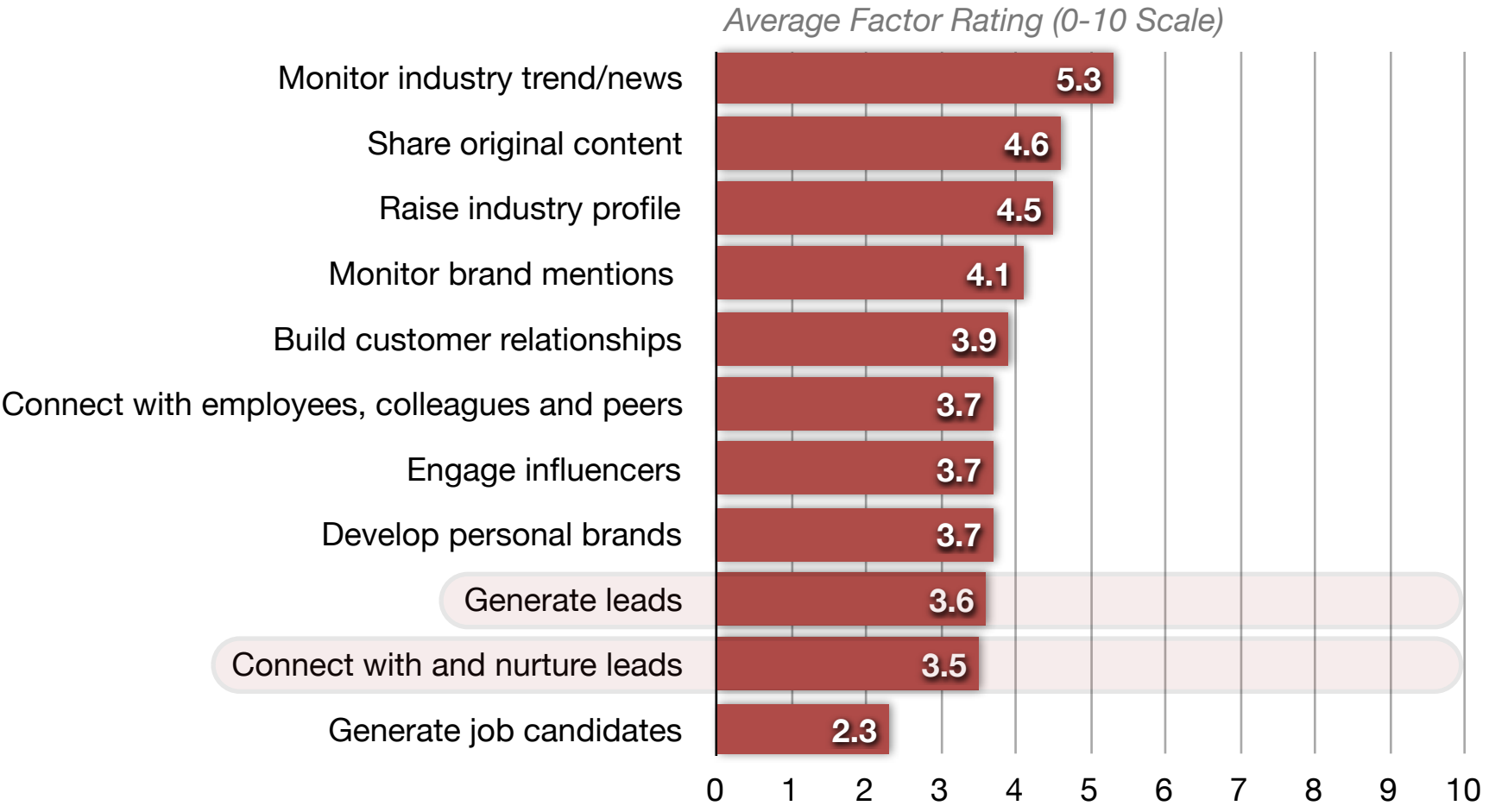
Internal social network *high performers* (8-10) have an average **internal communications** strength rating of 8.2, **1.3x** the average rate of all others (rated 0-7).



- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

These *high performers* have stronger corporate cultures (1.2x), employee relationships (1.2x), and employee retention rates (1.2x).

Despite lead generation and lead-to-sale conversions being the two highest priority goals, organizations are failing to tap into the power of **social media** to achieve those goals.



This section considers 11 ways an organization can **enhance relationships** and **drive business results** through social media channels. Monitoring and sharing top the list, but all 11 factors are rated as escalators.

- Generate leads (3.6), and connect with and nurture leads (3.5), are two of the lowest rated factors, despite their potential to help achieve the highest-priority marketing goals.

[Related Resource] [11 Ways Social Media Can Impact Your Organization](#)

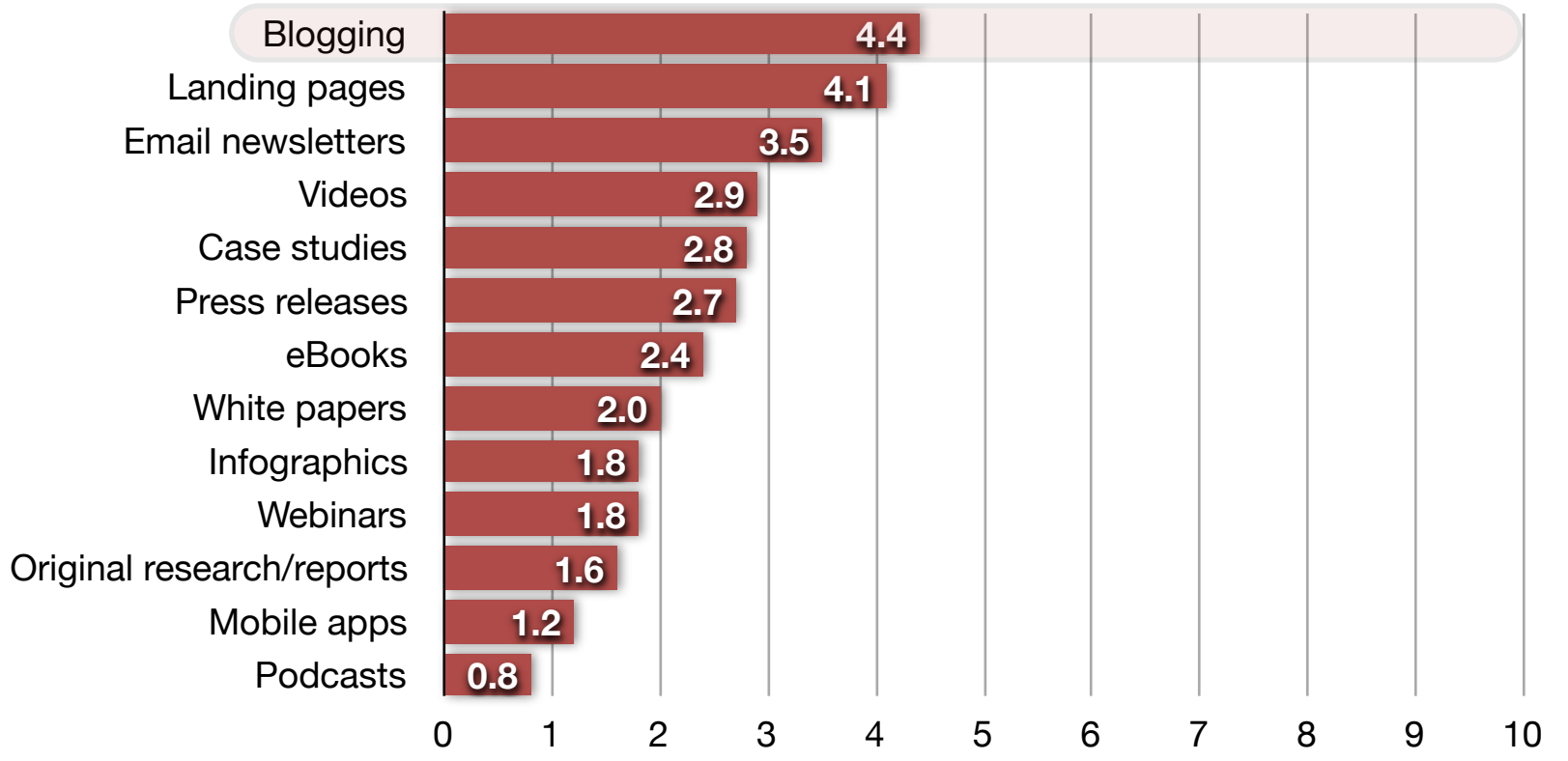
Section 8 Q: How would you rate your organization's use of social media in these areas?

Note: Factor names have been edited to fit space.

- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

Organizations are missing opportunities to generate and nurture leads due to enormous gaps in their **content marketing** programs.

Average Factor Rating (0-10 Scale)



This section features 13 content factors that can have a profound impact on an organization's success. The highest rated factor is **blogging** at a relatively weak 4.4. Overall, content marketing is the lowest rated of the 10 sections, with an average section score of 25%.

[Related Resource] [13 Content Marketing Factors Critical to Success](#)

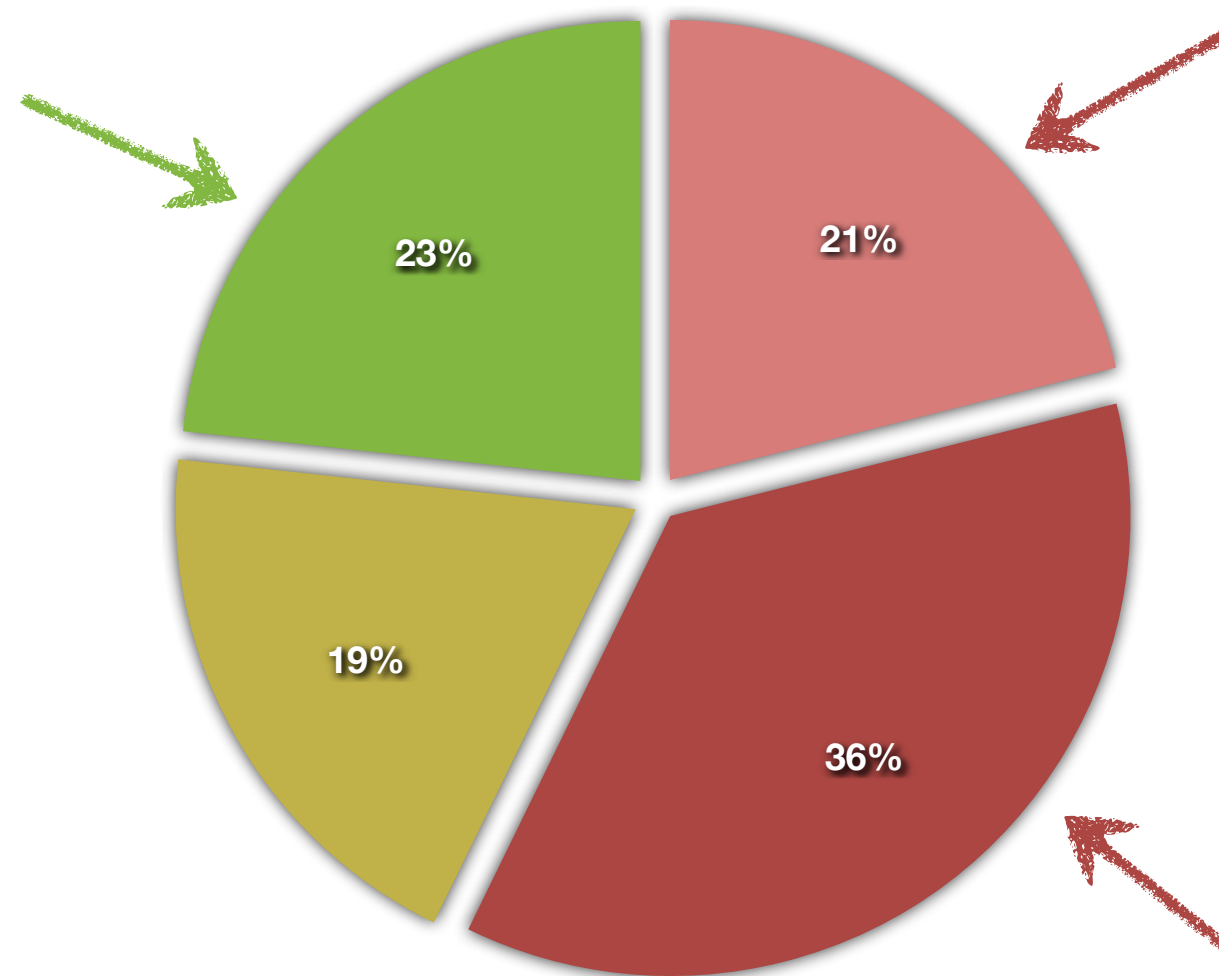
Section 9 Q: How would you rate your organization's creation and distribution of content in the following digital formats?

- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

# Content Marketing Spotlight: Blogging

**21%** of organizations are **not blogging**. Another 36% rated their blogging 1-5. Only 23% are *high performers*, rating blogging as an asset (8-10).

Q: How would you rate your organization's creation and distribution of content in: blogging?

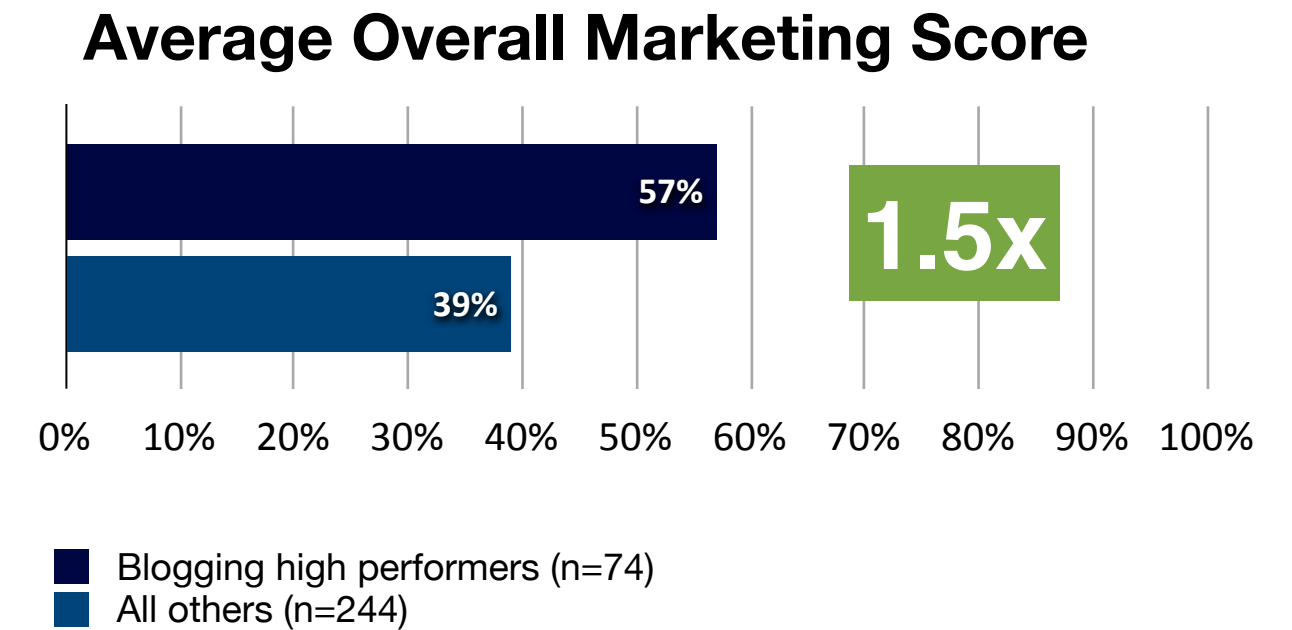
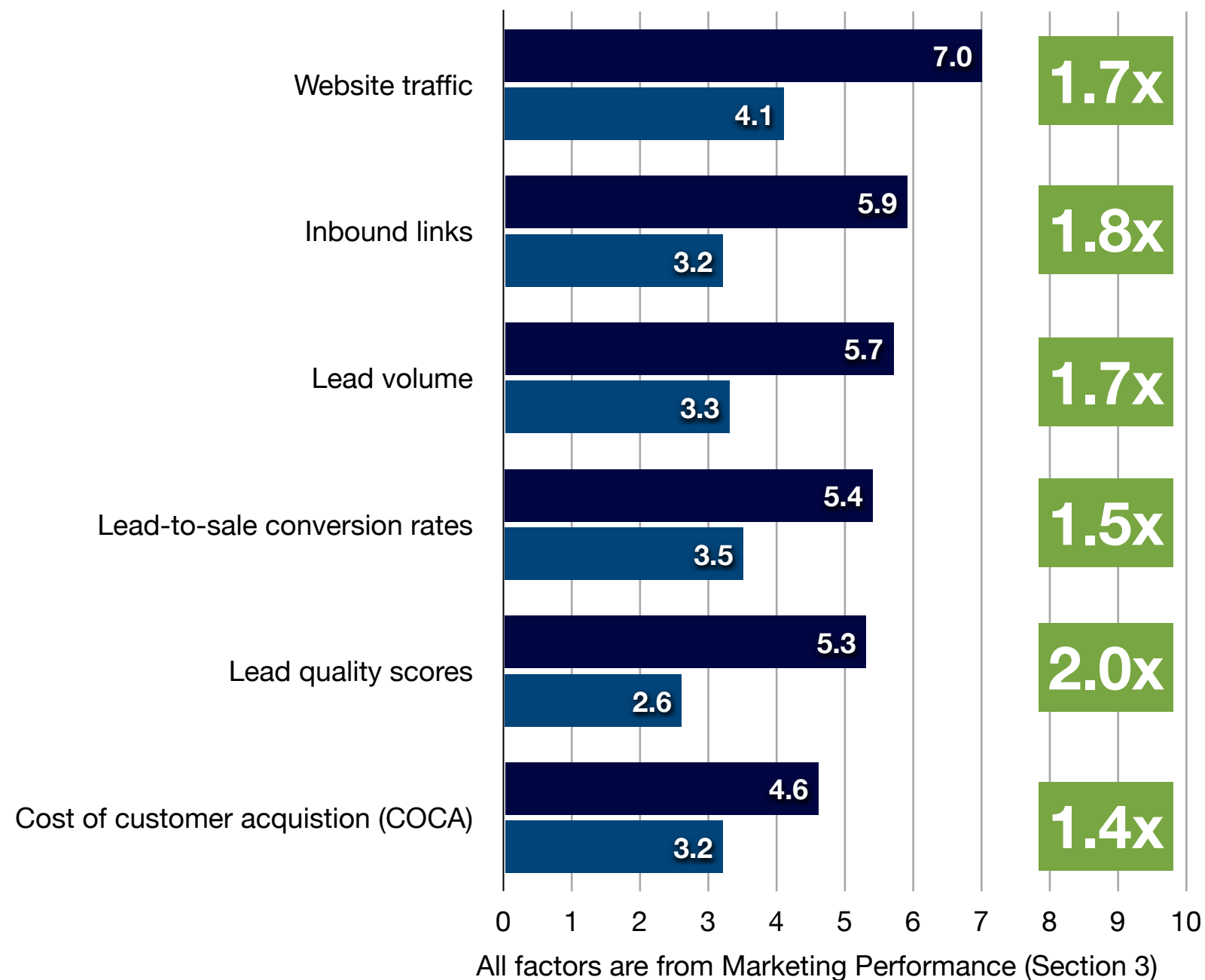


- Escalator (N/A do not blog)
- Escalator (1-5)
- Neutral (6-7)
- Asset (8-10)

# Content Marketing Spotlight: Blogging

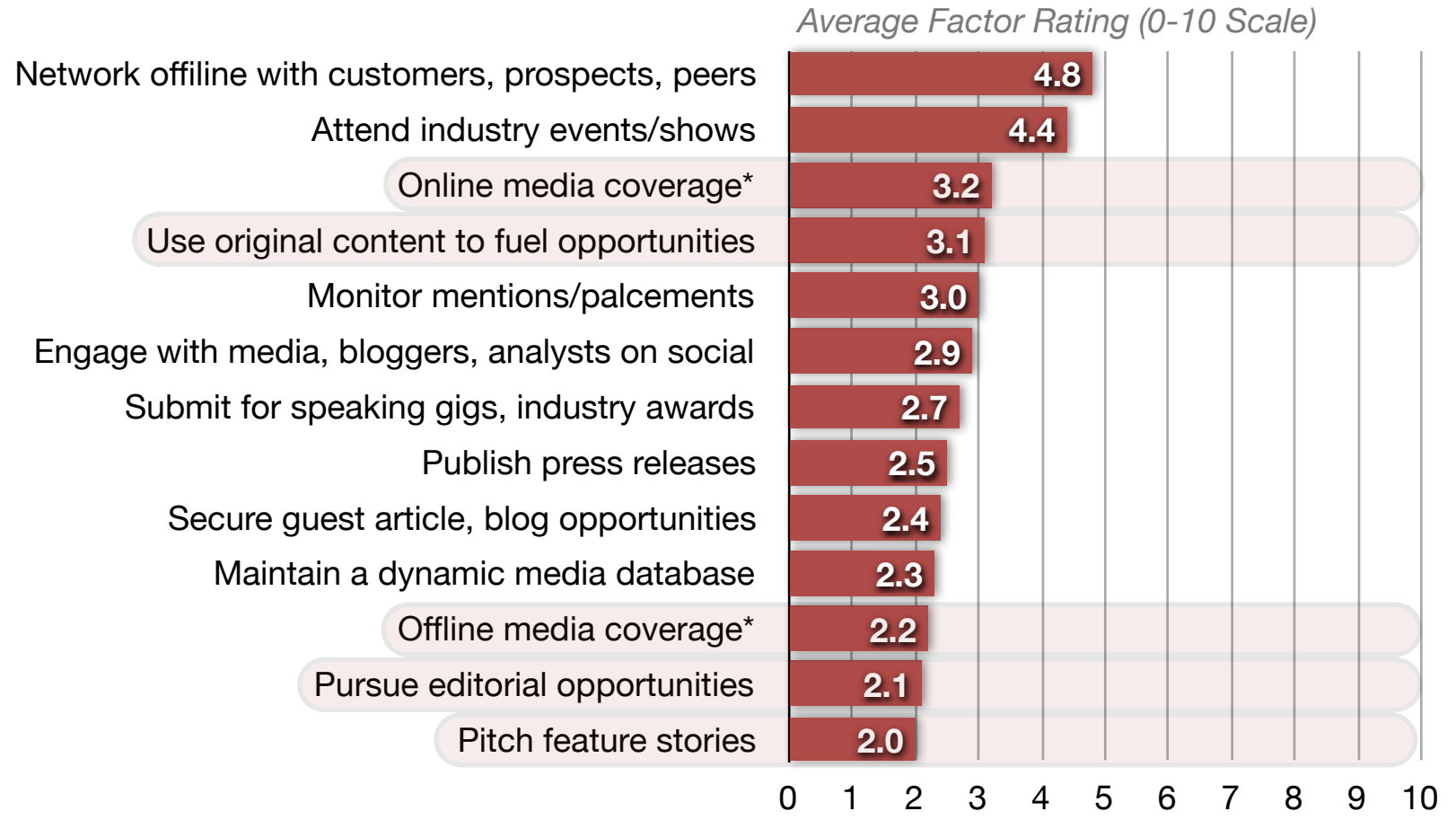
Blogging *high performers* (8-10) dominate all others in a number of critical **marketing performance metrics**, as well as overall Marketing Score.

*Blogging High Performers vs. All Others by Performance Metrics*





Organizations are failing to use **content marketing to fuel media opportunities** (3.1), and struggling to maintain a strong online (3.2) and offline (2.2) media presence.



**Public relations** is an underutilized strategy. This section features 11 PR tactics designed to help organizations listen to audiences, share a unique brand story, create connections, gain influence, and build loyalty in a measurable and meaningful way. The PR section has two additional factors that measure online and offline presence.

- Organizations are not making strong efforts to proactively pursue editorial opportunities (2.1) or pitch feature stories (2.0). These are the two lowest rated section factors.

Section 10 Q1: How would you rate your organization's activation of the following public relations tactics?

\*Section 10 Q2: How would you rate your organization's online and offline presence in terms of media coverage?

- Assets (8-10)
- Neutrals (6-7)
- Escalators (0-5)

[Related Resource] [11 Ways to Power Your Public Relations Program](#)

# The High Performers

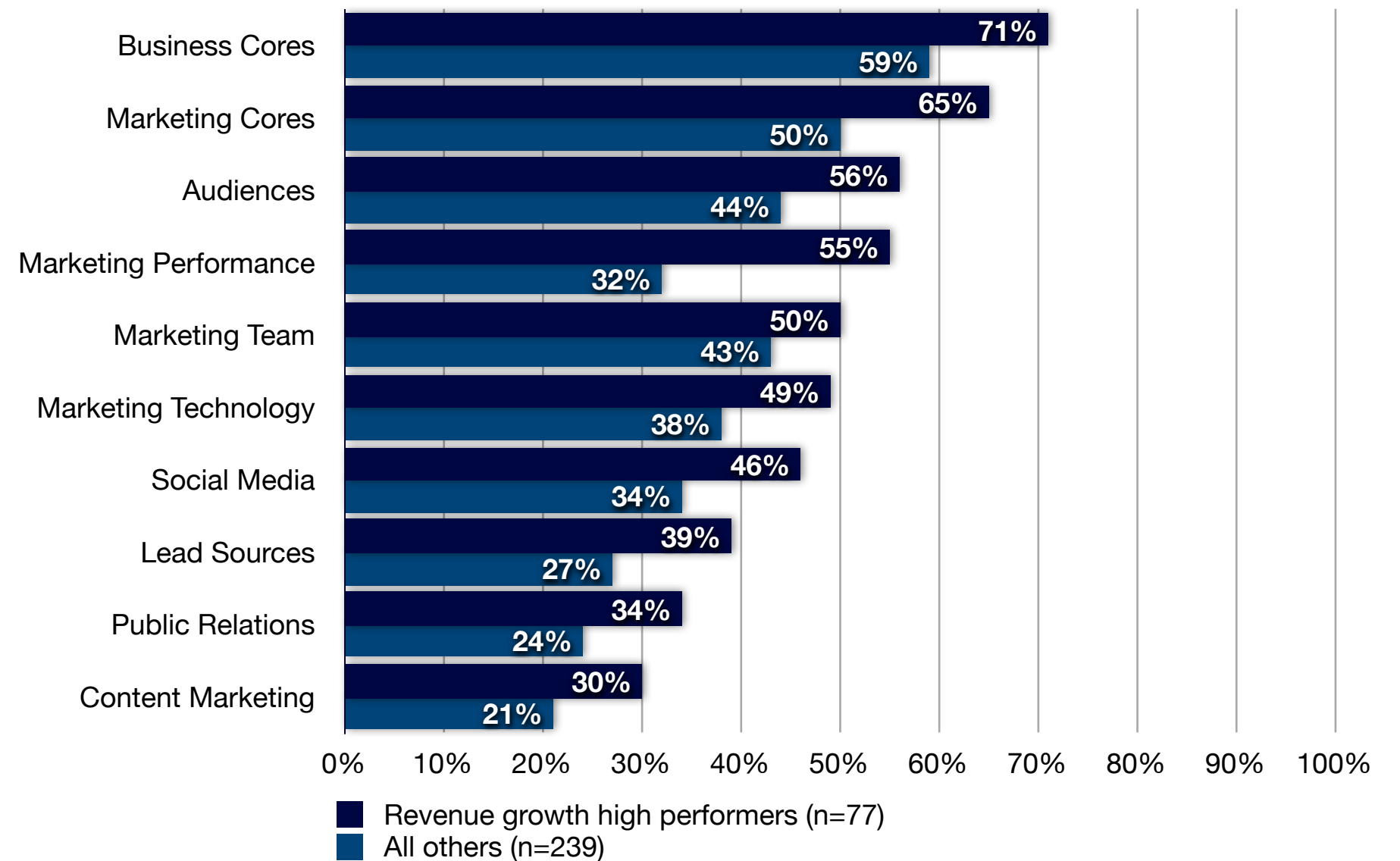
5 KPIs. 10 Sections.

# About This Section

This section investigates what we can learn from *high performers* in five key performance metrics: **website traffic, lead volume, lead-to-sale conversion rates, customer retention, and revenue growth.**

The charts demonstrate how *high performers* consistently outrank all others across the 10 sections, specifically in the areas of Marketing Performance, Marketing Technology, and Content Marketing.

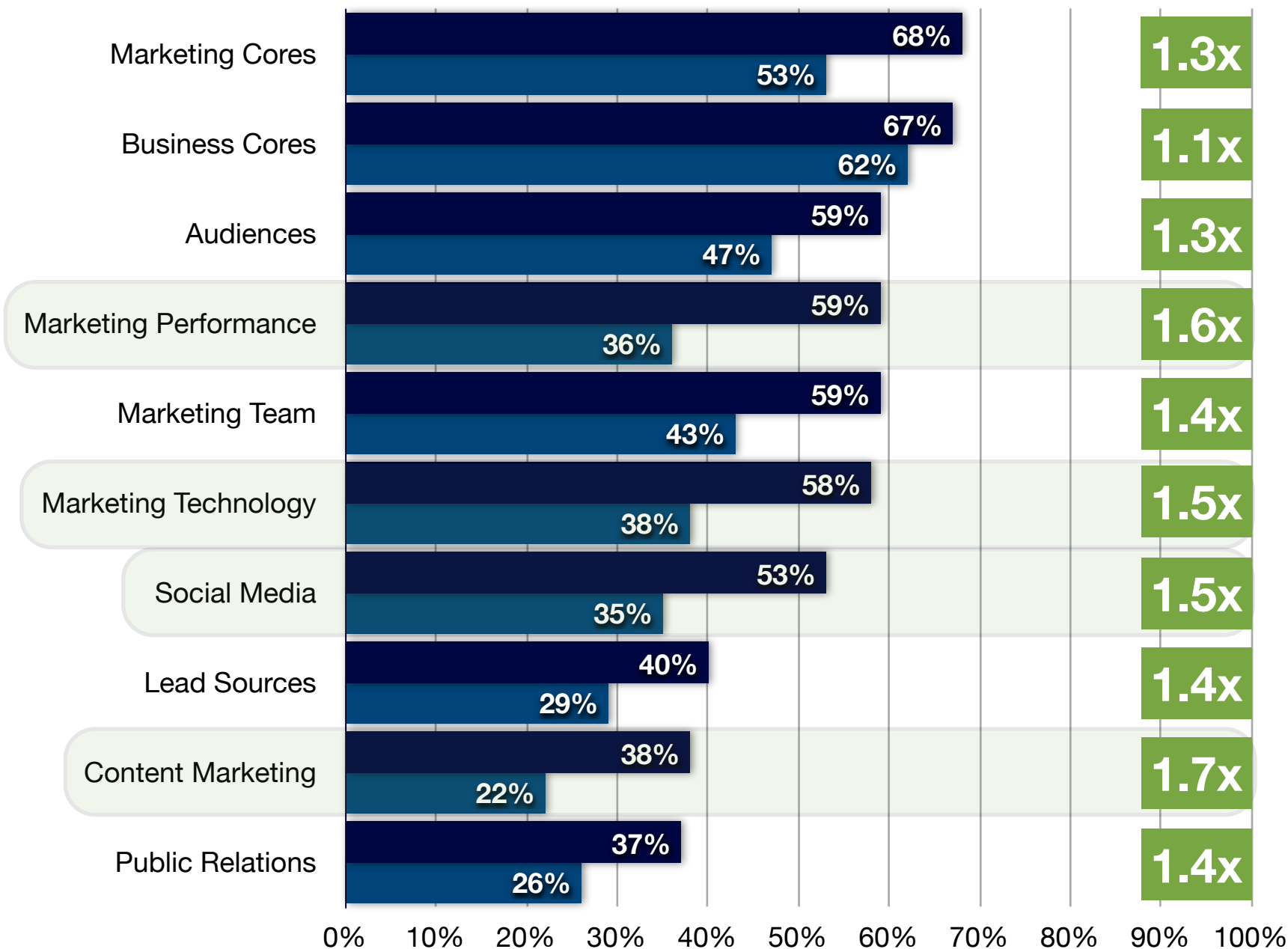
Revenue Growth High Performers vs All Others by Section Score



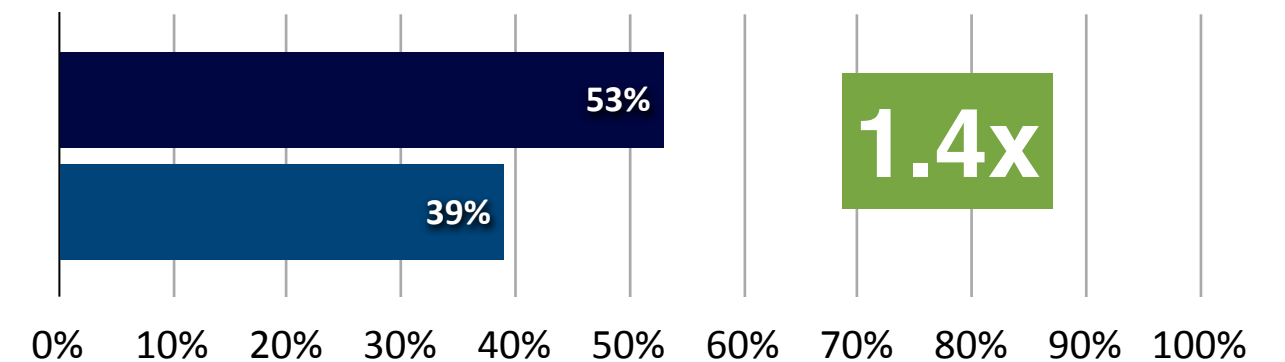
# Website Traffic High Performers by Section

**Website traffic high performers (8-10) are 1.7x stronger in Content Marketing, 1.6x stronger in Marketing Performance, and 1.5x stronger in Marketing Technology and Social Media.**

Website Traffic High Performers vs. All Others by Section Score



## Average Overall Marketing Score

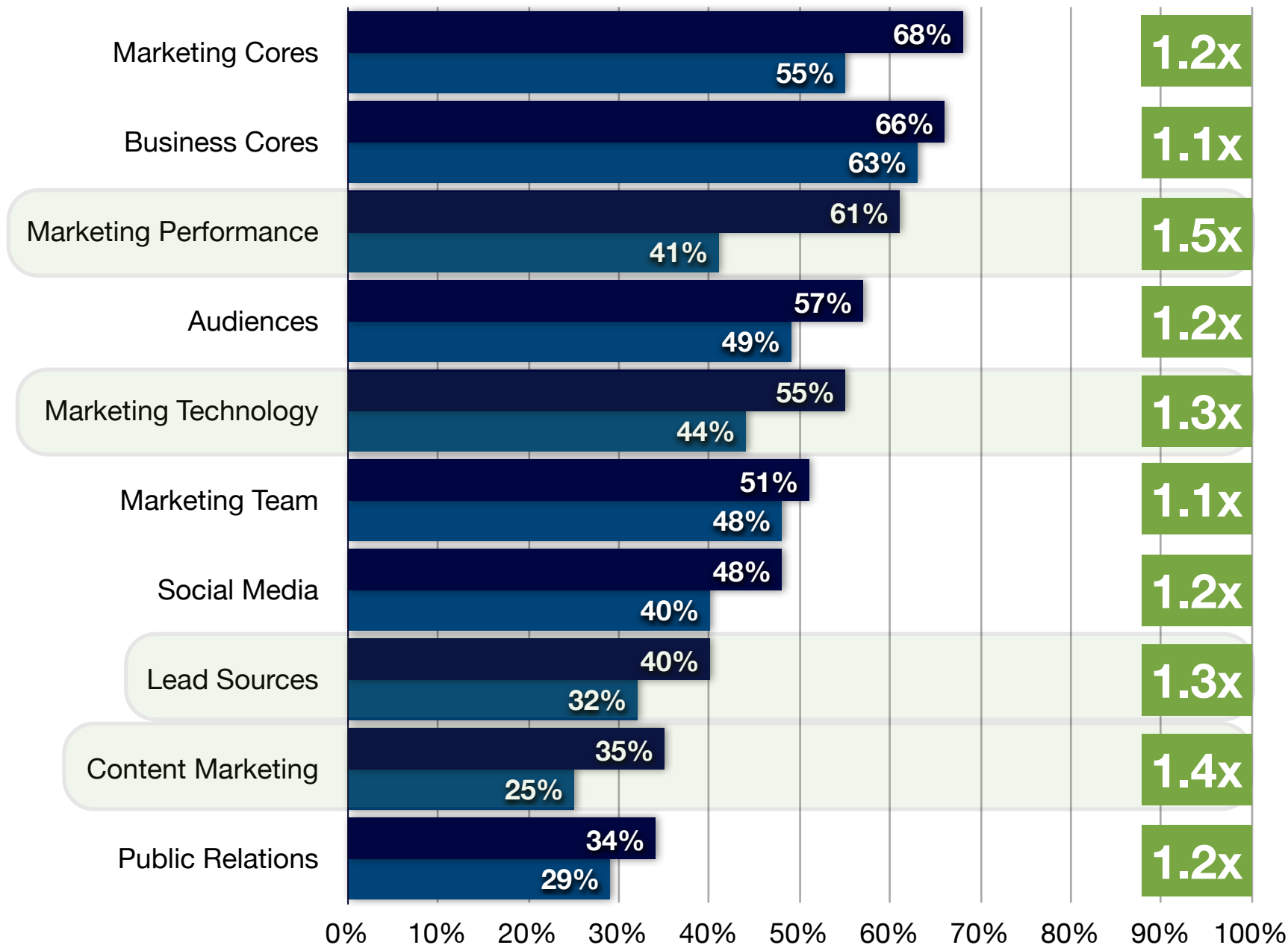


■ Website traffic high performers (n=55)  
■ All others (n=260)

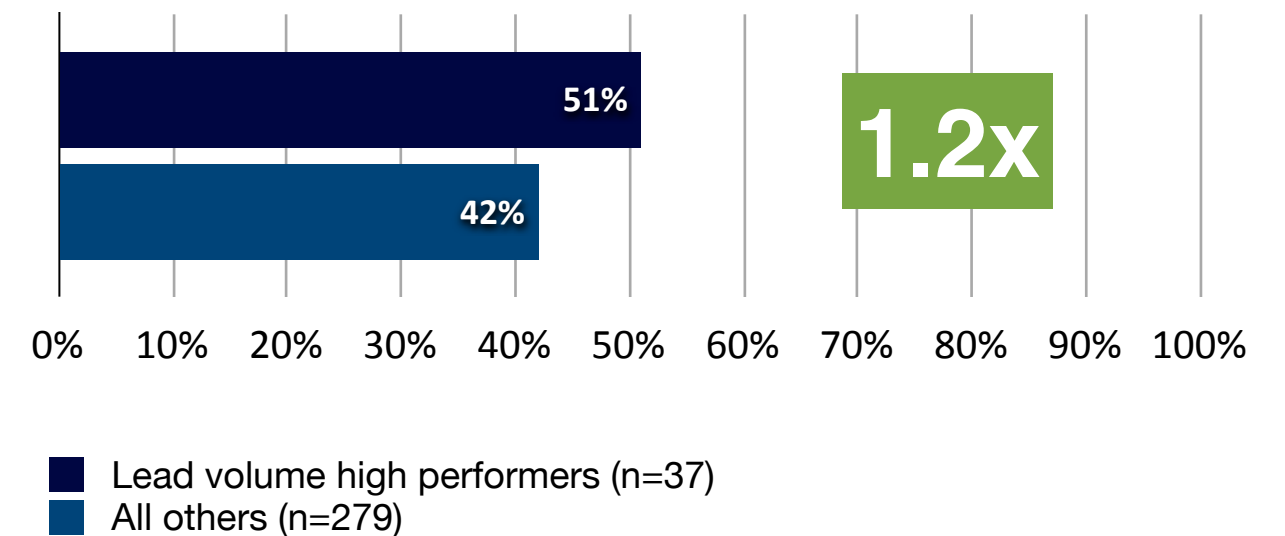
# Lead Volume High Performers by Section

**Lead volume high performers (8-10) are 1.5x stronger in Marketing Performance, 1.4x stronger in Content Marketing, and 1.3x stronger in Lead Sources and Marketing Technology.**

Lead Volume High Performers vs. All Others by Section Score



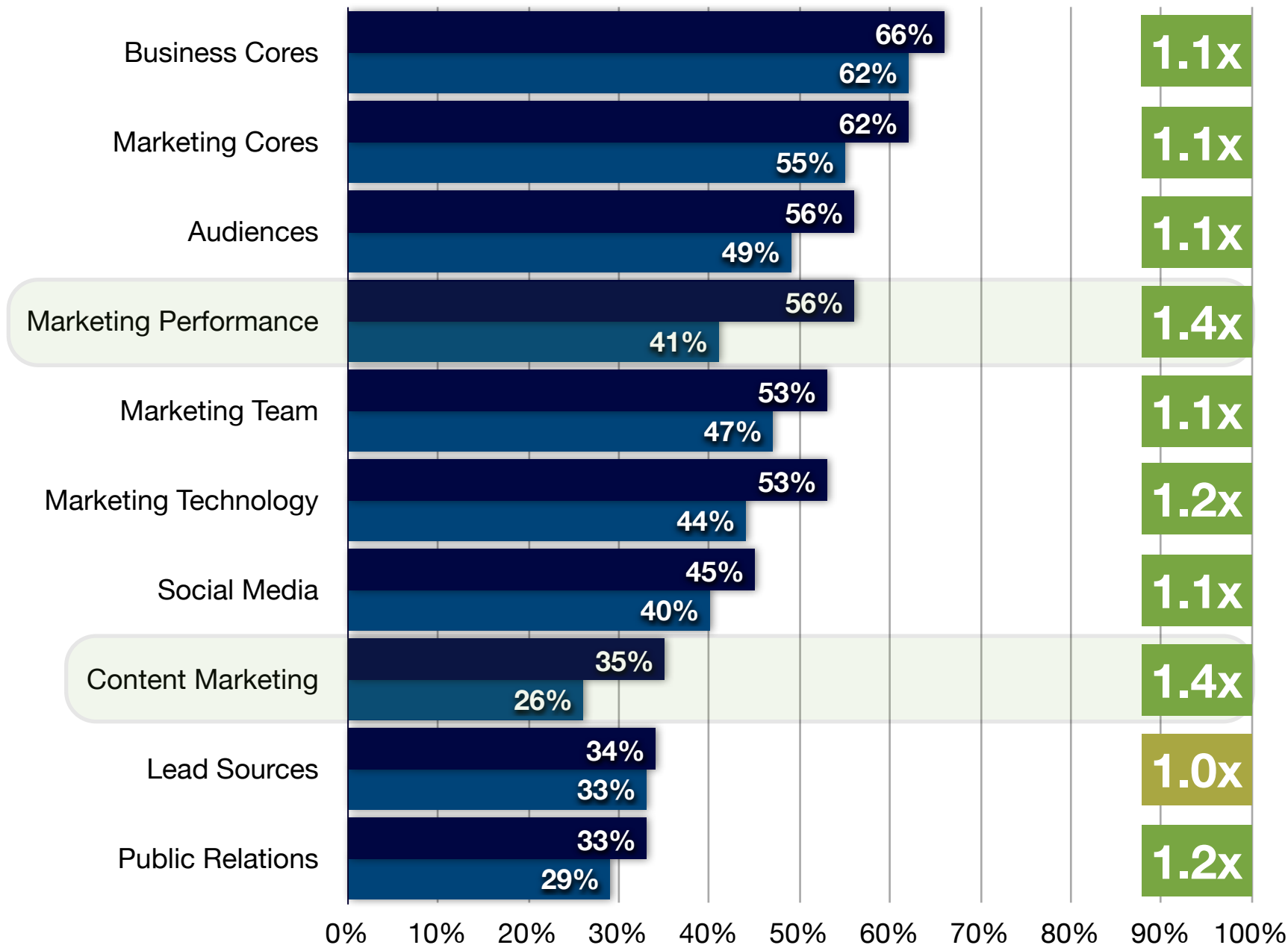
Average Overall Marketing Score



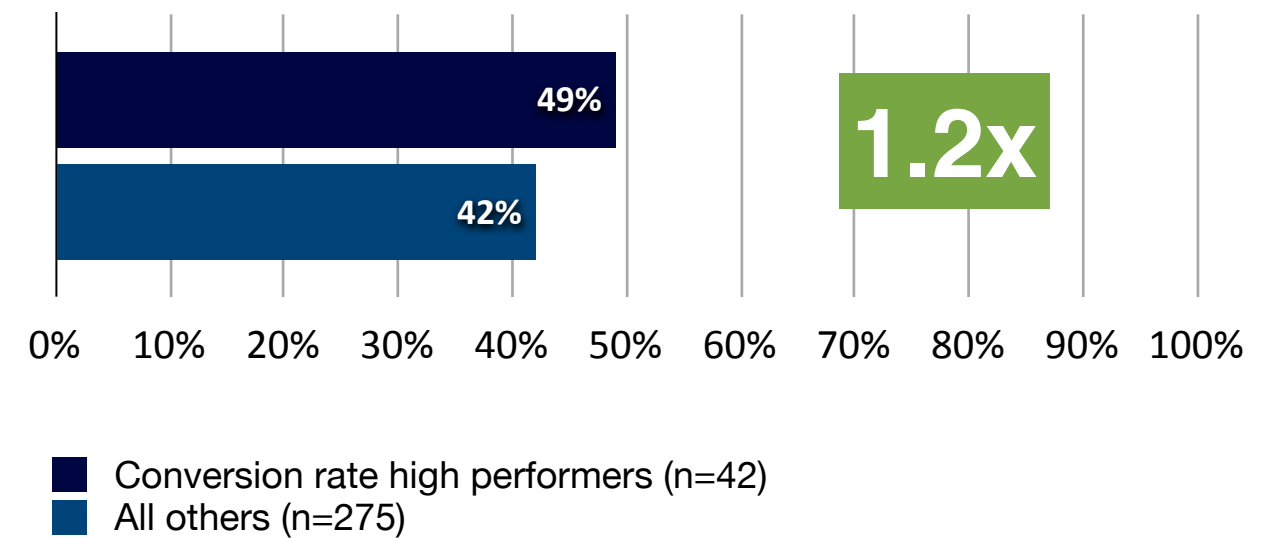
# Conversion Rate High Performers by Section

**Conversion rate high performers (8-10)** are stronger in all sections, with the greatest differences occurring in **Marketing Performance (1.4x)** and **Content Marketing (1.4x)**.

Lead-To-Sale Conversion Rates High Performers vs. All Others by Section Score



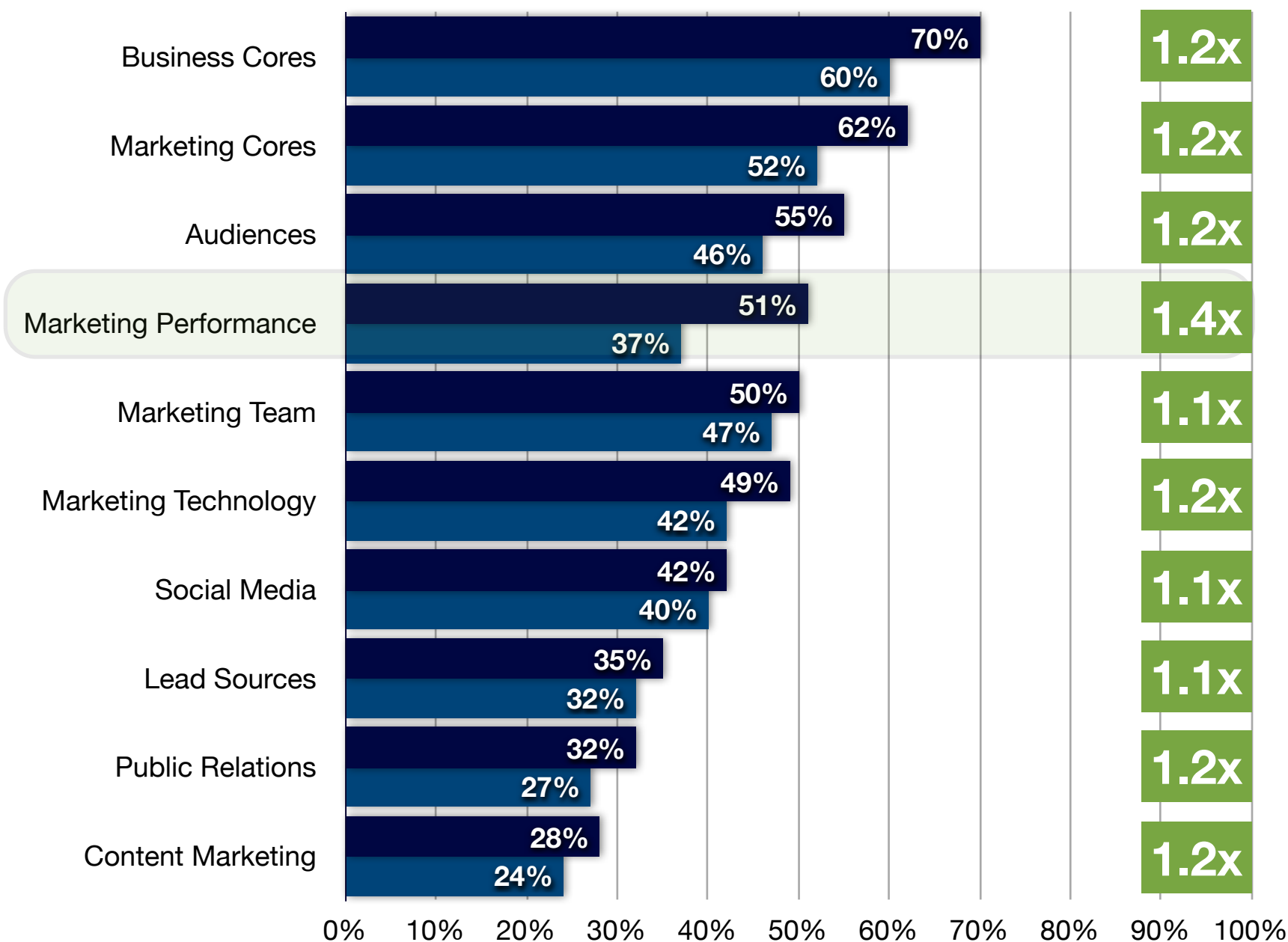
## Average Overall Marketing Score



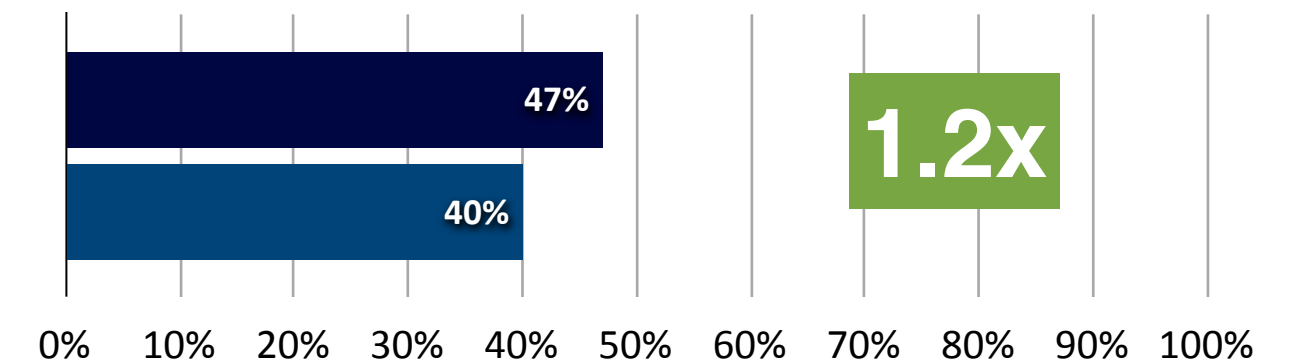
# Customer Retention High Performers by Section

**Customer retention *high performers* (8-10) are stronger in all sections, with the greatest difference occurring in **Marketing Performance** (1.4x).**

*Customer Retention High Performers vs. All Others by Section Score*



## Average Overall Marketing Score

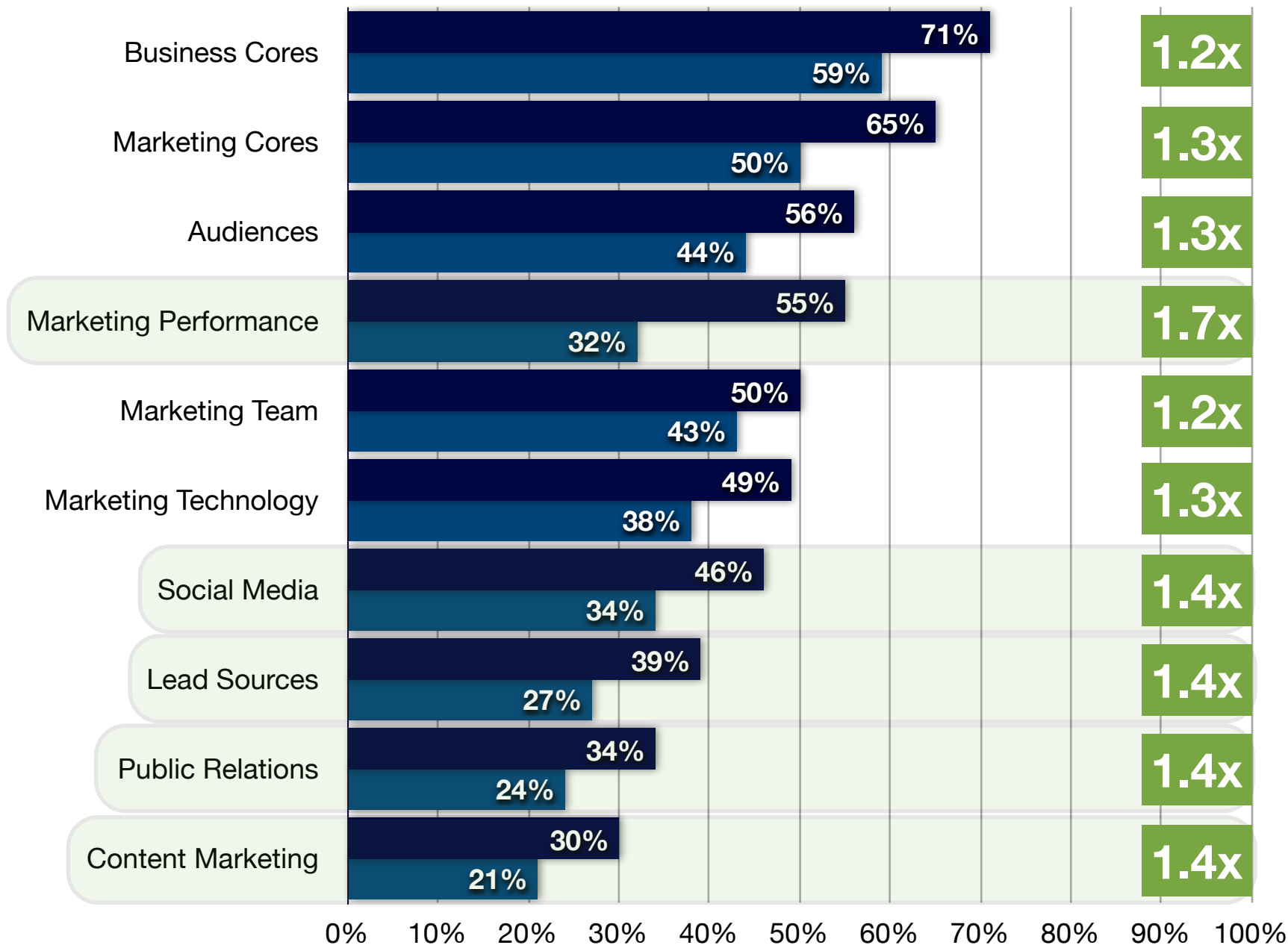


■ Customer retention high performers (n=101)  
■ All others (n=214)

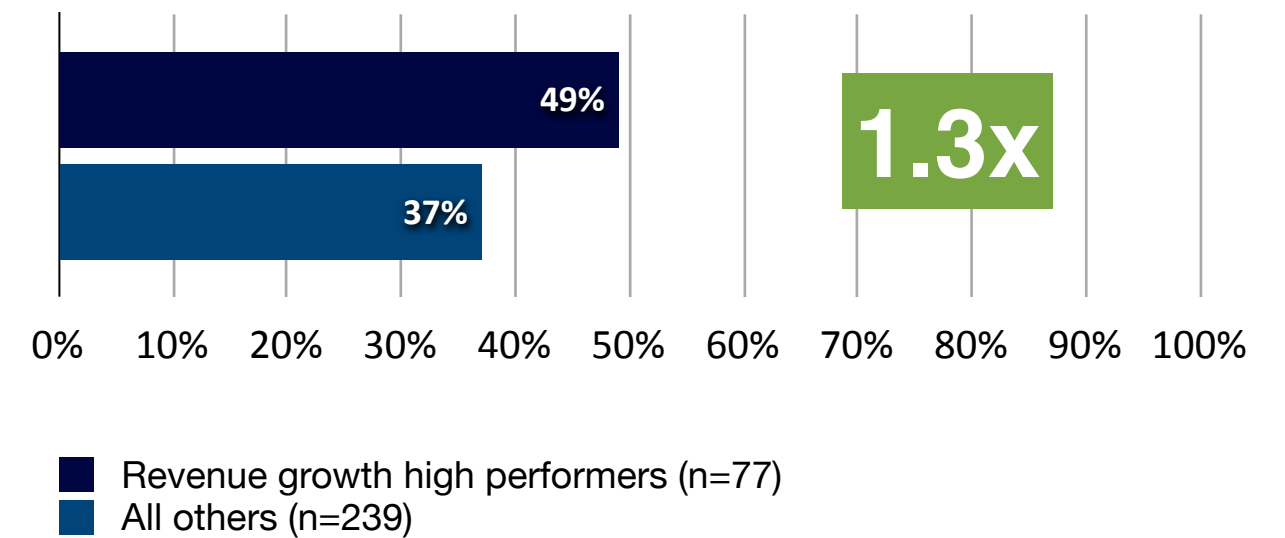
# Revenue Growth High Performers by Section

**Revenue growth high performers (8-10)** have a distinct **Marketing Performance** advantage (1.7x), driven by stronger Social Media, Lead Sources, PR, and Content Marketing (all 1.4x).

Revenue Growth High Performers vs. All Others by Section Score



Average Overall Marketing Score





# 15 Tips to Improve Marketing Performance

# 15 Tips to Improve Marketing Performance

1. **Gain insight from multiple stakeholders.** When conducting a marketing assessment, involve key personnel (e.g. executives, marketing and sales leaders) to create a clear, well-rounded view of where your organization stands, and what work needs to be done to increase your potential for success.
2. **Fill the gaps.** During the assessment process, you're looking for gaps in perception and performance—areas where your organizational goals are unlikely to be met by your current infrastructure, assets, or processes. Identify weaknesses in your talent, technology, and strategy, and concentrate your short-term efforts on improving those areas.
3. **Commit to core strength.** Every organization should be focused on building assets that can be leveraged to accelerate success, including brand awareness, website traffic, social reach and influence, “owned” databases, persona-based content, industry relationships, partnerships, and goodwill. If the core is weak, then you'll need to invest resources in building the foundation, adapt campaign strategies, adjust goals and timelines, and properly align ROI expectations.
4. **Figure out the metrics that matter.** What are the 5-10 most important marketing metrics for your business? These numbers should be tied directly to business goals, and all marketing activities must be designed around achieving them. For example, for a B2B software company, the top KPIs might be website visitors, content downloads, webinar registrations, sales qualified leads, demo requests, free trial sign-ups, customer wins, churn rate, and recurring revenue.
5. **Set goal values.** Once you know your primary KPIs, assign monthly, quarterly and annual goal values. Also, every marketing campaign should have a primary goal value associated with it. If you can't measure it, don't do it.

# 15 Tips to Improve Marketing Performance

6. **Build a marketing scorecard.** Dashboards for measuring marketing effectiveness are simple to build once you know your KPIs and goals values, and are becoming increasingly efficient to maintain. While there are technology solutions that offer robust reporting and visualizations, for many businesses, a straightforward Excel document or Google Drive Spreadsheet will suffice.
7. **Define and segment audiences and buyer personas.** We have entered an era of contextual marketing and personalized customer experiences. In order to capture consumers' hearts, minds, and wallets, you have to target every campaign and communication as much as possible. It starts with well-defined audience segments and personas.
8. **Break through internal barriers.** The obstacles to evolved, performance-driven marketing are many (e.g. legacy systems, conservative cultures and leadership, traditional-minded sales teams), but the modern marketer wins internal battles with data. Use marketing software analytics to turn data into intelligence, and intelligence into action.
9. **Integrate at all costs.** Break down marketing technology and strategy silos in order to maximize efficiencies and ROI.
10. **Find professionals with "A player" potential.** Modern prototype marketers are a rare breed. Develop recruiting and training programs designed to attract and nurture top talent.

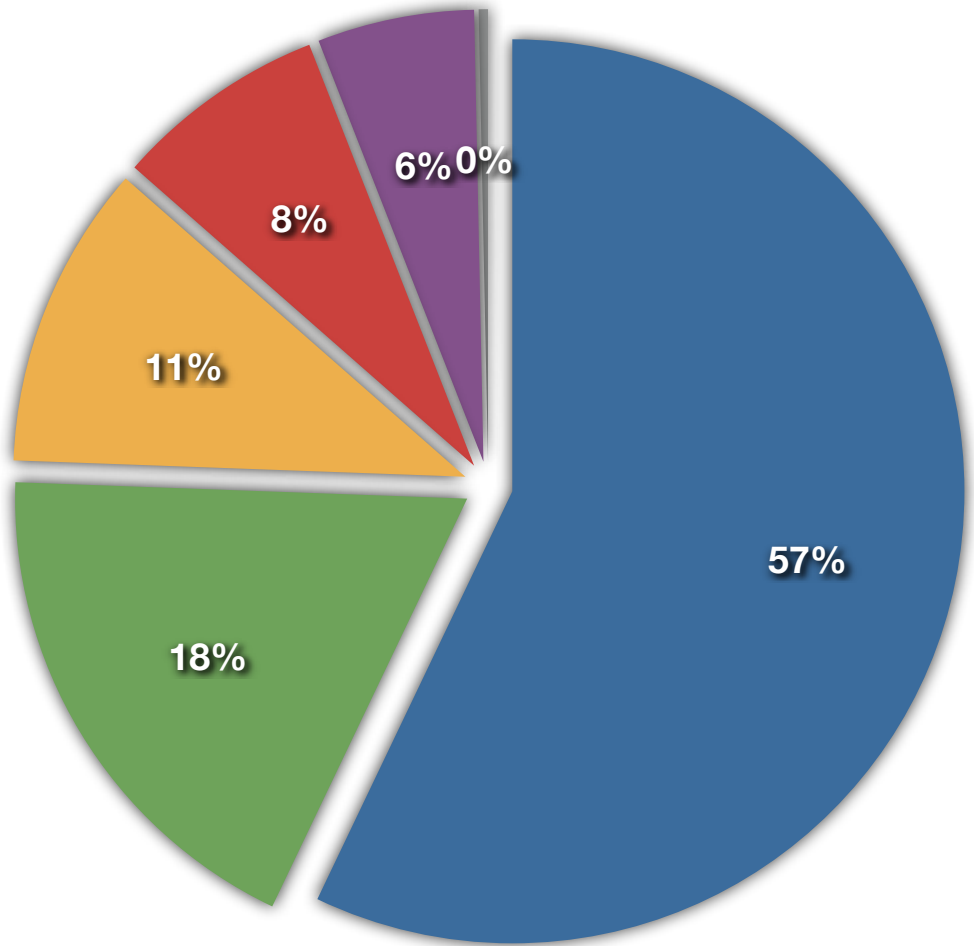
# 15 Tips to Improve Marketing Performance

11. **Become a performance-driven marketing organization.** Build and evolve your team and technologies to fit your strategy and goals.
12. **Take a full-funnel approach to marketing strategy.** If you think of marketing like a funnel, there are four sections—brand, leads, sales, and loyalty. At the top, companies look to build brand, attracting website visitors, blog subscribers, and social followers—basically building their reach. From there, use content, such as blog posts, eBooks and webinars, to move audiences through the funnel and turn qualified visitors into leads. Once lead contact information has been gathered, leverage email marketing and other activities to provide as much value, and as personalized of an experience, as possible. The goal at this stage is to convert qualified leads into sales. Finally, at the bottom of the funnel, conduct campaigns to increase customer loyalty, driving more sales, more referrals, and more profits.
13. **Balance *builders* and *drivers*.** *Builders* are foundational and recurring campaigns, such as blogging and social engagement, designed to create and expand assets. Builder campaign goal values (e.g. visitors, subscribers, social reach) are commonly set by quarter or by year. *Drivers* are campaigns that capitalize on existing assets to generate short-term returns (e.g. leads, sales), and are often conducted over 1-3 month periods.
14. **Move your marketing forward.** Stop making, and accepting, excuses. Starting driving change.
15. **Be remarkable.** The new marketing imperative is to create more value, for more people, more often, so when it's time for consumers to choose a product, service or company, they choose yours.

# Demographics

# Demographics

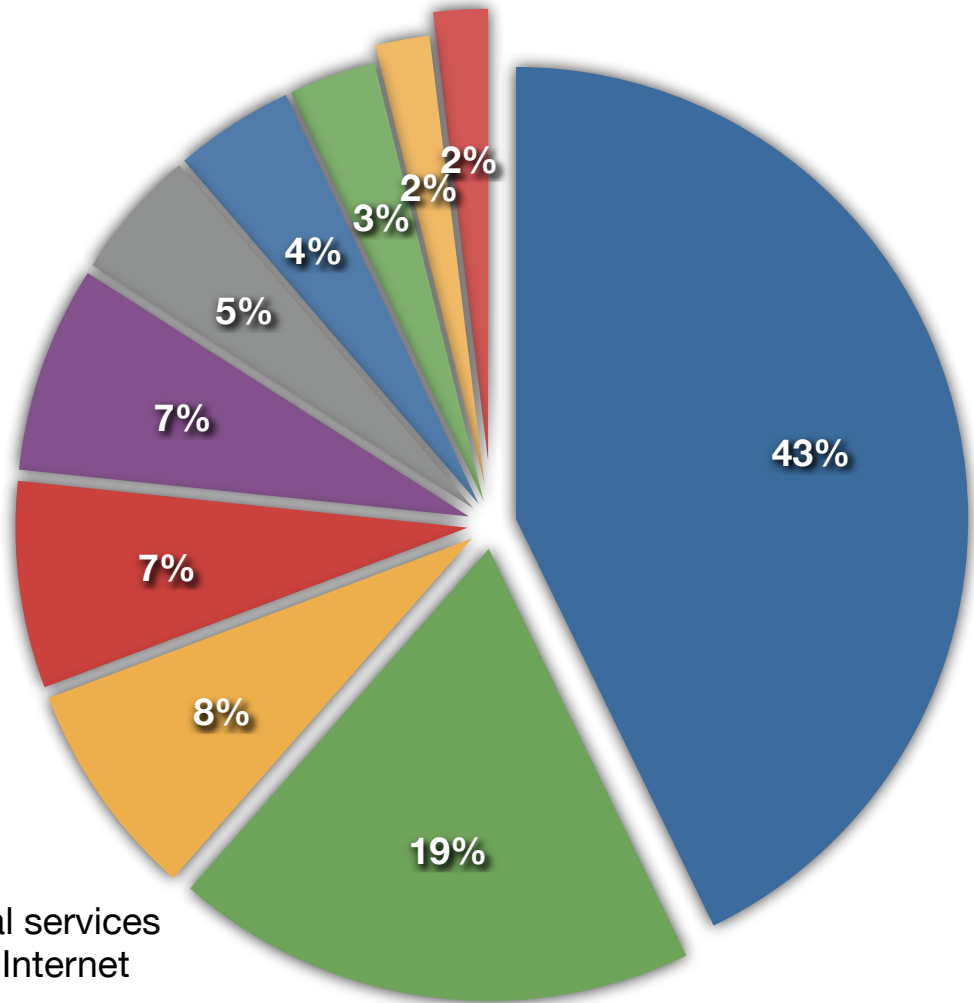
*% of Members by Role/Title*



- Founder/owner/partner
- Marketing mngr/dir
- Other
- Senior exec
- Sales mngr/dir
- Customer service mngr/dir

TOTAL (n=305). Non responses (n=13) are excluded.

*% of Organizations by Industry*

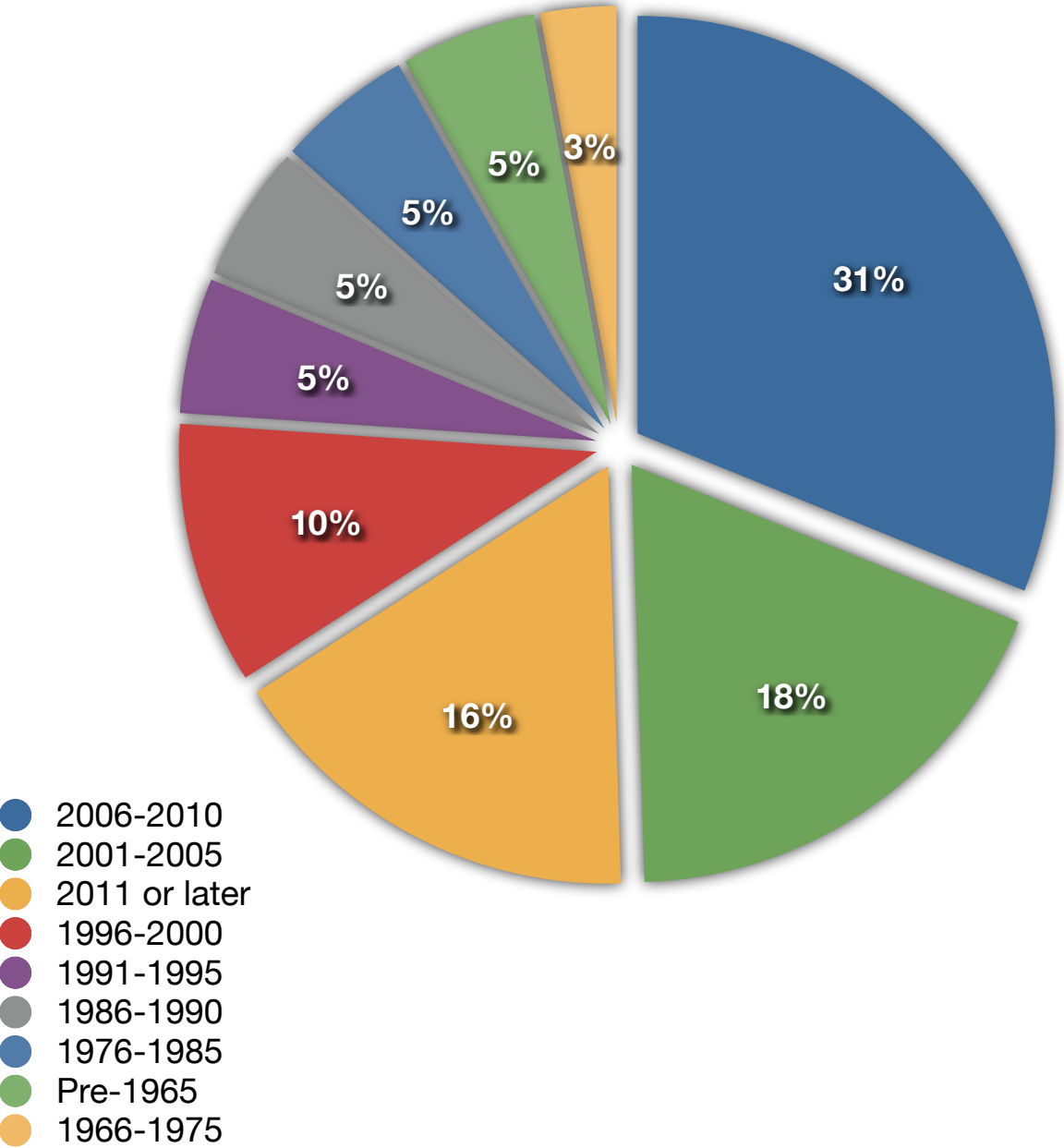


- Professional services
- Software & Internet
- Other
- Media news & publishing
- Manufacturing
- Retail
- Health care
- Finance & insurance
- Arts, entertainment & recreation
- Telecommunications

TOTAL (n=257). Non responses (n=61) are excluded.

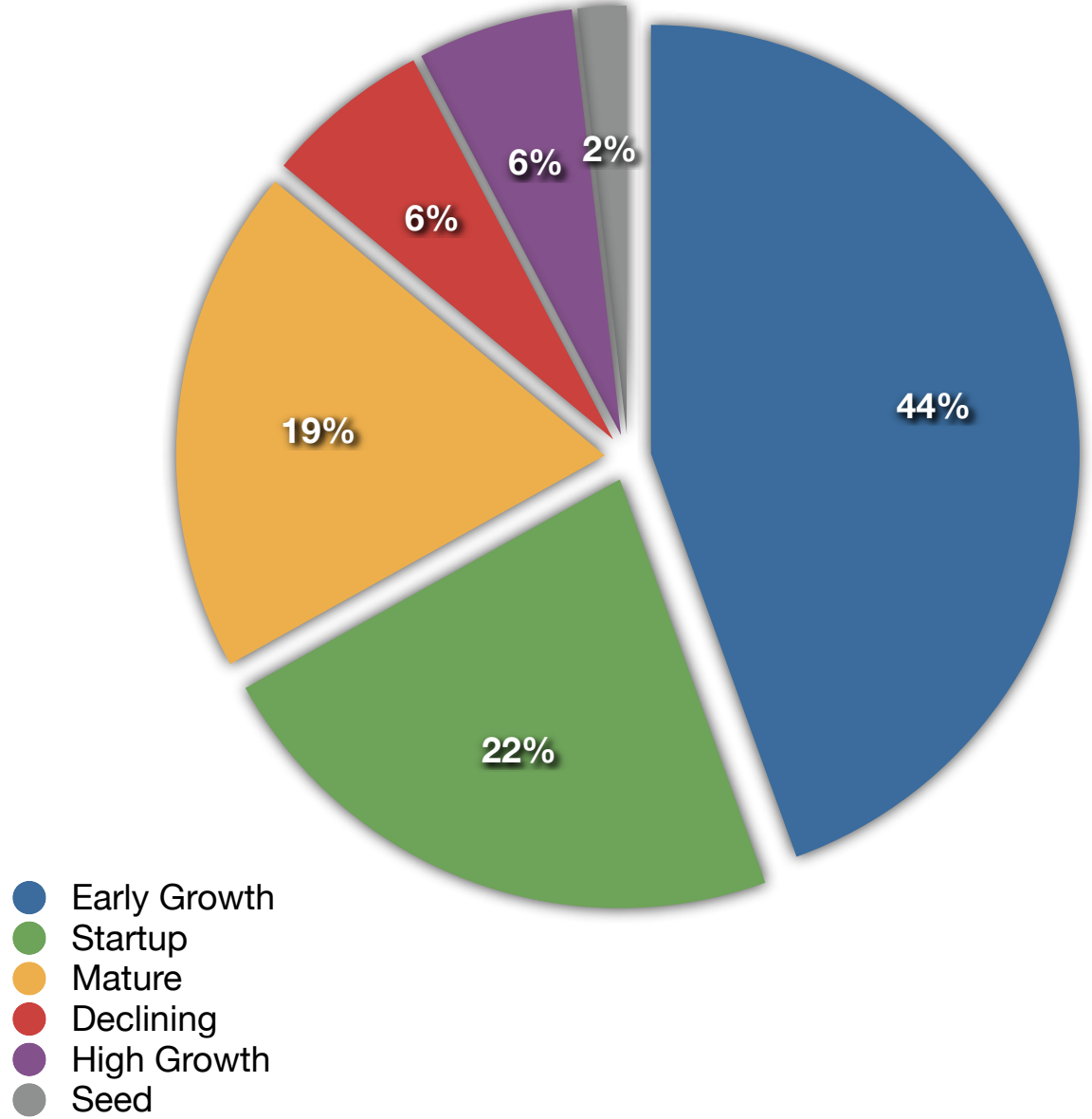
# Demographics

*% of Organizations by Year Founded*



TOTAL (n=305). Non responses (n=13) are excluded.

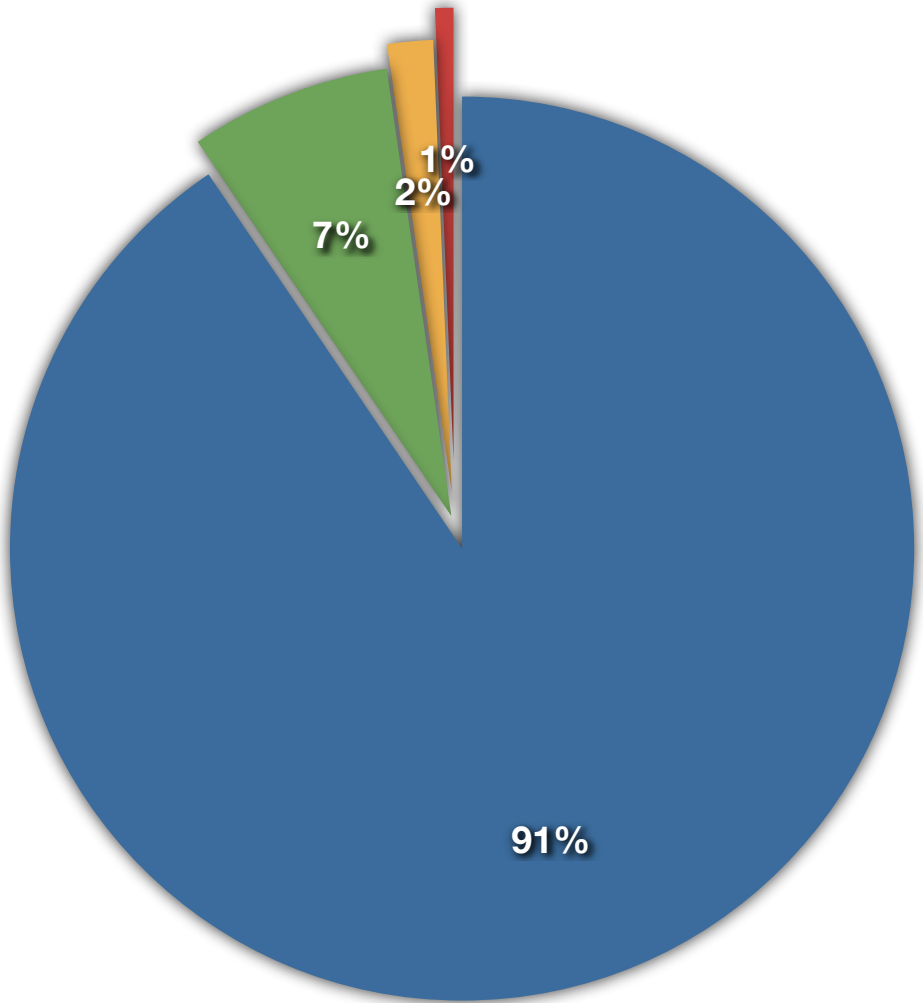
*% of Organizations by Business Life Cycle Stage*



TOTAL (n=272). Non responses (n=46) are excluded.

# Demographics

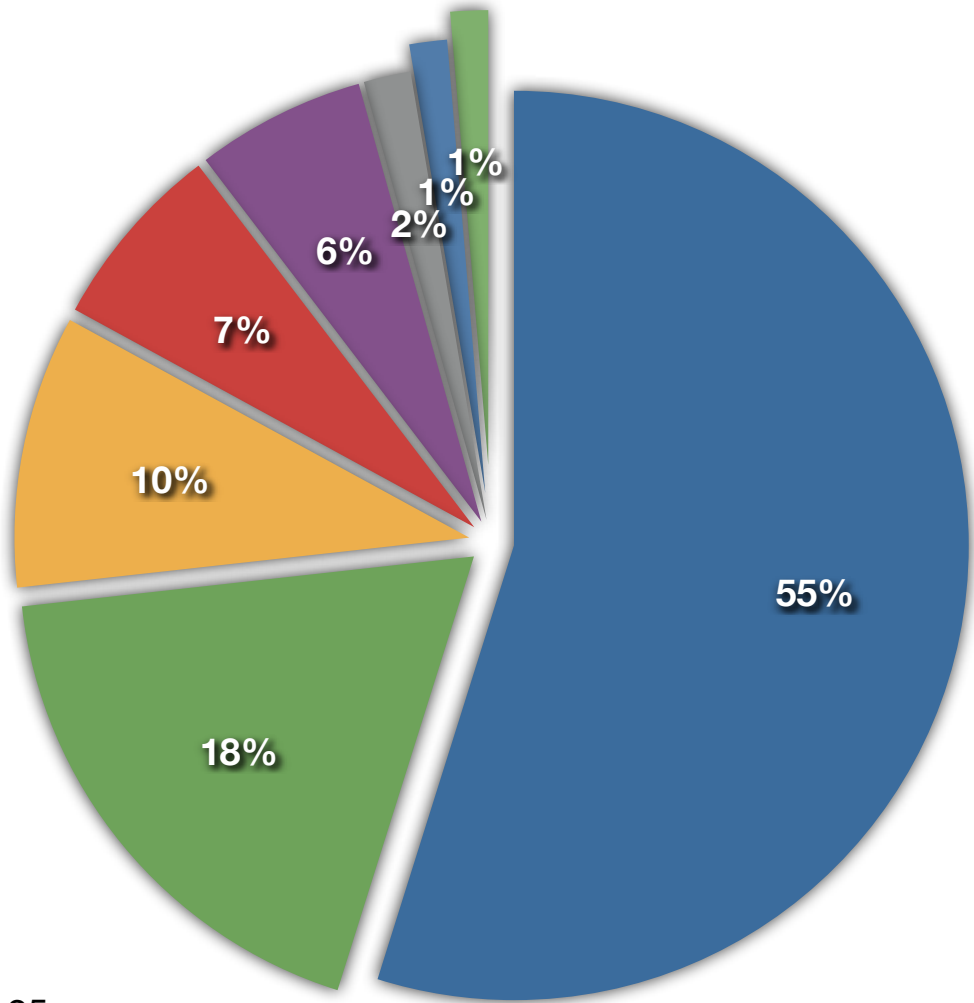
% of Organizations by Business Type



- Private
- Public
- Non-profit
- Other

TOTAL (n=306). Non responses (n=12) are excluded.

% of Organizations by Employee Size



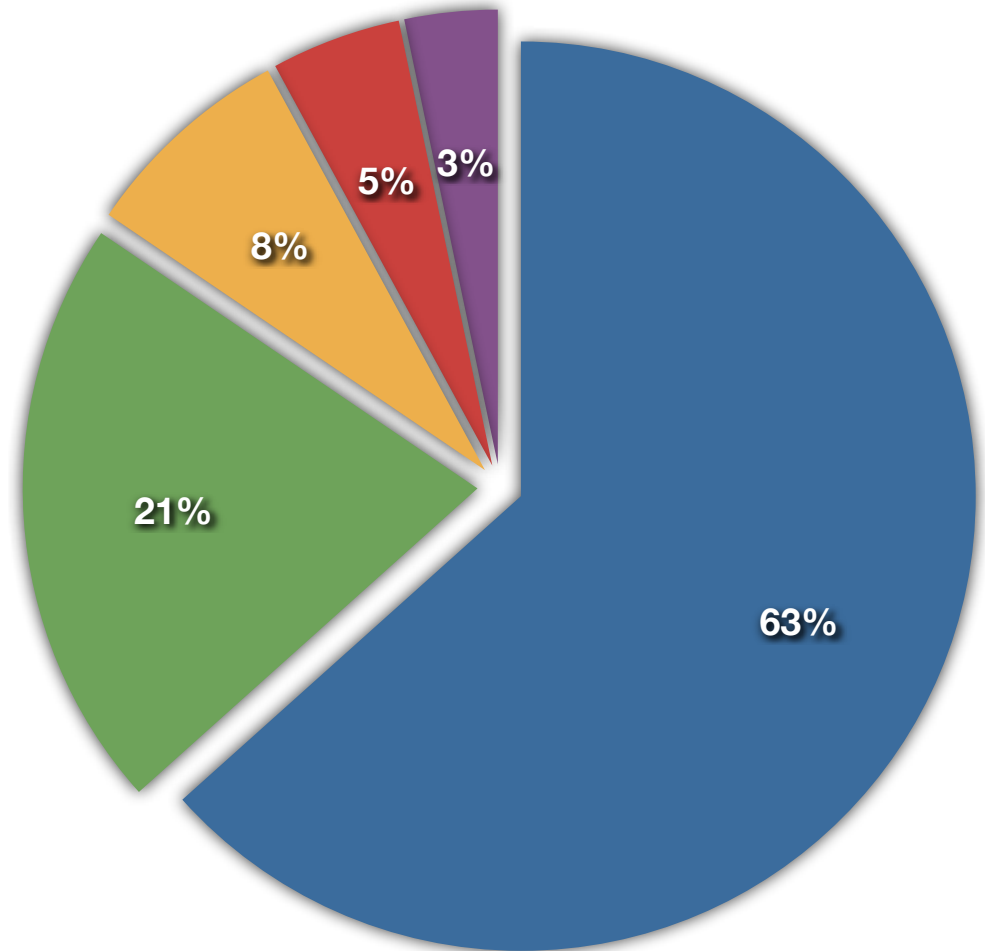
- <10
- 11 - 25
- 51 - 100
- 26 - 50
- 101 - 500
- 501 - 1,000
- >10,000
- 1,001 - 10,000

TOTAL (n=305). Non responses (n=13) are excluded.



# Demographics

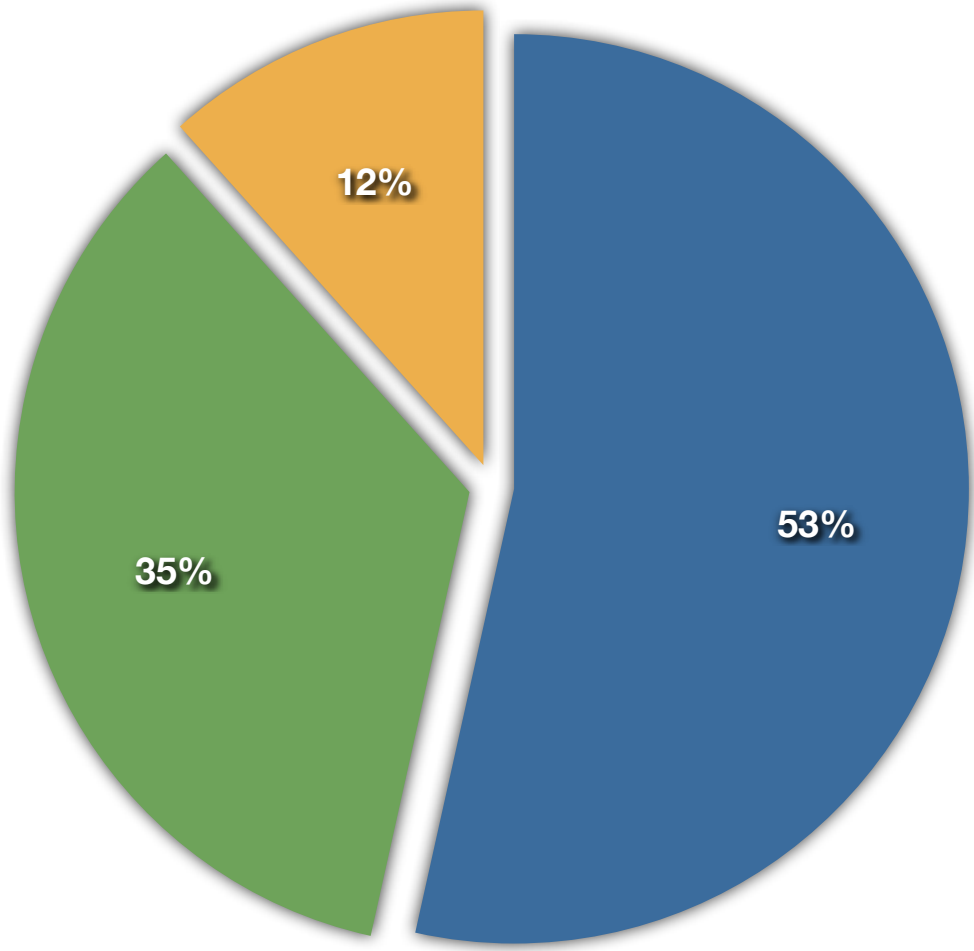
% of Organizations by # of Marketing Employees



- 1-5
- None
- 6-10
- 16+
- 11-15

TOTAL (n=303). Non responses (n=15) are excluded.

% of Organizations by B2B vs B2C

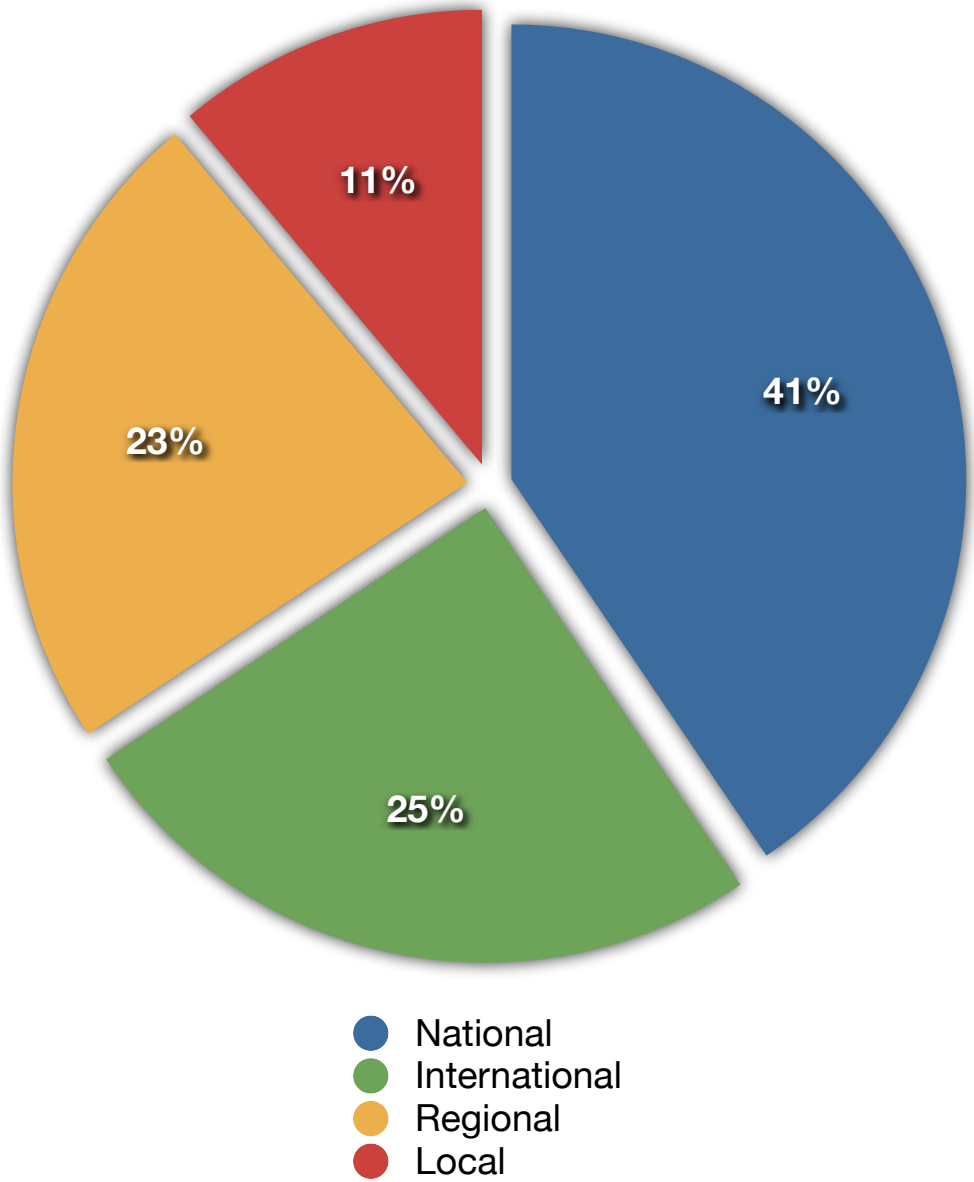


- B2B
- Both
- B2C

TOTAL (n=301). Non responses (n=17) are excluded.

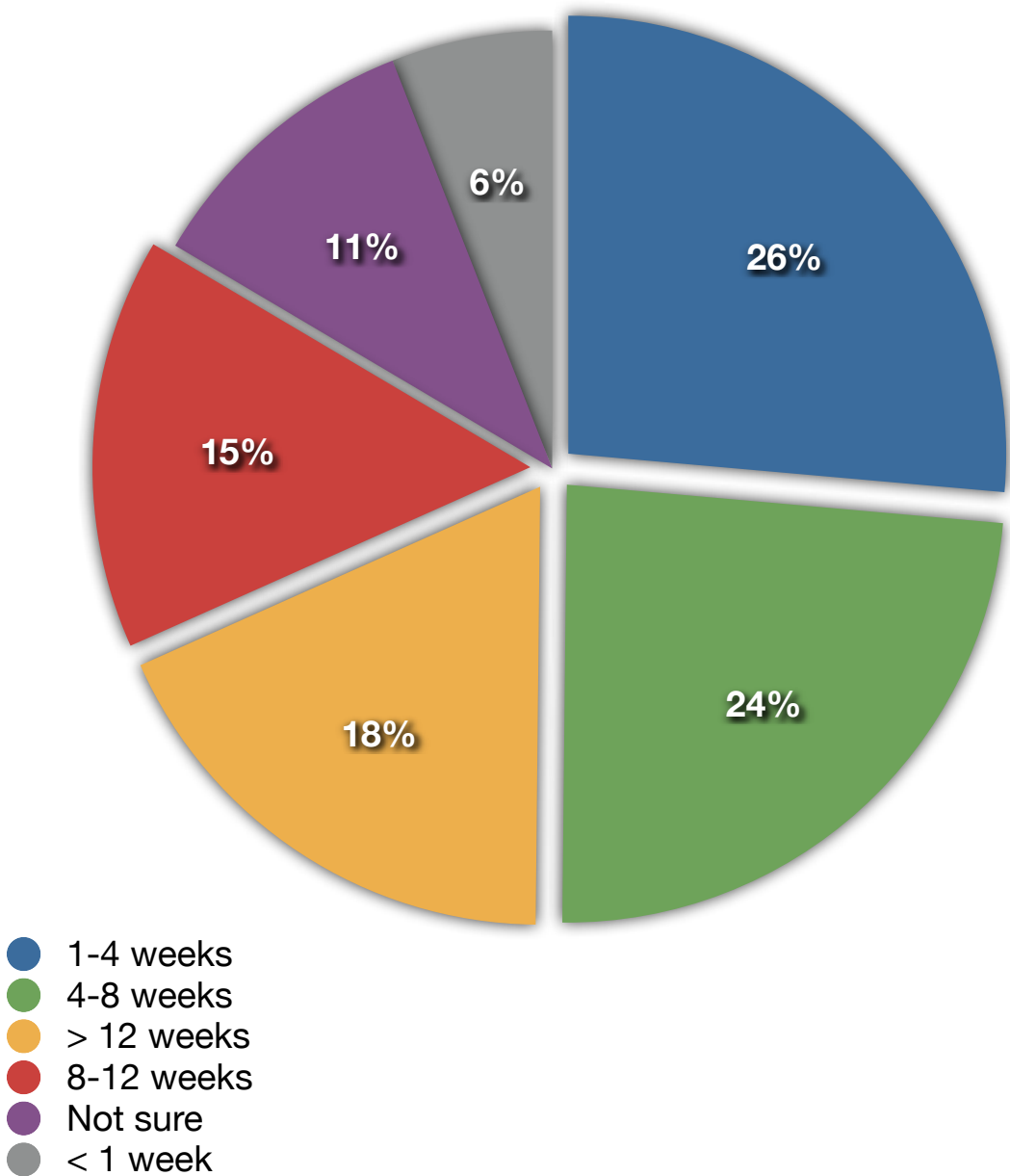
# Demographics

*% of Organizations by Geographic Focus*



TOTAL (n=306). Non responses (n=12) are excluded.

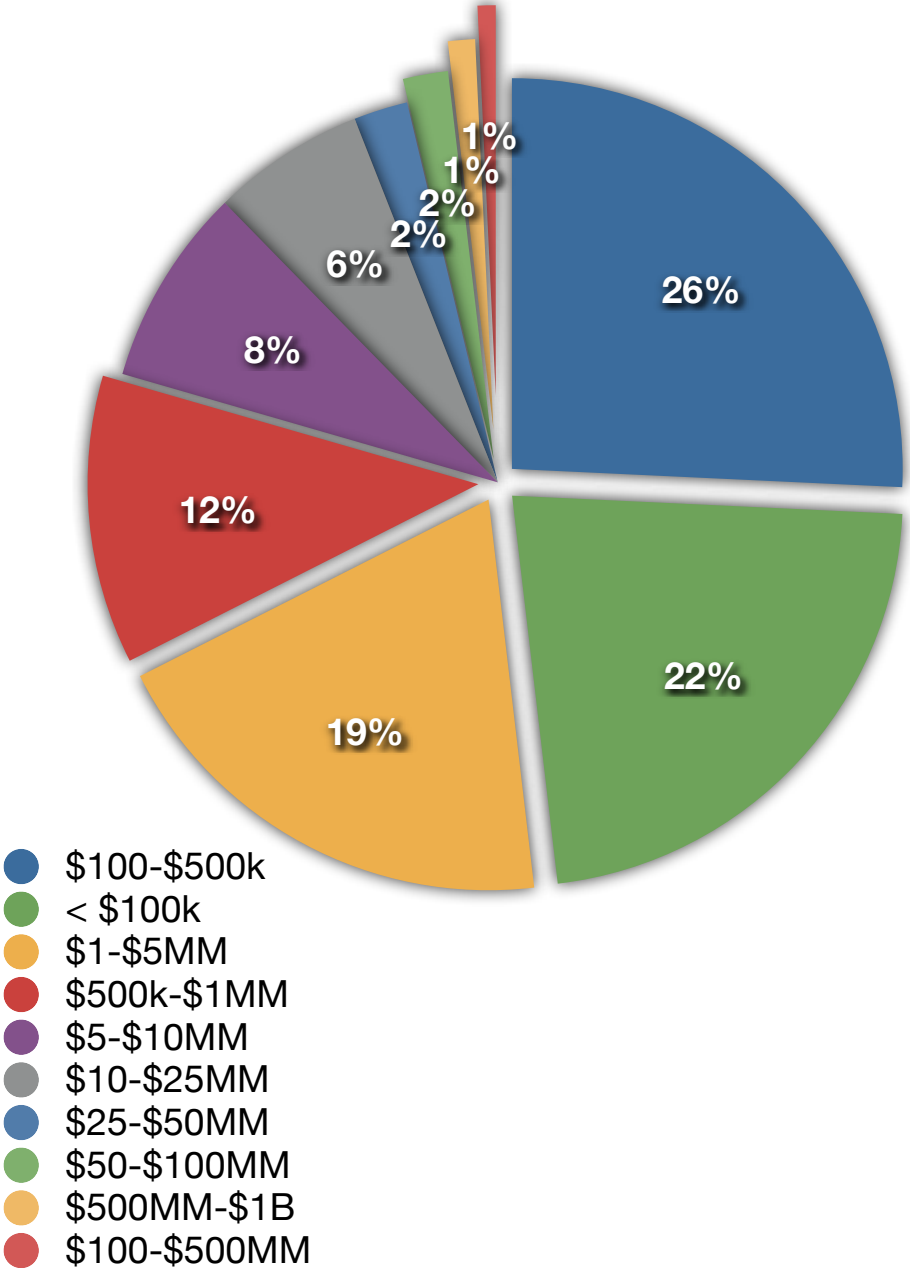
*% of Organizations by Sales Cycle Length*



TOTAL (n=303). Non responses (n=15) are excluded.

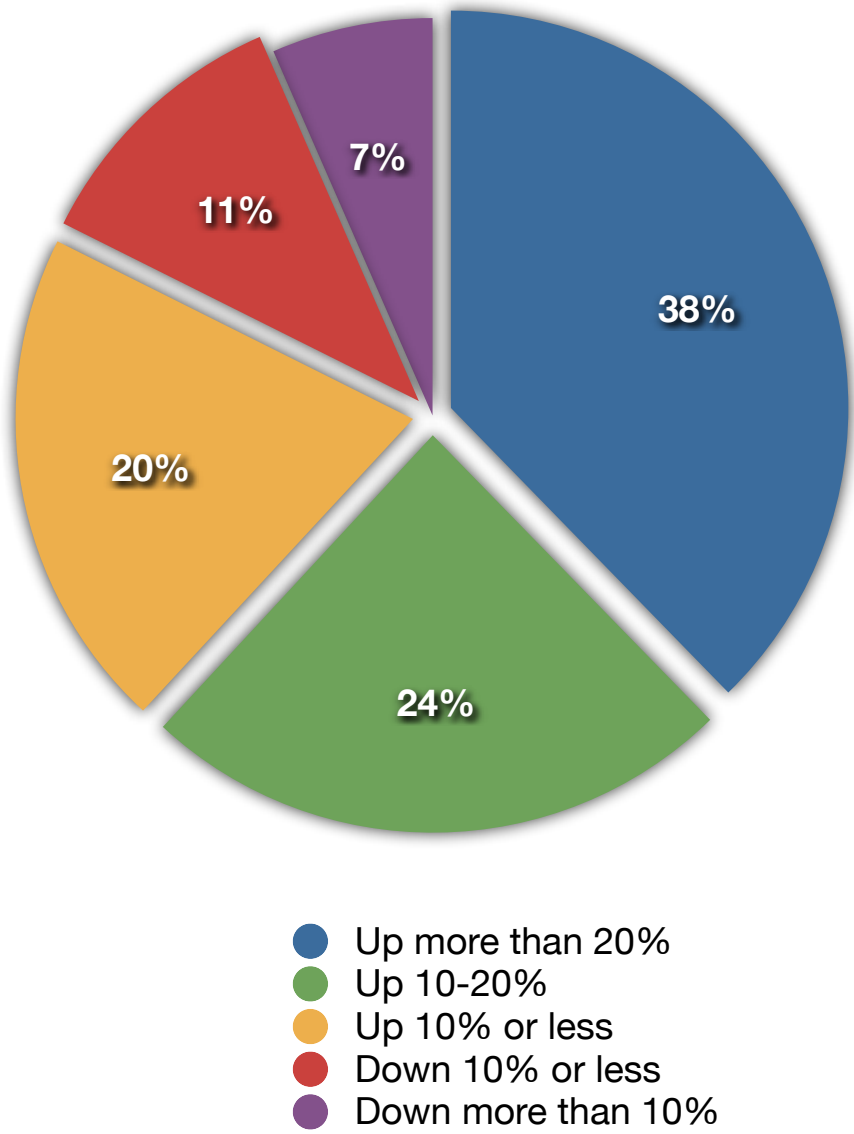
# Demographics

% of Organizations by Annual Revenue



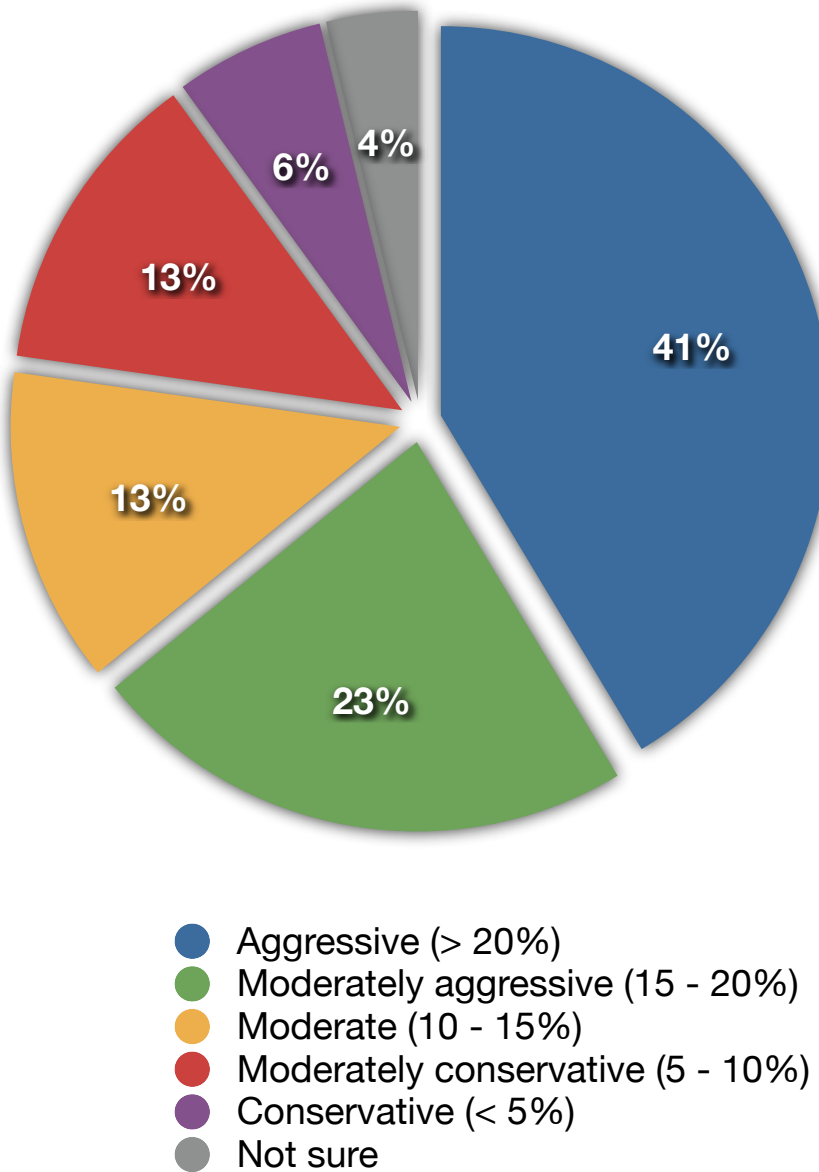
TOTAL (n=268). Non responses (n=50) are excluded.

% of Organizations by Revenue Growth (last 12 months)



TOTAL (n=244). Non responses (n=51) and "Does not apply startup" (n=23) responses are excluded from this chart.

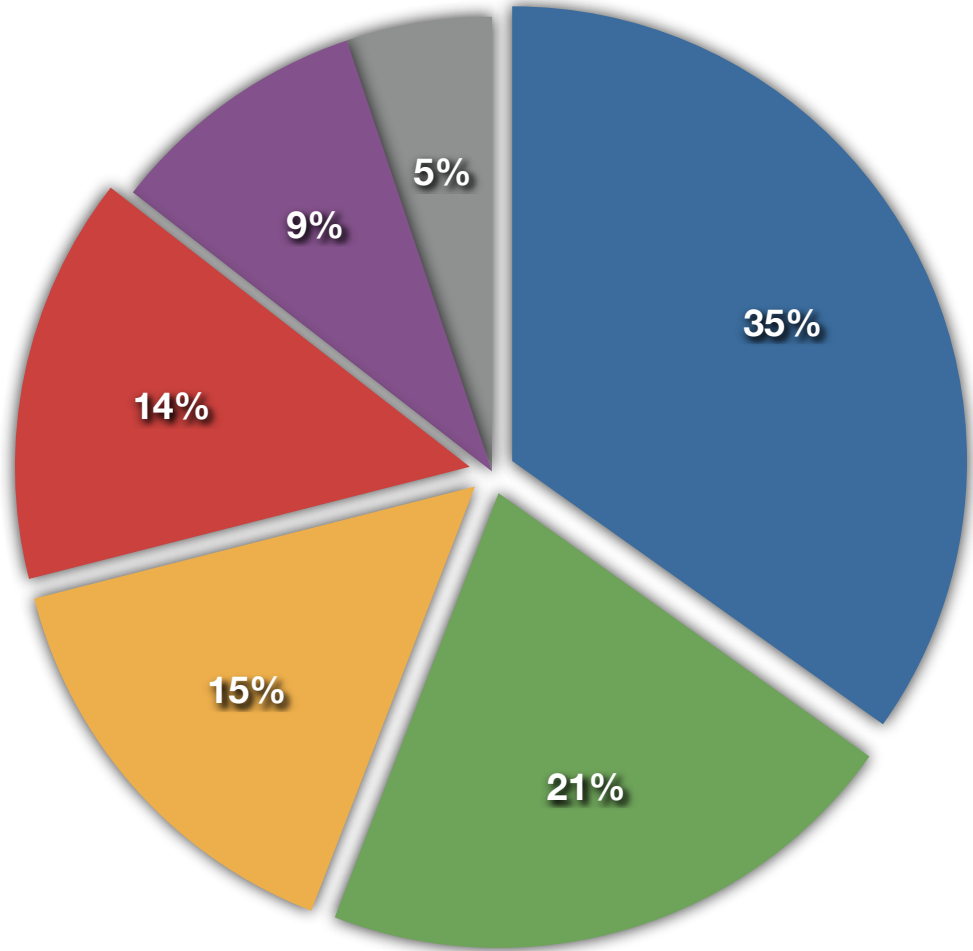
% of Organizations by Revenue Growth Goals



TOTAL (n=290). Non responses (n=28) are excluded.

# Demographics

*% of Organizations by Marketing Budget (% of revenue)*



- Conservative (<5%)
- Moderately conservative (5-10%)
- Moderate (10-15%)
- Not sure
- Moderately aggressive (15-20%)
- Aggressive (>20%)

*TOTAL (n=290). Non responses (n=28) are excluded.*

# About Marketing Score

# Marketing Score

PR 20/20's **Marketing Score** is a **free online marketing assessment tool** designed to rate the strength of business and marketing foundations, forecast potential, and align expectations. The product was released into public beta December 2012.

It's a subjective analysis from the viewpoint of internal stakeholders, including marketing management and company executives. It's also a marketing intelligence engine that recommends actions to improve performance (this feature is in development).

Marketing Score is based on the principle that every element of an organization, as it relates to marketing, can be divided into **assets, neutrals, and escalators**. Assets are strengths that can accelerate marketing success, and escalators are weaknesses that require additional resources to improve.

By evaluating and scoring these elements, organizations can devise **integrated marketing strategies**; select the right **marketing agency partners**; allocate **time, money and talent**; and adapt **resources and priorities** based on performance.

The platform scores more than **130 factors in 10 sections**, and takes approximately 15-20 minutes to complete. The ratings are combined with **27 profile fields** (e.g. annual revenue, revenue goals, marketing budget, employee size, industry, sales cycle length) to provide strategic insights, and help drive change and improvement within organizations.

[Join Marketing Score](#) today to rate your organization.



[www.TheMarketingScore.com](http://www.TheMarketingScore.com)

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# About PR 20/20

# PR 20/20

[PR 20/20](#) is a **performance-driven marketing agency** that functions as an outsourced marketing team for small and midsize businesses, and inbound marketing specialists for large enterprises.

We believe an agency's value is measured in outcomes, not outputs. We run integrated marketing campaigns that produce results—website traffic, reach, leads, conversions, retention, revenue, and profits.

- Our **hybrid marketing professionals** are highly trained to deliver services across analytics, automation, content, email, public relations, search, social, strategy, and web. They are tech-savvy A players who provide integrated solutions that historically required multiple agencies and consultants.
- We use **advanced marketing technology** to increase efficiencies, personalize the consumer experience, and maximize our client's ROI.
- We devise **integrated strategies** that take a full-funnel approach to marketing—build brand at the top of the funnel, generate leads and convert sales in the middle, and increase customer loyalty at the bottom.

PR 20/20 was the first firm in HubSpot's certified partner program, which now includes more than 1,000 agencies worldwide, and is the inspiration behind [The Marketing Agency Blueprint](#) (Wiley) by founder and CEO, Paul Roetzer.



[www.PR2020.com](http://www.PR2020.com)

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