

THE 21ST CENTURY MARKETING SCORECARD

GETTING STARTED

The Scorecard is a companion tool to the *21st Century CMO's Playbook*, which outlined the key forces re-shaping customer engagement in the near future, and what business leaders should be doing about it.

This tool has been designed as a simple diagnostic to gauge your overall state of readiness to meet the challenges of engaging tomorrow's customers.

We have identified four attributes that define successful 21st century marketers – organization, platforms, strategy and content.



The Organization attribute is about people
– it describes the design and composition of your marketing team, as well as the strength of their relationships with other stakeholders in your company.



The Strategy attribute is about logic
– it describes how your team makes decisions, analyses data and designs customer workflows to drive growth.



The Platform attribute is about technology
– it describes the systems that track, automate, and generate data about your customer interactions.



The Content attribute is about storytelling
– it describes your capability to generate and leverage assets to lead potential customers along an buyer's journey.

Each attribute has 5 questions. Answer the questions with a score of 1-5, depending on whether you strongly disagree or strongly agree with the applicability of the statement to your company.

You will use these scores later to create your final diagnostic chart.

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THE FOUR ATTRIBUTES



ORGANIZATION

STRONGLY
DISAGREE

STRONGLY
AGREE

1 2 3 4 5

1 Our marketing and sales people communicate regularly and see themselves as part of the same team. ☐ ☐ ☐ ☐ ☐

2 We hire team members and external agencies based on their general problem solving capabilities rather than their channel specific skills. ☐ ☐ ☐ ☐ ☐

3 We have dedicated marketing resources devoted to marketing technology, data and analytics. ☐ ☐ ☐ ☐ ☐

4 Our product management teams assert a strong influence on the roadmap of our company's products and services. ☐ ☐ ☐ ☐ ☐

5 Our business has a common vision of the buyer's journey, and what role each team plays in achieving growth objectives. ☐ ☐ ☐ ☐ ☐

ORGANIZATION TOTAL SCORE: _____



PLATFORMS

1 Our marketing and sales teams have real-time lead intelligence data about the behavior of prospects during the buyer's journey ☐ ☐ ☐ ☐ ☐

2 We connect everything - website, content marketing, email marketing, lead management and CRM - through our marketing platform. ☐ ☐ ☐ ☐ ☐

3 Our offline marketing efforts integrate with our online marketing systems. ☐ ☐ ☐ ☐ ☐

4 We have automated the vast majority of our customer engagement and lead nurturing activities. ☐ ☐ ☐ ☐ ☐

5 Our marketing operations team and our company's IT team are on the same page in regard to the marketing technology stack. ☐ ☐ ☐ ☐ ☐

PLATFORMS TOTAL SCORE: _____

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STRATEGY

STRONGLY
DISAGREE

STRONGLY
AGREE

1 2 3 4 5

- | | | | | | | |
|---|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | We focus on individual buyer's journeys rather than a general sales funnel. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2 | Customer data generated by the marketing team is used by the rest of company in their strategic planning and meetings. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 | We have metrics in place that allow us to measure both the cost of acquiring a potential lead as well as their likelihood of becoming a customer. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4 | We can measure with a high degree of certainty the contribution that any of our paid, owned or earned media makes to successful conversions. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5 | We design and test workflows to determine the most effective way to optimize customer conversion and experience. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

STRATEGY TOTAL SCORE: _____



CONTENT

- | | | | | | | |
|---|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | Beyond product features and specifications, our website provides educational materials that are non-product centric or promotional. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2 | We make significant investments into the development of content, comparable to or exceeding our paid media spend. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 | Our content marketing team includes trained writers, designers, and marketing automation technologists. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4 | Our marketing and sales teams collaborate regularly about content to be created that will be effective in engaging potential customers. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5 | Our content and community building efforts have led to the creation of our own, highly effective communication channels. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

CONTENT TOTAL SCORE: _____

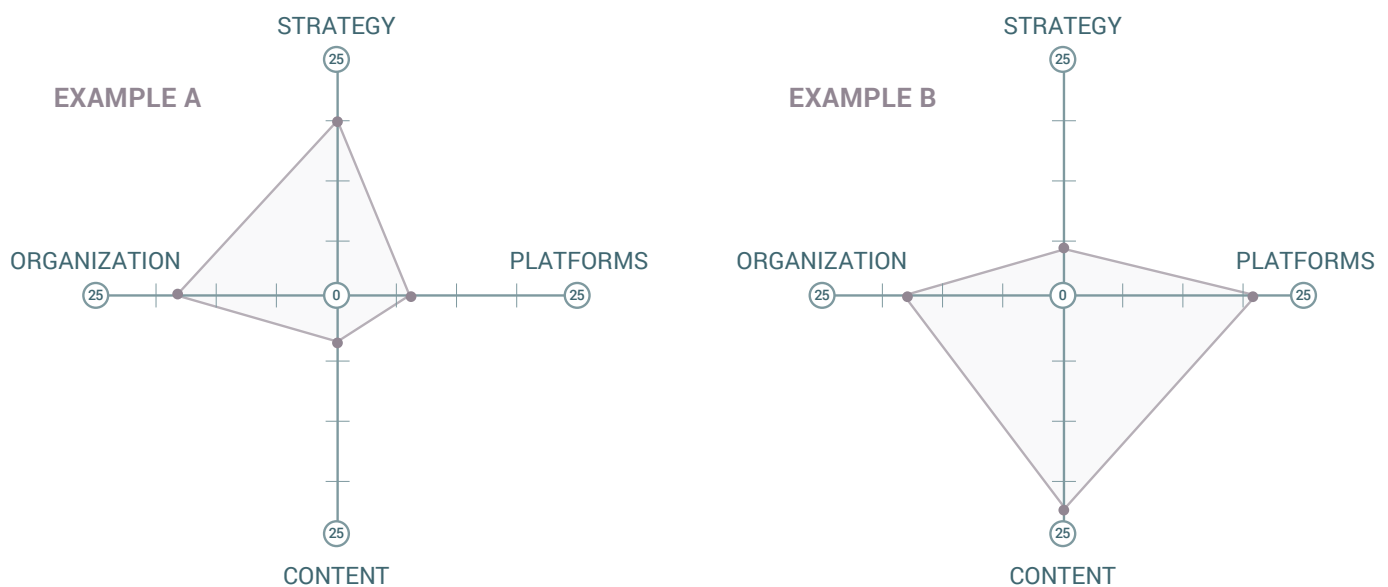
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INTERPRETING YOUR SCORE

Add up your scores for each of the attributes and plot them on a 4-quadrant axis. This should be a point between the value of 1 and 25 for each attribute.

Organization and Platforms are opposite ends of the same axis, as they represent the trade-off between people and technology. Equally, the attributes of strategy and content are balanced by the concepts of logic and storytelling.

Once you have finished plotting your points, you can join them together to make a simple area graph.



As you can see from the examples above – every company will have a slightly different capability pattern. These patterns are not static, and change regularly depending on resourcing and strategic priorities. The optimal state is generally one of balance, but this may also depend on the nature of your industry and your growth objectives.

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NOW WHAT?

The 21st Century Marketing Team Scorecard is not a test, just a tool.

In our own practice, we use it as a starting point for a much bigger discussion about how leaders can design a winning marketing organization for the future.

So once you have had a chance to build and reflect on your own scores, *[get in touch with us](#)*. We just might have a couple of ideas about what you can do next.

