

# MARKETING MATURITY CURVE

## DIGITAL MARKETING



Implement 30 days - Marketing Automation

1

Single Channel Programs

2

Continuous Campaigns

3

Personalised Multi-Channel Conversations

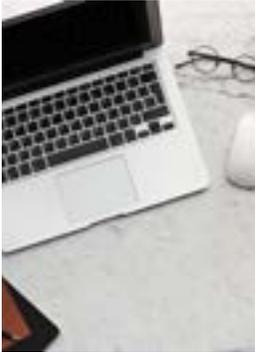
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Lifelong Relationships

5

## LEVEL 1

### SINGLE CHANNEL PROGRAMS



- » Email – Drip Campaigns
- » Landing Page Creation
- » Forms and Progressive Profiling
- » Basic Segmentation
- » Email / Landing Page Templates
- » CRM / Data Source Integration
- » Campaign Reporting
- » Email Deliverability
- » A/B Testing

## Level 2

### CONTINUOUS CAMPAIGNS



- » Basic Nurture Campaigns
- » Basic Email Personalization
- » Demographic Segmentation
- » Engagement Scoring
- » Events, Webinar Programs
- » Social Marketing Integration
- » Personalized Landing Pages
- » Website Visitor Tracking

## LEVEL 3

### PERSONALISED MULTI-CHANNEL CONVERSATIONS



- » Email – Trigger Campaigns
- » Multi-channel campaigns
- » Behavioral segmentation
- » Mobile Integration (SMS & App)
- » Ad Targeting
- » Personalized Web Content

## LEVEL 4

### LIFELONG RELATIONSHIPS



- » Advanced Email Personalization
- » Advanced Nurturing
- » Revenue Analytics
- » Global / Enterprise-Wide
- » End-to-End Reporting
- » Program & Campaign Analyzers



## Team Work

A team is not a group of people who work together. A team is a group of people who trust each other.

## Inspiration

Inspiration gathered with years of experience in multiple areas.

## Quality First

It's not the amount that makes the difference but the quality of the service.

## Implement

- \* Well Defined Marketing Strategy
- \* Demographic & Behavioural buyer personas
- \* SEO & Mobile Friendly website
- \* Optimized Landing Pages
- \* Automated Sales Flow
- \* Lead Lifecycle Programs Active

### Benchmark @ 90 days

- See how you're doing
- Set-Up Automated process alerts
- Design Campaign and Framework
- Build Campaign Based Reporting & Analytics
- Start Basic Campaign Attribution



## Revenue Performance

- \* Automated Data Hygiene & Standardization
- \* Social Tools
- \* Lead Scoring
- \* Behavioural Based Sales Nurture Triggers
- \* Real-time personalization
- \* Content Management System
- \* Publish 8 to 10 pieces of content per month

## Integrated Marketing

- \* All Platforms Fully Integrated
- \* Enhanced segmentation from personas
- \* Regularly use of A/B testing
- \* Program based reporting & analytics
- \* Weighted Campaign Attribution
- \* Aligned lead definition with sales and marketing
- \* Advanced Segmentation

### HealthCheck @ 6 Months

- See how your automation is performing
- Implement benchmarks lift plan
- Create persona based nurture
- Set-Up MultiTouch Campaign Attribution
- Design Advanced Multi-Channel Programs



## Renewal @ 9 Months to 1 Year



THANK YOU FOR YOUR TIME!

PLEASE CONTACT US FOR ANY QUESTIONS YOU MAY HAVE



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