



Digital Marketing	Stage 1 Traditional	Stage 2 Developing	Stage 3 Mature	Stage 4 Advanced
Strategic Planning	Marketing focuses and supports the action of connecting with customers through face-to-face interaction	Marketing strategy drives customer acquisition and engagement using the website as a central hub. Marketing is assessed subjectively and through analytics.	Well-defined strategy that aligns with the business plan. Some sophisticated tools are in place, and program ROI is tracked.	Well-defined strategy aligns with both business plan and enterprise plan. Conversions, program ROI, and engagement are tracked.
Support Tools, Software, & Applications	Reliance on brochures, presentations, white papers that aren't a part of an over-arching plan. Limited social and email marketing. No mobile or video content.	Focus on content development for lead generation and nurturing. Use of standalone (non-integrated) marketing tools. Use of a wide range of content, including web tools and videos.	Marketing programs are automated using a mix of integration tools, like marketing automation software and social media management platforms.	Marketing tools integrate the business and enterprise systems.
Lead Generation & Nurturing	Lead generation primarily comes from web site forms or trade-shows. All leads, including cold or unqualified leads, are passed to sales. Social presence is limited and rarely generates leads. One-way communication.	A wealth of content exists and email campaigns are used to encourage engagement and information sharing. Strong social presence, although it continues to not be a source of reliable leads. Mostly one-way communication.	A wide variety of content is used in a sophisticated, integrated, results-oriented campaigns focused on generating, nurturing, and qualifying leads before they are passed to sales. Customer engagement is apparent, and communication is bi-directional.	Insight-driven and personalized marketing uses sophisticated content, interactive tools, and account-based marketing to invite and measure engagement in consideration of the target and that person's role within an organization. Social presence is strong and engaging, and results in lead generation.
Digital Experience	Very little of the customer experience or journey is based on a digital presence.	The customer relationship development process is still largely face-to-face, although the acquisition process is digital.	A digital customer journey is part of the strategic initiatives, and customer engagement, acquisition, account management, and service are included as part of the digital customer experience and they are tracked and measured for ROI.	The digital customer journey is fully implemented as part of the customer relationship lifecycle. Engagement is monitored and tracked, and efforts are fully personalized, with complete mobile optimization.
Tracking Success	Subjective determination, little data tracking	Google Analytics, web traffic, Twitter/Facebook engagement	Marketing automation capabilities offer a dashboard interface to monitor program performance in a data-driven manner.	Enterprise tools track engagement throughout the customer journey in terms of behavior and engagement.