

# Harris CMO Partners

DEMAND GEN FOR B2B

	2016 Marketing Capabilities Review	Our Score	Next Steps
Capability	Definition	1 - 10	Notes
<b>1. Strategic Planning</b>	Gathers and interprets market, competitive and company data. Provides big-picture, fact-based recommendations according to a pre-determined schedule that allows sufficient time for healthy debate and intelligent selection of strategic options.		
<b>2. Marketing Planning</b>	With a view toward besting competitors and staying ahead of environmental pressures creates the detailed roadmaps for product development, brand extensions, pricing, campaigns, communications, media, sales support and all critical drivers of customer acquisition and retention.		
<b>3. Demand Generation</b>	Creates specific campaigns to generate qualified inbound traffic. Uses innovative content with search terms across a variety of media and platforms including traditional, PPC, branded content, interactive and social media.		
<b>4. Sales Support</b>	Serves as a trusted, dependable resource for sales by providing sales guides, frequent competitor updates, presentations, event management, current product training and materials, lead conversion statistics, lead qualification guidance and others.		
<b>5. Conversions</b>	Provides ample differentiated and compelling reasons for a qualified audience to say "tell me more" and engage with the company easily.		
<b>6. Marketing Integration</b>	Ensures that the presence of the company, brand, products and salespeople are integrated in a manner that leaves no doubt this is an intelligent, unified effort to provide what the prospect wants or needs.		
<b>7. Public Relations</b>	Creates thoughtful, timely and useful communications with industry influencers including the press, analysts, investors and others. Provides a reason for them to say "tell me more" and then follows through with briefings, interviews, contributed articles, white papers, videos and other items that help them in their work.		

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8. Creative	Adds presence and immediacy to campaigns, brands and all marketing communications to engage an audience in a thoughtful, authentic manner.		
9. Branding	Creates the 'hook' by which a current stakeholder or prospect will hang a favorable, authentic perception of your company, products and people on their ladder of experiences and preferences.		
10. Customer Retention	Engages customers regularly with helpful content, monitors and measures customer loyalty and provides feedback to the organization frequently with a view toward continuous improvement.		
11. Product Marketing	Provides individual components of product-specific campaigns including merchandising, events, advertisements, content, emails, direct marketing, demos, samples and others.		
12. Digital Marketing	Integrates campaigns, public relations and product marketing across all electronic formats including owned, earned and paid media. Measures and adjusts frequently.		
13. Measurement	Measures and reports on all marketing spend with a view toward continuous improvement of ROI. Creates and uses lower level metrics to drive departmental efficiencies. Creates and reports higher level metrics (e.g. CAC) to senior management to drive understanding of marketing investment.		
14. Marketing Operations	Drives a high level of efficiency in the use of time, talent and money to achieve the marketing plan on time and within budget. Sets and uses controls that help people understand their jobs and work intelligently without unnecessary disruption. Makes smart use of technology, free and low cost resources, agencies, contractors and other resources.		

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15. Managing Expectations	Sells the marketing plan to all stakeholders and creates authentic transparency into the marketing department's work. Communicates frequently to stakeholders, both formally and informally, using metrics and descriptions. Responds swiftly to inquiries with current and accurate information.		