



**OUTCOMES  
ROCKET**

• • •  
**Johnny Appleseed  
Appleseed Health**

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# **YOUR DIGITAL MARKETING MATURITY**

**ASSESSMENT RESULTS**





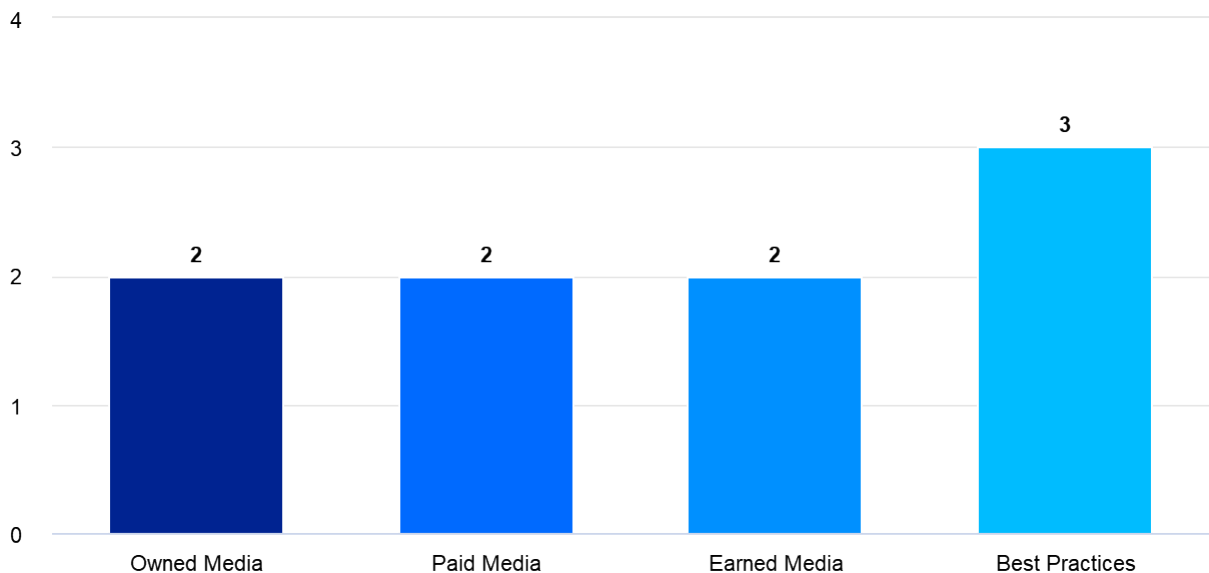
## Dear Johnny,

Thank you for taking the digital marketing self-assessment, brought to you by Outcomes Rocket. This tool is designed to help companies and teams quickly and accurately determine their current level of digital marketing maturity. Based on your answers, you will gain insights into your organization's strengths and identify areas that need attention. This report is loaded with immediate feedback and actionable recommendations to help you advance to the next level of maturity. Whether you're just starting out or looking to refine and optimize your existing strategies, this tool will guide you on your journey to digital marketing maturity.

### Assessment Overview

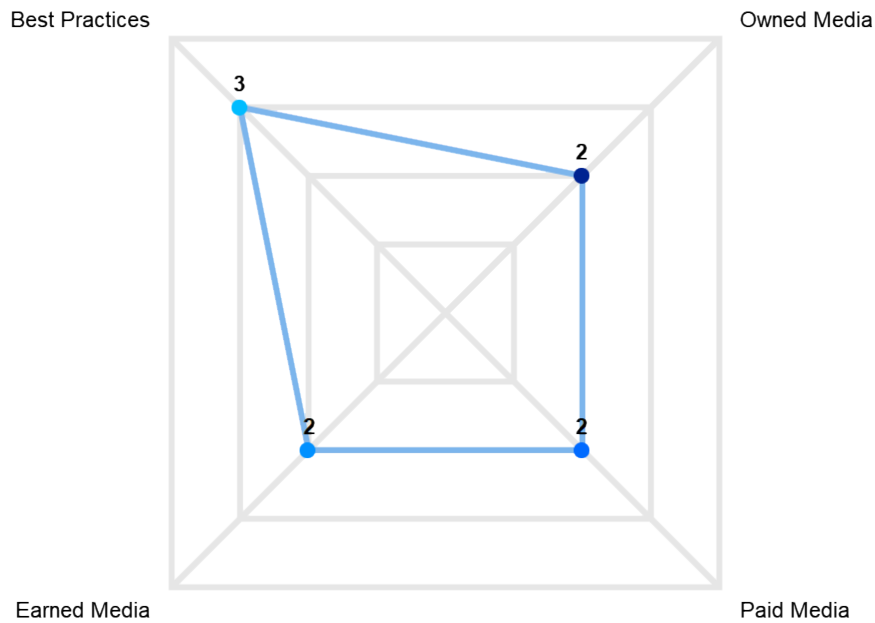
#### Overall Score

Your overall score is Maturity Level 3 - Defined



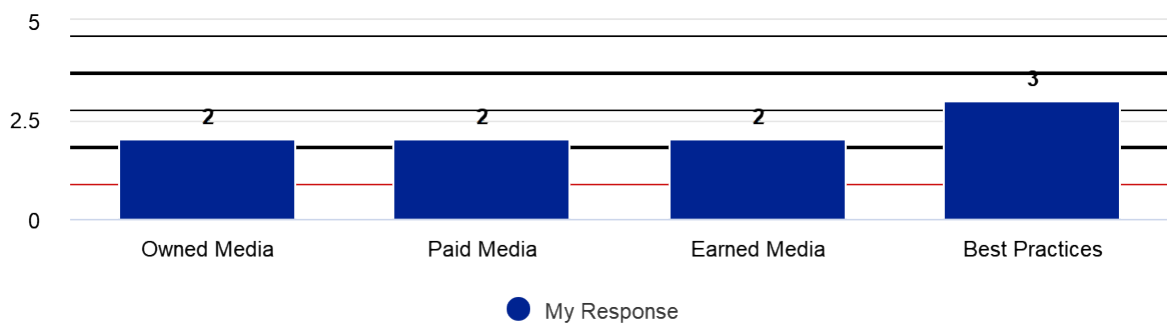


## Overall Score



## How you Compare

See how you compare with others in the industry.



The background is a dark blue space scene. A large, bright blue planet with a dark blue ring is the central focus. A rocket is launching from the right side, leaving a grey and white trail. The rocket is blue and white with a red and orange flame. There are several smaller blue circles of varying sizes scattered throughout the scene, representing other celestial bodies. A white double arrow symbol is positioned below the main text.

# ASSESSMENT DETAILS

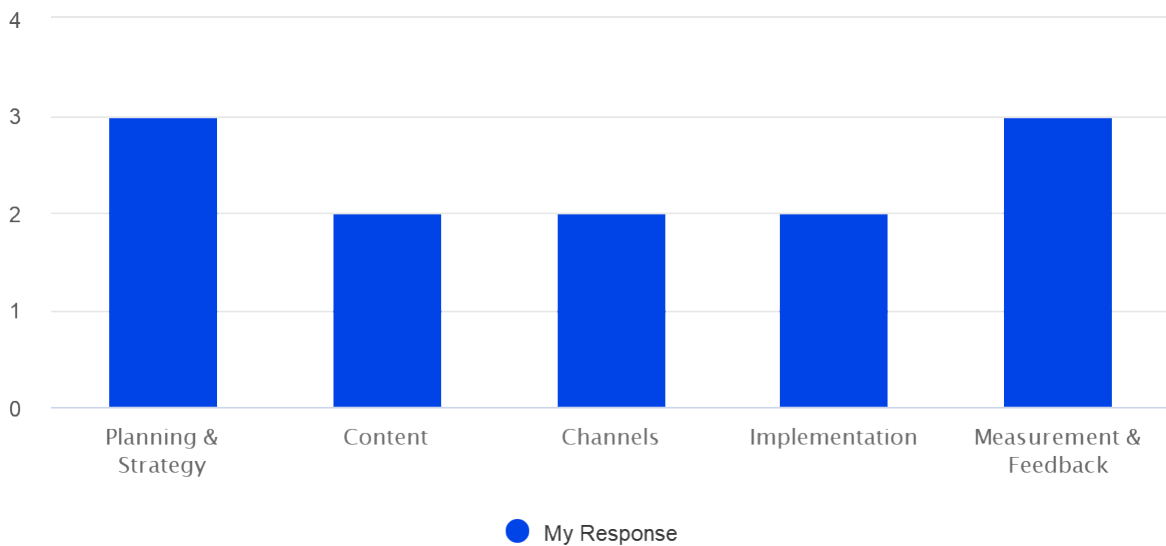




Owned media is a way to make direct communication with the audience and building a brand identity through media that is conceptualized, curated, and shared through a brand's own resources. Examples of owned media include web assets/SEO, newsletters, blogs, email marketing, organic social, podcasts, and organic videos.

## Overall Score

Overall, you are a **Level 3 Maturity for Owned Media**. This means that your organization currently has **defined** management of Owned Media strategy, content, channels, execution, and measurement.





## Owned Media Breakdown

### Planning & Strategy

For Owned Media Planning and Strategy your organization is a **Level 3**. You have generally reliable, defined practices for owned media planning and strategy. You are seeing some consistent results which justify your spend and are considering increasing your budget to get even better results.

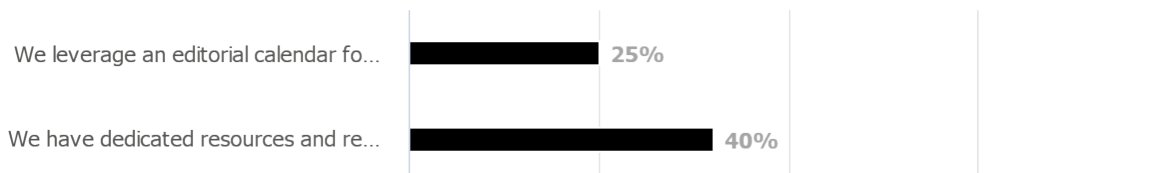
To improve your maturity, we recommend increasing your budget to increase your owned media content creation and quality of the assets produced. You can bring on trusted partners to develop content designed to support growth initiatives and target your desired audience. Aligning your budget to increased investments in technology, partners, and/or talent will increase the likelihood of achieving business goals.



### Content

For Owned Media Content, your organization is a **Level 2**. You have a tactical approach to content for owned media, yet your results are only moderate reliable. And while you desire to get more leads from organic owned media, the results are not consistent enough to justify the spend, and likely you've given up.

To improve your maturity, we recommend that you create an editorial calendar and align organizational resources to support the owned content creation schedule. While one-off, urgent projects may still be consuming much of your time, at least you will have your baseline content covered. You can also collaborate with internal stakeholders, such as product and sales teams, to identify areas of concern and opportunities for immediate impact.

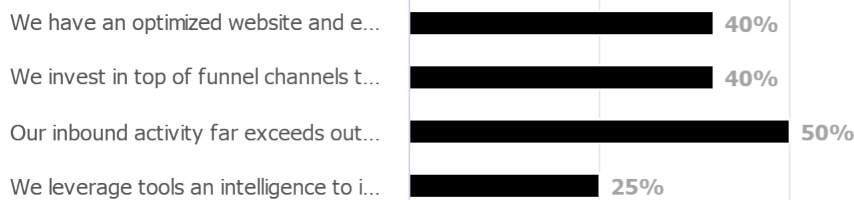




## Channels

For Owned Media Channels, your organization is a **Level 2**. You have a tactical approach to channel selection with only moderate reliability. And while you desire to get more leads from owned media, the results are not consistent.

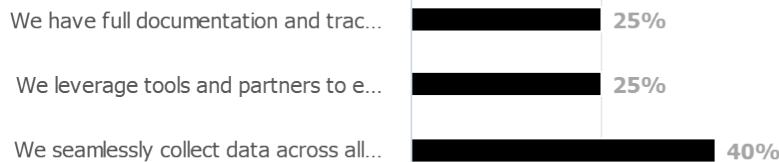
To improve your maturity, we recommend that you get into the weeds a bit more and evaluate the efficiency of your owned media platforms. Consider if you should add or subtract any channels to be more effective. You should also aim for a balanced mix of inbound and outbound activities from your owned channels. Work with internal stakeholders to identify areas of concern and opportunities for immediate impact.



## Implementation

For Owned Media Implementation, your organization is a **Level 2**. You have a tactical approach to implementation with only moderate reliability. And while you desire to get more leads from owned media, the results are not consistent.

To improve your maturity, we recommend leveraging fractional support to execute planned projects to increase internal bandwidth to improve processes and start to build in automation wherever possible. It is important to document processes and activities to avoid confusion and so that all parties remain on the same page for owned media implementation. Work with internal stakeholders to identify areas of concern and opportunities for immediate impact.





## Measurement & Feedback

For Owned Media Measurement and Feedback, your organization is a **Level 3**. You have generally reliable, defined practices for tracking capabilities. You are seeing some consistent results which justify your spend and are considering increasing your budget to get even better results.

To improve your maturity, we recommend you establish KPIs informed by past efforts and moderate forecasting ability. Owned media ROI should be tied to established processes and growth objectives. Tracking of organic leads should be a given and should contribute to established objectives. If you are having a difficult time tracking data, invest in technologies that will make it easier to collect and analyze your owned media data to improve your performance.







## Paid Media

Paid media is a way to reach a wider audience beyond existing followers and subscribers through the use of paid targeting mechanisms. Paid media can boost visibility, drive traffic, and generate leads when executed properly. Examples of paid media include sales paid media / social, conferences, programmatic ads, and influencer marketing.

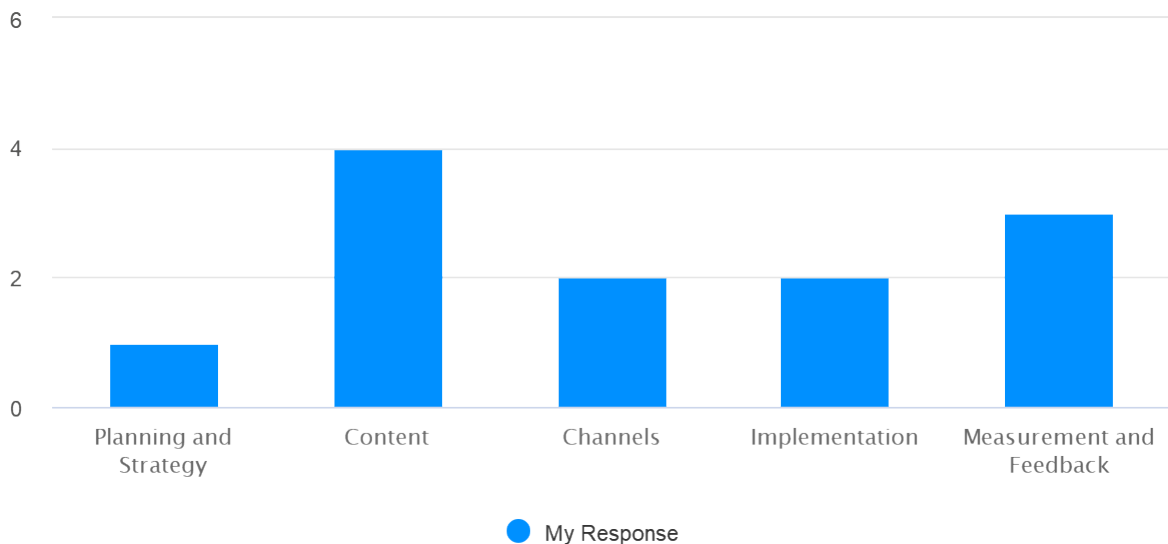
## Overall Score

Overall, you are a **Level 3 Maturity for Paid Media**. This means that your organization currently has **defined** management of Paid Media strategy, content, channels, execution, and measurement.

Paid Media

Level

3



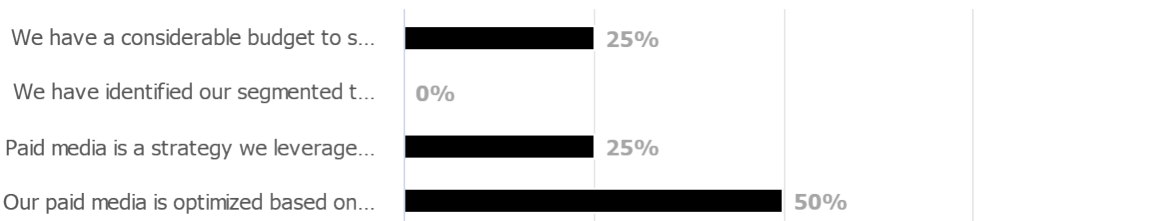


## Paid Media Breakdown

### Planning & Strategy

For Paid Media Planning and Strategy, your organization is a **Level 2**. You have a tactical approach to planning and strategy for paid media. And while you desire to get more leads from paid, the results are not consistent enough to justify the spend, and likely you've given up.

To improve your maturity, we recommend that you leverage campaign structures for paid media as a way to plan and evaluate success. These campaigns should be aligned to known targets and should be measured against set objectives. You can also leverage strategies from your owned media efforts to inform paid media strategies to better target your audience. You can also collaborate with internal stakeholders to identify areas of concern and opportunities for immediate impact.



### Content

For Paid Media Content, your organization is a **Level 4**. Your processes are integrated and used to produce paid media content. However, based on your past successes with paid media, you are being asked to produce even more results for the organization.

To improve your maturity, we recommend that you invest in dedicated resources to create paid media content, including a wide media mix. Importantly at this stage, you can use performance data to modify creatives to improve ad results. Technology can also help you leverage performance data and creative content processes. You can also leverage partners to help unblock stages of content creation to support end-to-end, coordinated paid media campaigns. With this approach change is no longer painful, but rather an asset to help you get to the next level.

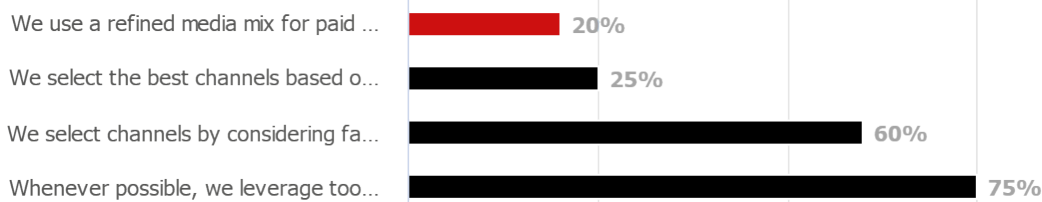




## Channels

For Paid Media Channels, your organization is a **Level 3**. You have generally reliable, defined practices. You are seeing some consistent results which justify your spend and are considering increasing your budget to get even better results.

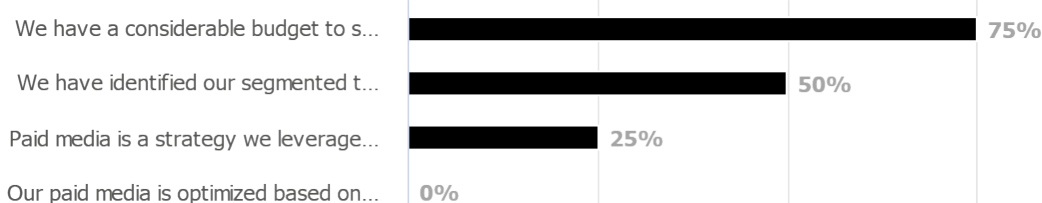
To improve your maturity, we recommend working with an agency who can help you improve within your platforms of preference and increase your presence. You can also start to invest in and leverage additional technologies such as media planning or bid management software to improve your ad performance to align with business goals.



## Implementation

For Paid Media Implementation, your organization is a **Level 2**. You have a tactical approach to implementation with only moderate reliability. And while you desire to get more leads from paid, the results are not consistent enough to justify the spend, and likely you've given up.

To improve your maturity, we recommend that you start to diversify the types of media and placements you use, which are organized into larger documented campaigns. Consider investing in software tools to begin moving away from manual execution processes. While your internal teams may not have the skills or knowledge to stay up-to-date with platform changes, external partners like agencies can help you with specific tasks that ease your workflows. Work with internal stakeholders to identify areas of concern and opportunities for immediate impact.





## Measurement & Feedback

For Paid Media Measurement and Feedback, your organization is a **Level 4**. Your measurement processes are integrated and coordinated. However, based on your past successes with paid media, you are being asked to produce even more results for the organization.

To improve your maturity, we recommend that you leverage automation technologies and software tools to collect and analyze data in real-time. With this information in hand, you'll have a strong ability to forecast the success of paid campaigns and determine ROI and take steps to optimize paid efforts on a rolling basis. With this approach change is no longer painful, but rather an asset to help you get to the next level.





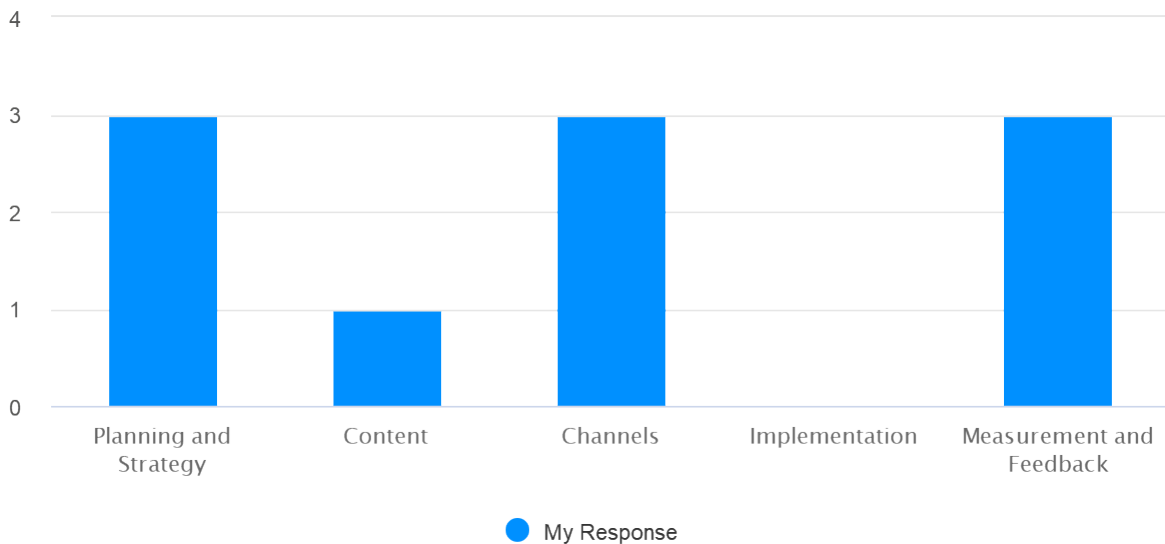
## Earned Media

Earned media is not directly controlled or paid, but rather media that results in amplification of a company's actions, interactions, and reputation within an industry. Earned media can significantly impact a brand's perception and visibility. Examples of earned media include earned social media, awards and recognition, tradeshows and conferences, experiential marketing, media coverage, blog features, and user-generated content.

## Overall Score

Overall, you are a **Level 3 Maturity for Earned Media**. This means that your organization currently has **defined** management of Earned Media strategy, content, channels, execution, and measurement.

Earned Media · · · · · Level **3**



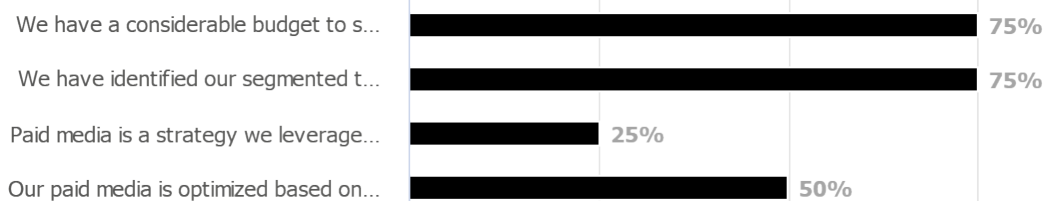


## Earned Media Breakdown

### Planning & Strategy

For Earned Media Planning and Strategy your organization is a **Level 3**. You have generally reliable, defined practices for earned media planning and strategy. You are seeing some consistent results which justify your spend and are considering increasing your budget to get even better results.

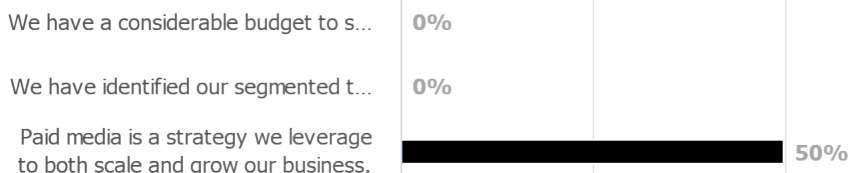
To improve your maturity, we recommend increasing your budget to increase the number of earned media opportunities your organization can pursue. You can bring on trusted partners to help you with influencer and media outreach and management. Aligning your budget to increased investments in technology, partners, and/or talent will increase the likelihood of achieving business goals.



### Content

For Earned Media Content, your organization is a **Level 1**. You have a high level of unpredictability and unreliability in your earned media content. In fact, your earned media efforts are likely nonexistent or you are struggling to attract desired opportunities.

To improve your maturity, you can start by creating or modifying existing content in more shareable formats. This will increase the likelihood of your organization attracting the type of influencers and media opportunities you desire. Importantly, to start this process you'll need to identify internal leadership who can champion your cause and free your bandwidth/get you resources needed to execute the additional content creation.

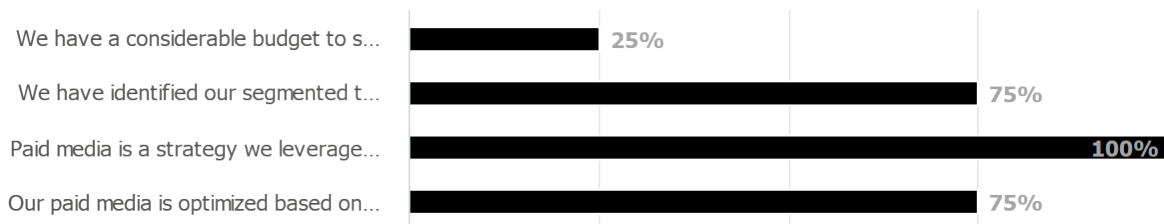




## Channels

For Paid Media Channels, your organization is a **Level 4**. Your processes are integrated and used to select your paid media channels. However, based on your past successes, you are being asked to produce even more results for the organization.

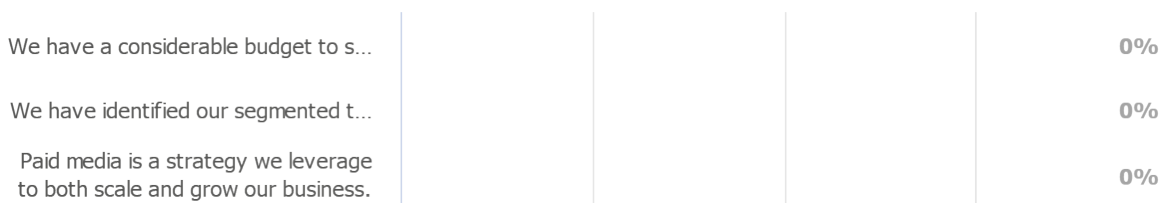
To improve your maturity, we recommend that you rely heavily on technology to inform decision-making when it comes to selecting preferred channels and use an integrated approach to leveraging various types of data to make those decisions. Rather than getting stuck, consider leveraging agency partners with specific expertise in paid media to assist your decision-making process. With this approach change is no longer painful, but rather an asset to help you get to the next level.



## Channels

For Earned Media Implementation, your organization is a **Level 1**. You have a high level of unpredictability and unreliability. As such, your results are undesirable - so much to the point that you are considering discontinuing your earned media efforts.

To improve your maturity, we suggest you consider developing general SOPs for how the organization should respond to a given opportunity. Test the plan on a small group of earned media instances to validate your processes and performance. At this stage, it will be important to identify internal leadership who can champion your change initiatives.

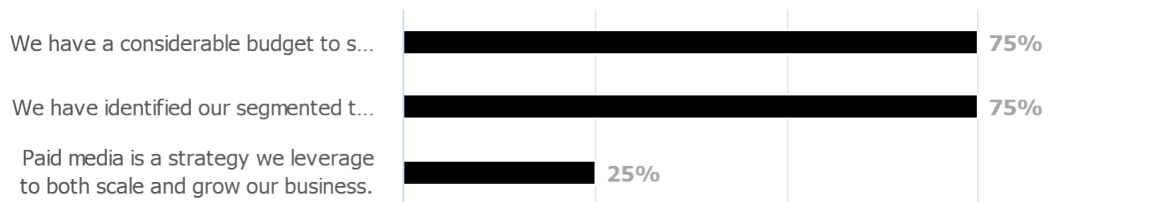




## Channels

For Earned Media Measurement and Feedback, your organization is a **Level 3**. You have generally reliable, defined practices for tracking capabilities. You are seeing some consistent results which justify your spend and are considering increasing your budget to get even better results.

To improve your maturity, we recommend you start tracking sentiment and perception to tie them back to earned media efforts. Consider leveraging tools and partners to assist with data hygiene. This will give you a comprehensive ability to determine ROI. Continue to use campaigns to drive and track earned media efforts.







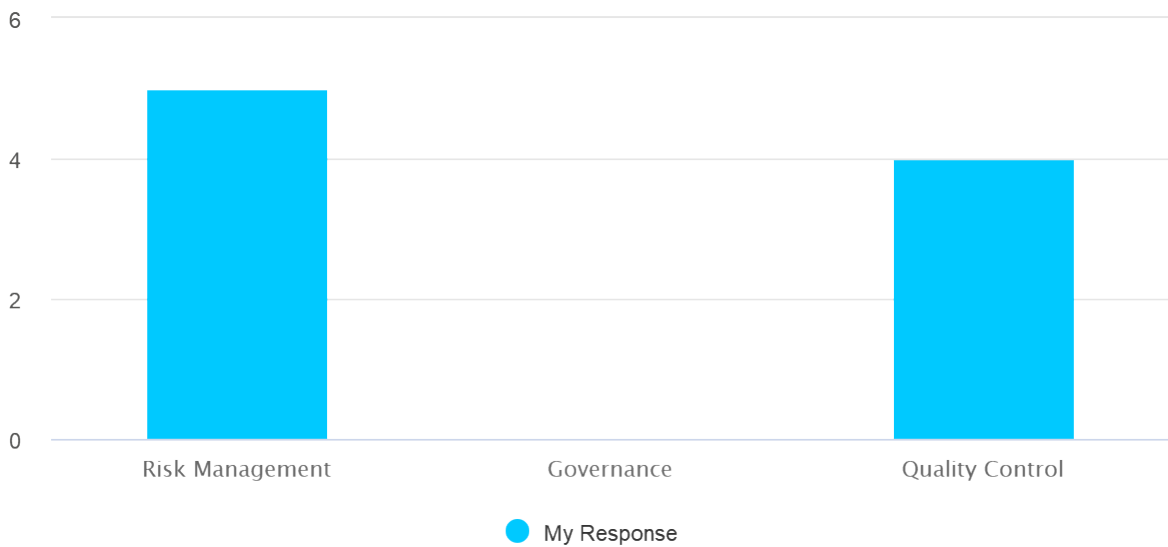
  
**Best Practices**

Best Practices are umbrella processes that are needed to execute any digital marketing strategy.

## Overall Score ---

Overall, you are a **Level 3 Maturity for Best Practices**. This means that best practices at your organization are currently **defined**.

### Best Practices · · · · · Level **3**





## Best Practices Breakdown

### Risk Management

For Risk Management Best Practices your organization is a **Level 5**. Your risk management practices are optimized for your business goals. Congrats!

It's important to remember that technologies and trends are always changing and you should make sure to stay up-to-date with relevant information. We recommend that you stay agile and share your knowledge and success with peers so that they can also experience success.



### Governance

For Governance Best Practices, your organization is a **Level 1**. You have a high level of unpredictability and unreliability. Your brand governance is non-existent and as a result, your digital marketing efforts are suffering.

To improve your maturity, we recommend you identify internal leadership who can champion change initiatives.





## Quality Control

For Quality Control Best Practices, your organization is a **Level 4**. Your quality control processes are largely reliable and your QC practices have become defined.

To improve your maturity, we recommend relying on tools to assist in automation and enforcement of standards across the organization (all content and channels). At this point, change is expected but no longer painful.





***"If you don't measure it, you can't manage it.  
If you can't manage it, you can't improve it."***

**Dear Johnny,**

We applaud your commitment to marketing excellence across all three pillars of the marketing continuum. Progress begins with awareness and measurement.

Now that you've taken a deep dive into your organization's standing, the next step is to match your organization's performance goals with the marketing areas that will help get you there.

Leverage your strengths and get more out of those areas you're strong in. At the same time, pick one area you're committed to growing in, make a plan, and take action.

If you're not sure or want more ideas, remember you don't have to go it alone—in fact, many organizations don't. Contact our team to discuss options, programs, initiatives, or ways you think we can help.

Congratulations on your decision, which is the first step to improving and growing faster. We know you can make it happen, and we're here for you to help anytime.

Sincerely,

***Saul Marquez***

**Saul Marquez & The Outcomes Rocket Team**

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