

# DIGITAL Maturity



# DIGITAL Maturity

How **DIGITALLY MATURE** is your company?

How mature **DO YOU WANT** to be?



What is

**Maturity?**



What is

Maturity?

**maturity** [ muh-choor-i-tee, -toor-, -tyoor-, -chur- ] [SHOW IPA](#) 

[SEE SYNONYMS FOR maturity ON THESAURUS.COM](#)

*noun*

- 1 the state of being mature; ripeness:  
*The fruit will reach maturity in a few days.*
- 2 full development; perfected condition:  
*maturity of judgment; to bring a plan to maturity.*
- 3 *Finance.*
  - a the state of being due.
  - b the time when a note or bill of exchange becomes due.



**I've got a  
long way  
to go...**



I've got a  
long way  
to go...

**Maturity** begins  
when we're content to feel  
we're right about  
something, without feeling  
the necessity to prove  
someone else is wrong.

+ + + + + + + + + +  
+ + + + + + + + + +

What really got me  
**thinking about maturity...**

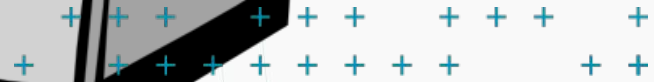


Back in  
the day

HR Policy



*Don't be a dick...  
Do the right thing.*





# Fountain of Youth

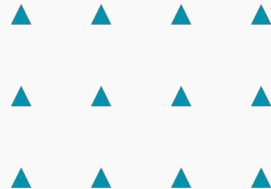




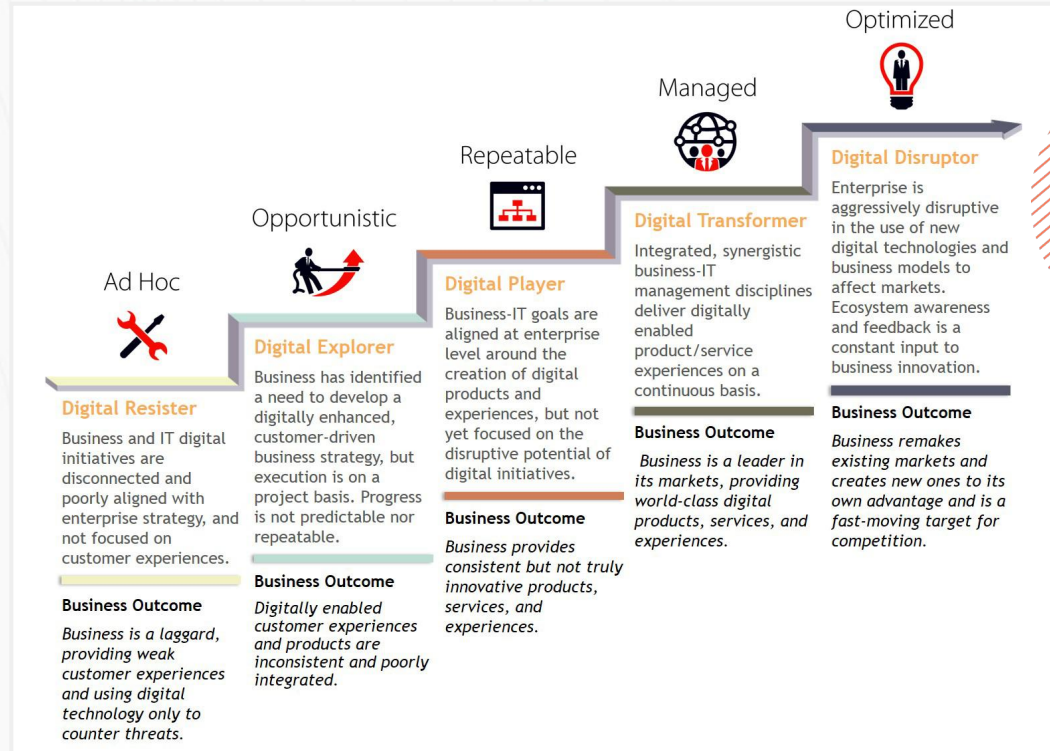


## After today:

1. Identify which stage of digital maturity are you at today
2. Identify if you want to move up a stage in the short term
  - a. Which stage you would like to move up to
  - b. And for which lifecycles
3. Identify the same but with a more longer term view
4. And then start constructing a plan which involves time and resources

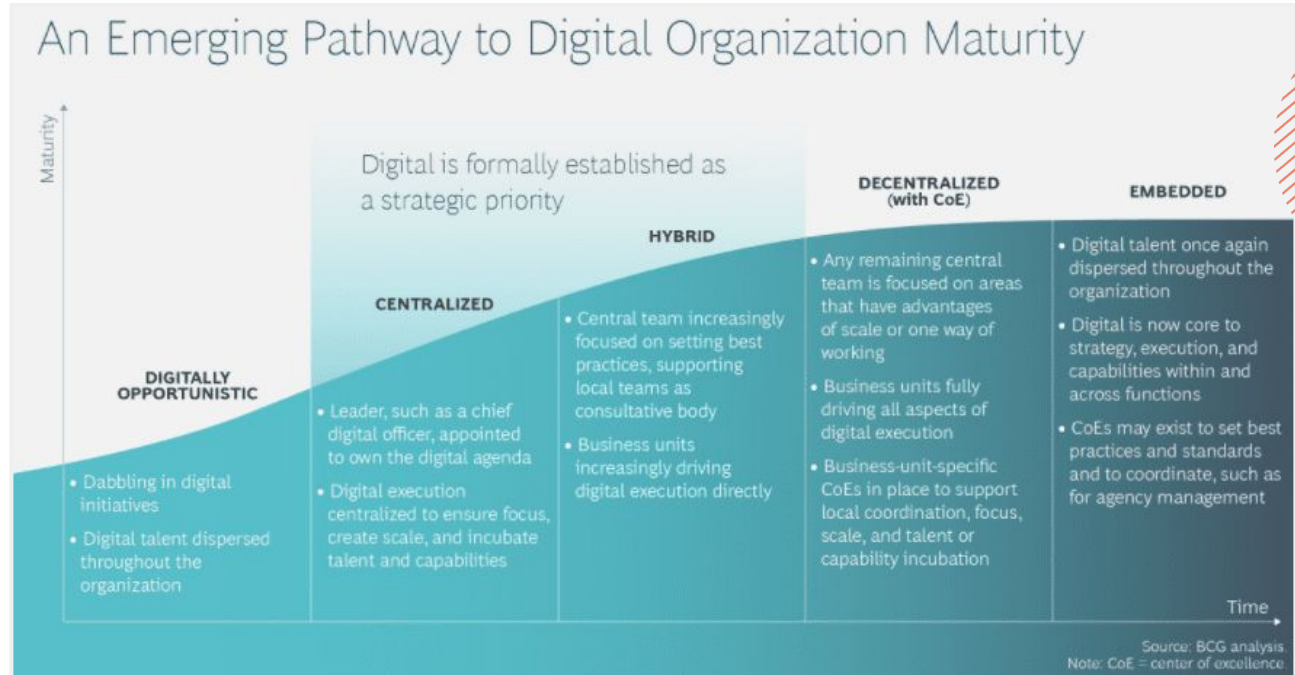


# Digital Maturity Models -



# Digital Maturity Models -

**BCG**



# Digital Maturity Models - Smart Insights

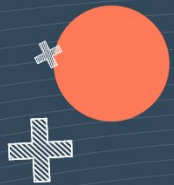
## #DIGITALBENCHMARKING

|   | 1. Initial  | 2. Managed  | 3. Defined  | 4. Quantified  | 5. Optimised   |
|---|---|---|---|--|--|
| <b>Plan</b><br><i>Creating a strategic roadmap</i>      | No strategy. Unclear goals or prioritisation.                             | Prioritised activities. Goals not modelled or aligned. Martech adoption ad-hoc. | Multichannel marketing plan in place. Revenue-based funnel acquisition model. | Retention and LTV model. 90 day planning. Martech roadmap and structured evaluation. | Digital transformation implemented. Structured testing and optimisation programme. |
| <b>Reach</b><br><i>Build awareness<br/>Drive visits</i> | Limited ad hoc use of paid media. SEO not proactive.                      | Search target keywords defined. Simple use of AdWords/online media.             | Structured approach to paid, owned and earned media to agreed targets.        | Programmatic. Regular improvements to media. New media review ad hoc.                | Media fully optimised based on attribution and evaluation of new options.          |
| <b>InterAct</b><br><i>Experience, flow and content</i>  | No insight on personas and customer journeys. Limited insight on sections | Footfall to different site sections and CTAs for lead generation and profiling  | Content marketing and personalised journeys to encourage purchase.            | Personalisation optimised. AB testing of different site sections.                    | Multivariate testing. High quality content marketing.                              |
| <b>Convert</b><br><i>Build multichannel sales</i>       | No paid remarketing. Simple broadcast newsletter.                         | Initial media retargeting. Targeted newsletter. Simple welcome emails.          | Re-targeting optimised. Welcome and abandon emails. Personalisation.          | Segmented lifecycle emails, personalisation & paid media retargeting.                | Retargeting and personalisation optimised across touchpoints.                      |
| <b>Engage</b><br><i>Customer loyalty and retention</i>  | Limited experience research. Customer newsletter                          | No loyalty programme. Targeted newsletter. No personalisation                   | Customer research informs site improvement. E-mail re-engagement              | Loyalty programme. NPS. RFM-based email and personalisation                          | Retargeting and personalisation optimised. Machine Learning applied.               |
| <b>Brand</b><br><i>Building emotional connection</i>    | Basic brand identity, but brand benefits not communicated.                | Brand values defined, but not clear on-site. Customer reviews.                  | Online value prop defined. Blog and social media develop brand.               | Brand personality and defects researched and acted on promptly.                      | Fully integrated brand reputation management including PR.                         |
| <b>Governance</b><br><i>Managing growth approach</i>    | Analytics in place, not reviewed. Ad hoc performance reviews              | Analytics reviewed ad-hoc. Regular performance reviews. Skills lacking.         | Dashboards for regular weekly performance reviews. Digital Skills.            | Value-based KPIs. 90-day planning review. Skills improvement.                        | Lifetime value KPIs. Structured defect reduction problem                           |
|   | "Basic Lifecycle Marketing"   | "Improving Lifecycle marketing"   | "Planned Lifecycle marketing"   | "Managed Lifecycle marketing"  | "Optimised Lifecycle marketing"  |

# The HubSpot FLYWHEEL







# HUBLE DIGITAL MODEL

FOR BUSINESS SUCCESS

  
**DIGITAL  
RESISTER**  
Using digital due to  
necessity

  
**DIGITAL  
EXPLORER**  
Inconsistent and poorly  
integrated

  
**DIGITAL  
PLAYER**  
Consistent but not truly  
innovative

  
**DIGITAL  
TRANSFORMER**  
Provides worldclass  
digital experiences

  
**DIGITAL  
DISRUPTOR**  
Creates new markets  
and business models

Planning



Awareness



Consideration



Close



Win Back



Onboarding/ Fulfilment



Upsell / Cross Sell



Retention / Renewal



Customer Service



Advocacy



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Provides worldclass digital experiences



**DIGITAL DISRUPTOR**  
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Planning



How do you plan and develop strategy and use technology to support it?

Awareness



Consideration



Close



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How do you attract prospects that are not aware of your brand, or that your products/services can solve their goals and challenges?

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How to attract and engage with prospects who are aware of your brand and how your products/services can assist, and are comparing your solution to alternatives?

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Awareness



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Close



How to turn leads into customers?

Win Back



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Customer Service



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Planning



Awareness



Consideration



Close



Win Back



How to re-engage with lost prospects and customers?

Onboarding/ Fulfilment



Upsell / Cross Sell



Retention / Renewal



Customer Service

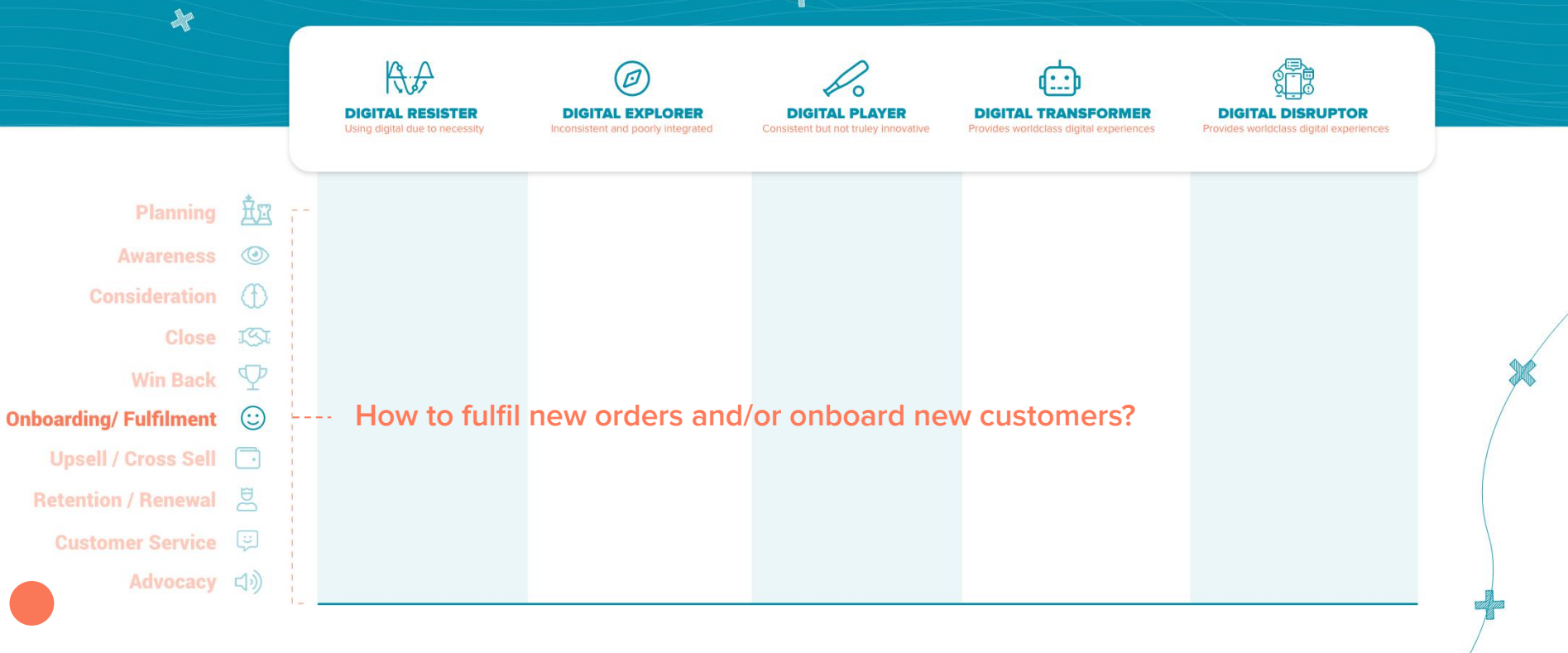


Advocacy



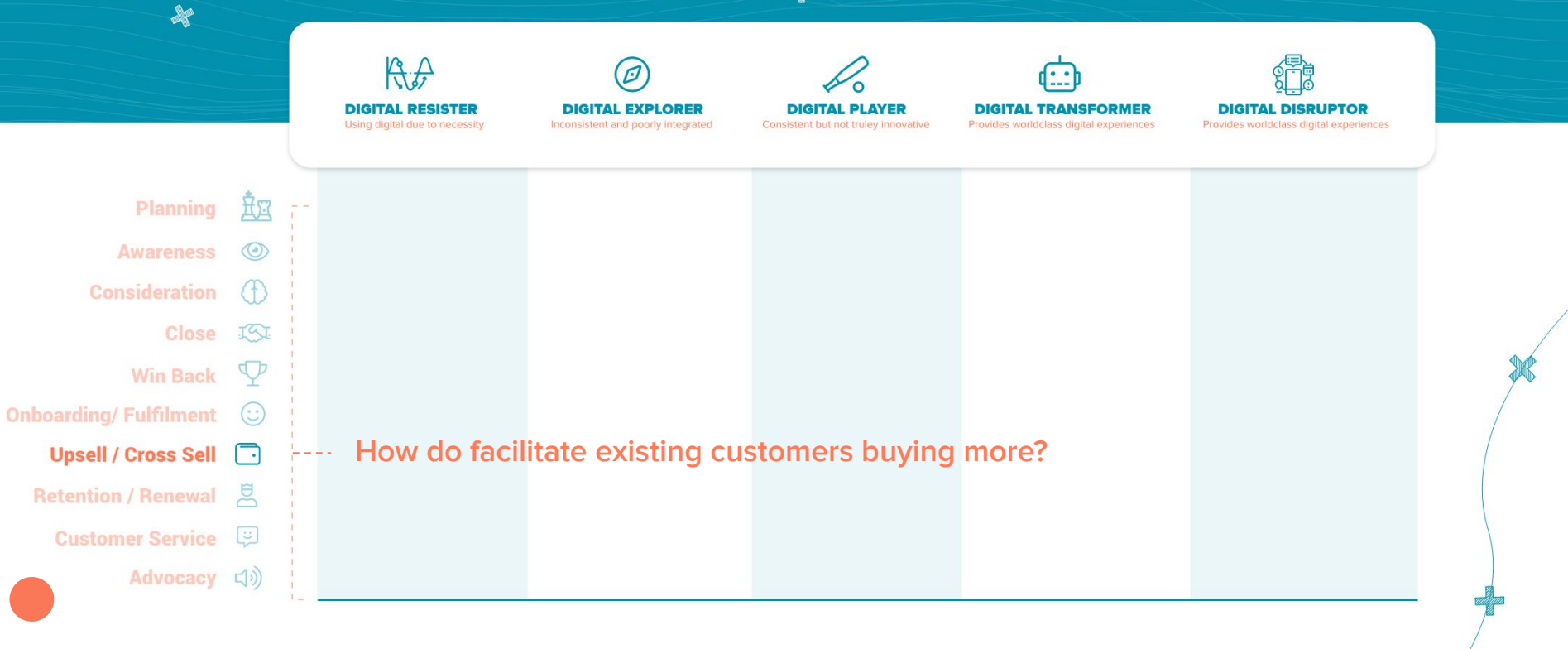
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FOR BUSINESS SUCCESS



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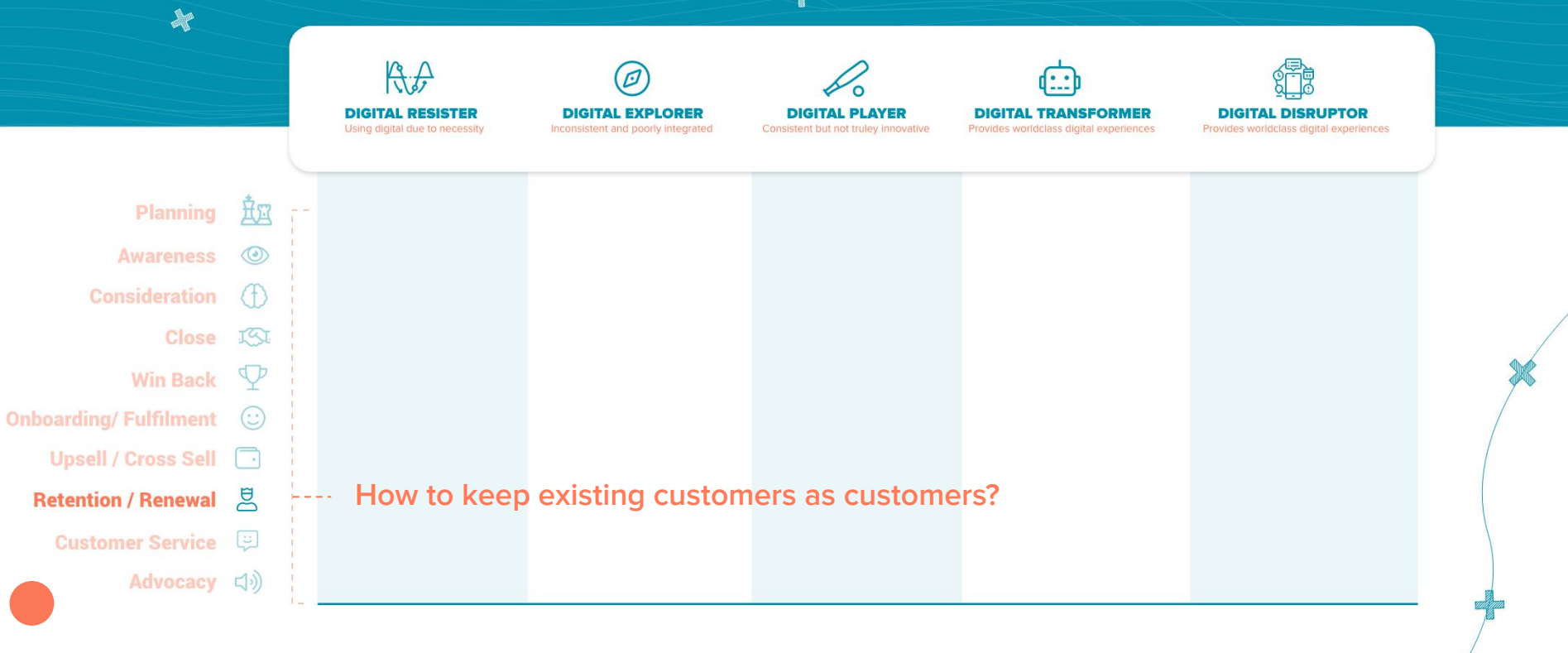
FOR BUSINESS SUCCESS





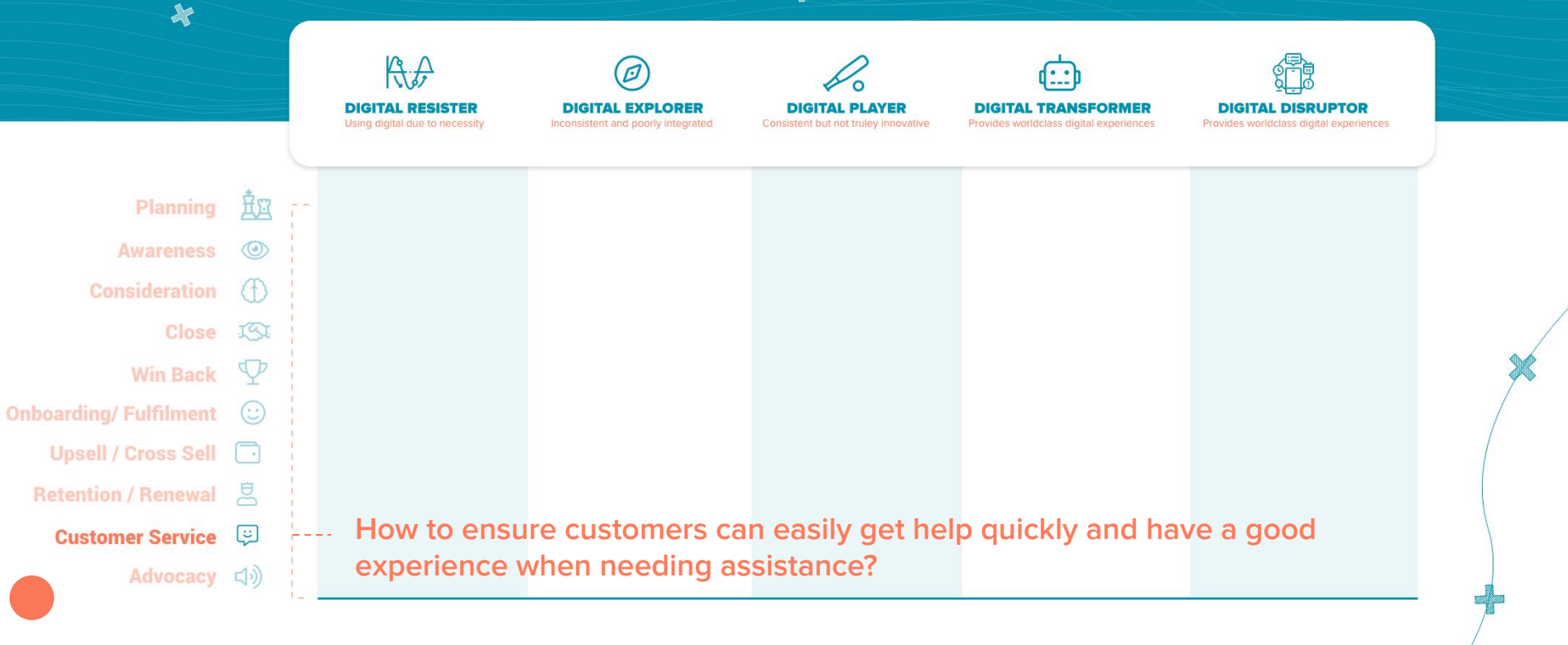
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FOR BUSINESS SUCCESS



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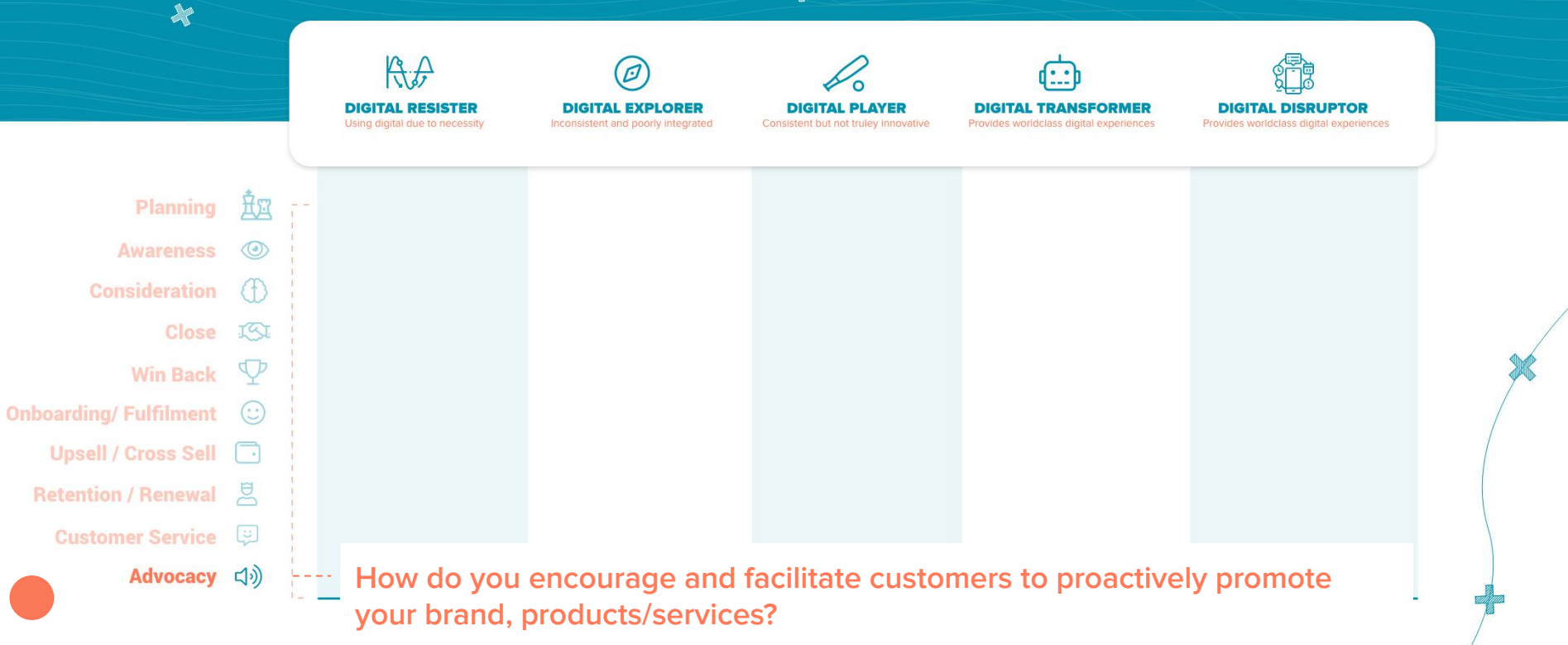
FOR BUSINESS SUCCESS





# HUBLE DIGITAL MODEL

FOR BUSINESS SUCCESS





## DIGITAL RESISTER

Using digital due to necessity



## DIGITAL EXPLORER

Inconsistent and poorly integrated



## DIGITAL PLAYER

Consistent but not truly innovative



## DIGITAL TRANSFORMER

Provides worldclass digital experiences



## DIGITAL DISRUPTOR

Provides worldclass digital experiences

### Consideration



How to attract and engage with prospects who are aware of your brand and how your products/services can assist, and are comparing your solution to alternatives?

|          |  |  |   |  |  |
|----------|--|--|---|--|--|
| SEO      | Once off project to identify and optimise website for product and brand related keywords   | Occasional projects to conduct an SEO audit and improvements   | Structured approach with consideration and awareness stage strategies in place with targets and integrated with blogging plan. Consistency in keywords across earned, owned and paid keywords. Using SEO software.              | Structured approach with consideration and awareness stage strategies in place with targets and integrated with blogging plan. Using integrated marketing software. Weekly monitoring and optimisation.  | Structured approach with consideration and awareness stage strategies in place with targets and integrated with blogging plan. Using integrated marketing software. Daily monitoring and optimisation.   |
| Blogging | Ad hoc and product focused   | 1 to 4 times a month, not linked to SEO  | 2 to 5 times a week following a pillar page (hub and spoke) methodology and integrated with SEO.  | 2 to 5 times a week following a pillar page (hub and spoke) methodology and integrated with SEO.   | 2 to 5 times a week following a pillar page (hub and spoke) methodology, and integrated with SEO.  |
| Paid     | Ad hoc short term campaigns focused on product related keywords with no dedicated landing pages                                      | Always on product related campaigns managed direct in the media platform, no dedicated landing pages and ad hoc updating of creative and messaging.  | Always on campaigns in search, display and social with targets. Tracking and optimising on quality score and bid prices. Creative refresh schedule is quarterly to monthly. Dedicated landing pages in place for each campaign. | Always on campaigns in search, display and social with targets. Tracking and optimising on quality score and bid prices. Weekly to daily monitoring and optimisation, optimisation for attribution, includes A/B testing of ads and landing pages. Creative refresh schedule is monthly to weekly, or as required based on data. | Always on campaigns in search, display and social with targets. Tracking and optimising on quality score and bid prices. Daily to hourly monitoring and optimisation, optimisation for attribution, includes A/B testing of ads and landing pages. Creative refresh schedule is as required based on data. |
| Website  | Only focused on the "consideration" stage with conversion points only for those ready to buy. Website updated every 18 to 36 months. | Only focused on the "consideration" stage with conversion points only for those ready to buy. Also includes content such as case studies and brochures. Website updated every 18 to 24 months. | Basic personalisation in place, website improved in quarterly cycles and continually growing.   | A/B testing of all pages, high use of personalisation, analytics inform backlog that is executed in weekly/monthly sprints   | Multivariate testing of all pages, high use of personalisation, analytics inform backlog that is executed in weekly/ monthly sprints   |
| Chat     | If in use, just live chat across the whole website   | Unique chat bot for each product   | Custom chat bots for each persona, integrated with CRM software   | Custom chat bots for each persona and need state, A/B testing and improvement cycle  | Custom chat bots for each persona and need state, multivariate testing and improvement cycle   |
| Email    | None   | Auto responders when enquiry submitted   | Auto responder for enquiries, and nurture sequences if no response  | A/B testing of nurture paths for each of the need states   | Multivariate testing of nurture paths for each of the need states  |
| Video    | None   | On external platform such as YouTube   | Explainer videos with embedded forms and CTA's hosted on branded platform   | A/B tesing of explainer videos with embedded forms and CTA's hosted on branded platform  | Multivariate tesing of explainer videos with embedded forms and CTA's hosted on branded platform   |
| Phone    | Single number to reception   | Single number to reception   | Call routing to most relevant person  | Call routing based on lead rotation rulesets built into CRM  | Call routing based on lead rotation rulesets built into CRM  |



### DIGITAL RESISTER

Using digital due to necessity



### DIGITAL EXPLORER

Inconsistent and poorly integrated



### DIGITAL PLAYER

Consistent but not truly innovative



### DIGITAL TRANSFORMER

Provides worldclass digital experiences



### DIGITAL DISRUPTOR

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## Customer Service

How to ensure customers can easily get help quickly and have a good experience when needing assistance?

|          | DIGITAL RESISTER    | DIGITAL EXPLORER   | DIGITAL PLAYER  | DIGITAL TRANSFORMER  | DIGITAL DISRUPTOR  |
|----------|---------------------|--|---|--|--|
| SEO      |                     |  | Once off project to audit and optimise website for keywords related to customer service     | Structured approach for customer service related keywords with targets and integrated with blogging plan. Using integrated marketing software. Weekly monitoring and optimisation. | Structured approach for customer service related keywords with targets and integrated with blogging plan. Using integrated marketing software. Weekly monitoring and optimisation.             |
| Blogging | None                | None   |   | 2 to 5 times a month following a pillar page (hub and spoke) methodology   | 2 to 5 times a month following a pillar page (hub and spoke) methodology   |
| Website  |                     | None   | Dedicated section of the website for customer service, includes knowledge base.             | Dedicated section on website for customer service which is personalised based on the customers products and services, website section is monitored and changes added to backlog    | A/B testing of dedicated section on website for customer service which is personalised based on the customers products and services, website section is monitored and changes added to backlog |
| Chat     |                     | Chat used for sales and service are often different resulting in incorrect routing | Integrated sales and service chat, routing chat to relevant person based on chatbot answers | Integrated sales and service chat, routing chat to relevant person based on chatbot answers  | Integrated sales and service chat, routing chat to relevant person based on chatbot answers  |
| Email    |                     | None   | Prepared email sequences for common issues and challenges                                   | Prepared email sequences for resolution of issues and challenges, as well as post support follow ups   | A/B testing of prepared email sequences for resolution of issues and challenges, as well as post support follow ups  |
| Software | Use of email groups | Standalone systems - email, ticketing, knowledge bases, calling, chat              | Single CRM and Service Platform, or integrated system that gives a single customer view     | Single platform providing a single customer view with one window open  | Single platform with machine learning capabilities providing a single customer view with one window open   |

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# DISRUPTORS

disrupt on experience

+ + + + + + + + + + + + + + + +

Xfinity  
BMW  
Marriott Hotel  
Apple Music  
Yellow Cab  
Chipotle  
Petco  
NordicTrack  
Orthodontists  
Neiman Marcus  
Mayo Clinic  
LensCrafters  
Sephora  
ADT  
Wells Fargo  
Samsonite  
Cole Haan  
Sealy  
Gillette  
Boston Sports Club  
JP Morgan



Netflix  
Tesla  
AirBnB  
Spotify  
Lyft  
DoorDash  
Chewy  
Peloton  
Smile Direct  
Stitch Fix  
23andMe  
Warby Parker  
Glossier  
Ring  
Rocket Mortgage  
Away  
Allbirds  
Casper  
Dollar Shave  
SoulCycle  
Betterment

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Rackspace  
Offices  
Magento  
NCR  
Recruiters  
GoToMeeting  
PayPal  
Outlook  
Caterers  
Contractors  
Smartsheets  
Photoshop  
Monster.com  
Freelancers  
IT teams  
Google Sheets  
VC firms  
McKinsey  
Concur

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AWS  
WeWork  
Shopify  
Square  
LinkedIn  
Zoom  
Stripe  
Slack  
ezCater  
Upwork  
Monday.com  
Canva  
ZipRecruiter  
Fiverr  
Zapier  
Airtable  
Kickstarter  
Catalant  
Expensify

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# My level of maturity changes depending on who I am with

- Officer
- Agency or Consultancy
- Resources



If you would like to download the full digital maturity model, so that you can plot where are now, and where you want to be in the future, go to:

**[www.hubledigital.com/digital-maturity](http://www.hubledigital.com/digital-maturity)**



# WIN Apple Airpods Pro

1. Post a picture, or your key takeaway on **LinkedIn**
2. Must include **#Grow20**
3. We will pick a random post and send you the airpods
4. You could be as happy as these two ->

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10.15AM BST | 4.15AM CDT | 5.15PM SGT

# USING HUBSPOT TO WIN ENTERPRISE SIZED DEALS

ROWLEY CUBITT IS JOINED BY OLIVIA KIRWAN



# HOW TO MANAGE REMOTE SALES TEAMS EFFECTIVELY

DARYN SMITH IS JOINED BY ANDREI SOCHALAI

