



BEST CUSTOMER STRATEGY

» Maturity.Check Marketing

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Today, more than ever, a customer-centric, needs-oriented and personalised customer approach is a differentiating competitive factor. This can only be achieved through a coherent interplay of different dimensions. The Marketing Maturity Check helps you to determine your position and define your goals in a structured way on your "marketing journey".

Process

1. **Assessment Marketing Actual & Target Maturity**
2. **Carrying out gap analysis**
3. **Derivation of measures per dimension**
4. **Develop prioritised strategic marketing roadmap**

Procedure

- Conduct a **Maturity.Check Marketing** workshop with relevant stakeholders to analyse the **current maturity level** and jointly define the **target maturity level**
- **Gap-Analysis** to determine the gaps between marketing actual and target maturity levels per marketing dimension
- Derivation of **measures and recommendations for action** and a **strategic marketing roadmap**
- **Presentation of results** with gap analysis and roadmap as well as presentation of **prioritised marketing measures** for the next steps "towards" the marketing target maturity level

Added value & benefit

- Creation of a **common marketing understanding** and cross-departmental **transparency** as a first step for the necessary accompanying **change process**.
- **Gaps** between actual and target marketing maturity show a **clear "roadmap"** of which **prioritised building blocks** should be implemented next to **achieve the goals**.
- Derived **measures** for holistic marketing always pay off on the **strategic "big picture"**.

Approach



Contact

If you have any questions, please do not hesitate to contact us.



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