

# B2B Digital Marketing Maturity Model

## Digital Marketing

### Level 1

#### Characteristics

- There is a professional company website
- The company uses social media
- The company has a corporate identity

#### KPIs

- None

#### Associated services

- Digital Marketing Strategy
- Website Optimization

### Level 2

#### Characteristics

- Focus on visibility
- Focus on findability
- Website is digital marketing proof

#### KPIs

- Impressions
- Impression share
- Visitors
- SERP-rankings

#### Associated services

- Digital Marketing Strategy
- Content
- Online Advertising
- Website Optimization

### Level 3

#### Characteristics

- Performance marketing
- Focus on lead generation
- Focus on demand generation

#### KPIs

- Leads
- Cost per Lead
- Conversion rate

#### Associated services

- Digital Marketing Strategy
- Content
- Online Advertising
- Website Optimization

## Digital Marketing & Sales

### Level 4

#### Characteristics

- From quantity to quality
- Marketing automations
- Marketing enables sales

#### KPIs

- MQL's & SQL's
- Cost per MQL & SQL
- Lead scores

#### Associated services

- Digital Marketing Strategy
- Content
- Online Advertising
- Website Optimization
- Marketing Automation
- Social Selling Automation

### Level 5

#### Characteristics

- Sales performance is clear
- The digital funnel is 100% mapped
- Digital marketing & sales are predictive

#### KPIs

- Orders
- ROI
- ROAS
- Cost per Sale

#### Associated services

- Digital Marketing Strategy
- Content
- Online Advertising
- Website Optimization
- Marketing Automation
- Social Selling Automation
- Digital Sales Development