



GROWTHMAP™ FRAMEWORK

The Marketing Maturity Primer

Assess your marketing organization across 7 critical pillars, identify the gaps holding back growth, and build a prioritized 90-day action plan.

7

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21

DIAGNOSTIC QS

90

DAY SPRINT

4

MATURITY TIERS

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The 7 Pillars of Marketing Maturity

Every marketing organization has strengths and blind spots. The GrowthMap framework evaluates 7 interdependent pillars to surface the gaps that matter most.

1 Strategy & Direction

Documented strategy, ICP clarity, messaging alignment

- ✓ Is your ICP documented with firmographics + psychographics?
- ✓ Does every campaign ladder up to stated business goals?
- ✓ Can your team articulate your differentiation in one sentence?

2 People & Team

Team structure, role clarity, bandwidth, ownership

- ✓ Does every initiative have a clear owner with authority to execute?
- ✓ Are specialist roles filled (SEO, paid, content, analytics)?
- ✓ Is bandwidth tracked — or do priorities just pile up?

3 Process & Systems

SOPs, content governance, execution consistency

- ✓ Do you have documented SOPs for recurring marketing tasks?
- ✓ Is there a content calendar with at least 30 days of visibility?
- ✓ Can a new team member execute core workflows without tribal knowledge?

4 Communication & Content

Cross-functional alignment, stakeholder reporting

- ✓ Do sales and marketing share a single source of truth for leads?
- ✓ Are stakeholders receiving performance reports they actually read?
- ✓ Is there a feedback loop from closed deals back to content strategy?

5 Technology & Data

Tech stack, CRM, integrations, data quality

- ✓ Is your CRM the system of record — not spreadsheets?
- ✓ Are your analytics tools tracking the metrics that matter?
- ✓ Do your tools talk to each other, or are teams copy-pasting data?

6 Measurement & ROI

Attribution, reporting, KPI tracking, CAC/LTV

- ✓ Can you trace a closed deal back to the marketing touchpoint?
- ✓ Do you know your customer acquisition cost by channel?
- ✓ Are KPIs tied to revenue outcomes — not just vanity metrics?

7 Operational Readiness

Sales process, lead routing, downstream capacity

- ✓ Are inbound leads routed to sales within 5 minutes?
- ✓ Does your sales team have capacity to handle 2x current volume?
- ✓ Is there a defined handoff process from MQL to SQL?

Self-Assessment Worksheet

Rate each pillar 1–10 based on your honest assessment. Use the diagnostic questions on page 2 to calibrate your score. Total your results and find your maturity tier below.

Pillar	What to evaluate	Score (1–10)
1 Strategy & Direction	Documented strategy, ICP clarity, messaging alignment	
2 People & Team	Team structure, role clarity, bandwidth, ownership	
3 Process & Systems	SOPs, content governance, execution consistency	
4 Communication & Content	Cross-functional alignment, stakeholder reporting	
5 Technology & Data	Tech stack, CRM, integrations, data quality	
6 Measurement & ROI	Attribution, reporting, KPI tracking, CAC/LTV	
7 Operational Readiness	Sales process, lead routing, downstream capacity	
Total Score		/70

How to Calculate Your Maturity Percentage

$$\text{Maturity \%} = (\text{Total Score} \div 70) \times 100$$

Example: Scores of 7 + 5 + 4 + 6 + 5 + 4 + 6 = 37 → 52.9% = Developing tier.

Leading • 76–100%

Optimize and scale. Focus on innovation and competitive advantage.

Competitive • 51–75%

Strong foundation. Target the 1–2 weakest pillars for outsized gains.

Developing • 26–50%

Gaps are costing revenue. Prioritize process and measurement first.

Foundational • 0–25%

Critical gaps across pillars. Start with strategy and people.

Your 90-Day Growth Sprint

Once you know your maturity tier, focus on the lowest-scoring pillar first. This 3-phase sprint template turns your assessment into a concrete action plan.

DAYS 1–30

Diagnose & Align

- Stakeholder interviews on goals and blockers
- Audit existing tools, processes, and data quality
- Define 3 measurable 90-day outcomes
- Assign pillar owners with authority

DAYS 31–60

Build & Fix

- Close the #1 gap from your lowest-scoring pillar
- Implement tracking for your 3 defined outcomes
- Document 2–3 core SOPs for repeatable execution
- Launch first test campaign against new strategy

DAYS 61–90

Measure & Scale

- Retake the 7-pillar assessment — compare scores
- Report ROI of sprint actions to stakeholders
- Identify next-priority pillar for Q2 sprint
- Establish recurring review cadence

What a Full GrowthMap Engagement Delivers

- ✓ 7-pillar maturity assessment with benchmarks
- ✓ Prioritized action plan with quarterly OKRs
- ✓ Content and channel strategy aligned to ICP
- ✓ 90-day sprint plan with owner assignments
- ✓ Competitive gap analysis vs. your vertical
- ✓ Tech stack rationalization roadmap
- ✓ Attribution model and measurement framework
- ✓ Monthly progress tracking dashboard

Ready for Your Full GrowthMap Assessment?

Take the free self-service assessment at o8.agency/growthmap — or book a strategist-led session for a deep-dive into your marketing maturity with competitive benchmarks.

Take the Free Assessment →

No gate. No sales pitch. Just actionable data.