

# Gartner B2B Marketing Score

Sample report excerpt

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# Meet Gartner B2B Marketing Score

## Introduction to Gartner B2B Marketing Score

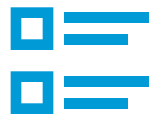
Functional leaders use Gartner B2B Marketing Score to measure the maturity of their function in key activities, prioritize areas of improvement and plot the function's path to improvement. This is an excerpt from a full report, which provides detail on a wide range of functional activities. Gartner B2B Marketing Score covers **27** functional activities across **6** functional objectives.

### Here's how it works



#### 1. Measure the performance of the function in terms of:

- **Maturity.** We ask a series of yes/no questions about how your function approaches and executes each one of a range of key activities and objectives specific to your function.
- **Importance.** We ask you to indicate how important each of those activities is for your function to meet its enterprise objectives.



#### 2. Prioritize.

- **See your maturity levels at a glance.** On a simple bar graph, we plot the maturity level of each activity and its importance — and you get your first glimpse of where maturity and importance aren't aligned. For example, your function may be highly mature in activities that aren't very important to driving business priorities or highly immature in activities that are.
- **See your priorities in rank order,** based on those gaps between maturity and importance. Immediately you can see what should be your highest priorities for improvement if your function is to drive business goals effectively. You also see which activities need less attention.



- #### 3. Improve.
- We provide you with steps to take on your path to improvement in whatever activities the data shows to be the biggest significant opportunities for improvement.
- **“A Pathway to Maturity”** lists action steps required to reach the next level in each specific activity.
  - **Recommended related resources** provide associated insights. In some cases, a Gartner advisor delivers the report and helps with prioritization and action planning.

Read on for more insights and recommendations you might receive on an individual activity. A complete report shows you the current status and improvement path for all activities and objectives in your function.

# How mature are your functional activities?

Gartner B2B Marketing Score benchmarks your self-assessment to provide you with a current maturity score by activity.

Develop Brand & Market Strategy 1+	Develop Demand Generation Plans 2	Drive Customer Retention and Advocacy 1+	Partner with Sales 1+	Promote Company-Wide Customer Focus 2	Marketing Organization and Operations 2-
Identify and Prioritize Market Opportunities 2	Support Cross-Sell and Up-sell 3	Mine Voice of the Customer Data 1	Understand B2B Buyer Dynamics 1	Inform Company Innovation 2	Design Marketing Organization 1
Develop Strategic Marketing Plan 1	Prioritize Customer Segments 4	Monitor Customer Loyalty 2	Develop Sales Support & Collateral 1	Guide Pricing & Profitability Models 2	Manage Marketing Staff 2
Create and Manage Brand Vision and Strategy 1	Source and Nurture Leads 2	Identify and Support Customer Advocates 2	Support External Channel Partners 2	Enable Customer-Focused IT Strategies 3	Manage Marketing Content 1+
Develop Compelling Value Propositions 2-	Qualify Leads 1	Improve Customer Experience 1+		Influence Distribution Strategy 1+	Manage Marketing Technology & Partners 2
	Launch New Products and Services 2			Manage Marketing Analytics 1+	Measure Marketing Performance 2+
	Manage Lead Pipeline 1				

High Maturity
  Medium Maturity
  Low Maturity
  Not Assessed

**Maturity:** Measured on a scale ranging from 1 (Low) to 5 (High), maturity measures how advanced an organization's development is in a functional activity relative to Gartner's best practice research. Maturity scores are refined with a (+) or (-) to indicate intermediate levels of maturity.

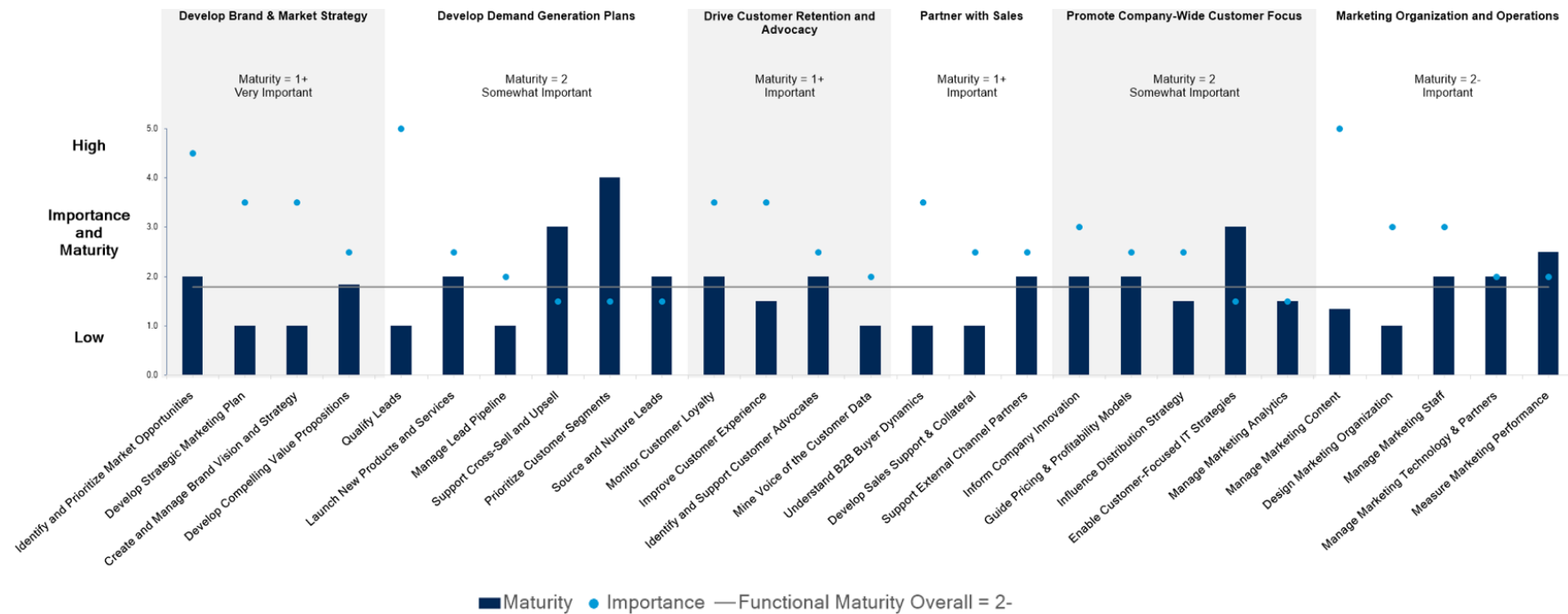
The set of activities as mapped here is subject to change.

Source: Gartner

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# How does your maturity in key activities compare to their importance?

Gartner B2B Marketing Score plots your benchmarked maturity score against the importance you assign to that activity in terms of its criticality for your function to meet enterprise business objectives.



## Select Findings

### Lowest Maturity

- Design Marketing Organization
- Develop Sales Support & Collateral

- Understand B2B Buyer Dynamics
- Mine Voice of the Customer Data

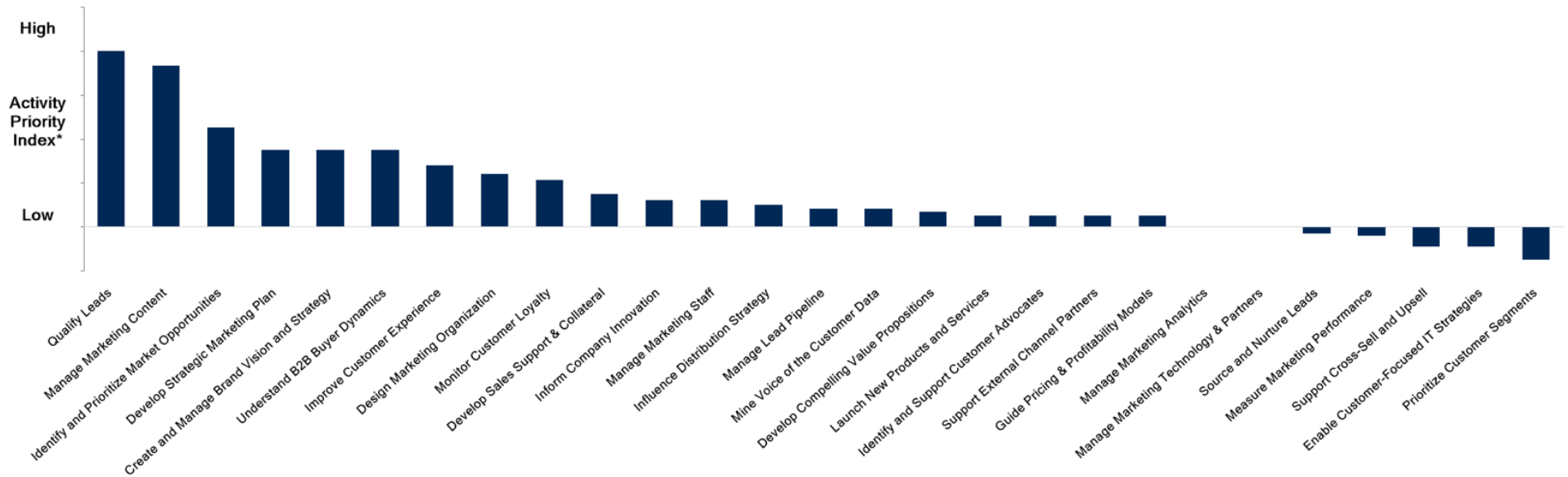
### Highest Importance

- Quality Leads
- Manage Marketing Content

- Identify and Prioritize Market Opportunities
- Develop Strategic Marketing Plan

# What are the high-priority areas for your function?

Gartner B2B Marketing Score rank-orders your improvement priorities, based on the gap between maturity and importance. The Activity Priority Index (API) identifies where the function is less mature in activities of greater importance. A higher API score indicates a greater priority to the organization.



## Highest Priority

- Qualify Leads
- Manage Marketing Content
- Identify and Prioritize Market Opportunities

## Lowest Priority

- Prioritize Customer Segments
- Enable Customer-Focused IT Strategies
- Support Cross-Sell and Upsell

# High-priority area: Manage Marketing Content

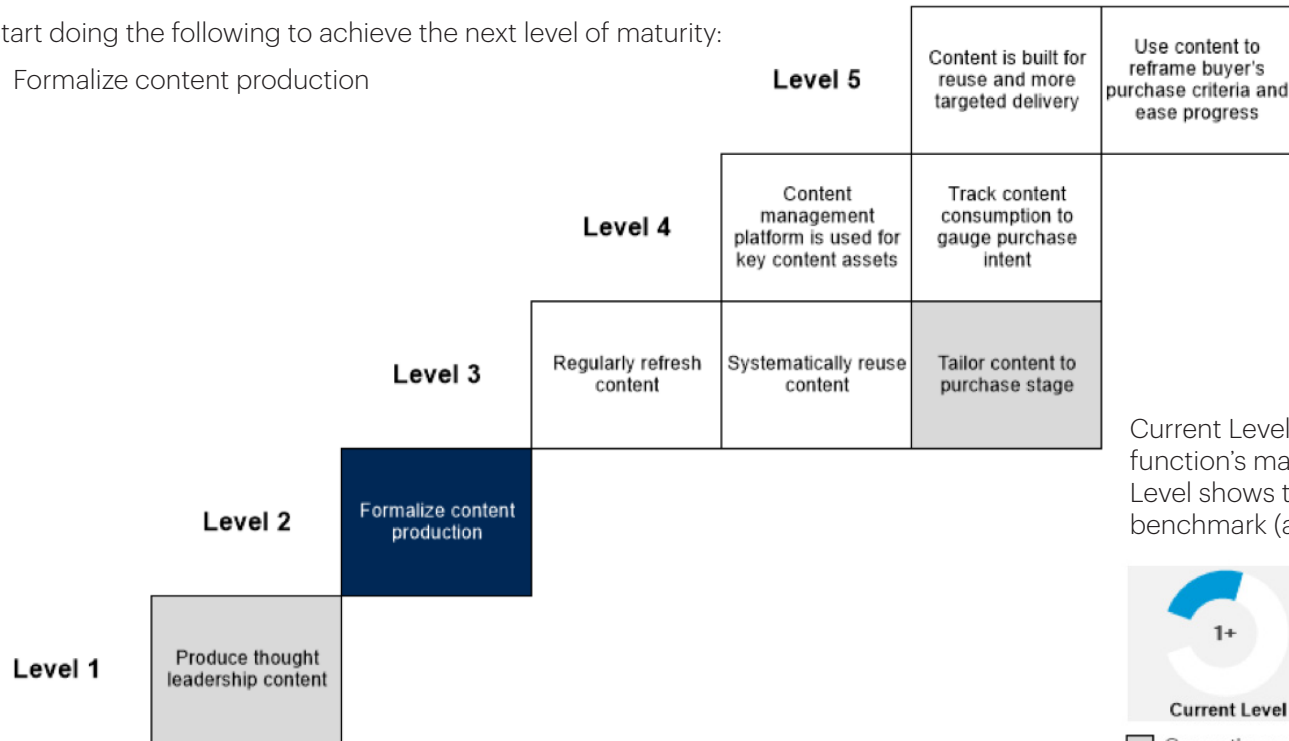
How Marketing plans for, produces, and manages content.

**Gartner B2B Marketing Score provides next steps for each individual activity, based on current and desired state.**

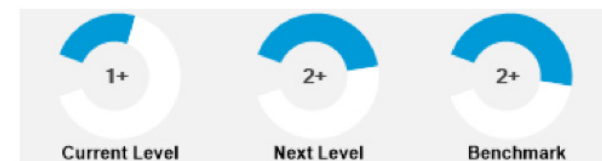
## Path to Maturity

Start doing the following to achieve the next level of maturity:

- Formalize content production



Current Level maturity averages your function's maturity across each activity. Next Level shows the goal with next steps. The benchmark (as available) provides a peer view.



- Currently practiced (or no longer required)
- Commence to achieve next level of maturity
- Not currently practiced

# Manage Marketing Content

Sample recommended resources

## Featured resources

### Ignition Guide: Managing a B2B Brand Refresh

Implement a clear, communicable and repeatable process for establishing brand vision, benefits and unique sources of value for customers.

## Foundational practices

### Ignition Guide: Creating a Brand Plan

Establish a repeatable approach to developing and communicating an annual brand plan.

### Case Study: Brand Building Principles

Establish cohesion across brand teams by grounding marketers in a clear framework and toolkit outlining strategy, planning and performance.

### Research: Establishing a Brand Architecture That Delivers Long-Term Growth

Evaluate the most common brand architecture strategies and associated benefits and risks of each model for your organization.

### Case Study: Brand Action Workshop

Conduct brand activation workshops to help employees see the role they play in delivering on differentiated brand attributes.

**Learn how you can use Gartner B2B Marketing Score to evaluate your functional maturity and priorities.**

### Contact Us

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## About Gartner for Marketers

Gartner for Marketers provides the objective, expert advice and proven tools you need to seize the right opportunities with clarity and confidence and stay ahead of the trends that matter. Benchmark your performance with data-driven insights. Prioritize investments and areas of improvement. Execute your mission-critical priorities with speed and confidence.

Gartner is the world's leading research and advisory company and a member of the S&P 500. We equip business leaders with indispensable insights, advice and tools to achieve their mission-critical priorities today and build the successful organizations of tomorrow.

Our unmatched combination of expert-led, practitioner sourced and data-driven research steers clients toward the right decisions on the issues that matter most. We're trusted as an objective resource and critical partner by more than 15,000 enterprises in more than 100 countries — across all major functions, in every industry and enterprise size.

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