

# THE 5 Ms MARTECH MATURITY

**MB** SOLUTIONS

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Obtaining full-stack marketing technology maturity can take years and requires a scaled team that grows from generalists with content capabilities into marketing software developers and analysts.



## Email Marketing

Email Service Providers

- ✓ One-off emails or subscriptions
- ✓ Contact forms vs. notifications
- ✓ Basic lead segmentation
- ✓ Track open and click-through rates



## MAPs

Marketing Automation Platform

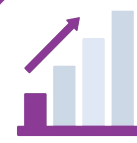
- ✓ Coordinates extensively with other business departments
- ✓ Maps revenue funnel / CRM integration
- ✓ Lead scoring and lifecycle flow
- ✓ Personalization



## MOPs

Marketing Operations

- ✓ Ready to “prove” the value of marketing
- ✓ Focus on performance management
- ✓ Cut production time, streamline processes
- ✓ Reporting



## MIOPs

Marketing Intelligence

- ✓ Reporting and prescriptive analytics
- ✓ Controlled tests
- ✓ Predictive models
- ✓ Advanced segmentations & profiling
- ✓ Unification of data



## MarTech

Marketing Technologist

- ✓ Aligning processes and tools across the company
- ✓ Custom integrations
- ✓ Inventing solutions
- ✓ 50% marketing / 50% IT