

Tell us in the chat, what area do you struggle with the most?

- Research & Analytics
- Marketing & SEO
- UX Design & Content
- Technology
- Branding & Strategy
- Team Dynamics



Mission Possible: Mapping Your Path to More Effective Marketing

MIGHTY



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Brianna Martin

Director of Brand Marketing,
Mighty Citizen

Strength:

Marketing strategy

Weakness:

My sassy 5 year old who just
started kindergarten 😭



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Jarrett Way

Senior Marketing Manager,
Mighty Citizen

Strength:

Storytelling

Weakness:

My 3.5 year old pup, Juniper,
who is still just a baby



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We help mission-driven organizations increase their impact and revenue by creating deeper connections with their audiences through:

- Research & Analytics
- Branding & Strategy
- UX Design & Content
- Web Development
- Marketing, Media & Search



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Today's agenda

- Define what marketing maturity is and how it relates to marketing effectiveness.
- Review data from the 2023 Marketing Benchmarks for Mission-Driven Organizations including correlations and insights.
- Provide recommendations to improve your marketing effectiveness.



What is marketing maturity?



Marketing maturity *is* marketing effectiveness:
the degree to which an organization is achieving its
goals via the entire suite of marketing channels,
strategies, and technologies at its disposal.

At its essence, marketing maturity is the journey to
your organization's "best self."



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Do you know how effective your marketing is overall?

- a. Yes
- b. No
- c. Maybe a little?
- d. I'm afraid to say



**Marketing maturity *is*
hard to measure.**

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Why measuring your marketing maturity is worth it

- Capitalizes on what's working
- Uncovers low-hanging fruit
- Saves time and money
- Shows you how to augment your team
- Helps you understand your return on investment
- Helps you ask for investments where and when needed



We discovered a problem with marketing maturity...



There wasn't a single tool that existed to measure the effectiveness or maturity of an organization's *entire* internal marketing engine.



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You guessed it.
There is now!





- A free self-assessment to measure your marketing maturity
- Measures your organization in 6 categories across 4 marketing maturity stages
- You'll receive a custom report that includes an overall maturity score and score by category, as well as attainable and actionable recommendations to help you move to the next stage



themightygps.com



Another shocking revelation



There were no marketing benchmarks that covered the full spectrum of an internal marketing engine in the mission-driven space.



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You guessed it.
There is now!

2023

Marketing Benchmarks for Mission-Driven Organizations

How do you stack up to your peers?



THE.MIGHTYGPS.COM



Marketing Benchmarks Report

- Based on nearly 450 respondents who took The Mighty GPS from Feb 2022 - Jan 2023.
- Respondents came from associations, educational institutions, government agencies, and nonprofits.
- Report officially launched Tuesday, May 22, 2023.

mightycitizen.com/marketing-benchmarks



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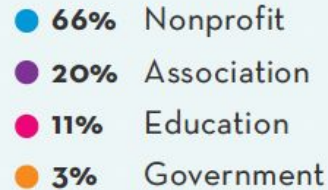
Respondent breakdown

Nonprofit: 300

Association: 90

Education: 50

Government: 14



Highlights & Insights

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Scoring in the Report

0-39

Crawling

40-59

Walking

60-80

Running

81-100

Soaring



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All Mission-Driven Organizations



OVERALL MARKETING MATURITY SCORE
56.2 out of 100 | WALKING

Marketing Maturity Scores by Category



Do you use research-based techniques to understand your target audiences?

- a. Yes
- b. Sometimes
- c. We have before but not in a long time
- d. Nope



CATEGORY

Research & Analytics

35.2/100
CRAWLING



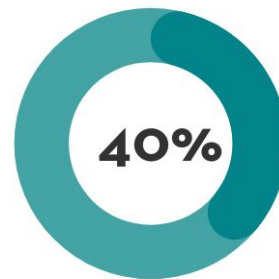
Weakest category across all mission-driven organizations.



My organization only “sometimes” conducts audience surveys.



My organization never conducts audience interviews and/or focus groups.



My organization doesn't use research-based personas.

UNLOCKING CORRELATIONS

Higher marketing maturity

+17 points ↑

Organizations who **use research-based personas or customer journeys** when making marketing decisions.

+14 points ↑

Organizations **who conduct audience surveys or interviews/focus groups** to inform marketing decisions.



RECOMMENDATIONS

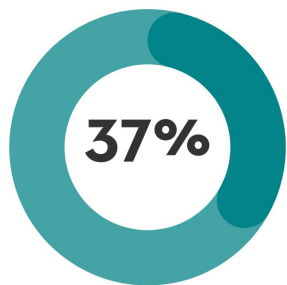
Research & Analytics

- Collect information with data/analytics you already have.
 - Donor database, AMS, student portals, CRMs
- Collect information in spaces you already have.
 - Online communities, conferences
- Consider quick research methods.
 - 5-second test, phone polls
- Go wide: Survey your audiences online.
- Go deep: Conduct stakeholder interviews.

CATEGORY

UX Design & Content

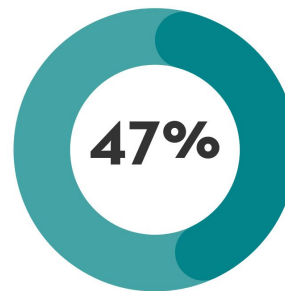
54.1/100
WALKING



My organization never hires experienced writers to write our content.



My organization never follows a documented content governance plan.



My organization only sometimes maintains a content plan/editorial calendar.

UNLOCKING CORRELATIONS

Higher marketing maturity

+19 
points

Organizations who have a strong content structure and strategy.



RECOMMENDATIONS

UX Design & Content

- When all things are created equal, hire the better writer.
- Adhere to the almighty editorial calendar—hold weekly meetings to review status updates and changes with your team.
- Develop a copy style guide the entire organization must follow.
- Larger organizations should consider creating and following a content governance plan.



CATEGORY

Marketing & SEO

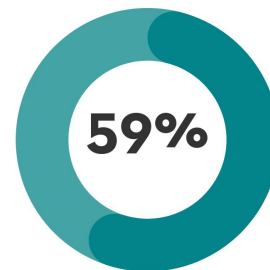
55.1/100
WALKING



My organization never sets specific, measurable goals for its marketing efforts.



My organization never performs keyword research to guide online content.



My organization only sometimes creates content aimed at specific audiences.

UNLOCKING CORRELATIONS

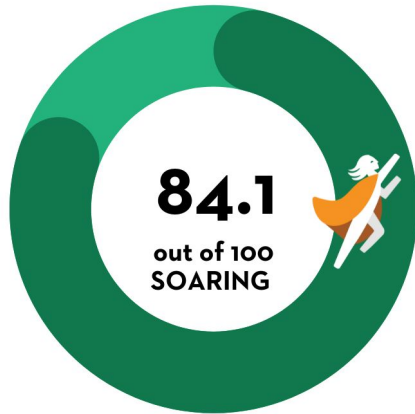
Higher marketing maturity



Organizations who set
specific, measurable goals
for their marketing efforts.



Organizations are using digital media to reach their audiences but not measuring its effectiveness.



My organization uses digital media to reach our target audiences.



My organization has specific, measurable goals for its marketing efforts.

RECOMMENDATIONS

Marketing & SEO

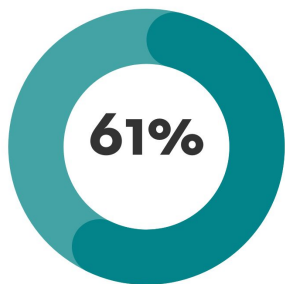
- Create an annual written communications plan that includes key goals.
- Have a marketing strategy/plan for every campaign you run that include specific, measurable goals.
- Audit your website content and prioritize efforts to optimize the *right* keywords.
- Dedicate time (and budget) to the social networks you're audiences care about.



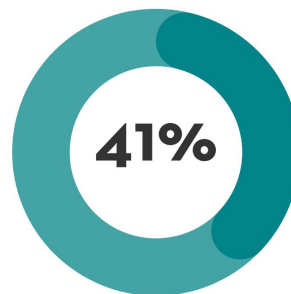
CATEGORY

Technology

57.4/100
WALKING



My organization doesn't use its marketing automation platform (MAP) to its fullest potential.



My marketing department's technology systems aren't seamlessly integrated with each other.

UNLOCKING CORRELATIONS

Higher marketing maturity

+19 points ↑

Organizations who use their MAP to its fullest potential.

+14 points ↑

Organizations who have their MarTech systems seamlessly integrated.



RECOMMENDATIONS

Technology

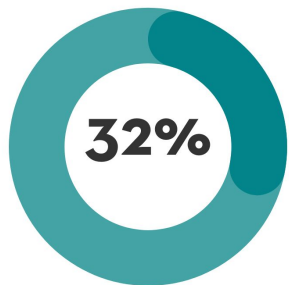
- Assign 1-2 members of your team to become masters of your MAP. See what training or certificates are available. Have them present new opportunities to optimize the platform for your marketing efforts.
- Evaluate your tech stack, and identify areas for maximizing platforms through integration.
- Audit your CRM bi-annually to ensure data integrity.



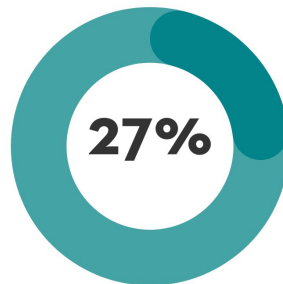
CATEGORY

Branding & Strategy

63.7/100
RUNNING



My organization doesn't use a messaging platform as a guide to create content.



My organization doesn't follow a documented communications strategy.

UNLOCKING CORRELATIONS

Higher marketing maturity

+19 points ↑

Organizations who use a messaging platform to guide content creation.

+19 points ↑

Organizations who follow a documented communications plan.



RECOMMENDATIONS

Branding & Strategy

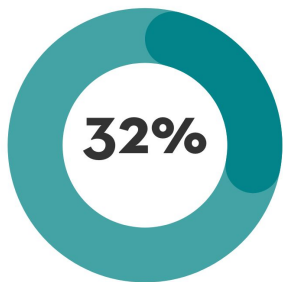
- Create a messaging platform with clear statements on your “why”, who you serve and what you offer.
- Follow an annual written communications plan with clear goals, activities, tasks and metrics.
- Set up a brand & marketing asset tracker.
- Evaluate your current brand: Do you need a refresh, a reboot or nothing at all?



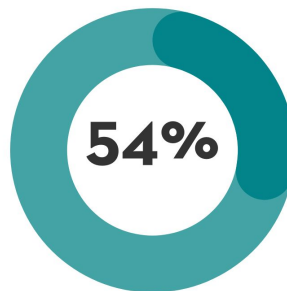
CATEGORY

Team Dynamics

68.2/100
RUNNING



My organization's marketing budget isn't large enough to support its established goals.



My organization's departments are somewhat aligned on strategy, messaging, tactics, etc.

UNLOCKING CORRELATIONS

Higher marketing maturity

+23 points ↑

Organizations who have leaders that believe marketing is a critical part of its overall success.

+21 points ↑

Organizations who have marketing budgets large enough to support its goals.



RECOMMENDATIONS

Team Dynamics

- Scale back and only focus on the initiatives that can get you to your established goals.
- Evaluate your marketing department to see the skill sets you currently have on the team, what's needed for the future—and if that requires more resources, upskilling, or both.
- Help leadership understand the value of marketing through understanding, planning, tracking and communicating.



Turning Insights into Action



Steps to higher marketing maturity

1. Take The Mighty GPS and review your scores.
2. Download the benchmarks report to compare yourself to your peers.
3. Use The Mighty GPS Planner or Comms Plan Template + review your custom GPS report to make a plan with your team.
 - a. Prioritize the areas you should focus on first, second, etc.
 - b. Decide if and what kind of outside help you may need.
4. Build your case internally to ask for more resources and/or budget.
5. Implement + check back on your progress (minimum annually).



Decide what to tackle first

Research & Analytics: 21%

STAGE: CRAWLING

Your organization likely needs to install analytics on your website(s) and better understand your audiences. You have plenty of room for improvement, and at this stage, any improvement you make could be remarkably powerful.

Probable next steps include:


- Undergo some audience research [[Article](#)]
- Get familiar with Google Analytics 4 [[Article](#)]
- Use surveys to improve your communications [[How-To Guide](#)]
- Understand audience personas [[Podcast](#)]
- Use UTM codes to measure results [[Template](#)]
- See how we helped one organization conduct key research [[Case Study](#)]



Goal #1: Learn from audience research to inform future program launch

- **#1 Activity:** *Interview internal and external audiences*
 - **Measurable metric for this Activity:** *Conduct 10 interviews with key audiences*
 - Tactics to complete this Activity. List as many as you need to complete the Activity and feel free to list sub-tactics under each high-level tactic:
 - **Tactic #1:** *Develop a list of stakeholders to interview.*
 - **Timeline:** *By May 31*
 - **Tactic #2:** *Develop a list of questions to ask each audience.*
 - **Timeline:** *By June 10*
 - **Tactic #3:** *Conduct the interviews.*
 - **Timeline:** *By June 30*
 - **Tactic #4:** *Assess and analyze the results. Glean any insights.*
 - **Timeline:** *By July 31*
 - **How you'll put the Activity into action:** *Use insights from your audience research to create content and/or personas that can be used in an upcoming program launch.*
 - **Budget:** *\$5/interviewee in the form of a coffee gift card as a thank you.*



 #SchittsCreek



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Most organizations are **allocating**
between 1-5% of their total revenue on
marketing annually.

To grow revenue and your brand,
consider **spending up to 5-10%**.



Tips on asking for more budget

1. Be clear on your strategic goals and vision for the organization.
2. Identify what your organization needs to really move the needle.
(GPS scoring + planner).
3. Showcase what others are doing to achieve the results you desire.
(Marketing benchmarks)
4. Have a thoughtful plan and if seeking outside help, know what you need for a great partnership.
5. Have the passion, belief, and confidence to ask for what you need.

What's next?

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Future plans

- Industry-specific reports that mirror the main sections of the benchmark report for associations, nonprofits and educational institutions.
- Year-over-year comparisons in the marketing benchmarks report.
- GPS benchmarking across industries, budgets, and revenue (if applicable) to compare yourself immediately.



Our Best Resources by Category

- Research & Analytics
- Branding & Strategy
- Marketing & SEO
- UX Design & Content
- Technology
- Team Dynamics



Thank you!

- Presentation Slides
- Marketing Benchmarks for Mission-Driven Organizations report
- The Mighty GPS
- Communications Toolkit



mightycitizen.com/maturity