

**Digital Marketing Assessment
Scoring Summary Review
Executive Summary Report**

Final Summary
FPOV
Assessment key: fdm112014
Report Date: 3/2/2015

2.5 Overall Score

2.9	Sec 1: Digital Marketing Leadership and Organizational Alignment (DMLA)
3.6	DMFH 1: Leadership and Vision
3.7	DMFH 2: Culture and Team
2.2	DMFH 3: Process
3.0	DMFH 4: Web (Humalogy)
2.2	DMFH 5: Social (Humalogy)
2.5	DMFH 6: Mobile (Humalogy)

3.3	Sec 2: Content and Connection (CON)
2.8	CON 1: Web
3.5	CON 2: Social
3.5	CON 3: Mobile

2.3	Sec 3: Inbound and Outreach Marketing (IOM)
3.5	IOM 1: Web
2.2	IOM 2: Social
1.0	IOM 3: Mobile

2.2	Sec 4: Data and Customer Intelligence (DCI)
3.5	DCI 1: Web
1.3	DCI 2: Social
1.3	DCI 3: Mobile

1.7	Sec 5: Digital Marketing Measurements and Analytics (DMMA)
0.9	DMMA 1: Web
3.2	DMMA 2: Social
3.3	DMMA 3: Mobile

Green Strong: 4.5 - 6.0
Yellow Needs Improvement: 3.0 - 4.4
Red Weak: 0.0 - 2.9

Digital Marketing Assessment Scoring Summary Review Final Assessment Report

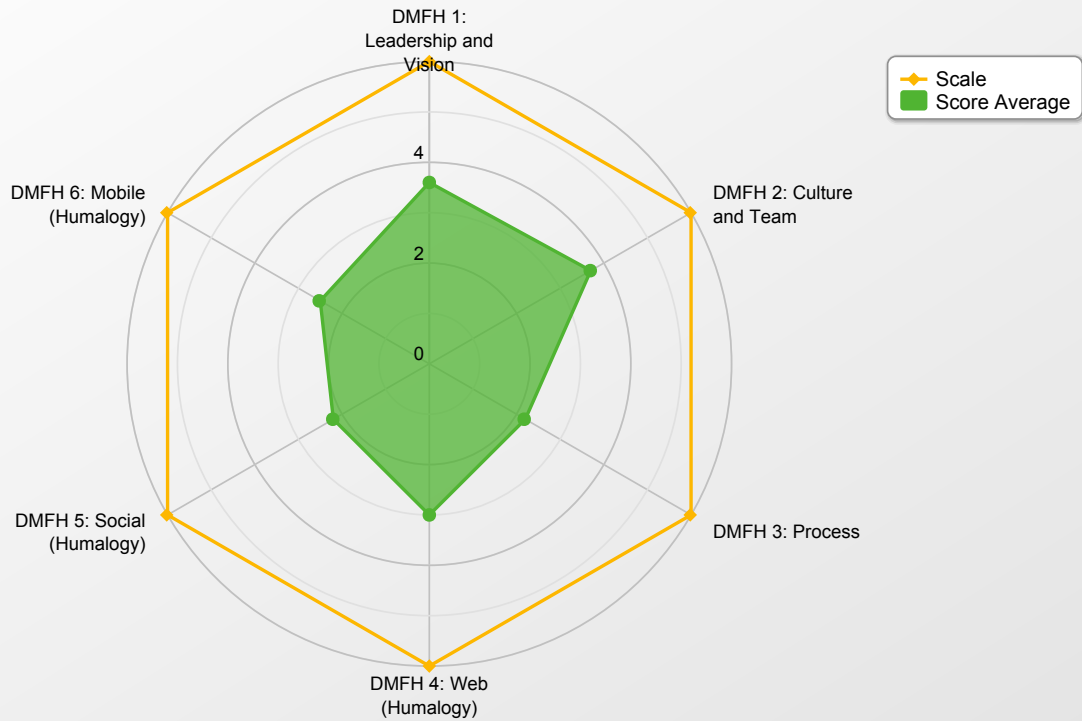
Section 1: Digital Marketing Leadership and Organizational Alignment (DMLA)

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Digital Marketing Leadership and Organizational Alignment (DMLA) Summary



Digital Marketing Leadership and Organizational Alignment (DMLA) Detail

		<u>Scale</u>	<u>Score</u>
	DMFH 1: Leadership and Vision	6.0	3.6
1.	We have a defined set of Digital Marketing plans, practices and expectations that our leadership regularly reviews to ensure we're making progress against our objectives.	6.0	3.0
2.	Our leaders walk the talk by learning to use new tools themselves, considering digital in their strategic planning and backing digital efforts with funding.	6.0	4.0
3.	Our leadership recognizes our digital capabilities as being critical to the future success of our company.	6.0	5.0
4.	We have people with the right digital marketing skills to help us take the lead with our efforts.	6.0	4.0
5.	We have a written Digital Marketing strategy that establishes plans for at least a year out, and is known throughout the organization.	6.0	2.0
	DMFH 2: Culture and Team	6.0	3.7
6.	As an organization we embrace digital tools to extend our capabilities and expand our market.	6.0	4.0
7.	We use a variety of digital tools to collaborate and communicate internally across our organization.	6.0	4.0
8.	Our teams apply new Digital Marketing concepts and tools rapidly and appropriately.	6.0	4.0
9.	Our Digital Marketing effort is being led by the right team of people and their skills are regularly updated.	6.0	4.0

10.	We have people on the team responsible for content design who are very skilled at it create excellent content.	6.0	4.0
11.	We have staff who are excellent at handling data and analysis associated with our Digital Marketing efforts.	6.0	3.0
12.	The contractors and vendors we use are highly skilled in Digital Marketing and always perform their assignments with excellence, on time and within budget.	6.0	3.0
DMFH 3: Process		Scale 6.0	Score 2.2
13.	We have representation from a cross-functional team that oversees and follows an established process to help develop Digital Marketing strategy, set priorities, and review progress.	6.0	3.0
14.	Marketing and IT are aligned on the requirements to do Digital Marketing well and have robust processes in place to execute Digital Marketing effectively.	6.0	2.0
15.	Our Digital Marketing process (from conception through execution) ensures repeatable success.	6.0	2.0
16.	We have a rollout process for launching new digital tools that communicates the functionality and capabilities being delivered.	6.0	2.0
DMFH 4: Web (Humalogy)		Scale 6.0	Score 3.0
17.	Information about prospects that come in from the website is shared with our sales team.	6.0	5.0
18.	Customers, prospects and partners ("Constituents") can actively kick off business processes, or make requests that are routed to the appropriate parties via the website.	6.0	3.0
19.	Activities that are kicked off from the web are fed into and updated in our CRM system.	6.0	3.0
20.	We have the ability to transact business without human involvement via the website.	6.0	1.0
DMFH 5: Social (Humalogy)		Scale 6.0	Score 2.2
21.	We have a defined set of social tools that we use and are well trained in leveraging them.	6.0	3.0
22.	Our Constituents' are able to identify their preferences about what information is important to them so that we only deliver information that is critical to them.	6.0	2.0
23.	Our social engagement practices include identifying talent that we may want to hire and engaging them in online conversation.	6.0	2.0
24.	Our people are aware of their personal online reputation and and proactively manage it.	6.0	2.0
DMFH 6: Mobile (Humalogy)		Scale 6.0	Score 2.5
25.	Our mobile tools are an extension of our workforce: at appropriate times Constituents are able to access information that eliminates the need for a person-to-person engagement.	6.0	1.0
26.	Our workforce would say that their mobile device is an extension of the office and provides them access to critical information at the point of need.	6.0	4.0
27.	Users are able to take action through our mobile tools (when they normally would have to wait) thereby increasing productivity, efficiency and convenience.	6.0	1.0
28.	When interacting with us, our Constituents can switch between devices seamlessly to access accurate, timely information and complete tasks.	6.0	4.0
Comments			
29.	Please enter any additional information or comments you may have about Digital Marketing Fundamentals and Humalogy (DMFH):		
	Responses...		