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MODEL:

SCCM: Sales-Centred-Content-Maturity

Excelling

- Full content map for all stages of sales cycle. Tools to automate usage.
- Insight: Monthly 1st (marketing site visits) and 3rd party insight gathered, fed into content map
- Requirements: Clear measurement of all content and related sales outcomes

Improving

- Full or near-full content map for all stages of sales cycle
- Insight: Monthly 3rd party (via sales) insight gathered, fed into content map
- Requirements: Measurement of content usage

Performing

- Mapping of content to sales cycle underway
- Insight: Quarterly insight gathered, starting to influence new/existing content
- Requirements: Limited but growing knowledge on what content is working (and where)

Developing

- Consistent content look and feel, likely gaps in sales cycle
- Insight: Initial standalone insight, not yet feeding new content
- Requirements: Little to no regular measurement of content impact

Building

- Sporadic content and tools, inconsistent in design and usage
- Insight: Limited or out-of-date insight on previous performance
- Requirements: Little to no understanding of sales needs

PROPOLIS

To learn how to implement this model into your Marketing Strategy, contact our Customer Success Team here

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