

# The marketing maturity investment path

Marketing capabilities vary massively from business to business - driven by founder DNA, nature of the tech play - and routes to market. But what unites them is the need to cover all the challenges at some point on the journey from seed to D.

Now no two brands are the same - and the paths below represents an average viewpoint - but where does your brand maturity sit?



## Brand marketing

	CHALLENGE	PRE-SEED	SEED	SERIES A	SERIES B	SERIES C	SERIES D
<b>Brand and identity</b>		Makeshift, ad-hoc	MVP, light guidance	Enhanced, structured guidance	Elevated, comprehensive guidance and basic control system	Professionalised management and evolution	Systemised, controlled brand expression
<b>Corporate messaging and positioning</b>		Founder-owned, instinctive	Founder-led, market informed	Marketing managed, somewhat proven	Formalised, hardened, character@scale	Multi-faceted, multi-persona relevance	Managed evolution and representation
<b>Digital journeys and experiences</b>		MVP	Starter experience	Enhanced experience, managed	Comprehensive experience, personalised vision	Deep, personalised experience, digital products	Dynamic personalised experience, digital product portfolio
<b>Product and solution marketing</b>		Mind-based, informal	Lightly formalised	More structured, somewhat proven, shared ownership	Quite comprehensive, proven, focussed resource	Comprehensive, end-to-end portfolio	Highly integrated with thought leadership and other marketing
<b>Thought leadership and market development</b>		Founder POVs, ad-hoc	Founder-led, market informed	Marketing influenced, evolving and hardening	Marketing managed, thought leadership @ scale	Linked to culture, multi-persona relevance	Managed to be always-leading

## Revenue marketing

<b>Demand generation and nurturing</b>		Relationship	Informal, light scaling	Marketing managed, always-on, somewhat proven, exploring ABM	Expanded account profiles, programmed, light ABM	Highly-programmised and more extensive ABM	Programmed, optimised and ABM at most levels
<b>Vertical and segment marketing</b>		None unless segment play	As required	Light, key segments	More extensive, all segments	Extensive, focussed strategic segment marketing	Dedicated marketing effort
<b>Sales enablement</b>		None, as-you-go	MVP	Some tools, lightly structured	Extended tools, structured, available for most key personas	Comprehensive tools, structured, available for most levels of maturity	Comprehensive tools, highly structured, available for all levels of maturity
<b>Revenue and growth marketing</b>		None, as-you-go	Regular initiatives, lightly structured	Enhanced initiatives, more structured	Proven, scalable models, dedicated practice	Structured, available for most revenue streams and digital products	Structured, available for all revenue streams and digital products
<b>Partner marketing</b>		None unless partner / channel play	Ad-hoc partnering as required	Light, key use cases / opportunities	More extensive, varied partner types, formalised programme	Extensive, focussed strategic relationships	Comprehensive relationships for use cases, segments, geos

## Communications marketing

<b>Corporate communications and customer marketing</b>		Very limited, one-to-one, ad hoc	More comms, makeshift, light structure	Enhanced, more structure, key audiences	Value-aligned, structured, more audiences	Professionalised, most audiences	Always-communicating to all audiences
<b>PR and AR / commentator marketing</b>		None/light founder marketing	Founder-led, key event oriented	Marketing influenced, ongoing announcements	Company-wide value, strategic programmes	Proactive, multi-faceted programmes	Always-commenting and opinion forming
<b>Content and social marketing</b>		Ad hoc, light social-only	Makeshift, light structure, more social than true content marketing	More social and some content marketing, lightly structured	Enhanced content and more extensive social, structured	Extensive content and social, professionalised, managed	Always-creating and optimising

Recognise your brand on the path above?

Need a boost in the run-up to investment? Got the investment and ready to roll?

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