
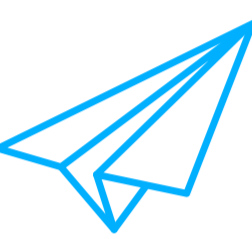

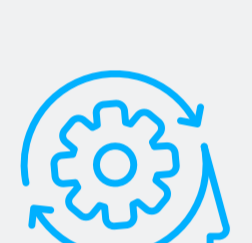


The marketing investment maturity path






Marketing capabilities vary massively from business to business. They are shaped by founder DNA, category, product complexity, route to market and the economics of growth. Funding stage is useful shorthand, but it is not a rulebook. The path below reflects an average viewpoint. It is a broad framing of how marketing sophistication and architecture often build over time.




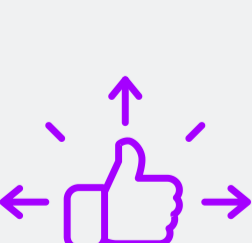
Brand & product marketing

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

Revenue marketing

 Demand generation and nurturing		Relationship-led	Informal, light scaling	Marketing managed, somewhat proven, selective ABM where relevant	Expanded account profiles, programmed, light ABM	Highly programmed and more extensive ABM where the model supports it	Programmed, optimised and ABM at most levels
 Vertical and segment marketing		None unless segment play	As required	Light, key segments	More extensive, priority segments	Extensive, focused strategic segment marketing	Dedicated marketing effort by segment, geography or product line
 Sales enablement		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
 Revenue and growth marketing		None, as-you-go	Regular initiatives, lightly structured	Enhanced initiatives, more structured	Proven, scalable models, dedicated practice	Structured across revenue streams, conversion journeys and lifecycle activity	Structured across revenue streams, digital products, optimisation and retention support
 Partner marketing		None unless partner or channel play	Ad-hoc partnering as required	Light, key use cases and opportunities	More extensive, varied partner types, formalised programme	Extensive, focused strategic relationships	Comprehensive relationships for use cases, segments and geographies

Communications marketing

 Corporate communications and customer marketing		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	Continuous, selective communication to all core audiences
 PR and AR / commentator marketing		None or light founder marketing	Founder-led, key event oriented	Marketing influenced, ongoing announcements	Company-wide value, strategic programmes	Proactive, multi-faceted programmes	Regular market commentary and opinion forming where credibility warrants it
 Content and social marketing		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, always optimising

Recognise your brand on the path above?

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

Let's chat - info@therubiconagency.com