



Hewlett Packard
Enterprise

HPE Partner Ready Digital Marketing Program

Digital Marketing Maturity Assessment Overview

Review. Report. Refine.

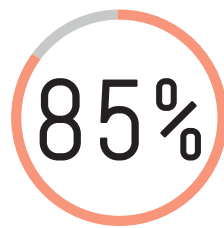


Discover how to prepare for greater digital marketing success.

As B2B buyers increasingly use digital channels to form their purchasing decisions, marketers must become “digital and social ready” to embrace this new way of connecting with their audience.

Over 90% of organizations describe themselves as ‘somewhere on the journey’ to a digital transformation, with only 17% of those surveyed currently delivering a new digital experience.¹

Now more than ever, it’s critical to accelerate your digital marketing expertise for future success. Having a dedicated, structured digital and social marketing strategy can make a significant impact on customer engagements:



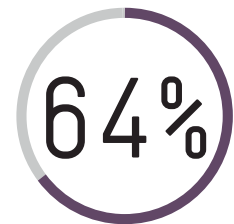
Engage with your audience in the early stages of decision-making— 85% of IT decision makers are more likely to consider a vendor that educates them through each stage of the decision process²

2x

Reach new customers to grow your sales pipeline—organizations that market along the buyer’s journey, using inbound and outbound campaigns, generate twice as much pipeline³

147%

Create a strong database of prospects for future retargeting—companies who retarget have a 147% higher average conversion rate compared to those who do not in certain industries⁴



Positively reflect your brand as a progressive, industry thought leader—64% of B2B marketers use social media to increase thought leadership⁵

The HPE Digital Marketing Maturity Assessment is designed to help you create and implement more effective marketing campaigns and drive greater return on your marketing investments.

The assessment will help you evaluate your digital marketing capabilities and processes, and assess your current status to help you accelerate your digital marketing transformation. Through this assessment, you can better identify which areas of your digital marketing are at a mature level, and which areas you may need to further focus on and refine.

How proficient are you? **Find out with the Digital Marketing Maturity Assessment**

By completing a short online survey, you will be provided with a detailed, customized digital marketing maturity assessment report and analysis. This report will score your digital and social capabilities through a structured assessment framework, measured across five key pillars:

<p>Pillar 1</p> <p>Digital Identity</p>	<p>Measures the strength of your organization's web and social presence, as well as the visibility of HPE branding including product and solution placement on your website. This pillar includes an assessment of the lead generation capabilities present on your website as well as the effectiveness of your social media activity.</p>
<p>Pillar 2</p> <p>Organizational Commitment</p>	<p>Assesses how integrated your digital marketing strategy is with your overall business strategy, and if there are adequately skilled marketing resources in place. This pillar includes an evaluation of your digital marketing strategy and planning, management support towards digital and the depth of the digital culture across your organization.</p>
<p>Pillar 3</p> <p>Analytical Framework</p>	<p>Measures how well you use metrics and analytics to further improve results from your digital marketing activities. This pillar includes an evaluation of the campaign metrics in use, how effectively your organization is able to take advantage of analytics and if marketing automation and rules based scoring is used.</p>
<p>Pillar 4</p> <p>Customer Relationship Management</p>	<p>Reviews and measures your CRM strategy, practices and processes, including the presence and use of a stable CRM platform, your lead qualification and nurturing processes, the status of your marketing database and how pipeline progression is managed.</p>
<p>Pillar 5</p> <p>Campaign Planning & Execution</p>	<p>Assesses how effectively you plan and execute your digital marketing campaigns and how aligned they are to your business priorities, including the degree of targeting and segmentation used during the campaign planning process and the overall level of investment you are making into digital.</p>

Evaluate your digital marketing maturity today.

The HPE Digital Marketing Maturity Assessment and survey can be accessed by logging into the HPE Partner Ready Portal via this navigation path: HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Digital Marketing > Digital Maturity Assessment.

[Access now](#)

Accelerate your digital marketing efforts with HPE

The HPE Partner Ready Digital Marketing Program gives partners access to a comprehensive suite of digital marketing resources, tools, and content to help them accelerate their digital marketing practices and drive effective, multi-channel marketing campaigns that ultimately yield more pipeline and generate more sales. It provides partners the opportunity to:

- **ASSESS** their level of digital marketing maturity and identify areas where their companies should focus to further develop their digital capabilities. It also provides recommendations on where they can supplement their own expertise with tools and content from HPE.
- **EDUCATE** themselves and build their digital marketing proficiency through the HPE Partner Ready Marketing Pro Academy, which offers workshops and online educational content that shares insights on the latest digital marketing trends and best practices.
- **COLLABORATE** with HPE marketing teams or Marketing Services Agencies, who can supplement their own resources and provide digital marketing expertise, insight, and support to help facilitate the planning and execution of their co-marketing efforts.
- **EMPOWER** their marketing teams with ready-to-use, customizable content, campaigns, and tools to enable them to quickly and easily launch digital and social activities.

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1. OgilvyRED's Digital Transformation Survey:

<https://image.ogilvy.com/wp-content/uploads/2017/04/OgilvyRED-ThinkSeries-Mind-the-Gap.pdf>

2. IDG Customer Engagement Research, 2017:

<https://www.idg.com/tools-for-marketers/ce-2017-customer-engagement/>

3 Source: SiriusDecisions, 2017

4 Source: **<http://blog.retargeter.com/retargeting/retargeting-safe-way-use-user-data>**

5 Source: **<http://www.toprankblog.com/2017/05/2017-social-media-marketing/>**