

## Benchmark your brand's social maturity



Demystify social business. Take the guess work out of your level of social maturity. Gain the insight you need to take your social programs to the next level and gain higher revenues or cost savings.

**Take your brand to  
the next level of  
social engagement.**



**Contact us today!**

[www.kathyherrmann.com](http://www.kathyherrmann.com)

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# Benchmark your brand's social maturity

Look at your social maturity and social program value from a holistic company perspective — and get to Go.



**Get in contact today!**

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## **Benefits to PR and marketing agencies.**

Use the assessment tool for business development as well as client retention. Demonstrate the value of your agency's social services. Gain a pathway to sell additional social services.

## **Comprehensive social benchmarking.**

Our social assessment tool provides brands with a comprehensive benchmark of social maturity at any given point in time.

## **Areas of Assessment.**

1. Audience engagement,
2. Content,
3. Community interaction,
4. Campaign execution,
5. Metrics, and
6. Organizational support.

## **Benefits to client.**

Gain actionable insights needed to build executable strategies that will take the brand to the next level of social maturity — and increased engagement with customers and other interested parties.

Gain increased revenues and profitability from social initiatives.



**HURDLE BARRIERS HOLDING YOU BACK FROM SOCIAL SUCCESS.**

**GET IN CONTACT TODAY!**



# Levels of Maturity

The higher the level, the more social engagement. More social engagement leads to higher revenues or cost savings for the brand.

**Listen =  
100**

Learn about digital media through reading, seeking opinion, attending training sessions.



**Learn =  
200**

Personally start using social media; stay on top of broader media changes in progress.



**Engage =  
300**

Apply personal experiences to business needs; get started with social networks for brands, blogging, create new forms of content.



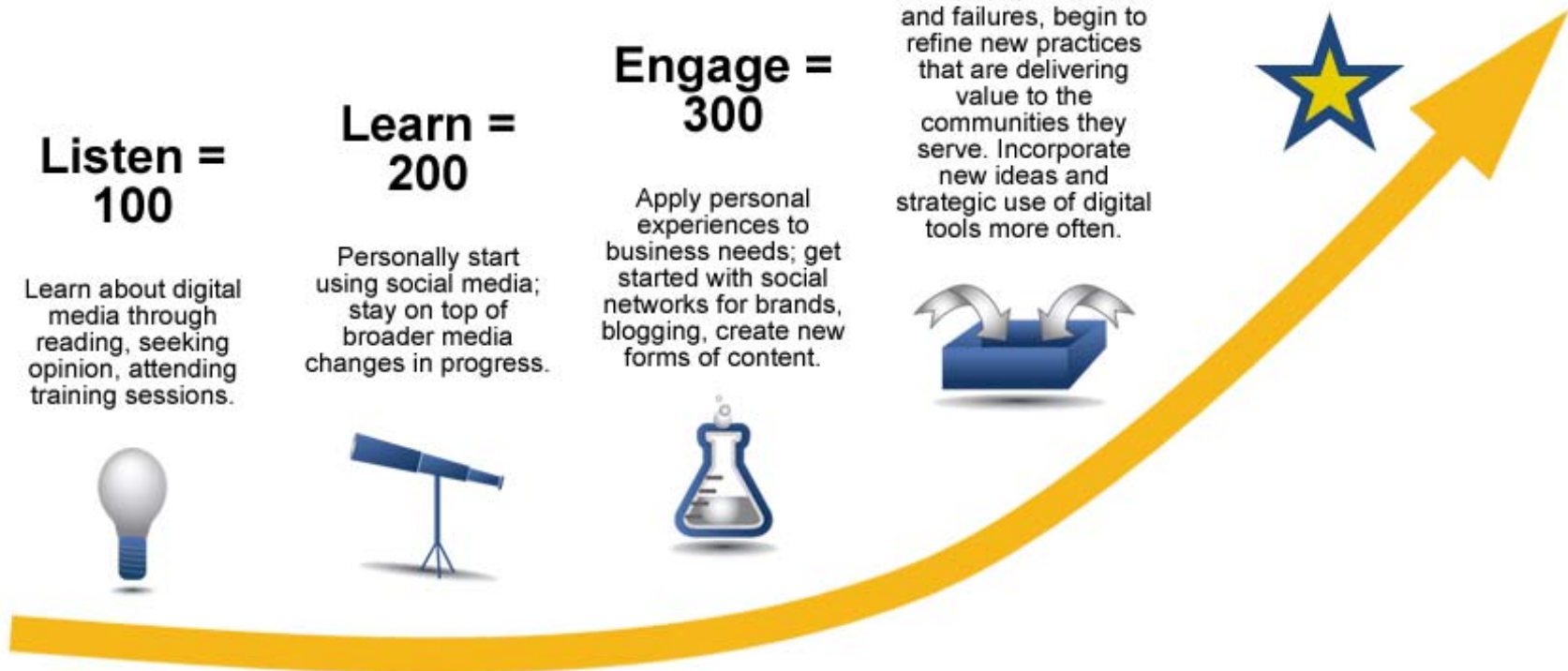
**Integrate =  
400**

Learn from successes and failures, begin to refine new practices that are delivering value to the communities they serve. Incorporate new ideas and strategic use of digital tools more often.



**Optimize =  
500**

Change how the brand/business operates to better serve customers (true CRM) and stakeholders; design and execute strategic programs that have measurable and sustained impact.



# Sample benchmark results

Re-assess your brand on a regular basis to continue to build better and better strategies for social engagement.

Summary by Section	Score	Result
<b>Social Maturity Index Score</b>	<b>226</b>	<b>Learn</b>
Section 1: Audience Engagement	200	Learn
Section 2: Content, Platforms and Syndication	250	Learn
Section 3: Community Interaction	183	Listen
Section 4: Campaign Execution	250	Learn
Section 5: Organizational Synergy	160	Listen
Section 6: Measurement and Monitoring	125	Listen

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