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Marketing Business Capabilities Map

Marketing Capabilities Capabilities Map

1. Marketing Strategy and Planning
    1.1. Industry Trends Analysis
        1.1.1. Market Size
        1.1.2. Growth Rate
        1.1.3. Industry Drivers
        1.1.4. Regulatory Landscape
        1.1.5. Emerging Technologies
    1.2. Competitive Analysis
        1.2.1. Competitor Profiling
        1.2.2. Market Share
        1.2.3. SWOT Analysis
        1.2.4. Product Comparison
        1.2.5. Pricing Analysis
    1.3. Marketing Strategy Definition
        1.3.1. Objectives
        1.3.2. Positioning
        1.3.3. Target Audience
        1.3.4. Value Proposition
        1.3.5. Channels
    1.4. Marketing Budgeting
        1.4.1. Budget Allocation
        1.4.2. ROI Projections
        1.4.3. Cost Estimation
        1.4.4. Resource Prioritization

1.4.5. Financial Tracking

1.5. Marketing Compliance Planning

1.5.1. Legal Requirements

1.5.2. Industry Guidelines

1.5.3. Internal Policies

1.5.4. Risk Assessment

1.5.5. Compliance Monitoring

1.6. Market Segmentation and Targeting

1.6.1. Demographics

1.6.2. Psychographics

1.6.3. Behavior

1.6.4. Geographics

1.6.5. Segment Prioritization

1.7. Customer and Market Research

1.7.1. Surveys

1.7.2. Interviews

1.7.3. Focus Groups

1.7.4. Observations

1.7.5. Data Analysis

1.8. Brand Strategy Development

1.8.1. Brand Identity

1.8.2. Messaging

1.8.3. Visual Elements

1.8.4. Brand Voice

1.8.5. Brand Guidelines

2. Marketing Execution

2.1. Advertising Management

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2.1.2. Ad Copy

2.1.3. Ad Placement

2.1.4. Ad Scheduling

2.1.5. Ad Tracking

2.2. Email Management

2.2.1. Email Design

2.2.2. Email Copy

2.2.3. List Segmentation

2.2.4. Email Automation

2.2.5. Performance Metrics

2.3. Prospect Marketing and Lead Generation

2.3.1. Lead Scoring

2.3.2. Lead Nurturing

2.3.3. Lead Capture

2.3.4. Lead Sources

2.3.5. Conversion Metrics

2.4. Customer Marketing

2.4.1. Cross-selling

2.4.2. Upselling

2.4.3. Onboarding

2.4.4. Retention

2.4.5. Advocacy

2.4.6. Account-based Marketing

2.4.7. Product-led Growth

2.5. Mobile and In-App Marketing

2.5.1. App Store Optimization

2.5.2. In-App Advertising

2.5.3. Push Notifications

2.5.4. In-App Messaging

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2.6. Website Marketing

2.6.1. Website Design

2.6.2. Website Copy

2.6.3. Landing Pages

2.6.4. Call-to-Action

2.6.5. Website Analytics

2.7. Social Media Marketing

2.7.1. Social Content

2.7.2. Social Advertising

2.7.3. Social Engagement

2.7.4. Social Scheduling

2.7.5. Social Monitoring

2.8. Content Management

2.8.1. Content Strategy

2.8.2. Content Creation

2.8.3. Content Distribution

2.8.4. Content Optimization

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2.9. Public Relations

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2.9.3. Crisis Management

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2.9.5. Event Management

2.10. Influencer Marketing

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2.10.2. Influencer Outreach

2.10.3. Influencer Collaboration

2.10.4. Content Amplification

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2.11. Event Marketing and Sponsorships

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2.12.2. Partner Onboarding

2.12.3. Commission Structures

2.12.4. Promotional Materials

2.12.5. Performance Tracking

2.13. Video Marketing

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2.13.4. Video Optimization

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2.14.Search Engine Marketing (SEM) and Search Engine Optimization (SEO)

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2.17.Growth Marketing

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2.17.5. Data-Driven Experimentation

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2.17.7. Cross-Channel Synergies

2.17.8. Growth Hacking Tools

2.17.9. Performance Metrics and Analysis

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3.1.2. Policy Drafting

3.1.3. Stakeholder Consultation

3.1.4. Policy Approval

3.1.5. Policy Review

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3.4.2. Employee Training

3.4.3. Monitoring Compliance

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3.4.5. Policy Updates

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3.5.3. Data Processing

3.5.4. Data Security Measures

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4.1.3. Performance Evaluation

4.1.4. Contract Negotiation

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