### Define the different service offerings

- e.g. 1. Social media
- 2. Content creation
- 3. Website

### Define the different maturity levels per service offering

- e.g. for Email Marketing
- Level 0 = sending no mails
- Level 1 = sending some manual mails
- Level 2 = sending a basic newsletter
- Level 3 = sending different kind of mails
- Level 4 = segmented newsletter, Marketing automation

- e.g. for Social media

<table>
<thead>
<tr>
<th>Question</th>
<th>Maturity Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Do you have a person within the company who’s responsible for Social Media?</td>
<td></td>
</tr>
<tr>
<td>2. Do you have a process in place ‘how to do Social Media’?</td>
<td></td>
</tr>
</tbody>
</table>

### Define your area of expertise.

- What field(s) are you active in?
  - e.g. Online presence

### Define the Benchmark

- How will scores (weight) be calculated?
  - e.g. question 1 gets a weight of 8 vs question 4 gets a weight of 5 in the total score.

- TIP: Set up your scoring so that most clients get a rather mediocre score. It gives them incentive to get advised by you. If they score high, they will not feel the need for your consultancy. If they score too low, they might feel discouraged.

- Ideally about 60% of your target audience should score below average.

### Define 10 to 20 qualifying questions to measure each service offering

<table>
<thead>
<tr>
<th>Question</th>
<th>Maturity Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
</tr>
</tbody>
</table>

### Define your target audience

- e.g. Industry, company size, geographical location...

### Why you? What are your USPs compared to the competition?

- e.g. Online presence

### How can you bridge the gap based on your defined service offerings per maturity level?

- Why you?
- What are your USPs compared to the competition?
- Who is your target audience?
- e.g. Industry, company size, geographical location...

### How will scores (weight) be calculated?

- e.g. question 1 gets a weight of 8 vs question 4 gets a weight of 5 in the total score.

- TIP: Set up your scoring so that most clients get a rather mediocre score. It gives them incentive to get advised by you. If they score high, they will not feel the need for your consultancy. If they score too low, they might feel discouraged.

- Ideally about 60% of your target audience should score below average.

### Define the Benchmark

- TIP: Ways to do it are online research or setting up an assessment yourself to send this to your audience