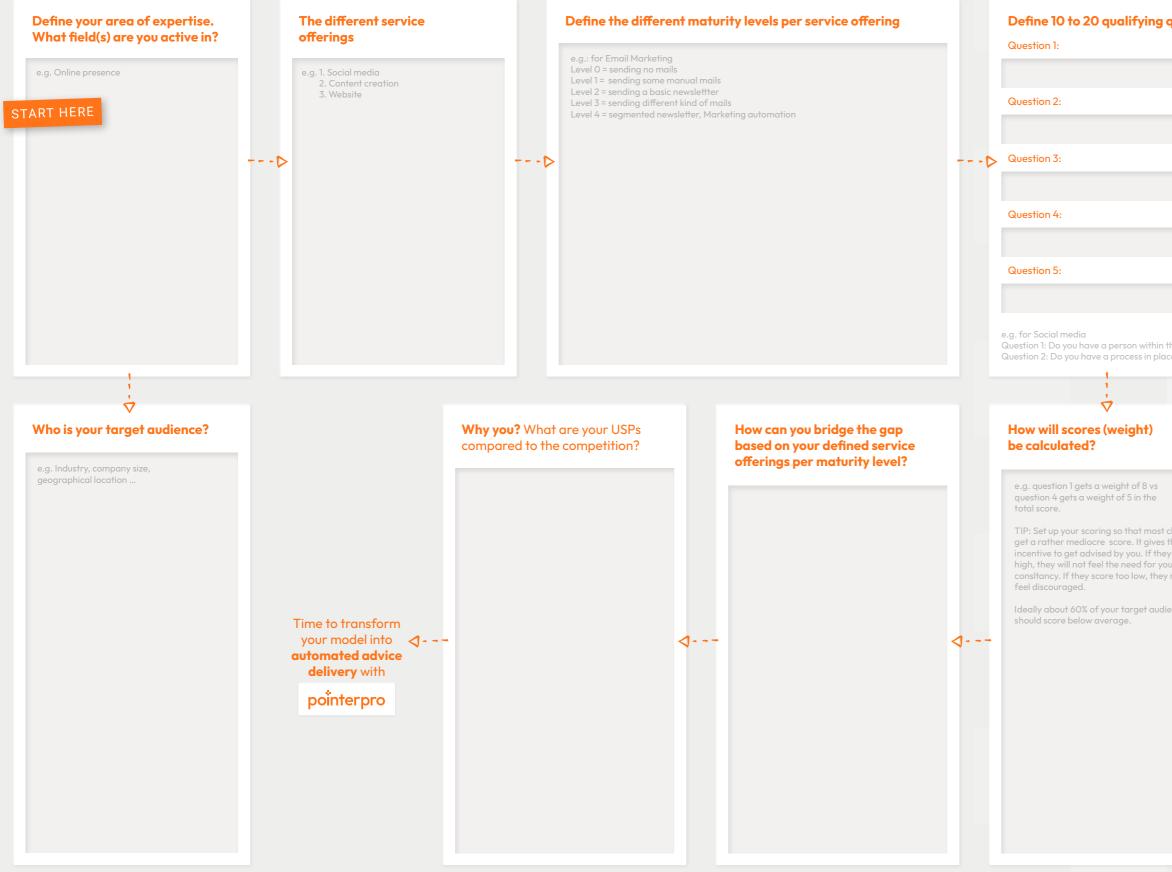
Professionalize your service with a quantitative **maturity model**





CANVAS

Define 10 to 20 qualifying questions to measure each service offering

		Question 6:	. 1
		Question 7:	
		Question 8:	
		Question 9:	
		Question 10:	
			c l
the company	who's resp	onsible for Social Media?	
ace 'how to do	Social Mea	dia'?	
		Define the Benchmark	
		TIP: Ways to do it are online research or	
		setting up an assessment yourself to send this to your audience	
t clients s them			
ey score our			
ey might			
dience			

The Maturity Model Canvas