

Assess Your Organization's **Content Maturity**

Step back from your day-to-day to evaluate your content strategy maturity—and how to evolve it.

Recognize Why Content Maturity Matters



A majority of B2B marketers rate their content strategy as only "moderately effective."*



Nearly half of B2B marketers lack a scalable model for content creation.*



Only a quarter have the right technology in place to manage content across the organization.*



Driving results with content requires a robust content organization with systems, strategies, and processes.



Periodically assessing your organization's content maturity is essential for growing B2B teams.

*Source: Content Marketing Institute, B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2025



Assess Your Maturity Across 5 Pillars

Evaluate and score your organization's content maturity to identify strengths, weaknesses, and opportunities.





Find Your Position on the Maturity Curve

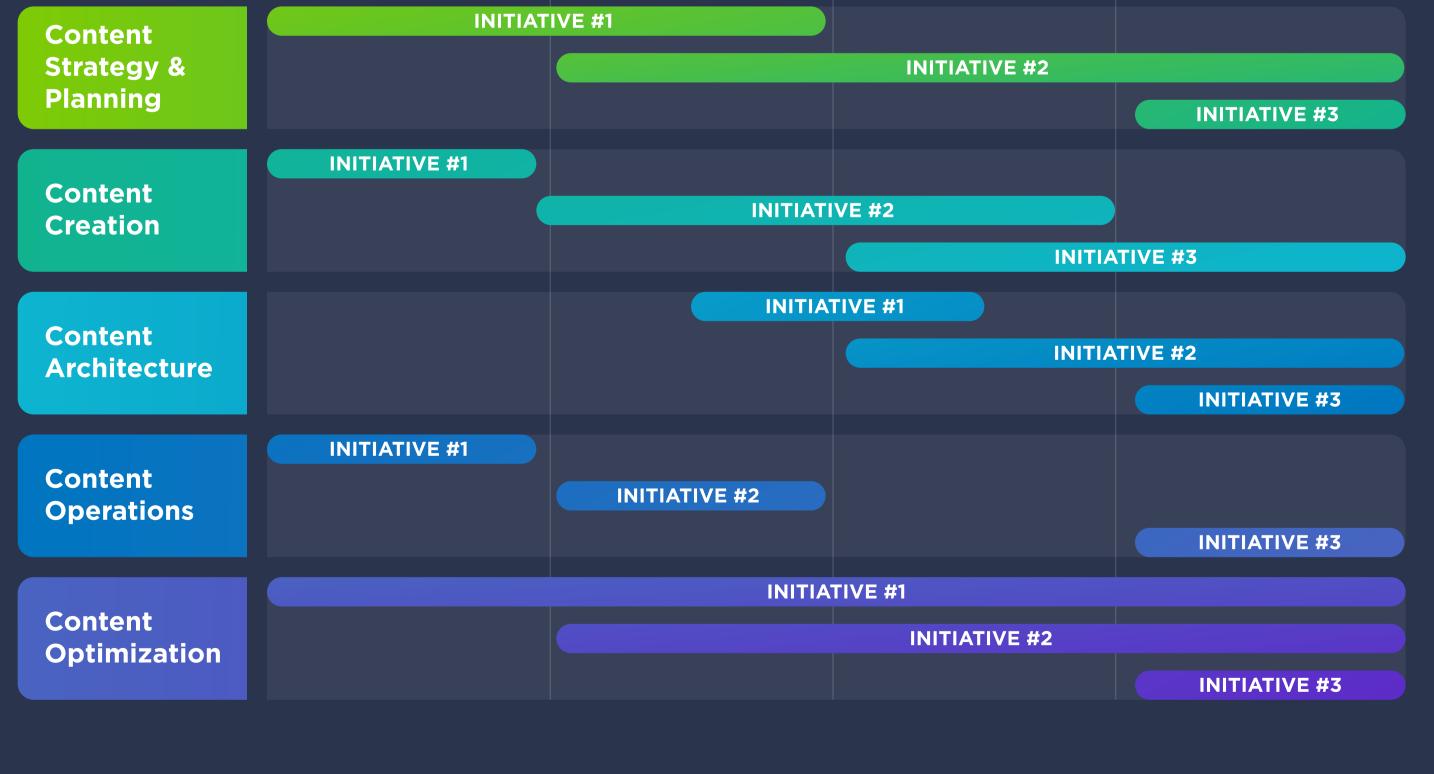
Based on your evaluation across the five pillars, determine your current maturity level—and where you want to be.





Identify and prioritize initiatives to further your maturity across the five pillars and build an implementation roadmap.

Q3 Q1 Q2 **Q4**



Get Guidance from Tendo,

the Content Maturity Experts Tap into Tendo Communication's agency expertise to help your B2B company develop an effective, results-driven content function. We'll use our scoring methodology to evaluate

your content maturity and share detailed recommendations based on our 25 years of

Explore Content Maturity Assessment Services

experience working with dozens of large and enterprise brands.

