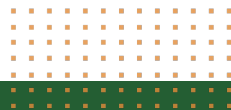PARSONS | TKO

The Engagement Architecture Maturity Model

How to assess your engagement operations maturity and ability to realize value

A ParsonsTKO Engagement Architecture Primer

Do you feel stuck?

Running your outreach can feel like treading water, working hard to keep engagement going, without being able to move forward in sophistication or optimize your tactics. This can feel like you are...

- Wasting time, resources, and reputational capital reaching out to the wrong audiences for the wrong things
- Being unable to use the advanced features of your engagement systems
- Failing to make a greater impact year over year
- Unsure of what to prioritize for improvement
- Squandering your audience's brand affinity

Untargetted message
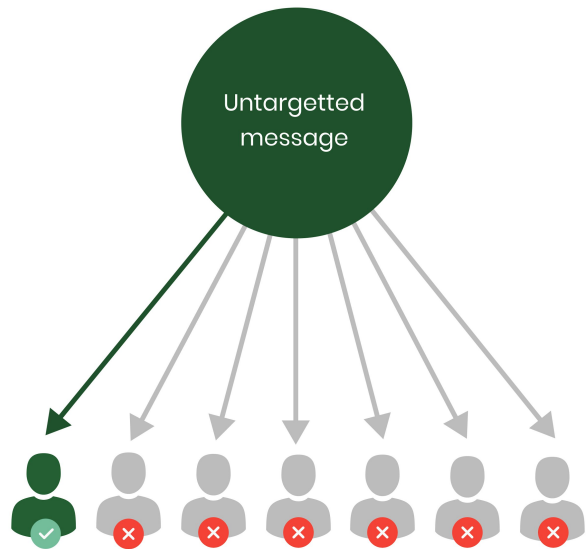
If you reach everyone with one message, most people get the wrong message for their stage of engagement with your organization

Engagement Architecture

When you work with PTKO, you benefit from our road tested methodology & framework for audience engagement and outreach.

Engagement architecture (EA), the PTKO philosophy and methodology, addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to make things happen.
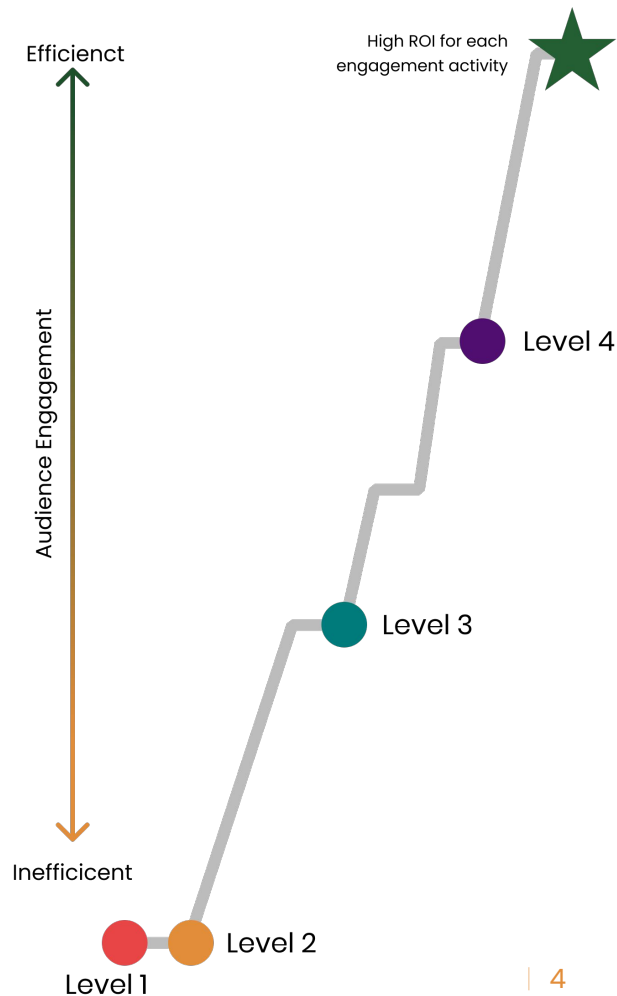
EA helps you design and steward a thoughtfully constructed audience engagement and outreach model that unlocks capabilities and advances your mission.   EA helps connect not just software systems, but people, process, and capacity together, ensuring your outreach efforts are successful and sustainable.

Engagement

Outreach

Growth

Strategy

People

Processes

Platforms
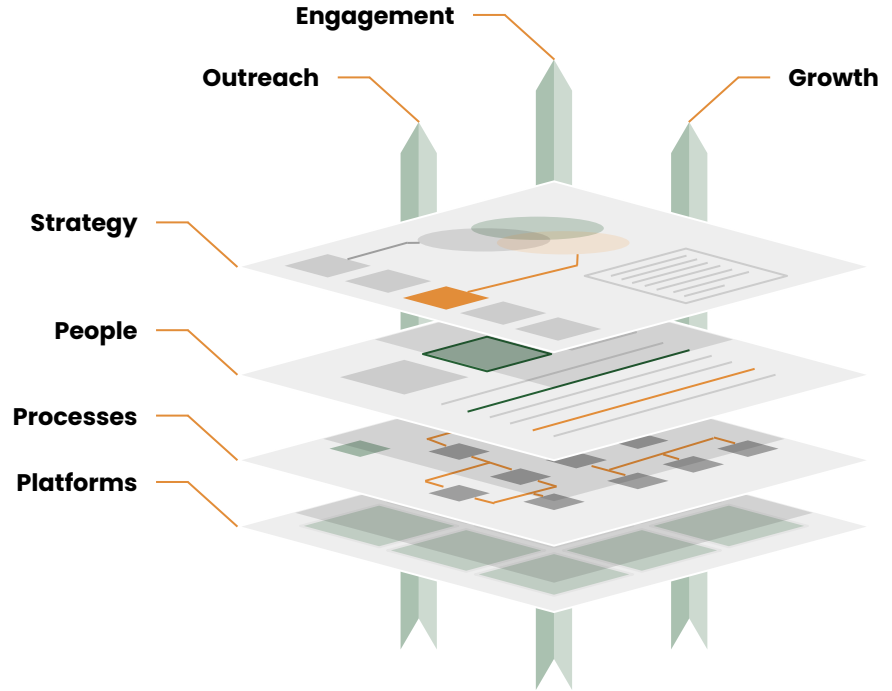
Maybe you need a map

To move forward, you need to assess what changes you need to make, in what order, to make useful, practical progress. You also need to know what foundations you need to turn potential into realized value.

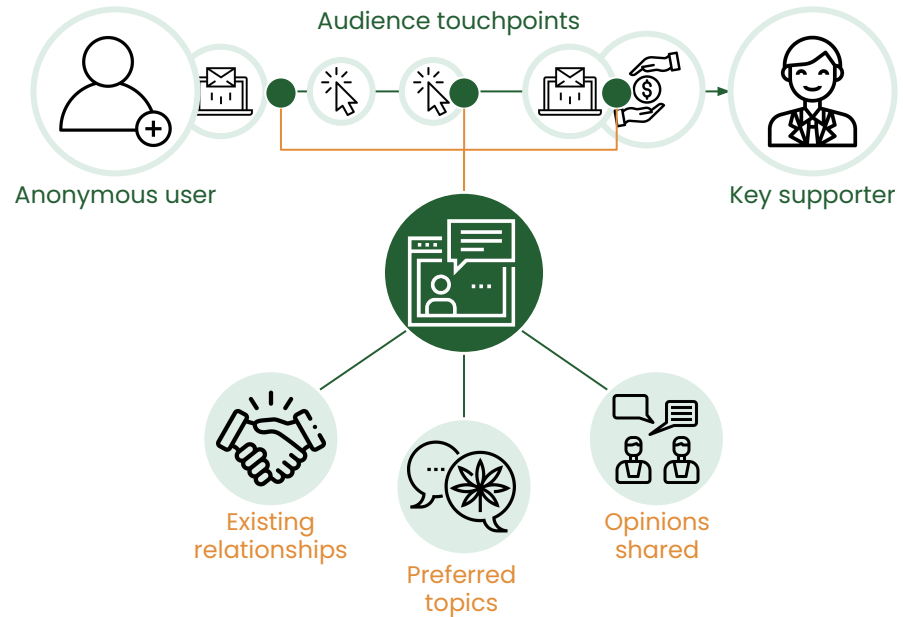We've worked with many organizations trying to navigate these waters, and that experience has helped us draw a reliable, practical, map of what to focus on and what to prioritize to make progress. This primer can help you get where you want to go, faster, building on our clients' successes and our experience.

Efficienct

Inefficicent

Audience Engagement

High ROI for each engagement activity

Level 4

Level 3

Level 2

Level 1

What will this maturity model help you do?

- **Create more business value** from each audience member you engage with.

- Identify the investments that will **improve your audience engagement** based on your unique situation.

- **Explain the value of systems integration**, audience data, and marketing automation in clear business terms.

To make your audience more valuable you must deliver value to your audience with each interaction

Audience touchpoints

Anonymous user

Key supporter

Existing relationships
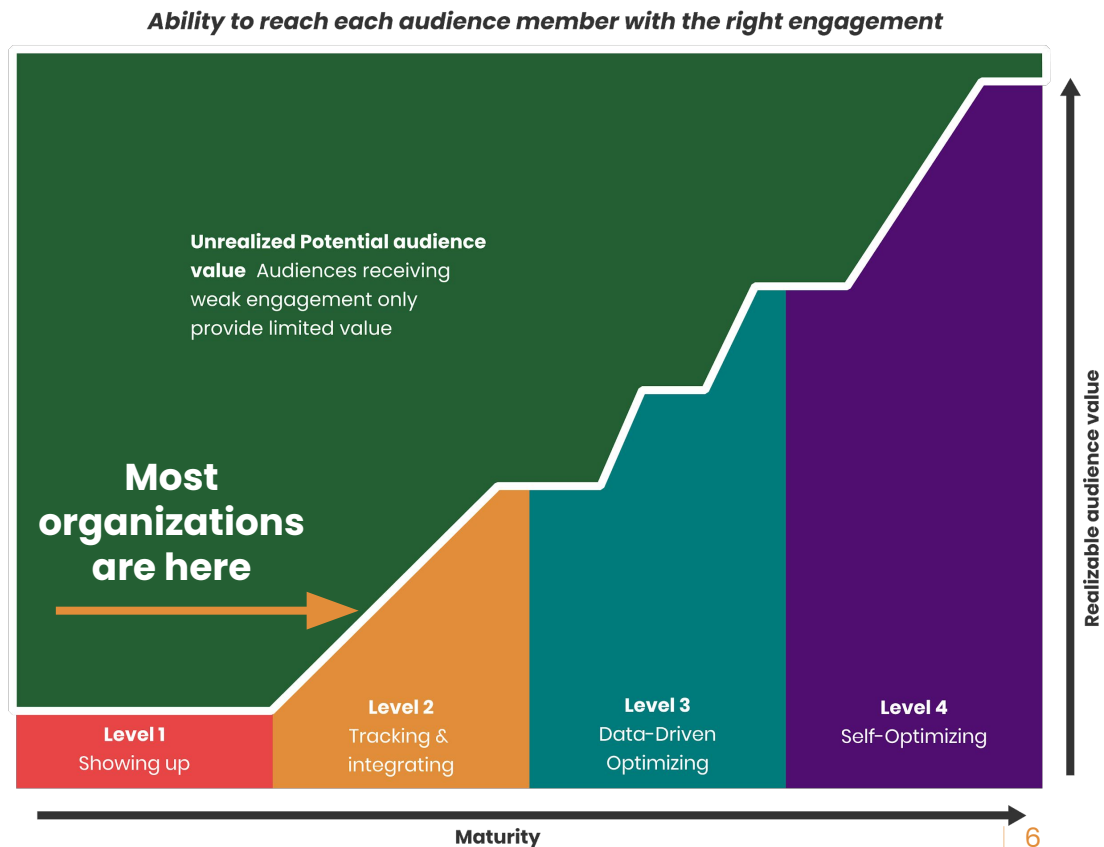
Preferred topics

Opinions shared
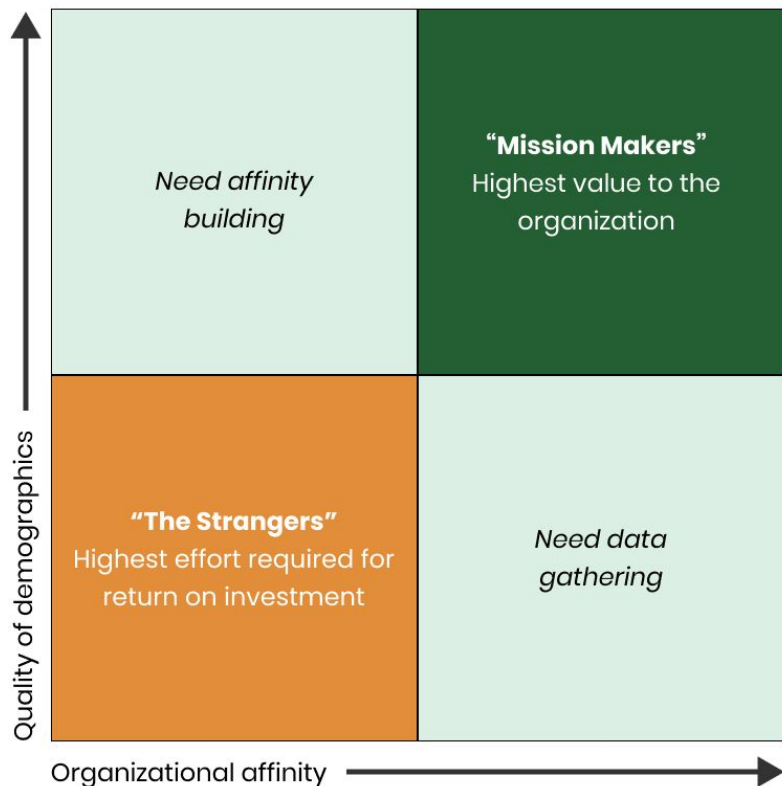
The Engagement Architecture Maturity Model

The Engagement Architecture maturity model consists of four different stages, each with imperatives for action.

Maturity level is determined by:

- Staff capacity & capability to efficiently create segmented outreach content

- Your Engagement Platform's ability to target discrete audience segments

- Available data for evaluation & optimization of outreach

Ability to reach each audience member with the right engagement

Unrealized Potential audience value Audiences receiving weak engagement only provide limited value

Most organizations are here

Level 1
Showing up

Level 2
Tracking & integrating

Level 3
Data-Driven Optimizing

Level 4
Self-Optimizing

Realizable audience value

Maturity

What's our measure of maturity?

Most of your online audience comes to you as a stranger. **The most valuable members of your audience can't be engaged deeply until you build a relationship**. To do this your Engagement Architecture needs to produce:

1. **Demographic clarity**, providing a rich profile of the individual
2. **Positive engagement**, increasing the probability that each audience member will take action to support your mission

Level 1 - Showing up

Unrealized value

Realized value

Realizable audience value

Maturity
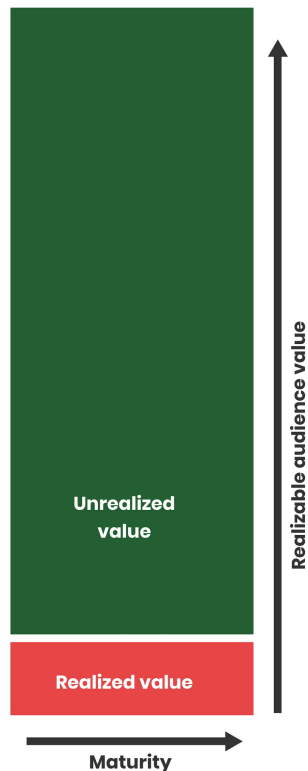
Disconnected outreach tools and no audience engagement segments

Many organizations are plateaued at this stage because their strategy doesn't target different audience segments with different engagements, and the data produced isn't useful for optimization.

The **potential value left on the table is high.**

Realized value

Public messaging, some capacity to build email lists.

Unrealized value

Ability to usefully segment and target audiences with appropriate outreach, as well as the ability to create deep, ongoing relationships. Routine identification and nurturing of high value audience members.

Level 1 - No Audience Fidelity

At this stage, you aren't able to effectively segment your audiences, so you use your channels to broadcast the same content and engagements to everyone. At this stage segmentation is typically only possible on a "newsletter membership" level.
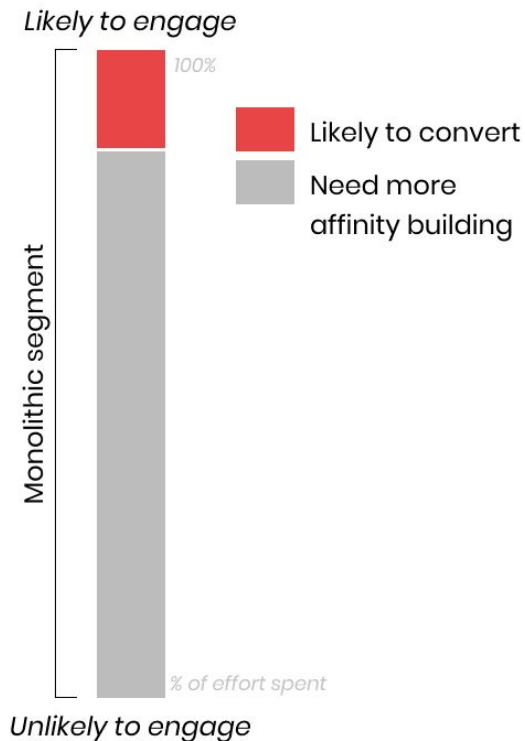
Level 1 - Monolithic audience with no segmentation

Single audience

Your highest value audiences are being treated the same as everyone else.

Level 1 - Low Efficiency Engagement

Inefficiency of a single segment

Likely to engage

100%

Likely to convert

Need more affinity building

Monolithic segment

% of effort spent

Unlikely to engage

Because you're targeting everyone with the same strategy ...

- You're not able to focus on affinity building by targeting new or low affinity audience segments differently from your most engaged audiences.
- It's awkward & inefficient to leverage your high affinity audiences because you can't message them discretely.

Every time you send an ask to your audience, it's incorrectly targeted to a large segment of the audience, and **the data that engagement generates isn't helpful for honing future outreach**.

Level 2 - Tracking & Integrating
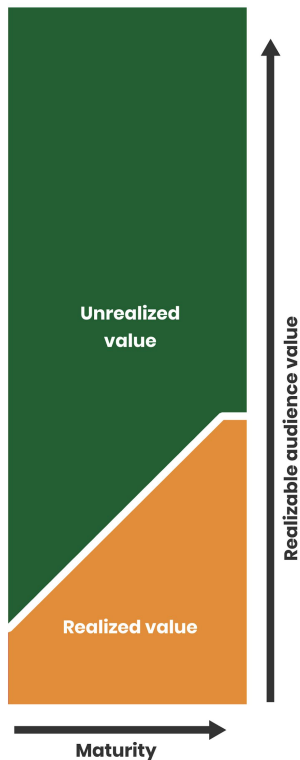
Connecting data & systems together starts to uncover your different audience segments

This stage involves engineering & thought work to weave together your different engagement systems & the data they produce. As you complete this work, more addressable audiences emerge. When you can target each desirable audience segment, you'll be ready for level 3.

For the first time, you start to get a 360 degree understanding of each audience member!

Realized value
You can segment your audiences usefully, and the value of engagement data starts to increases.

Unrealized value

The business processes and staff capabilities needed to develop and execute effective strategies targeting these segments still needs to be developed.

Level 2 - Useful Audience Fidelity

Integrated engagement platform components such as email delivery, CRM, event management, virtual events, and donations allow the automatic creation of audience segments based on each audience member's engagement history & demographics. This data & integration allows you to target different segments of your audience with different messages. Your analytics data can now be used to evaluate targeted outreach and identify areas for improvement. Ultimately, you are able to pull up a single source of truth about this one person and unlock Level 3.

Level 2 - Some segmentation possible

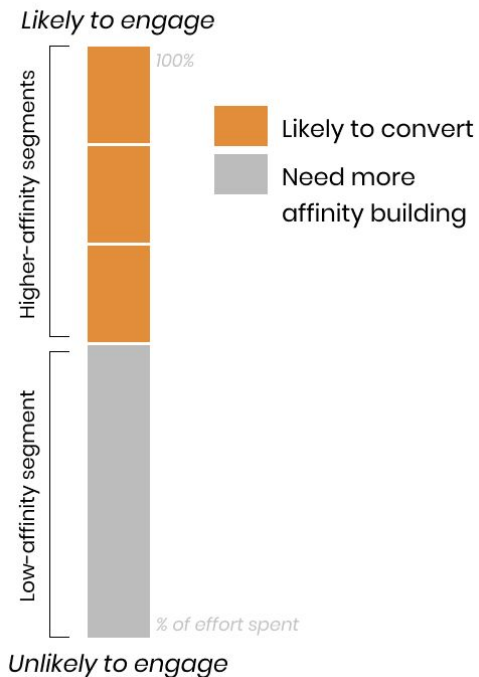| Low-engagement general audience	Moderate-engagement audience	High-Engagement Audience

Your highest value audiences come into focus, and the new challenge is to modify your engagement & content strategy to help increase the population and quality of this audience.

Level 2 – Potential Efficiency

Building segments, gaining efficiency

Likely to engage

100%

■ Likely to convert

■ Need more affinity building

Higher-affinity segments

Low-affinity segment

% of effort spent

Unlikely to engage

With your audience segmented, you have the capability to conduct outreach to each segment independently. Targeted outreach reduces the effort spent "throwing everything at the wall to see what sticks" and produce greater returns on efforts.

The challenge now is to evolve your outreach processes and efforts to create staff capacity to conduct this outreach while **changing internal stakeholders value model for what effective outreach looks like**.

Level 3 - Data-Driven Optimizing

Access to rich data allows for accurate and precise targeted outreach, but you must invest time to uncover your own playbook for successful outreach with each segment.

Developing the business processes that focus on positive engagement as the measure of success, and uncovering the cause & effects of strong engagement will enable you to unlock the next level.

Realized value

Outreach tactics are increasingly effective at creating higher affinity, and your playbook for engagement is becoming well documented. You're moving faster, reclaiming time previously used on lower-return tactics.
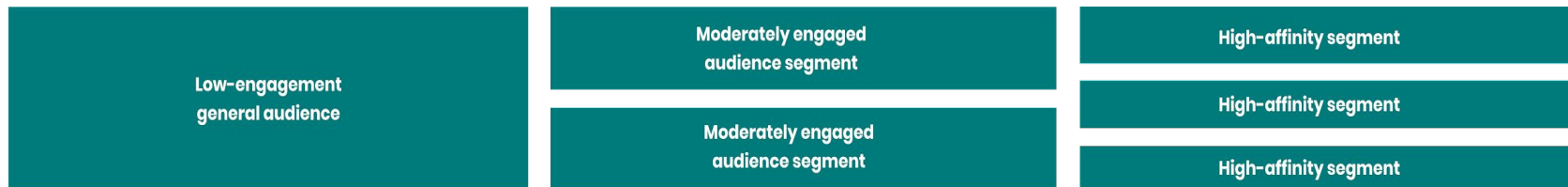
Unrealized value

Your playbook is still operated by hand, and personalization and automation are only sporadically useful.
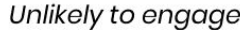
Level 3 - Segment specific engagement

You're moving more of your audiences from low-affinity to high-affinity. You can implement segment-based tactics. You can market to "Doctors in Atlanta", "under 35 government professionals" -- create interesting cohorts, target them, learn how they respond and who are your most high-affinity audiences. You're experimenting, trying to figure out what works and what doesn't.

Level 3 - Able to develop effective affinity-strategies

Low-engagement general audience	Moderately engaged audience segment	High-affinity segment
	Moderately engaged audience segment	High-affinity segment
		High-affinity segment

Your highest value audiences have been identified and as you complete Level 3, you learn how to cultivate them from lower-engagement groups.

Level 3 – Data generates efficiency & quality

Returns on efficiency increase

Likely to engage

100%

Higher-affinity segments

Low-affinity

% of effort spent

Unlikely to engage

- Most likely to convert
- Likely to convert
- Need more affinity building

The analytics data you collect from your outreach is now highly valuable, because it is very actionable. This data clearly signals where and how you need to focus your optimization efforts.
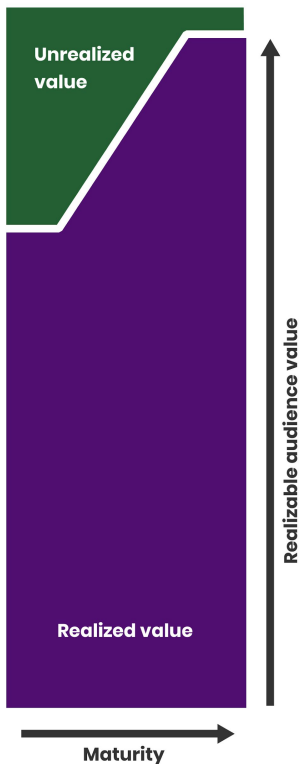
You can now also create useful reports beyond who is consuming your content to also forecast the efforts & outreach needed to achieve specific milestones or targets.

Your biggest limiter to future growth will be your staff's capacity to manage & optimize more audience segments.

Level 4 – Self–Optimizing

Unrealized value

Realized value

Realizable audience value

Maturity

Automation & personalization allow you to switch from targeting segments to targeting individuals.

You are rapidly unlocking the remaining potential audience value. You receive a vast return on your investments in your audience playbook by automating outreach & cultivation of low affinity audiences, allowing you to spend your time and attention on your most important audience members.

Realized value

You're able to intelligently cultivate individuals, with automation providing the next best engagement based on demographics and behavior.

You can uncover high affinity individuals in your pipeline and nurture them with individualized engagement.
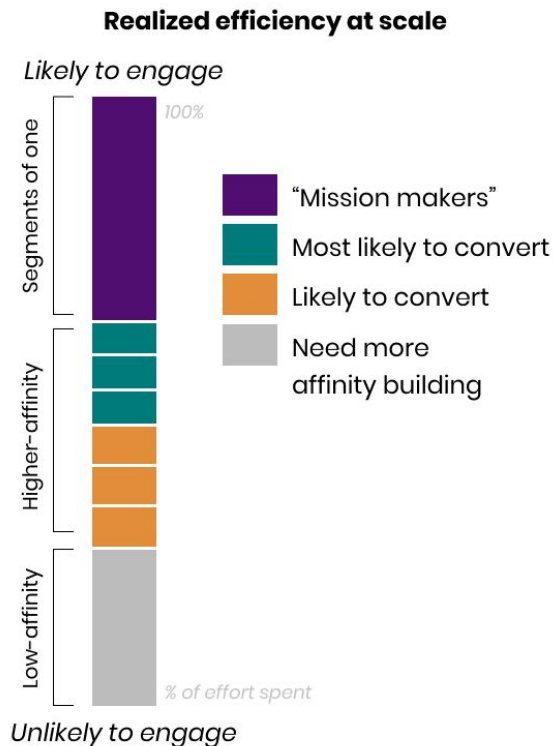
Level 4 – "Audience of One" Fidelity

You're operationalizing and automating the tactics that leverage a full 360 view of individual audience members. Tactics can be be deployed at a massive scale, leveraging your high-fidelity audience engagement model to automatically perform the best next step for each individual.

Level 4 - Affinity-building strategies at massive scale
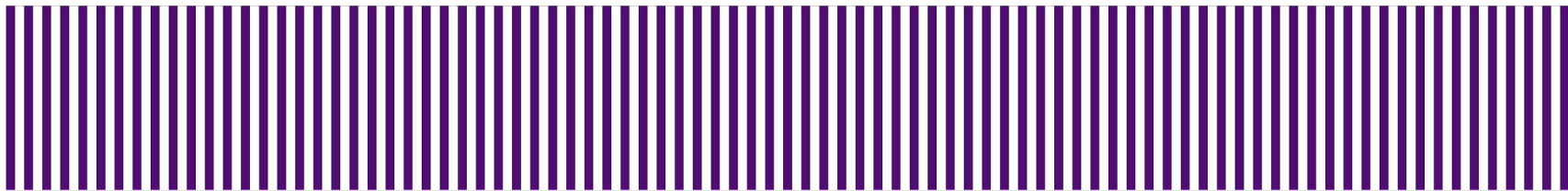
Personalization & automation only feel "magical" when your audience feels like the suggested content or action is "right" for them. They create massive value when they allow you to scale engagement playbooks you've proven out using data & manual analysis.

Level 4 – Realized Efficiency

Realized efficiency at scale

Likely to engage

Segments of one

100%

■ "Mission makers"

■ Most likely to convert

■ Likely to convert

■ Need more affinity building

Higher-affinity

Low-affinity

% of effort spent

Unlikely to engage

Individualized engagement and bespoke high-touch outreach is enabled through the time savings realized by automating your nurturing & affinity building playbook.

At this stage, you are able to reduce the total effort needed to unlock the highest potential value. Your data and analytics are extremely valuable because the insights & optimizations they provide can be implemented at scale.

Ironically automation and personalization provide your team space to engage the Mission makers, those who are the most likely to move your mission forward. Automation provides time to reach them manually and individually with targeted big asks.
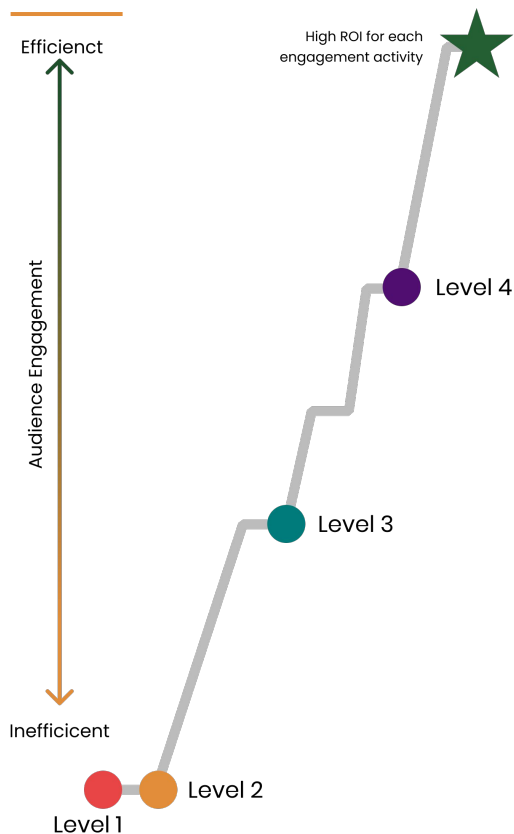
Moving into a virtuous cycle

Data

Analysis

Experimentation

Increasing value
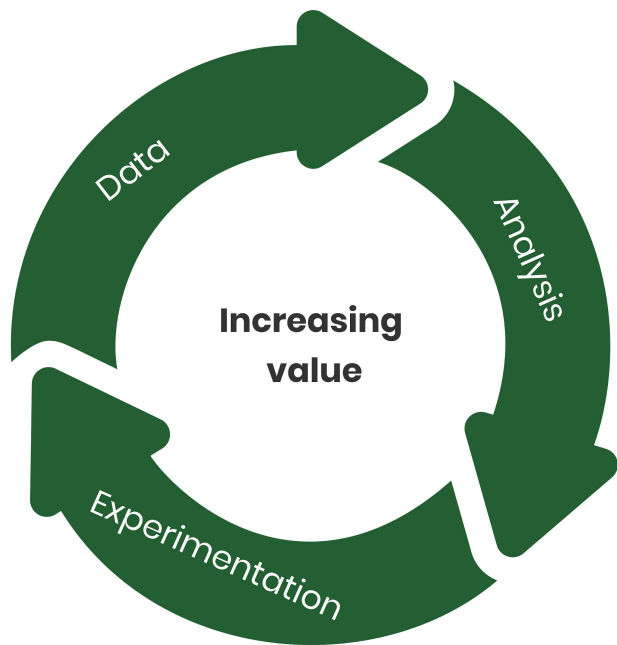
No organization moves forward without change. For most organizations the biggest challenge for improving engagement is changing their definition of success. **Engaging audiences requires not just reaching big numbers of people, but providing quality experiences.**

This is challenging for mission driven orgs, with their huge number of addressable audiences and complex definitions of successful engagement. At the end of the day, successful organizations will make smart trade offs balancing volume of outreach for quality of engagement.

Roadmapping the journey to maturity

Efficienct

Audience Engagement

Inefficicent

High ROI for each engagement activity

Level 1
Level 2
Level 3
Level 4

Developing your engagement platform to be a highly efficient affinity building business tool requires a commitment to change.

There are few shortcuts along the journey, and without continued action to grow and maintain the platform, progress can atrophy and backslide.

A roadmap for this change is key to build, sustain, and guide the momentum it takes to achieve high maturity. However, unlocking a self-optimizing affinity building machine will turn your organization into a world changer.

PARSONS | TKO

DC | **CA** | **TX** | **NC** | 202.335.7856 | nate@parsonstko.com