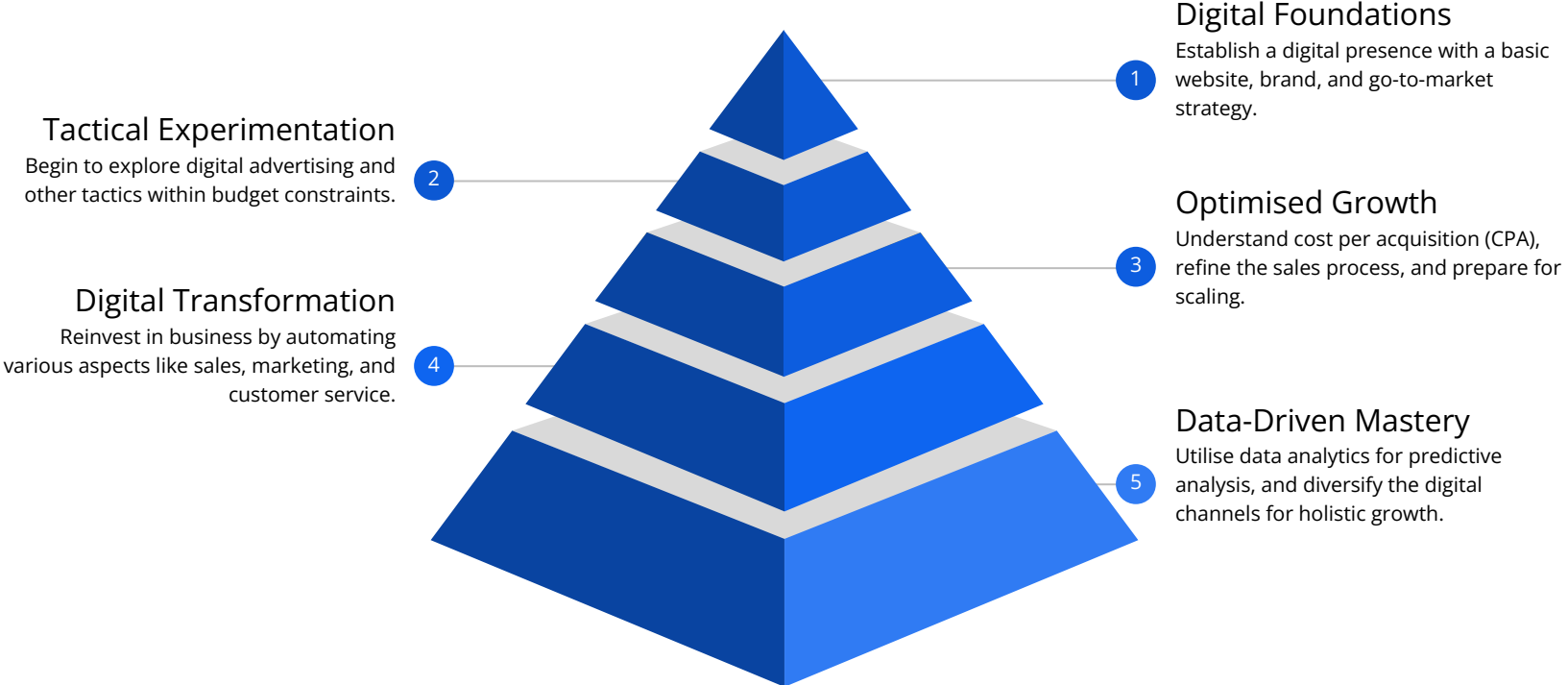


Hamma Digital Maturity Model



| Name | Tactics | Markers of Success | Hamma Services | Budget Guide | Timings |
|--------------------------|---|--|--|--------------------------|-------------|
| Digital Foundations | <ul style="list-style-type: none"> - Website design - Logo creation - Social media - Content strategy | <ul style="list-style-type: none"> - Website live - Social media - Brand guidelines - Go to market strategy - Brand terms and core service findability - Call and contact functionality - Site security and performance | <ul style="list-style-type: none"> - Basic HubSpot customer relationship manager (CRM) set up - Brand Development - Websites - Content strategy - Search Engine Optimisation (SEO) retainer | \$1,000 - \$10,000+ | 1-2 months |
| Tactical Experimentation | <ul style="list-style-type: none"> - Funnel Development - Performance marketing - Email marketing - Content refinement - SEO growth - Reporting | <ul style="list-style-type: none"> - Positive cost per click (CPC) and click through rate (CTR) - Initial sales and known return on investment (ROI) | <ul style="list-style-type: none"> - SEO retainers - Pay per click (PPC) retainers - Consulting - Hubspot Sales Enablement | \$1,000 - \$10,000/month | 2-6 months |
| Optimised Growth | <ul style="list-style-type: none"> - SEO improvements - A/B Testing - Funnel optimisation - Website optimisation | <ul style="list-style-type: none"> - Lower cost per acquisition (CPA) - Increase in monthly recurring revenue (MRR) | <ul style="list-style-type: none"> - SEO retainer - PPC retainers - Consulting - HubSpot Marketing Enablement | \$7,000 - \$30,000/month | 3-6 months |
| Digital Transformation | <ul style="list-style-type: none"> - Implement advanced CRM enablement - Sales automation - Marketing automation - Service enablement | <ul style="list-style-type: none"> - Higher customer lifetime value (CLV) - Reduced manual processes - Standard operating procedures (SOPs) and Service level agreements (SLAs) - Proprietary processes and business customisation | <ul style="list-style-type: none"> - HubSpot Enterprise Enablement | \$5,000 - \$10,000/month | 6-12 months |
| Data-Driven Mastery | <ul style="list-style-type: none"> - Advanced analytics tools - Multi-channel strategy - Loyalty programs | <ul style="list-style-type: none"> - High return on advertising spend ROAS - Strong customer retention - Look to sale and exit (end-Goal) | <ul style="list-style-type: none"> - Support and strategy | \$10,000+/month | 12+ months |