

# Building Your Content Marketing Measurement Program From The Ground Up



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*CEO, Content Launch*

# Content Launch – Who are We?

- We develop high quality, search engine optimized, sharable content that converts
- 300 U.S. based writers who know SEO and content strategy – all major industries represented, B2B, B2C, non-profits and government
- A better alternative to “crowd-sourced” content where quality suffers
- Partnerships with over 200 agencies and 50 companies
- Also provide content strategy consultation
- Founded in 2003



The screenshot shows the ContentLaunch website with the following elements:

- Header:** ContentLaunch logo with the tagline "Create Connection". Navigation links include Company, Services, Portfolio, Partners, Clients, News, and Resource Center.
- Section 1: We Do It All**
  - Checklist of services: Website Copy, Blog Posts, Articles, Press Releases, Social Media, Videos, and More.
  - Graphic of silhouettes of people.
  - Book promotion: "NEW BOOK FROM CEO, JON WUEBBEN" titled "CONTENT CURRENCY". Features include "Develop powerful content", "Video, social, mobile & more", and "Praised by industry experts". A "GET CHAPTER 1 FREE!" offer with a "Download Now" button is also present.
- Section 2: The Leader in Web Content Development**
  - Text: "Content Launch is the leading web content development firm worldwide. Serving hundreds of clients with online content of all types, we help companies everywhere rank higher in the search engines and communicate more effectively with their target market. Whether you are a startup, mid-sized firm or Fortune 100 company, we are ready to help you with a wide range of web copywriting, content strategy and content marketing services."
  - Text: "Since 2003, our U.S. based team of 300 of the best copywriters and editors on earth have led the content revolution with the highest quality website copy, blog posts, articles,"
- Section 3: JOIN OVER 25,000 FELLOW MARKETERS!**
  - Offer: "FREE! The Ultimate Content Marketing Playbook".
  - Form: "Send Me Updates" button.

# Marketers don't like to measure

## Why?

Because we have an  
aversion to numbers!



But without measuring,  
how do you know if your  
content is working?

# 3 Important Charts

# Organizational Goals for B2B Content Marketing



# Organizational Goals & Performance Measurement for Content Marketing

**Table 2** Organizational goals for content marketing.

Content marketing goal	North America (n=121)	Europe (n=38)
Lead generation	33.9%	50.0%
Audience engagement	29.8%	10.5%
Brand awareness	14.0%	15.8%
Thought leadership	7.4%	7.9%
Customer retention	3.3%	13.2%
SEO/Web traffic	6.6%	2.6%
Customer feedback	5.0%	0.0%

**Table 3** Performance measurement criteria for content marketing.

Performance measurement criterion	North America only (n=114) <sup>1</sup>	Europe only (n=33) <sup>1</sup>
Web traffic (e.g., page views, downloads)	68.4%	60.6%
Sales/lead generation	61.4%	81.8%
Audience feedback	38.6%	33.3%
Content sharing (i.e., via social media)	36.8%	12.1%
Search engine rankings	34.2%	24.2%

<sup>1</sup> This sample includes only those respondents that indicated that their organization measures the impact of content marketing in one form or another.



# THE 6 MAGIC METRICS

**CONSUMPTION METRICS**

**SHARING METRICS**

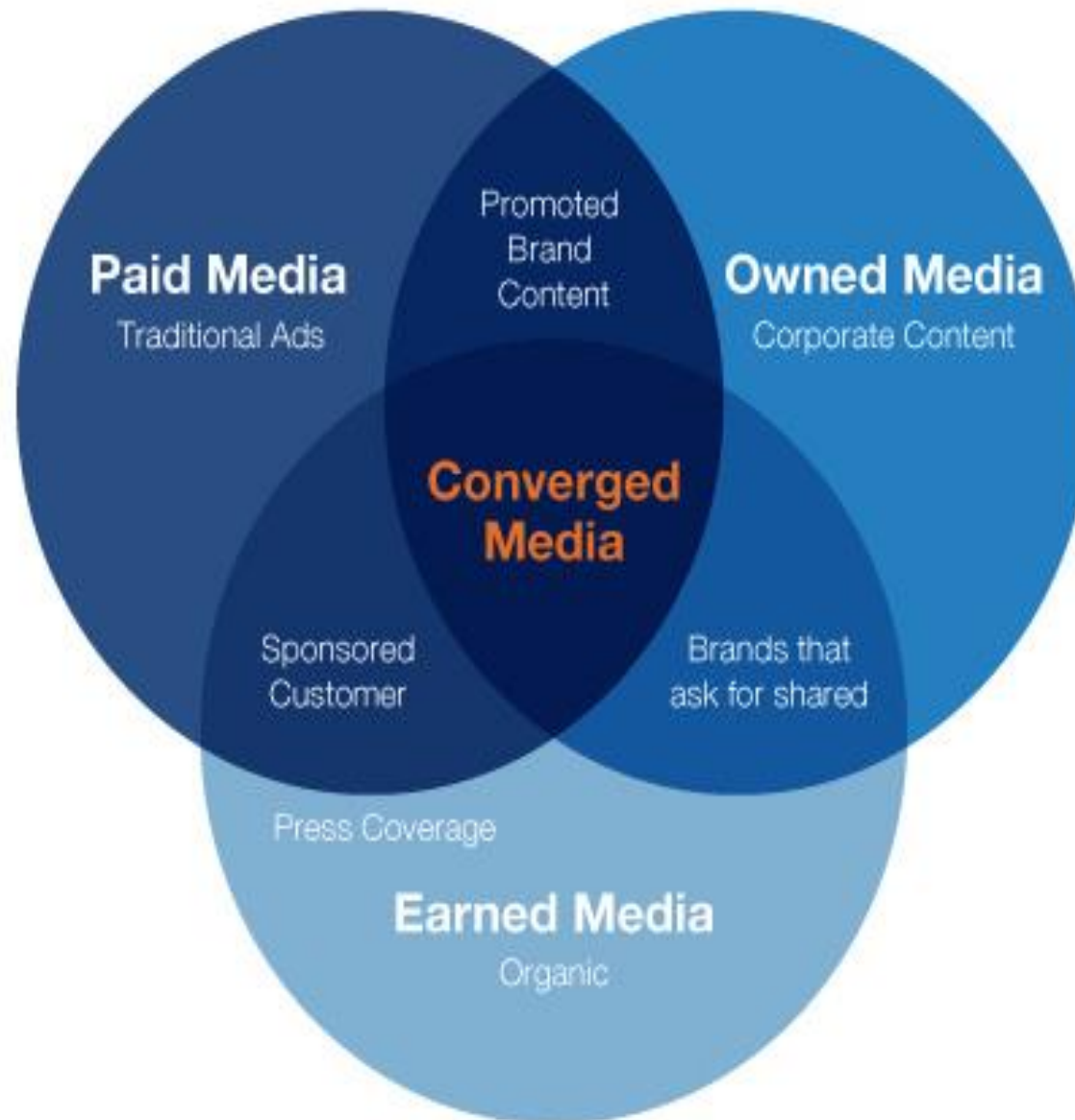
**LEAD GENERATION METRICS**

**SALES METRICS**

**THOUGHT LEADERSHIP  
METRICS**

**LOYALTY METRICS**

# Some Basics



# What do we mean when we say *Measurement*?

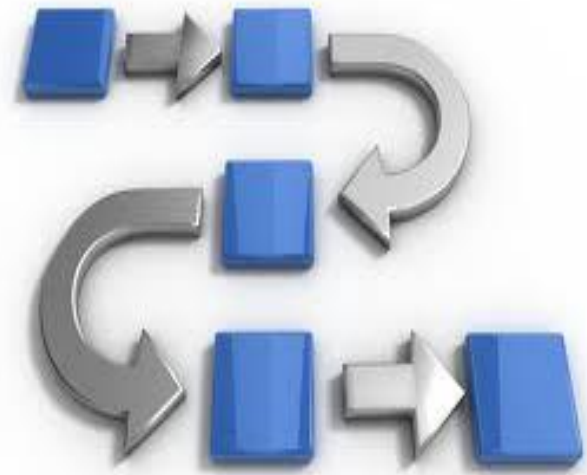
Measurement in digital terms is the **QUANTITATIVE** and **QUALITATIVE** assessment of how a strategic or tactical element has performed

# Challenges of Measuring Content Marketing

- **Different channels** – how do the channels fit into the overall marketing mix?
- **Different metrics** – “Impressions” is an easy one but there are many that are new and more complex
- **Volume of data** – sorting through the vast amount of data is job #1
- **Measurement frequency** – how often should it be captured and analyzed?
- **Lacking measurement fundamentals** – Its not taught in schools and...many of us have an aversion to numbers

# The Measurement Process in Practice

- **Benchmark research** – gather data at start of program to inform planning
- **Strategy development** – based on benchmark research, communication strategies should be developed
- **Tactical elements** – all tactics should support the strategy and be rooted in benchmark research
- **Measurement practice** – measuring the tactics to prove if the strategy is successful



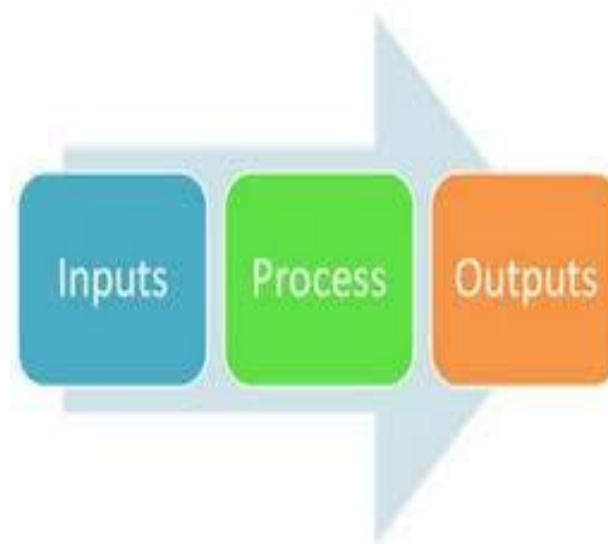
# Building Your Content Measuring Program

1. Set up your content measuring operation, get accounts on all online tools, setup analytics, CRM tasks, align goals to metrics
1. Create lots of great content and distribute it to all appropriate channels
1. Review analytics and other data in depth daily, weekly, monthly
4. Make changes accordingly
5. Do steps 2-4 over and over again, forever!!



# Outputs, Outtakes & Outcomes

- **Outputs** – example: If setting up a blog, number of posts would be an output
- **Outtakes** – example: if you are trying to convey your commitment to corporate sustainability, how well is it resonating?
- **Outcomes** – What are the quantifiable changes in behavior impacted as a result of the campaign?





# 8 Important KPI's

## REACH

- Unique Visits
- Geography – *Where* is your content being consumed?
- Mobile readership

## ENGAGEMENT

- Bounce rates/time spent
- Heat maps & click patterns (Crazy Egg)
- Page views

## SENTIMENT

- Comments
- Social sharing (Add This or Share This)



# Additional Thoughts on Defining Data Metrics

*It's important to define the data metrics that are critical success factors for your organization, common key metrics to measure are:*

- Compare channel performance to determine where you are getting traction and where you are not. Stop creating content for non-productive channels!
- Identify which content producers in your organization inspire the most engagement – have them create the majority of your content.
- Evaluate which content posts have generated the most activity to spot keyword trends for future content production.

# Setting Your Objectives

# It All Starts with Your Goals

## Content Marketing Goal 1: Build your brand

- Do visitors recognize your brand based on your content marketing?
- Does your content marketing improve brand recall?
- Does your content marketing enhance brand favorability?
- Does your content marketing increase prospects' intent to purchase?



# It All Starts with Your Goals

## Content Marketing Goal 2: Attract New Prospects

- How many visitors do you have?
- How many unique visitors do you have?
- What is your bounce rate?
- What type of devices do readers use to consume your content?
- Do visitors register for email newsletters?
- Do visitors sign up for feeds
- Do readers call your business?



# It All Starts with Your Goals

## Content Marketing Goal 3: Increase customer engagement & lead generation

- How much time do visitors spend with your content?
- How many pages do visitors read on average
- Do your readers share your posts via email?
- Do readers share your content via social sharing?
- Do readers comment on your content?
- Do you get leads or inquiries from your content marketing? (downloads, form completions)
- Does your content marketing help build prospect relationships? (keeping leads warm through emails/phone calls)



# It All Starts with Your Goals

## Content Marketing Goal 4: Build thought leadership



- Is your content gaining traction?(Look at performance over time)
- Which content clicks with your audience?
- Do other thought leaders link to your content?
- Do other thought leaders engage with you in the comment section of your content or on social media?
- Do you get media requests for your insights?
- Do you get requests to contribute to your content offering?
- Are you asked to contribute to other content in the industry?
- Do you get asked to present at industry events?
- Do you get work requests you can attribute to your content marketing?

# It All Starts with Your Goals

## Content Marketing Goal 5: Drive Sales

- Can you track sales to your content marketing?
  - Include links to relevant product pages. Also link to your content from your product pages.
- Do you support sales with how-to and specific product information?
  - Track product page print outs, targeted promotion codes used and click-throughs to purchase or place in cart.
- Does your content marketing reduce time-to-purchase?
  - Do you link to it from your emailings and other websites?
- Does your content generate advertising sales including banners, Google Adsense and sponsorships?
- Does your content marketing generate affiliate sales?





# It All Starts with Your Goals

## Content Marketing Goal 6: Increase Customer Loyalty

- Does your content reduce returns with post-purchase support?
- Do your customers buy additional or related products after consuming your content?
- Do your customers share your content with their family and friends?
- Do your customers contribute content in the form of ratings and reviews on your website?
- Do your customers share photos or images using your product?



# RedBull: A Content Marketing Measurement Miracle

- A publishing empire that just happens to sell a beverage
- Create storytelling material that attracts viewers & listeners
- Red Bull Media House: print, TV, online & feature films
- 5,000 videos and 50,000 photos to users free of charge
- *"We give wings to people and ideas"*
- What types of content?
  - Feature film: "The Art of Flight"/Magazine: The Red Bulletin
- Aligns the brand with extreme sports & energy fueled lifestyle
- Sell 5 billion cans a year



**KEY TAKEAWAY: REDBULL MEASURES EVERY PIECE OF CONTENT, POURING OVER THE DATA, SEEING WHAT WORKS & MAKES IMPROVEMENTS WHERE NECESSARY**

# Measurement Tools

# Measurement Tools to Use

## CONSUMPTION

1. Google Analytics
2. YouTube Insights
3. SlideShare & Scribd
4. CRM Platform
5. Social: Radian6, Sysomos

## SHARING

1. Facebook/Twitter/Google+, etc
2. Google Analytics
3. Open Site Explorer
4. RavenTools
5. Majestic SEO

## LEAD GENERATION

1. CRM Platform/URL Tracking
2. Email provider
3. Feedblitz
4. Disqus/LiveFyre

## SALES

1. Online sales: eCommerce System
2. Offline sales: CRM/Unique URL's, Analytics program
3. Act-on or other Content Automation tool



# Measurement Tools to Use

## THOUGHT LEADERSHIP

1. Google Analytics (Performance over time)
2. Open Site Explorer
3. Majestic SEO
4. Blog Analytics
5. Guest posting requests/Media inquiries
6. Speaking requests

## LOYALTY

1. eCommerce System
2. CRM Platform
3. Facebook/Twitter/Google+, etc
4. Ratings & Reviews



## 2 Awesome Analytics Tools to Use

### CHART BEAT

- Great dashboard makes it easy to visually follow what's happening with users engaged on your site
- Is user reading, writing, responding on a page or idle?
- How many pixels on a page has the user scrolled?
- Real time data



### WOOPRA

- Most sophisticated real time analytics tool in the industry
- Everything ChartBeat does plus it allows you to isolate and segment key categories of site visitors
- Know what content works with what specific audience
- Real time monitoring of key success events & conversion goals



One Other Measurement Tool to Use...

Talk to your customers  
and prospects!



# The 6 Magic Metrics & What You Need to Know



# Consumption Metrics

*How many people viewed, downloaded or listened to this piece of content?*

- **Page views:** Easy to measure with Google Analytics
- **Video views:** YouTube Insights
- **Document views:** Slideshare and Scribd
- **Downloads:** Measure through your CRM platform or Google Analytics (when un-gated)
- **Social Chatter:** Radian6, Sysomos, Viralheat

BUT THIS IS SIMPLY THE FIRST STEP...

# Sharing Metrics

*How impactful is this content and how often is it shared with others who matter?*

- **Likes, shares, tweets, +1s and pins:** sharing tools track these; Google Analytics offers additional insights
- **Forwards:** Your email provider and Google Analytics track email forwards
- **Inbound links:** Blogging software (Wordpress), OpenSiteExplorer, RavenTools, MajesticSEO, SEOMoz or BrightEdge

Key: Improve sharing by making it easy with share buttons on every piece of content, configured to focus on channels your audience uses most often

# Lead Gen Metrics

*How often does content consumption result in a lead?*

- **Form completions & downloads:** Through your CRM & URL tracking, how often visitors access gated content is simple to measure
- **Email subscriptions:** Your email provider or CRM tracks how many visitors sign up to receive your emails
- **Blog subscriptions:** You can measure blog subscriptions through services like Feedblitz or your CRM system
- **Blog comments:** A strong comment platform helps here (like Disqus, Livefyre or one built into your blogging software. ie. Wordpress)
- **Conversion rate:** How often do visitors who consume content become leads?

# Measuring Indirect Lead Gen

*Not all content produces leads directly, but all of your content can contribute to lead generation behavior*

*Set goals in Google Analytics to measure how content contributes indirectly to lead gen:*

- For key behaviors that don't produce revenue immediately (like email signup), assign a specific dollar value
- Set custom reports to show goals for each piece of content
- Look at the new "page value" data in Google Analytics, which assigns value to each page corresponding to how often it is viewed "on the way" to a conversion

# Sales Metrics

*Did we actually make any money directly because of this content?*

- **Online sales:** Typically measured through your eCommerce system
- **Offline sales:** Track via CRM & unique URL's measured by analytics program
  - Act-on and similar solutions can record which pieces of content customers consumed, allowing you to put a \$\$ value on each component
- **Manual reporting:** Record those handshake deals!

**Note:** In order to track leads & sales, you have to do something that's trackable. To understand the impact of a Facebook status update, include a call to action unique to that piece of content

**Don't forget customer retention:** Your most important content audience? Your current customers! Give them first access. Make them feel special.

# Thought Leadership Metrics

*Is our expert status, used in our content helping to generate leads and sales?*

- **Is your content gaining traction? Analyze performance over time:** Use Google Analytics
- **Do other thought leaders link to your content?** Use OpenSiteExplorer & MajesticSEO, SEOMoz or BrightEdge
- **Do other thought leaders comment on your content or on social media?** Use your blog analytics
- **Do you get media requests for your insights?**
- **Do you get requests to contribute to your content offering?**
- **Are you asked to contribute to other content in the industry?**
- **Do you get asked to present at industry events?**

# Loyalty Metrics

*Does our content inspire repeat purchases from loyal customers?*

- **Does your content reduce returns with post-purchase support?** Help buyers by offering instructions and other information for using your products.
- **Do your customers buy additional or related products after consuming your content?** Encourage this behavior with links to your product pages.
- **Do your customers share your content with others?** Include social sharing buttons and a call-to-action.
- **Do your customers contribute content in the form of ratings and reviews on your website?** Use post-purchase emailings to persuade customers to submit reviews.
- **Do your customers share photos or images using your product?** Ask customers to share their photos and stories on social media.

# A Word About SEO

*Is your content important in Google's eyes and is it placed high in the search results?*

- **Known & unknown keywords** – are they driving people to your site? An opportunity to further optimize your content?
- **Known & unknown branded keywords** – which brand words are used most often?
- **Total visits** – tracking it in your analytics platform, but could fall under organic search bucket too
- **Total conversions from known keywords** – if you properly optimize content based on keywords people are using, conversion should increase
- **Average search position** – based on top known, unknown and branded keywords



# A Word About Social Metrics

*You can learn several important things about your brand including:*

- **Location of conversations** – can see geography and channel
- **Sentiment** – can gauge brand perception
- **Key message penetration** – resonating with key stakeholders?
- **Key influencers** – who is driving brand perceptions?

# The ROI of Content Marketing

## Basic ROI Calculation

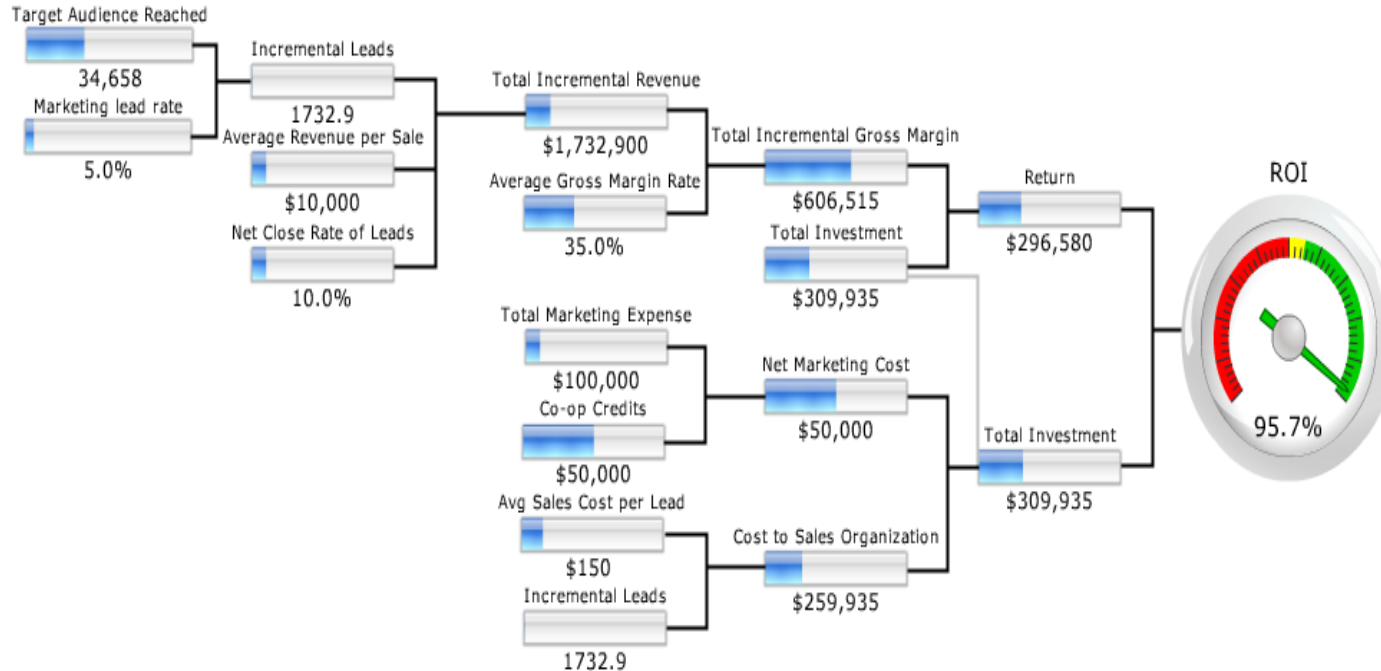
MARKETING EXPENSES (EXCLUDING OFFER COSTS)		MARKETING IMPACT	QUANTITY
Campaign Development	\$25,000	Target Reached	27,000
Mass Media	\$100,000	% Convert to Sale	2.2%
Direct Marketing	\$40,000	Incremental Sales	594
Total Marketing Budget	\$165,000	Net Present Value per New Sale	\$875
MARKETING STAFF EXPENSE		Incremental Revenue	\$519,750
Number of Staff Days	6.25		
Average Daily Rate	\$450	Average Gross Margin %	38.0%
Total Staff Expense	\$2,813	Profit from Incremental Sales	\$197,505
Total Marketing Investment	\$167,813	Incremental Gross Margin	\$197,505
Gross Margin – Marketing Investment		Return (i.e., Net Profit)	\$29,693
Return / Marketing Investment		ROI	17.7%

(Source: Lenskold Group)

Graph

Table

Scenario



## Input Data

Average Gross Margin Rate	35.0%
Net Close Rate of Leads	10.0%
Co-op Credits	\$50,000
Avg Sales Cost per Lead	\$150
ROI Threshold	10.0%

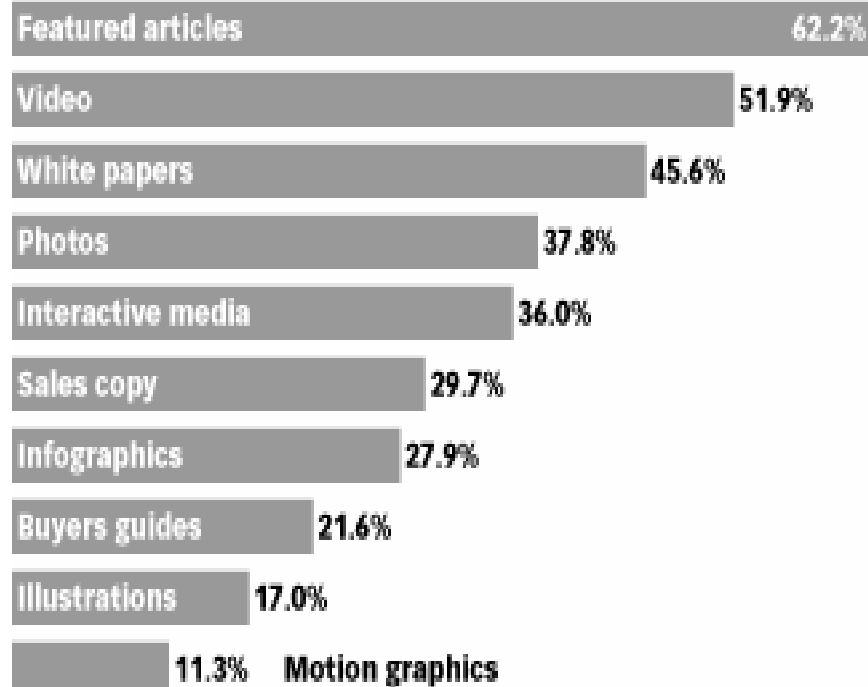
## Adjustable Entries

<input type="range"/>	Target Audience Reached	34,658
<input type="range"/>	Marketing lead rate	5.0%
<input type="range"/>	Total Marketing Expense	\$100,000
<input type="range"/>	Average Revenue per Sale	\$10,000

# Content with the Best ROI

## Content with the Best ROI According to Marketing Professionals Worldwide, Jan 2013

% of respondents



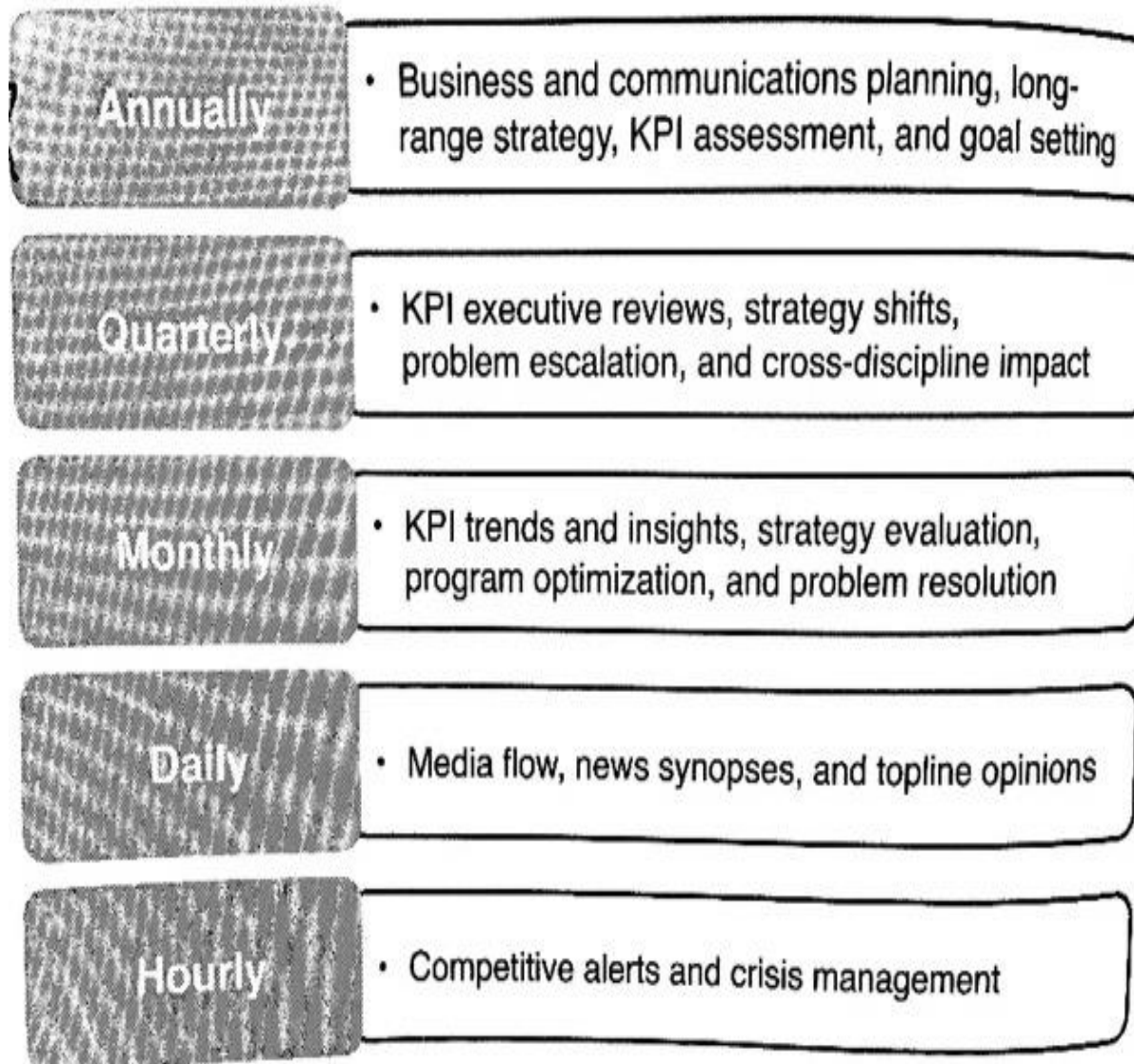
Note: n=284

Source: CopyPress, "2013 State of Content Marketing Study," Feb 12, 2013

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[www.eMarketer.com](http://www.eMarketer.com)

# How Often Should You Measure Content?

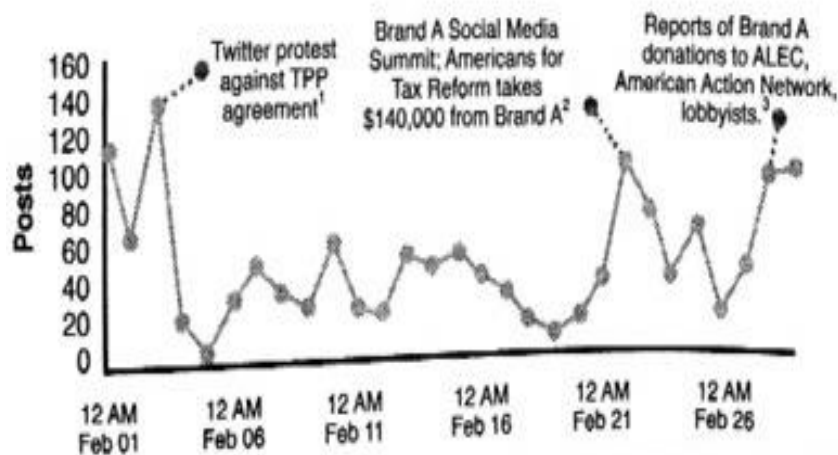


# Sample Executive Scorecard – Social Media Campaign




Channel	Volume	Reach
Brand A	534 influencer news stories ▲ 5.3%	267,000 readers ▲ 5.3%
	1,272 social media posts ▲ 11.6%	165,360 readers ▲ 11.6%
	3,982 followers ▲ 4.9%	517,660 users ▲ 4.9%

## Top Issue Areas by Volume

- This can be a simple line chart showing volume key findings, and insights
- Here you would list out your top findings and go-forward insights



# Sample Full Scorecard – Cross Channel Impact (1 Qrtr)

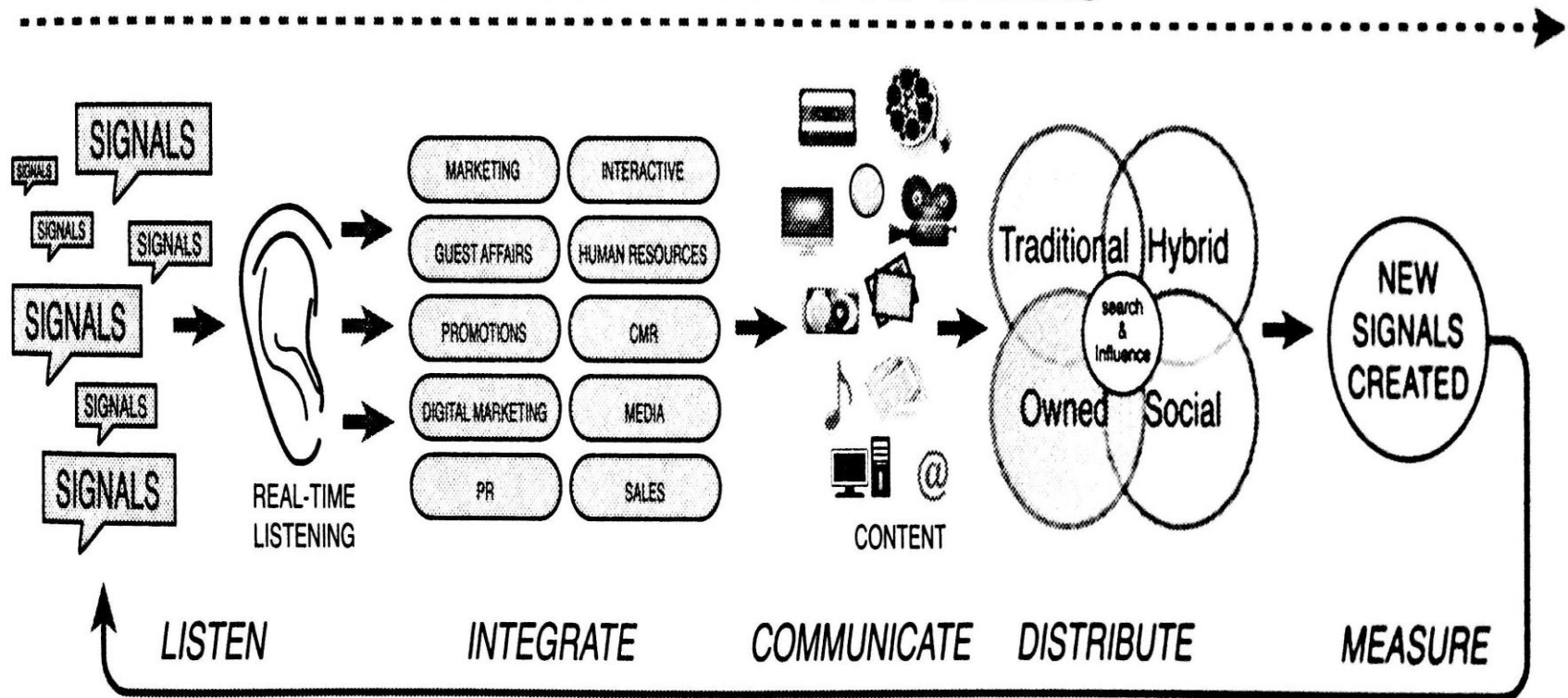
Sample full scorecard					
Channel	Volume	Reach	Engagement	Themes	Key Findings by Channel
	7 posts ▼ 36.4%	910 impressions ▼ 36.4%	65 likes, 14 comments, 6 shares ▲ 6.3%		
	87 tweets ▼ 23.7%	11,310 impressions ▼ 23.7%	100 retweets ▼ 29.1%		
	5,116 search phrases ▲ 6.0%	1,030,000 total searches ▲ 4.9%	19,065 search to site visits ▲ 5.7%		
Blog #1	694 page visitors ▼ 12.5%	694 page visitors ▼ 12.5%	167 Facebook likes, 28 Tweets 7+13 ▲ 55.4%		
Brand A website	241,670 global rank -N/A	96,071 page views ▲ 1.2%	2,75 page views ▼ 3.1%		
Brand B website	34,984 total visits ▲ 4.6%	24,830 unique visitors ▲ 8.2%	00:03:28 avg time on site ▼ 3.7%		



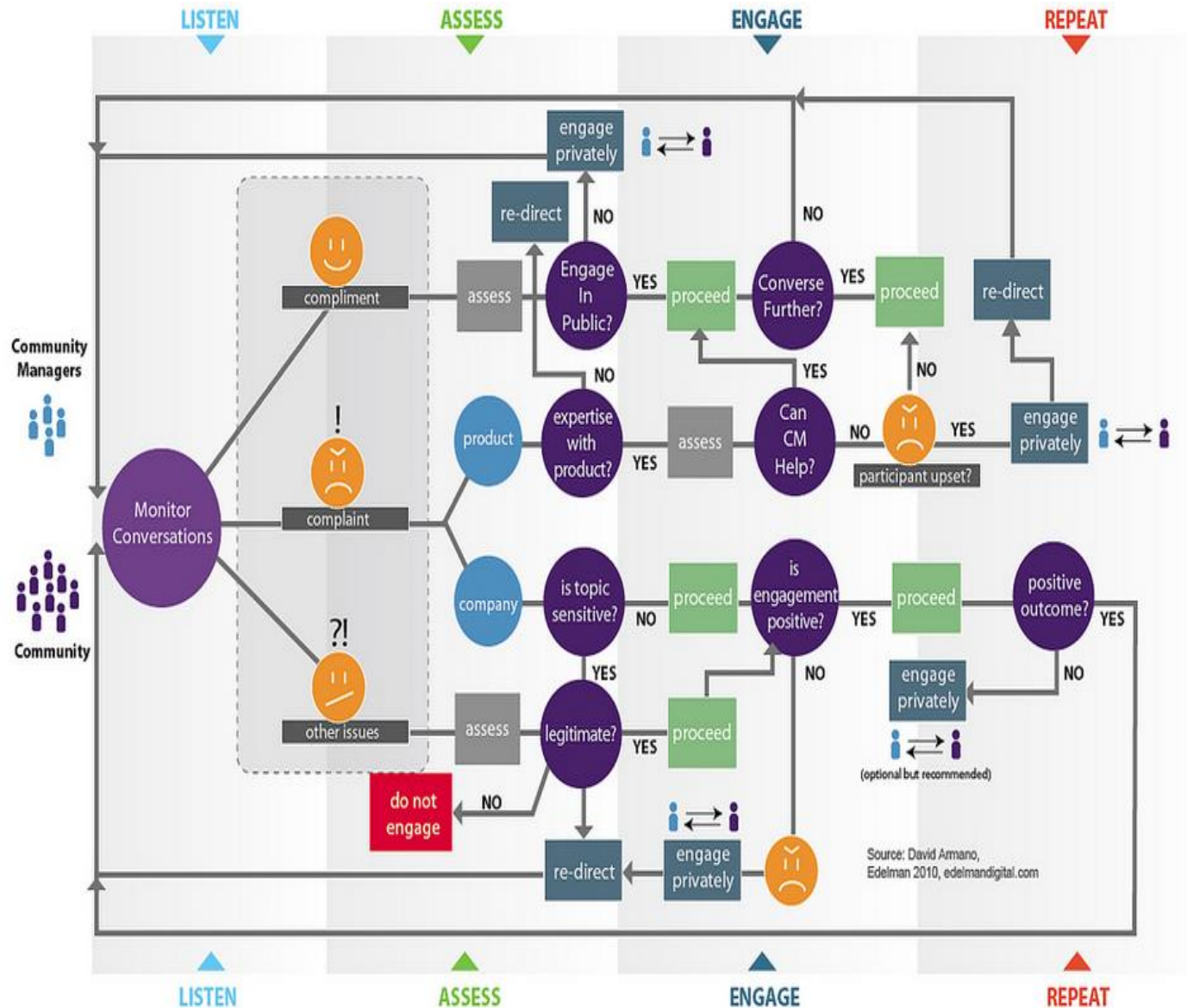
# Measuring Social Content

# Social Listening

LIFECYCLE = DAYS TO WEEKS



# Social Media Response Flowchart



# Bringing it All Home

# Getting Started Today: 10 Steps

1. Setup **Google Analytics** (or setup more advanced measuring tools)
2. Consider using **ChartBeat** or **Woopra**
3. Setup **YouTube Insights**
4. Setup **Slideshare**
5. Setup **Hootsuite** (smaller company) or **Radian6** (SalesForce Marketing Cloud...for larger companies)
6. Setup integration with your **CRM tool**
7. Review **Open Site Explorer**
8. Setup **SEOMoz, RavenTools** or **BrightEdge**
9. Setup **Act-On** or similar solution
10. Don't forget to produce awesome, relevant consistent **content!**



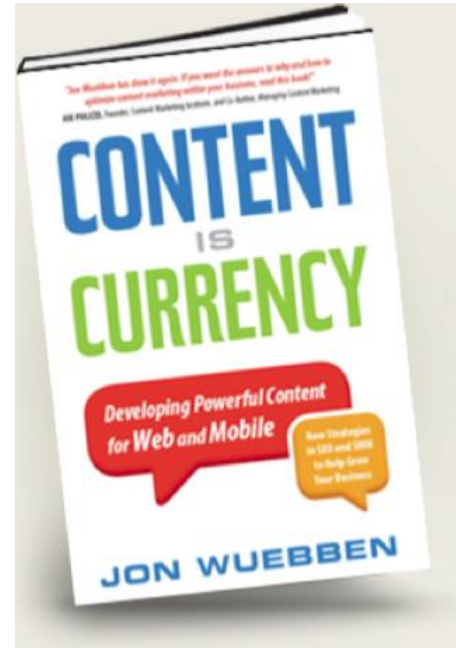
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# Questions?