

# Course 16



**Content Marketing Course**

***Knowledge is Power.***

***Stop Guessing. Start Knowing.***

**BizAdemy** 

***GoDaddy Pro PPlus Partner ★★★★★ Rating.***

# This course will cover:

## **How to Measure and Analyze your Content Marketing**

- Why is measuring and analyzing your content important?
- How do you collect and interpret data?
- What do you do with your data after you've collected it?



**WHY IS MEASURING  
AND ANALYZING  
YOUR CONTENT  
IMPORTANT?**

# **REASONS TO LOOK AT CONTENT PERFORMANCE WITH A KEEN EYE**

1. Find if your marketing efforts are driving the needle on sales.
2. Discover insights and determine where to go next.
3. Document and report on progress for future use cases.

# 8%

of marketers consider themselves successful at tracking the performance of their content marketing efforts.



It's essential to analyze the performance of the content, in order to **adjust future content creation efforts.**



Be sure that you  
are **addressing**  
basic questions  
and new  
developments.





**HOW DO YOU  
COLLECT AND  
INTERPRET DATA?**

TRACKING DATA FOR  
THE SAKE OF  
TRACKING DATA **ISN'T A**  
**VALUABLE USE OF**  
YOUR TIME.

# TRACKING AND MEASURING CONTENT **AREAS OF FOCUS**

- Brand awareness
- Engagement
- Lead generation
- Customer conversion and sales
- Customer loyalty and retention
- Website performance



Be sure you  
and your team  
**agree** on  
which metrics  
and channels  
are important.

# CONTENT MARKETING MEASUREMENT

**Metric:** Brand awareness.

**Goal:** Quantifying content efforts' impact on brand awareness.

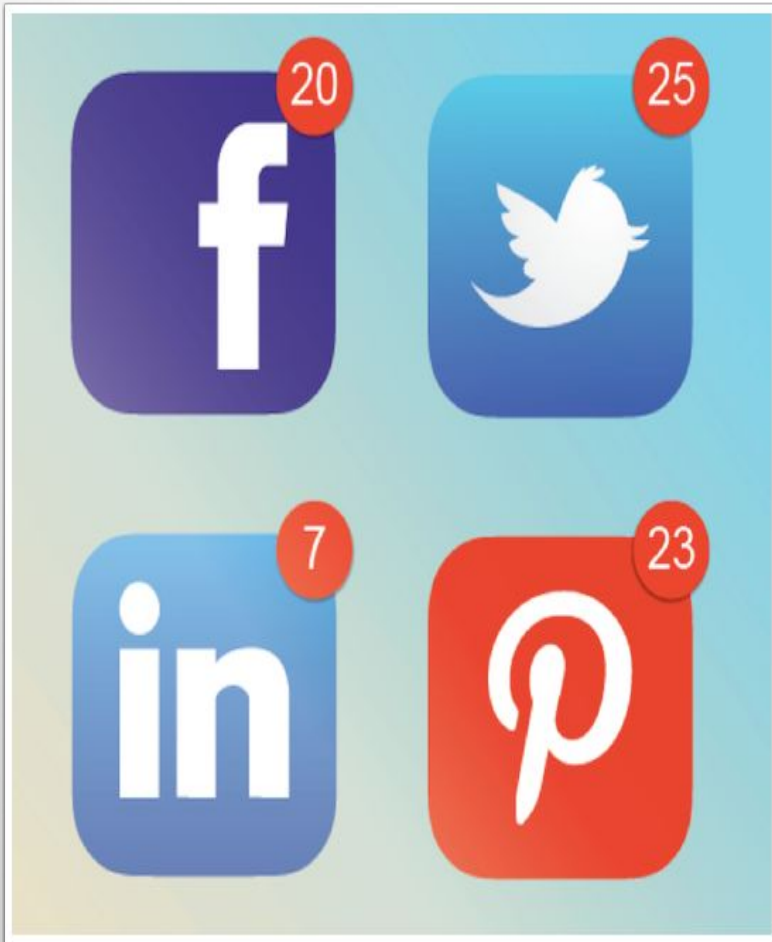
**EXAMPLE GOAL:** Boost brand awareness in the first half of 2017, by increasing the number of recommending thought leaders from 3-10.

**Give to Get:** Ask your top customers to contribute.

# CONTENT MARKETING MEASUREMENT

**Metric:** Engagement.

**Goal:** Grow the company's overall reach.



Engagement measures, not just who's seeing your content, but **who's interacting with it.**



Engagement  
signals offer  
you **feedback.**

They can help you determine the  
most popular and effective pieces,  
topics, channels, and formats.



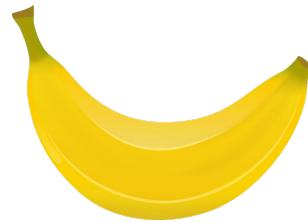
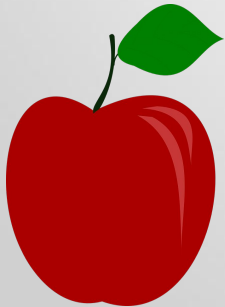
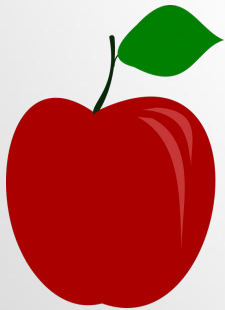
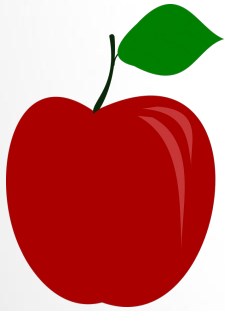


You can **prove** your time and  
money is well spent.

# CONTENT MARKETING MEASUREMENT

**Metric:** Lead generation.

**Goal:** Focus on using content for lead generation and measuring the different impact of various content pieces on the quality and quantity of leads generated.



What is your **ratio**  
of MQLs to SQLs?

MQL's = Marketing Qualified Leads  
SQL's = Sales Qualified Leads



Attribution reporting is based on an **attribution model**.

Which is the rule, or set of rules, that determine how credit for sales and conversions is assigned to touchpoints in conversion paths.

# CONTENT MARKETING MEASUREMENT

**Metric:** Customer conversion and sales.

**Goal:** Optimize customer conversion,  
based on what you learn with data analysis.



Get customers  
to **stick with  
you over time.**

The return on your  
investment in them during  
the marketing qualification  
and sales process grows  
exponentially.

# CONTENT MARKETING MEASUREMENT

**Metric:** Customer loyalty and retention.

**Goal:** Generate X% more leads to pass over to sales each month, who match the profile of your current high-value customers.



# CONTENT MARKETING MEASUREMENT

**Metric:** Website performance.

**Goal:** Measure page contents influence on website performance from the perspective of driving increased website visits from organic search, and improving overall site conversion from visit to contact.

Be sure that  
your website  
**isn't making it**  
**difficult** for customers  
to find and enjoy your  
content.





**WHAT DO YOU DO  
WITH YOUR DATA  
AFTER YOU'VE  
COLLECTED IT?**

**COMPARE YOUR  
RESULTS TO YOUR  
GOALS.**



Group your  
content into  
categories, based  
on key similarities  
and try to **draw  
some conclusions.**



**Identify** your audience.



The stakes are  
**different.**

What they care about, in  
terms of results is different.



Have **conversations**  
**with key people**  
at your company.

Ideally, this conversation should  
take place before you run a  
campaign.





Don't just look  
at the basic  
metrics.

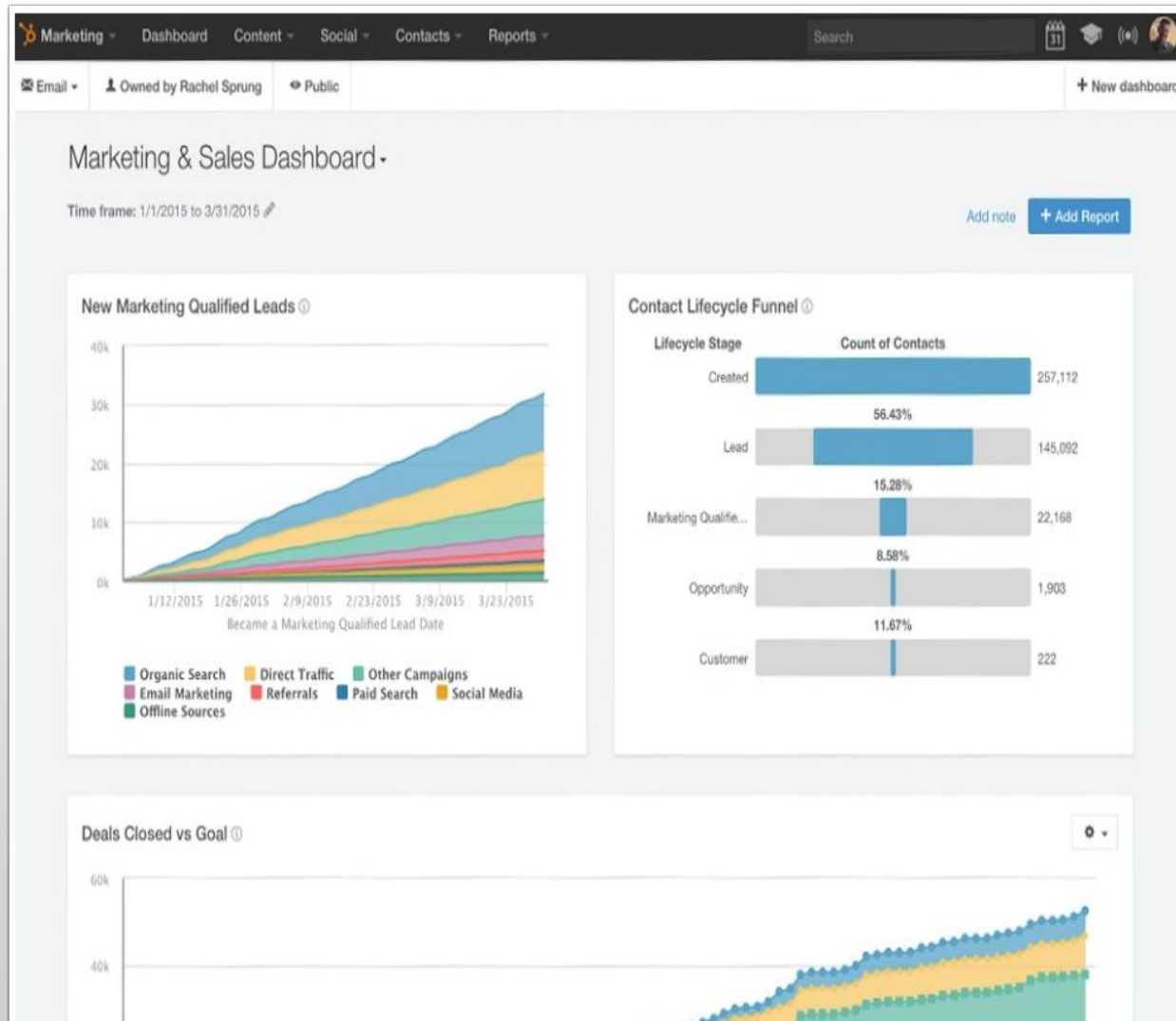
There may be other metrics  
you can use to support your  
effort.





Once you have a set of metrics for each stakeholder, **set yourself up for success** by building a template or dashboard that tracks each metric.

Create **custom dashboards** and automatically share those dashboards.





**Course 16**  
**Completed.**  
**Now take the**  
**next course.**

#### **Getting Started Courses**

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

#### **Website Courses**

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

#### **Content Marketing Courses**

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

#### **Content Promotion Courses**

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

#### **Email Marketing Courses**

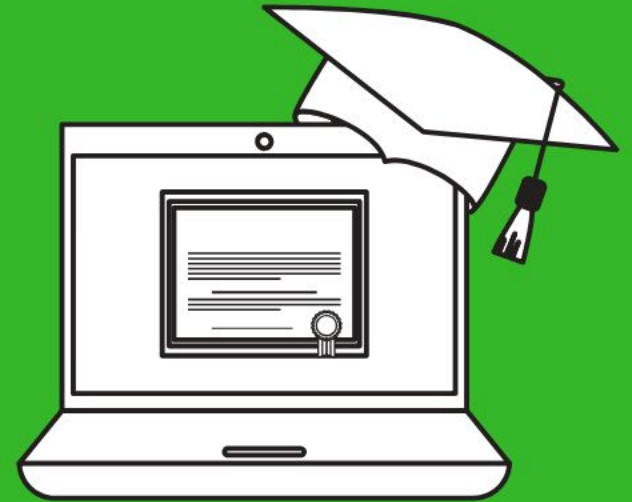
20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

#### **Get Going Courses**

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

**The End.**

**If you liked it, please  
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.

**THANK YOU.**