



# MAKE IT COUNT: CONTENT MARKETING ANALYTICS

**YOUR  
CONTENT PILE IS  
OVERFLOWING.**





# MEANWHILE, YOU HAVE NO IDEA

how any one piece is  
bringing in leads or sales.



**YOU'RE CLUELESS.**

But you're not alone.

# ONLY 27% OF B2B MARKETERS


say they are effectively tracking  
content utilization metrics.





# THE GOOD NEWS:

for companies who ARE thinking about their strategies, content is looking pretty good.



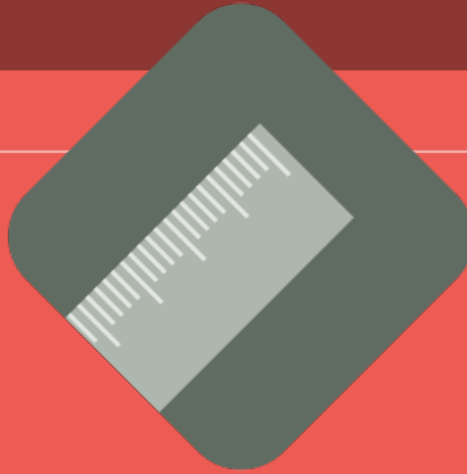
**FOR THEM,  
CONTENT LOOKS  
MORE LIKE GEMS,  
less like piles.**



**DON'T GET STUCK  
WITH A PILE.**







**ANALYZE. MEASURE. TRACK.**

In other words, look at your results, count them, write them down, and keep it up.

# **THERE ARE FOUR KEY AREAS**

to focus your analytic efforts.

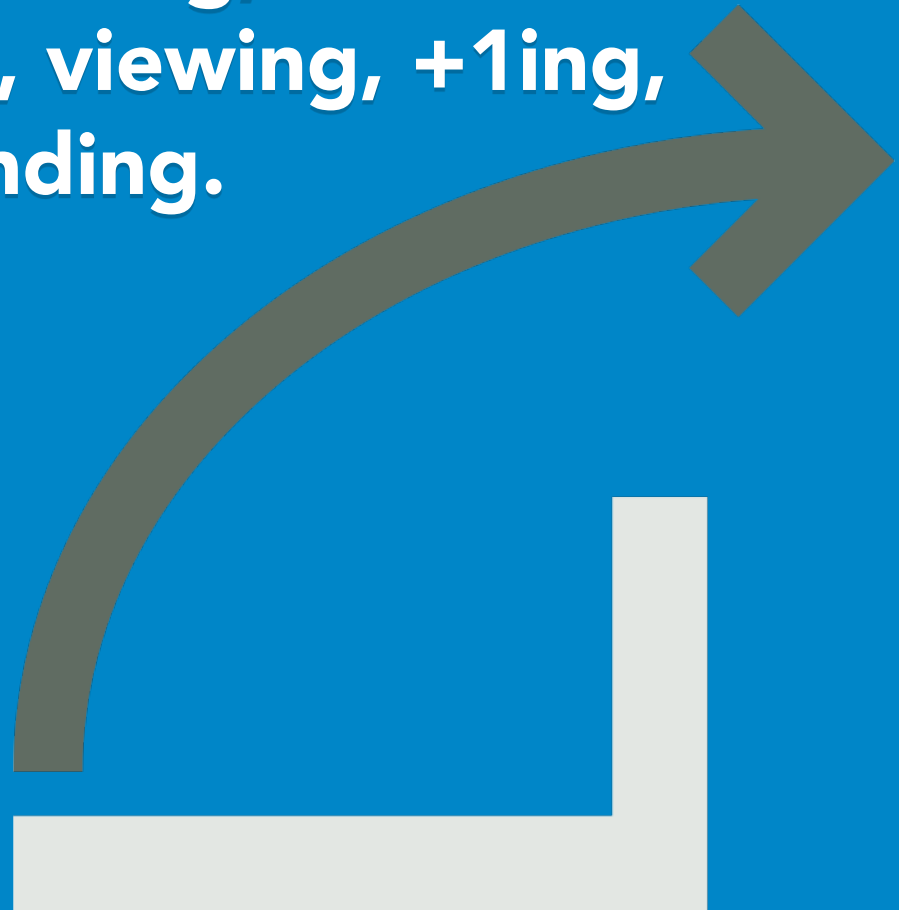
**PRODUCTION:** /prəˈdækʃən/ noun: the action of making or manufacturing content assets from raw ideas and materials.

- Number of content assets produced
- Types of content produced
- Content produced by author



**ENGAGEMENT** /enˈgɑːjmənt/ *noun*: the action of engaging: reading, downloading, sharing, viewing, +1ing, pinning, tumbling, sending.

- Social shares
- Inbound links
- Repeat visitors



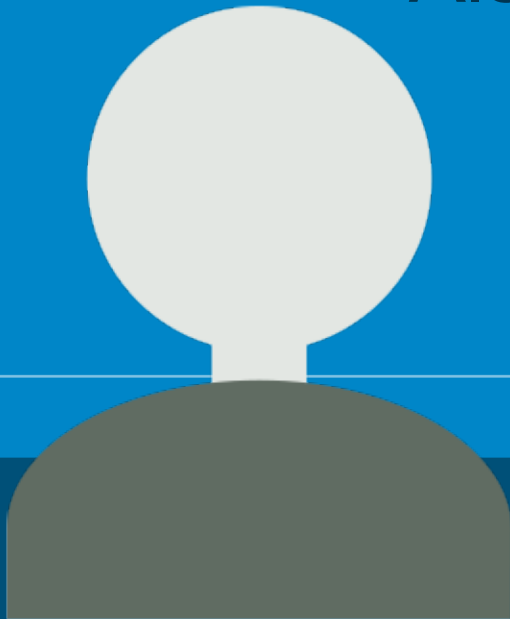
**PERFORMANCE:** /pərˈfɔːrməns/ noun: the extent to which a piece of content is profitable, effective, and successful at producing your marketing goals.

- Unique visits
- Page views
- Organic search
- Direct traffic
- Referral traffic



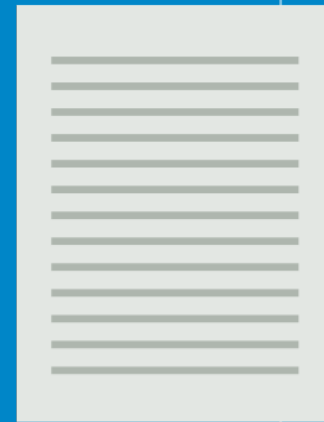
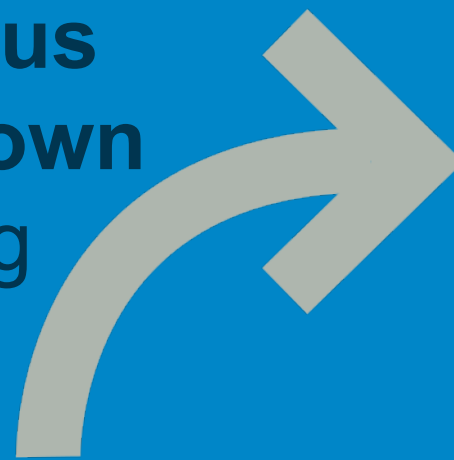
# WHEN IT'S APPLICABLE

Also look at **conversions**  
within each of those  
categories.



# CONVERSIONS:

The number of **anonymous visitors** who become **known records** in your marketing database.

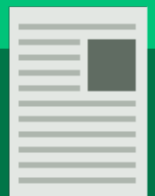


**AND THE FOURTH  
AND FINAL  
METRIC...**

(which we think is the *coolest*)



# CONTENT SCORING.



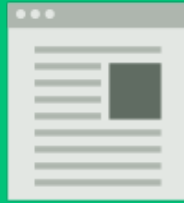
**CONTENT SCORING** /kənˈtɛnt skôr/  
**verb:** The new data-driven process for tracking how each piece of content is driving leads and conversions.

- Conversions due to content
- Revenue due to content
- Business impact of content



**CONTENT SCORE**

**EFFECTIVENESS IN PRODUCING LEADS**

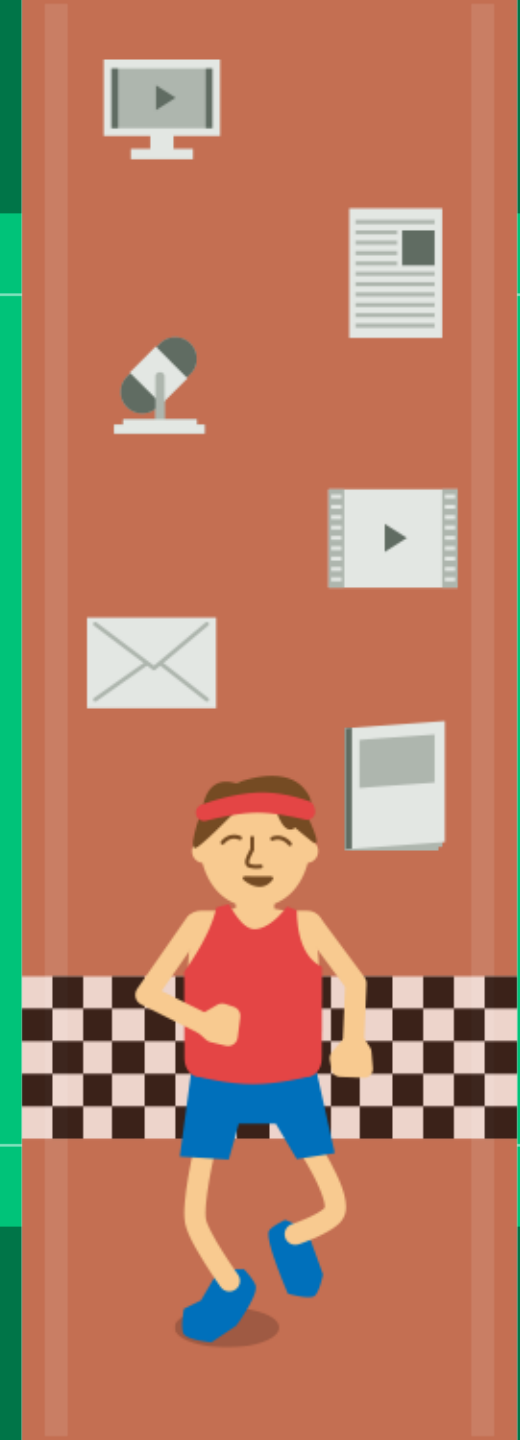


**Best ROI!**

**BUT HOW?**

The image features a central text element 'BUT HOW?' in a bold, white, sans-serif font. The background is a vibrant green, framed by a darker green border. Scattered throughout the green area are several grey question marks of varying sizes, some appearing as pairs or small groups, which visually reinforce the theme of inquiry and uncertainty.

**YOU START BY  
WORKING  
BACKWARDS**  
from your buyer's journey.



# EACH PIECE OF CONTENT TOUCHED

is divided evenly.

$1/6$



$1/6$



$1/6$



$1/6$



$1/6$



$1/6$



# **CONTENT SCORING THEN ASSIGNS A NUMERICAL VALUE TO EACH PIECE OF CONTENT.**

You can even assign greater weight to the first or last content touched.

# BECAUSE EVERY BUYER'S JOURNEY DOESN'T LOOK THE SAME.



← Blog B	.45
← Whitepaper	.025
← Blog A	.025
← Podcast	.025
← Email	.025
← eBook	.45



← Whitepaper	.45
← Blog A	.033
← Blog B	.033
← Podcast	.033
← Email	.45



← Blog B	.45
← eBook	.033
← Blog A	.033
← Email	.033
← Webinar	.45

\*CONTENT SCORES WITH GREATER WEIGHT ASSIGNED TO FIRST AND LAST TOUCH

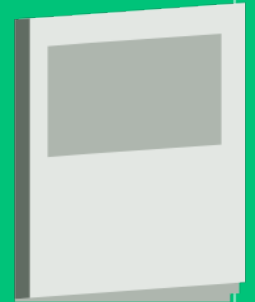
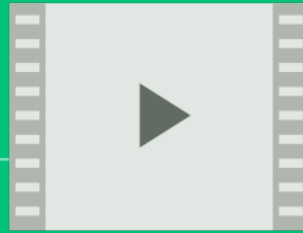


# FOR EXAMPLE YOUR CONTENT SCORE MAY LOOK LIKE THIS...

TOUCH	BUYER 1	BUYER 2	CONTENT SCORE
Webinar	.45	.45	.9
Blog	.025	.05	.075
Podcast	.025	0	.025
Video	.025	0	.025
Email	.025	.05	.075
eBook	.45	.45	.9

# SORT YOUR CONTENT SCORE BY

- Content vs. campaign
- Most influential vs. least influential
- Conversions vs. \$





# THE POWER OF ALL YOUR CONTENT

suddenly appears.

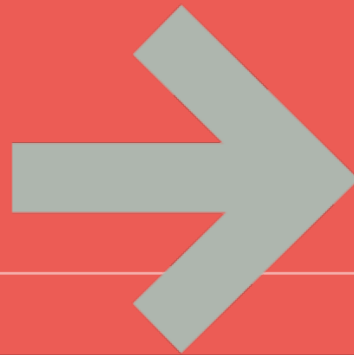
# CONTENT SCORING SHOWS

which pieces of content are  
effective.

.033.05  
.45 3  
3 45 .1.25



**PUTTING IT ALL  
TOGETHER.**



**ALL THESE  
NUMBERS...  
WHICH DO WE  
TRACK?**

**.36 .2**  
**0 .16**  
**.36<sup>0</sup>**  
**.16<sup>0</sup> .2**



**THINK OF YOUR  
ANALYTICS**  
as a car dashboard.

# THERE'S A LOT GOING ON UNDER THE HOOD.

But only a few things really  
matter.







**PRODUCTION**



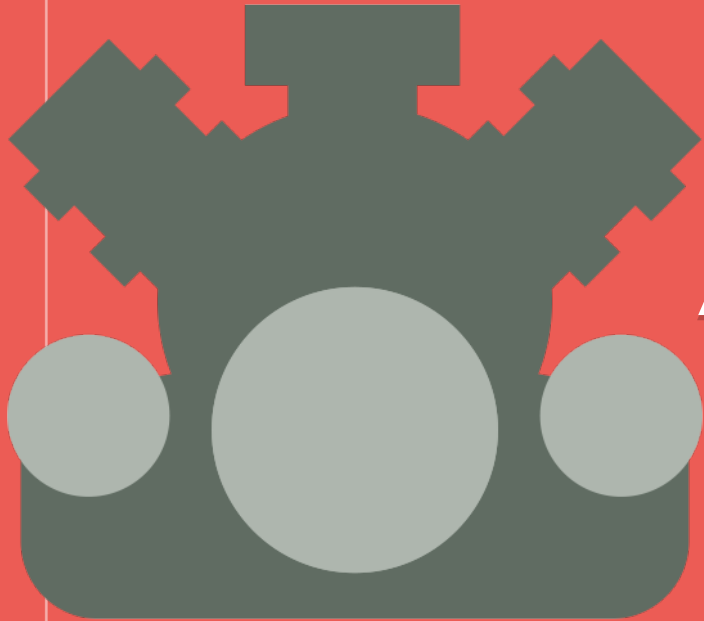
**ENGAGEMENT**



**CADENCE**



**CONTENT SCORE**



# **A SIMPLE ANALYTICS VEHICLE**

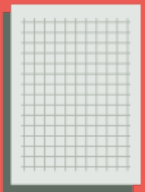
is possible with a few  
standard systems:



**A CRM SYSTEM**



**MARKETING AUTOMATION**



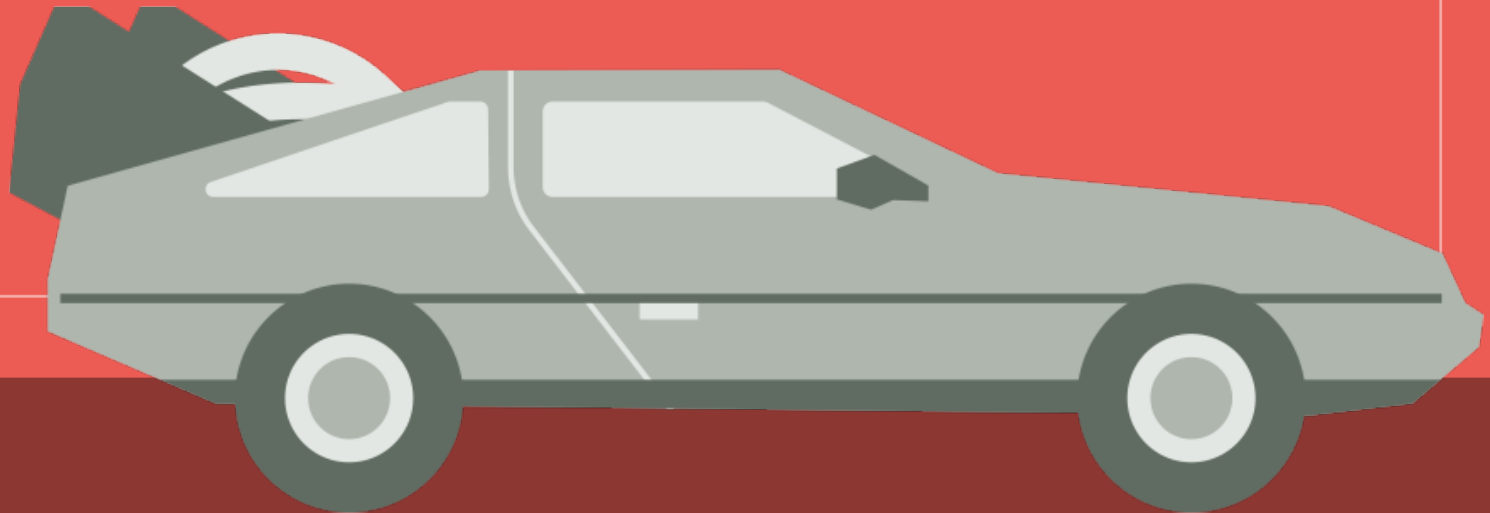
**SPREADSHEETS**

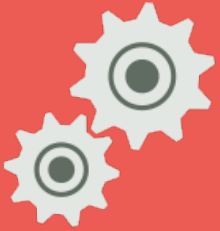


**GOOGLE ANALYTICS**

# A MORE POWERFUL ANALYTICS VEHICLE

includes a few extra  
calibrators.





**A CRM SYSTEM**



**MARKETING AUTOMATION**



**CONTENT MARKETING  
SOFTWARE**



**SOCIAL MEDIA MANAGEMENT**



# **WITH THESE SYSTEMS**

in place and running...

# YOU'RE LOOKING AT

a whole new kind of pile.



## DIVE DEEPER INTO CONTENT SCORING



[WATCH VIDEO](#)

## READ ABOUT CONTENT MARKETING SOFTWARE



[DOWNLOAD  
THE EBOOK](#)



**THANK YOU.**

You're all set.