



FREE CHECKLIST:

ESSENTIAL CONTENT MARKETING KPIs



Content marketing offers companies the ability to generate more leads, shorten the sales cycle and build quality relationships with buyers.

But to prove content marketing success within your organization, metrics may need to reveal insight that impacts the bottom line.

Savvy organizations go beyond standard industry metrics such as sales and leads, or vanity metrics, such as likes and page views. To find the right KPIs, start by translating business goals and marketing objectives into measurable outcomes.



EDUCATIONAL GOALS



REVENUE GENERATION GOALS



CUSTOMER EXPERIENCE GOALS



Here are a few KPI ideas that companies can use to boost the impact of their content marketing.





RAISE BRAND AWARENESS:

Establish a lasting position in the marketplace by building an engaged audience for the brand.

- Content Engagement:**
How a piece of content effectively engages the audience.
- Reach:**
The potential audience size any given message can reach.
- Available Reach:**
The number of people following or subscribing per channel.
- Website Visits:**
Total visits to a site originating from a particular source over a certain time period.
- Number of Active Followers:**
Leads who logged in and interacted within the past 30 days.
- Fans and Followers:**
The number of social media users who subscribed to an account to receive content from a feed.
- Content Popularity:**
Acceleration and reach of content over time.
- Total Social Actions:**
Total views, likes, shares, comments, etc., across social platforms.
- Average Finish Per Engaged Story:**
How far users get through a piece of content.
- Average Stories Per Person:**
Number of pieces of content consumed.
- Engaged Reader Rate:**
Number of users who spend at least 15 seconds with a piece of content.
- Average Attention Time:**
Average amount of time spent scrolling, clicking, highlighting and paying attention to content.
- Social Lift:**
How much extra organic social traffic a story is likely to get.
- Content Performance:**
Which topics, brands and platforms are more successful in content engagement, sentiment, audience acquisition and sharing behavior.

EXPAND THOUGHT LEADERSHIP:

Build a reputation as a trusted leader with industry-leading experience that serves as a differentiating factor.

- Influencer Mentions/Shares:**
Kudos, likes, shares, links and retweets
- Share of Voice:**
How many social media mentions a brand receives in relation to its competition.
- Sentiment by Influencer:**
Who among a brand's community is driving conversation and has the most influence by channel or topic

BOOST BRAND SENTIMENT:

Improve the ratio of a brand's positive to negative sentiment rating among the target audience over time.

Brand Engagement:

Level of interest in the brand across multiple social and digital platforms.

Sentiment Over Time:

How a digital audience feels about a brand on different channels with repeated use.

Content Sentiment:

Most liked, popular and shared content by post or channel.

REVENUE GENERATION GOALS



GROW LEAD GENERATION:

Convert visitors to leads by publishing high-quality content that drives high-quality lead creation via email opt-ins or other action.

Total Leads:

Leads attributed to a particular source over a certain time period

Cost Per Lead Acquisition:

How much it costs to convert a visitor into a customer.

Email Conversion Rate:

Indicator of content that persuades audience to opt in to an email list.

Leads Generated:

How many leads captured in a specific period of time.

Time to Conversion:

Time it takes a visitor to complete an outcome on a website (such as subscribe).

Average Lead Score:

The quality of marketing and sales leads based on predetermined criteria and targets.

Lead Conversion:

A positive action taken on a website by a visitor, such as a free trial signup, newsletter subscription, video view or sales documentation download.

Cost Per Lead:

The average cost of generating a lead.

Search Traffic:

Percent of leads coming from organic search.

DRIVE LEAD NURTURING:

Strategically move leads through the sales funnel until they become customers.

Return Visitor Rate:

How often users revisit a site.

Email Subscription Rate:

Growth rate of a subscriber list.

Visit Loyalty by Content:

Which content provokes the most return visitors, and which channels are most effective in terms of return visits and engagement.

Average Engagement Points Per Lead:

Nurtured leads versus those untouched by nurturing.

Revenue Per Acquisition:

The average revenue earned through a lead acquisition.

BUILD SALES CONVERSIONS:

Increase the number of new customers divided by the number of qualified leads over time.

Lead Flow:

Number of new leads coming into the sales department each month.

Sales-Qualified Leads (SQLs):

Individuals a sales team has accepted as ready for a direct sales follow-up.

Sales Cycle Time:

Length of time for a lead to become a customer.

Cost Per Sales Acquisition:

The average cost of converting a visitor into a customer or generating a conversion.

Customer Profitability Score:

Profitable versus unprofitable customers.

Average Order Value:

How much visitors spend per order.





STRENGTHEN CUSTOMER LOYALTY

Deliver a consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience of products or services.



Content Engagement: Customer Retention Rate:

How well a company retains customers.



Customer Lifetime Value:

The revenue a customer will generate for a business in their lifetime.

SUPPORT CUSTOMER SERVICE

Deliver quality assistance and advice to people who buy or use a company's products or services.



Service Issues Resolved With Digital Content and Tools:

Cost savings from handling customer support online.



Customer Satisfaction:

How products and services meet or surpass customer expectations.

Clear business goals, objectives and KPIs are the most crucial aspect of any content marketing effort. These KPI suggestions are a fraction of the types of performance metrics companies can use to build successful marketing programs.

Set up and track your ideal KPIs to understand the impact of your content marketing so you can consistently produce results that improve your bottom line and deliver a higher ROI.
