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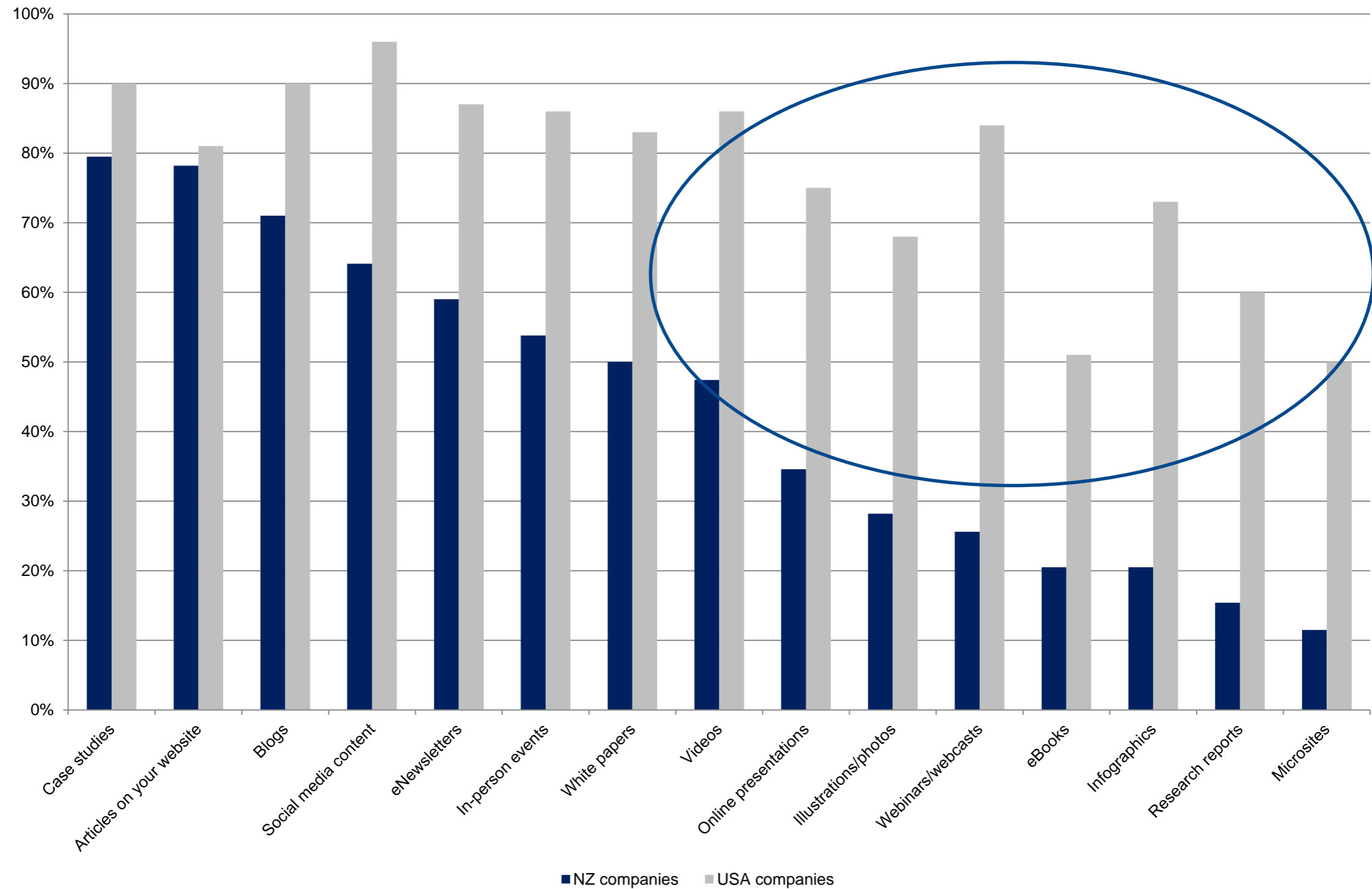


Greg Williamson



1. Choosing your weapon

Content marketing tactics used



0800 333 480

Help & Support

Login

Search...



Home Features Plans Customers Resources Blog

Emergency Planning Webinar Well Received



Recent Posts



Nine Ben
Notificat
Schools



Why Do
Schools
Notificat



Transform
Manager
[Webinar]



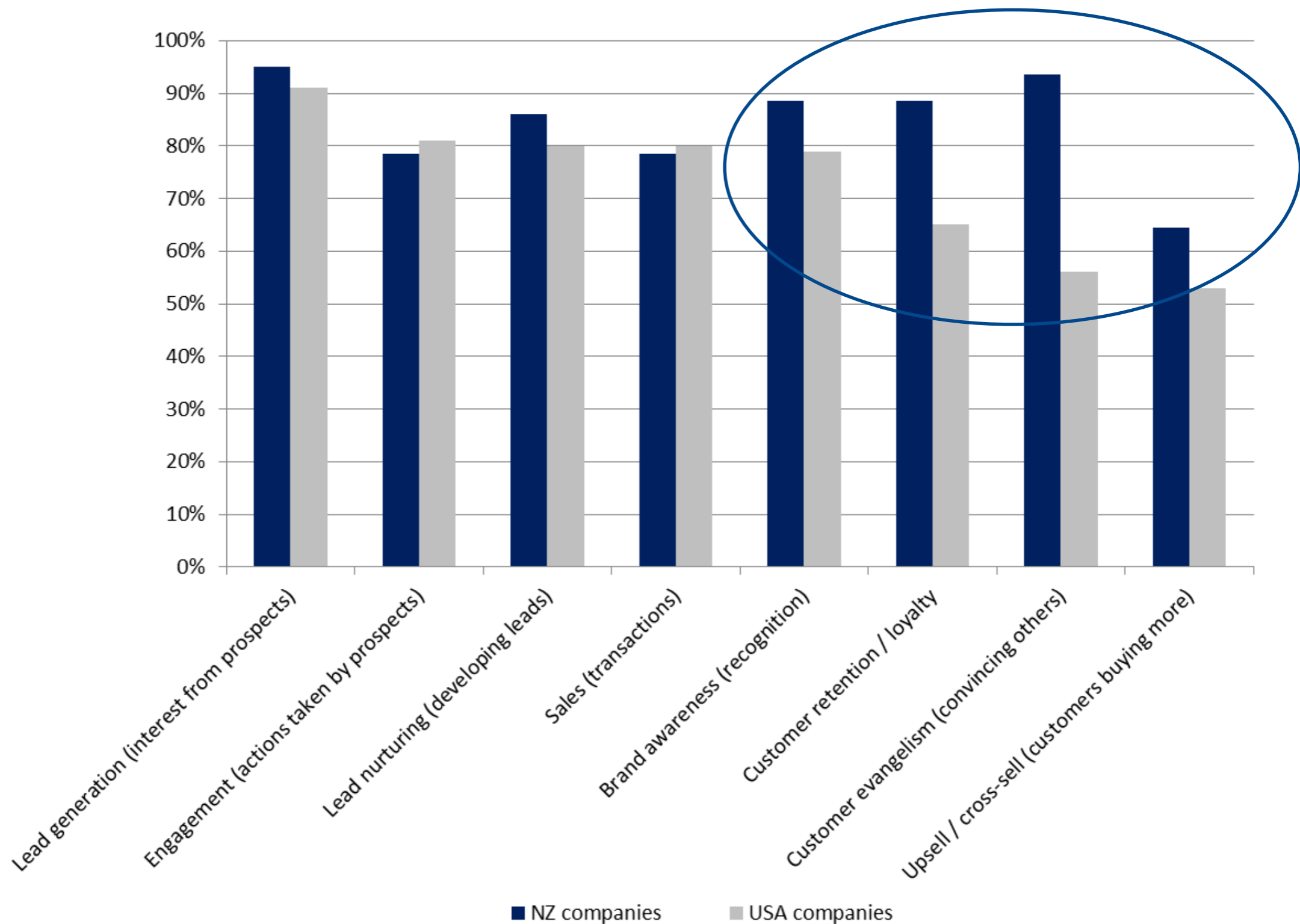
Don't leave
planning
minute

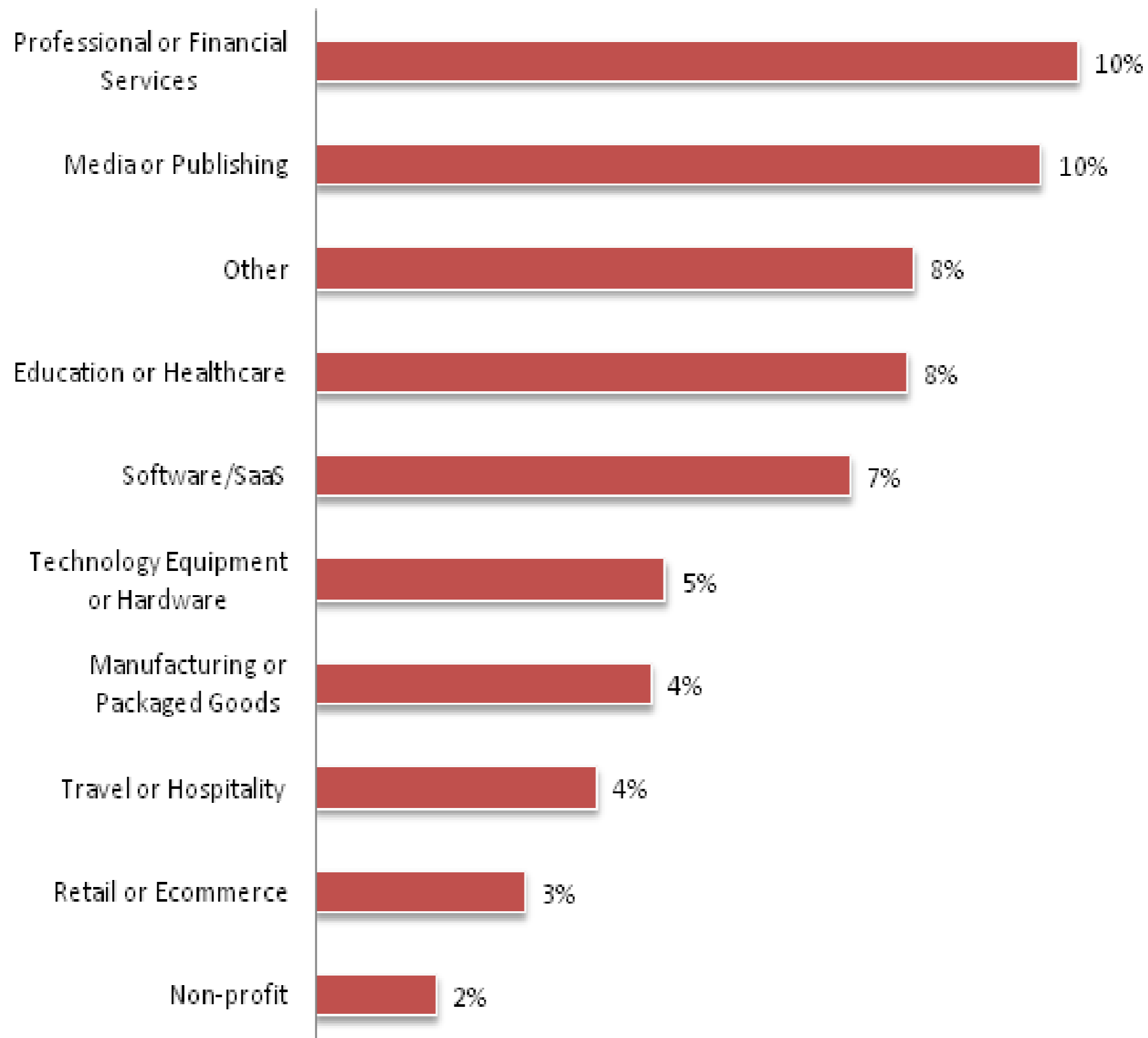


What you
Emergen
Planning

Last month School-links hosted its first webinar themed around emergency procedures and communications planning.

Importance of content marketing goals





Source: ©2012 MarketingSherpa Website Optimization Benchmark Survey
Methodology: Fielded April 2012, N=167

Landing Pages

in December 14 – March 12

(Includes contacts generated by Website pages)

Views

1,340

Submissions

350

Conversion Rate

26.12%

New Contacts

162

Name

Views



Submissions

Conversion
Rate

English version LP

1,002

255

25.45%

French version French LP

110

30

27.27%

French Canadian LP

87

30

34.48%

French Canadian website LP

47

18

38.3%

Design for completion LP

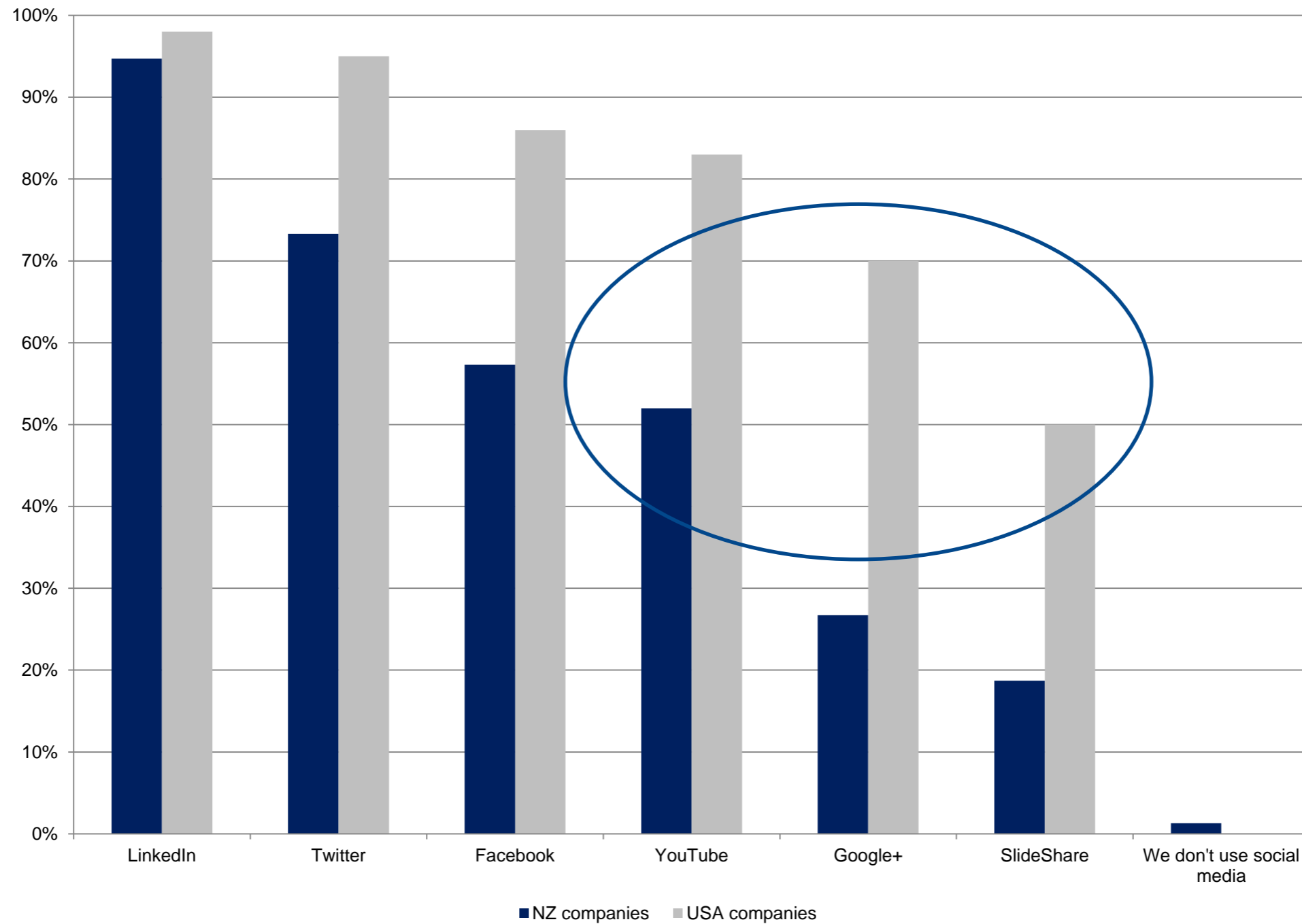
30

11

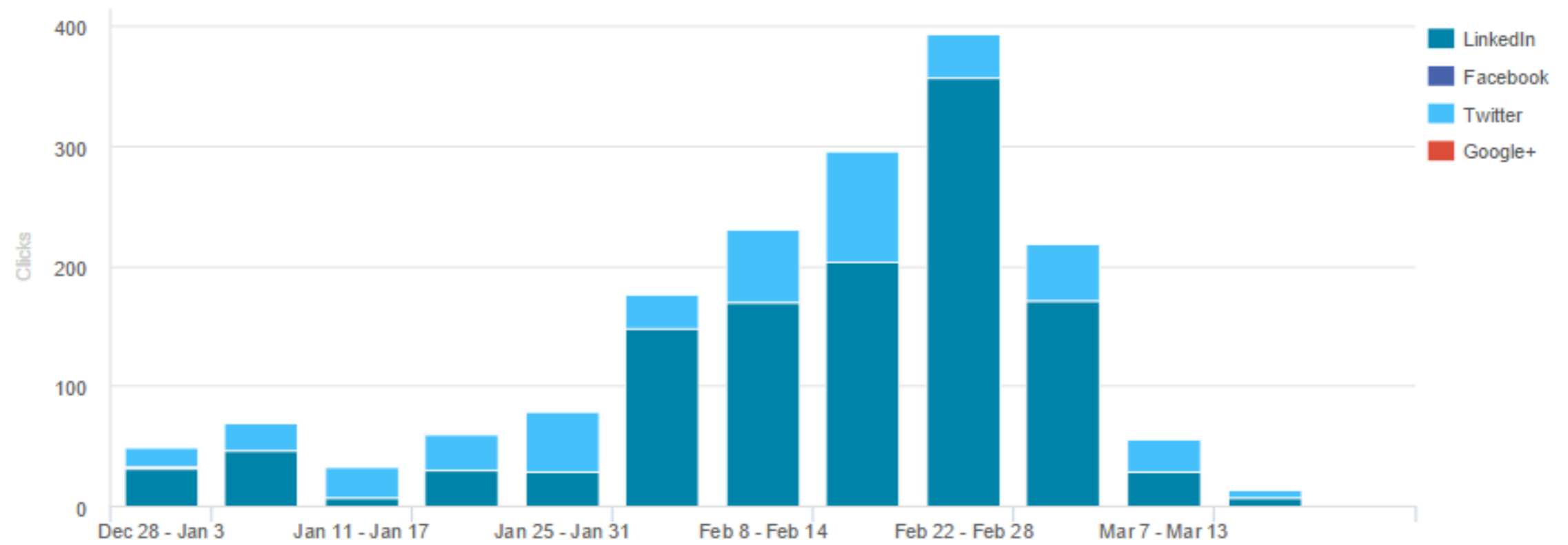
36.67%

2. Taking aim

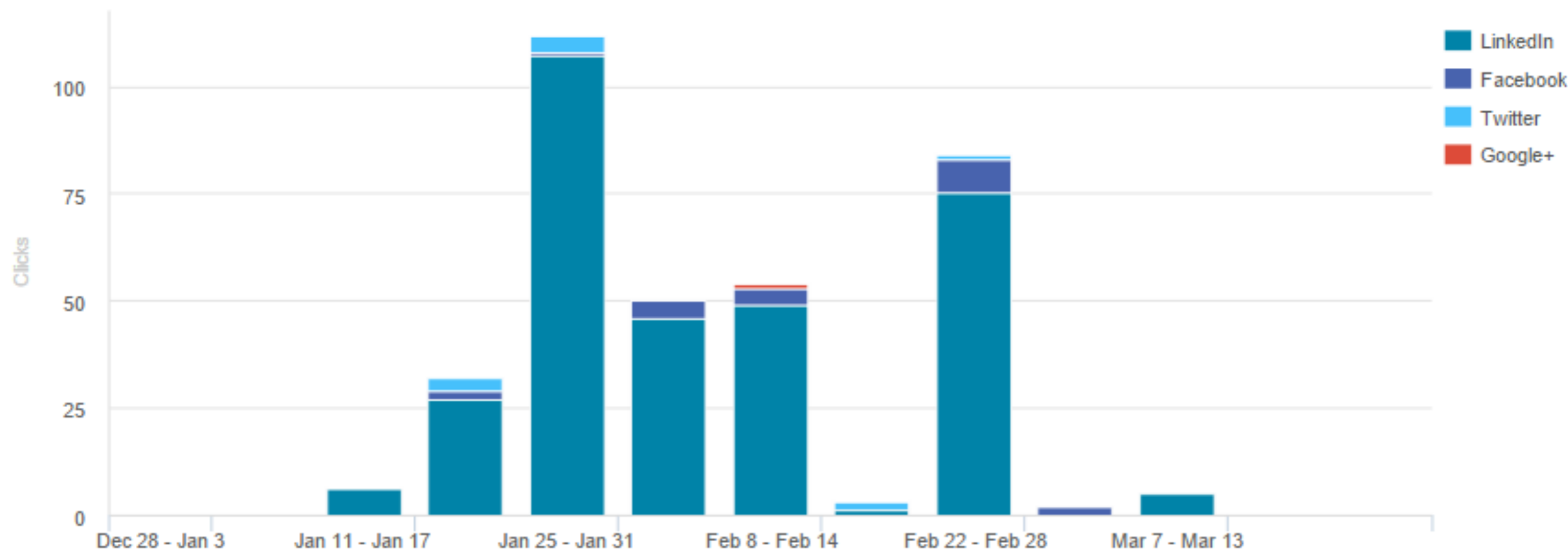
Use of social media platforms to distribute content



1,675 clicks

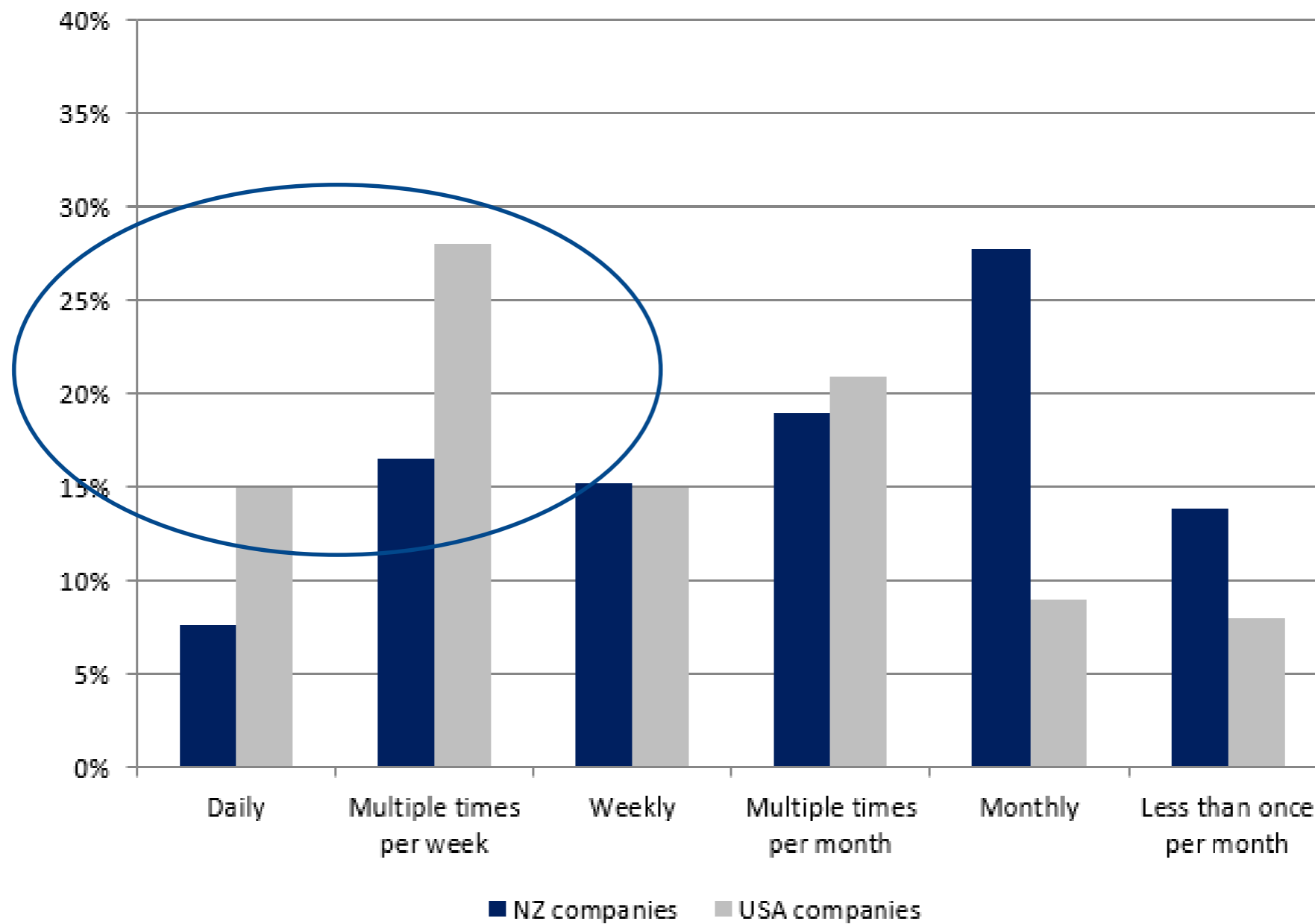


348 clicks

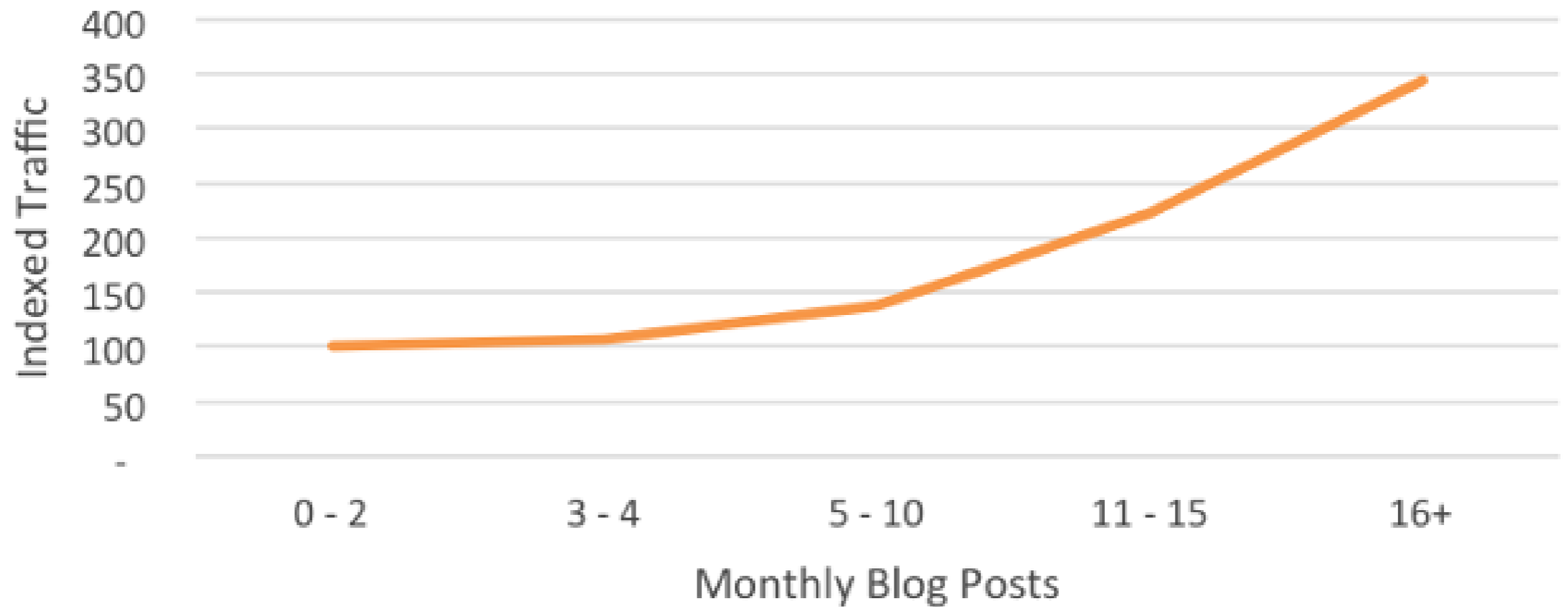


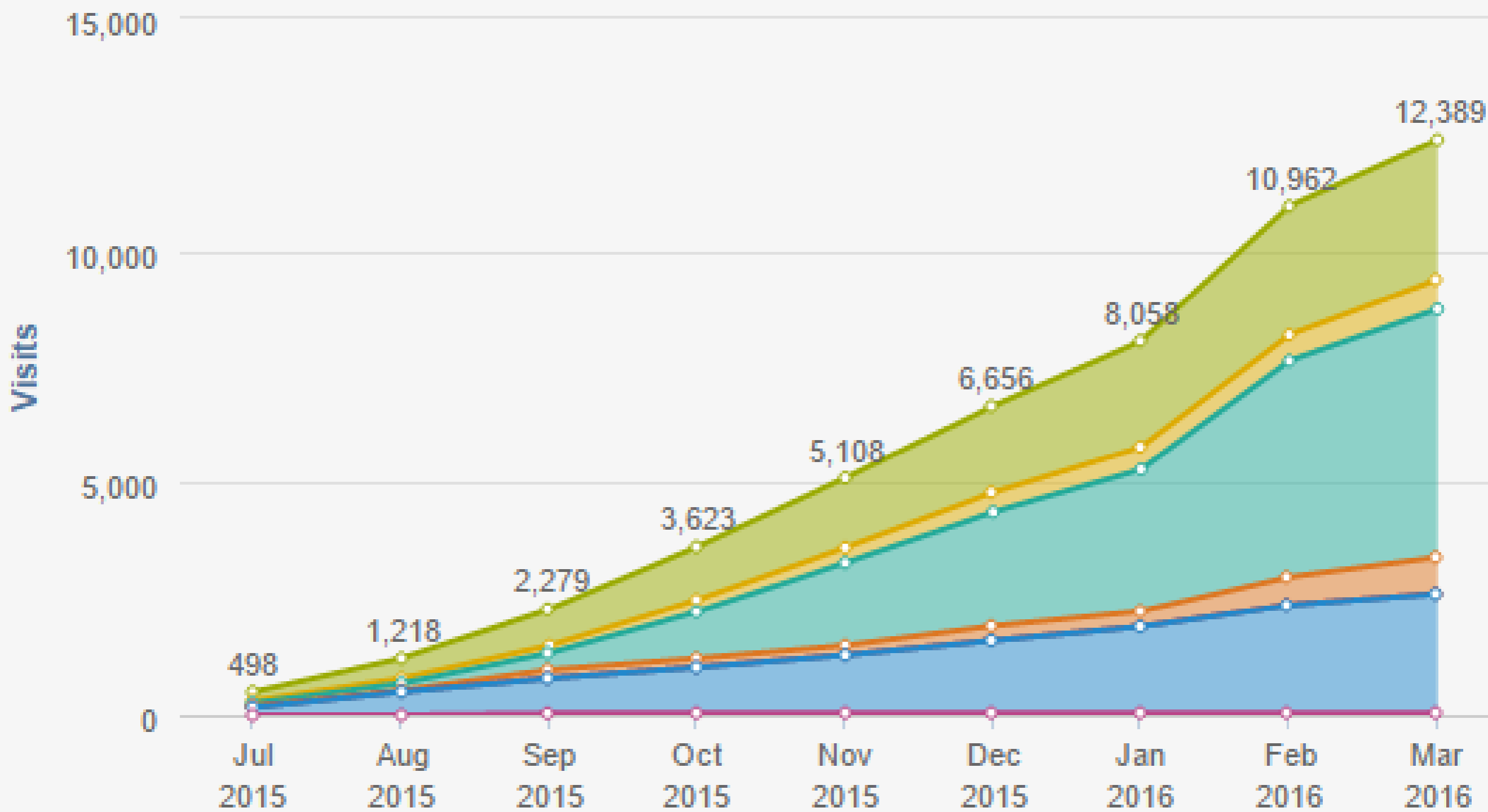
3. Firing!








Frequency of content publication



Impact of Monthly Blog Posts on Inbound Traffic

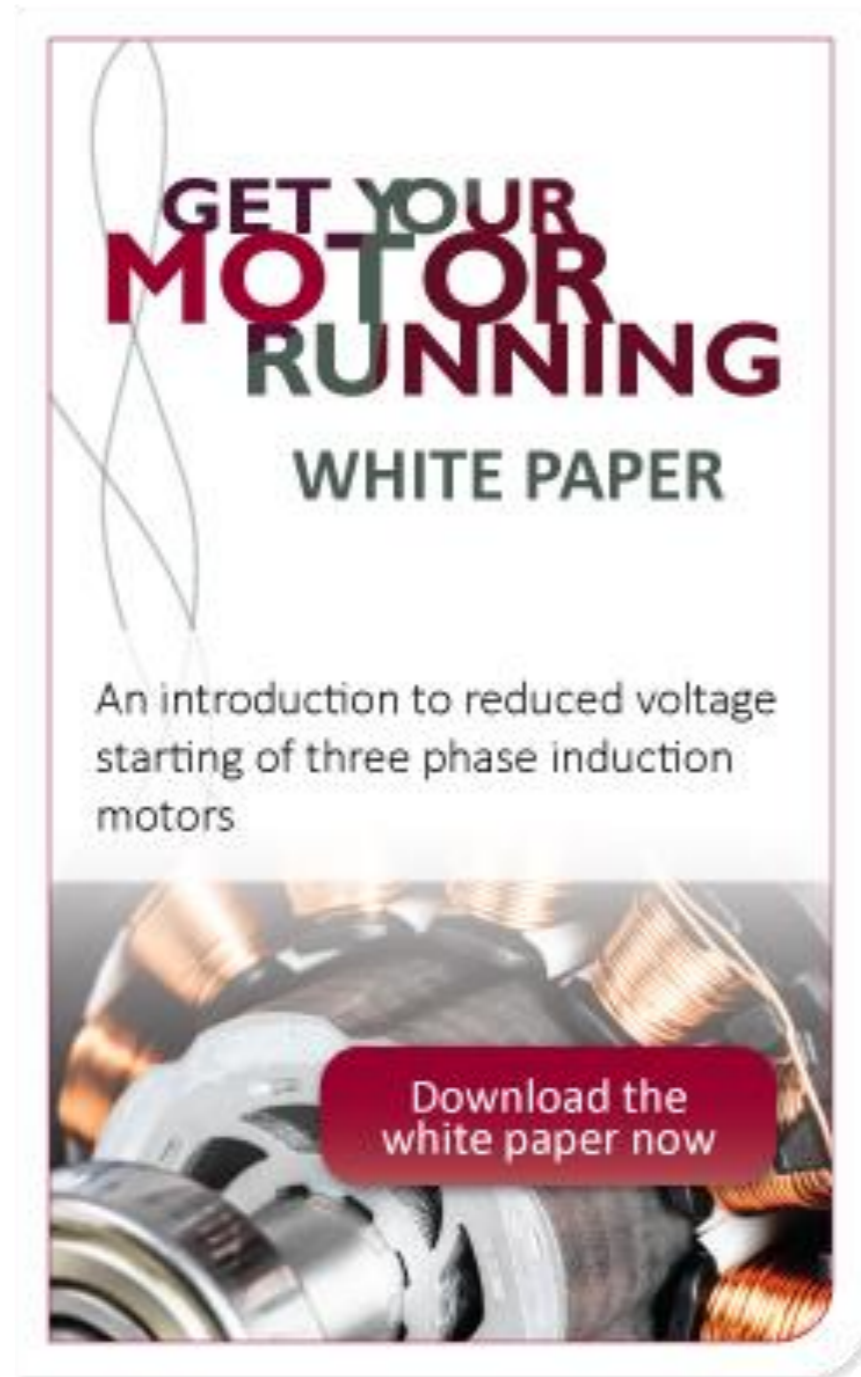




Source		Visits	%	Contacts ▾
	Social Media Facebook, Twitter, Linke...	5,342	3.8%	205
	Direct Traffic Manually entered URLs	2,560	2.4%	61
	Organic Search Google, Bing, Yahoo, etc.	3,010	0.9%	28
	Referrals Links on other sites	637	0.9%	6
	Email Marketing Email links	786	0.6%	5
	Other Campaigns Other sources	50	6.0%	3
	Paid Search Paid search advertiseme...	4	0.0%	0



Sweat the content



‘Legacy’ content

White paper series

eBook

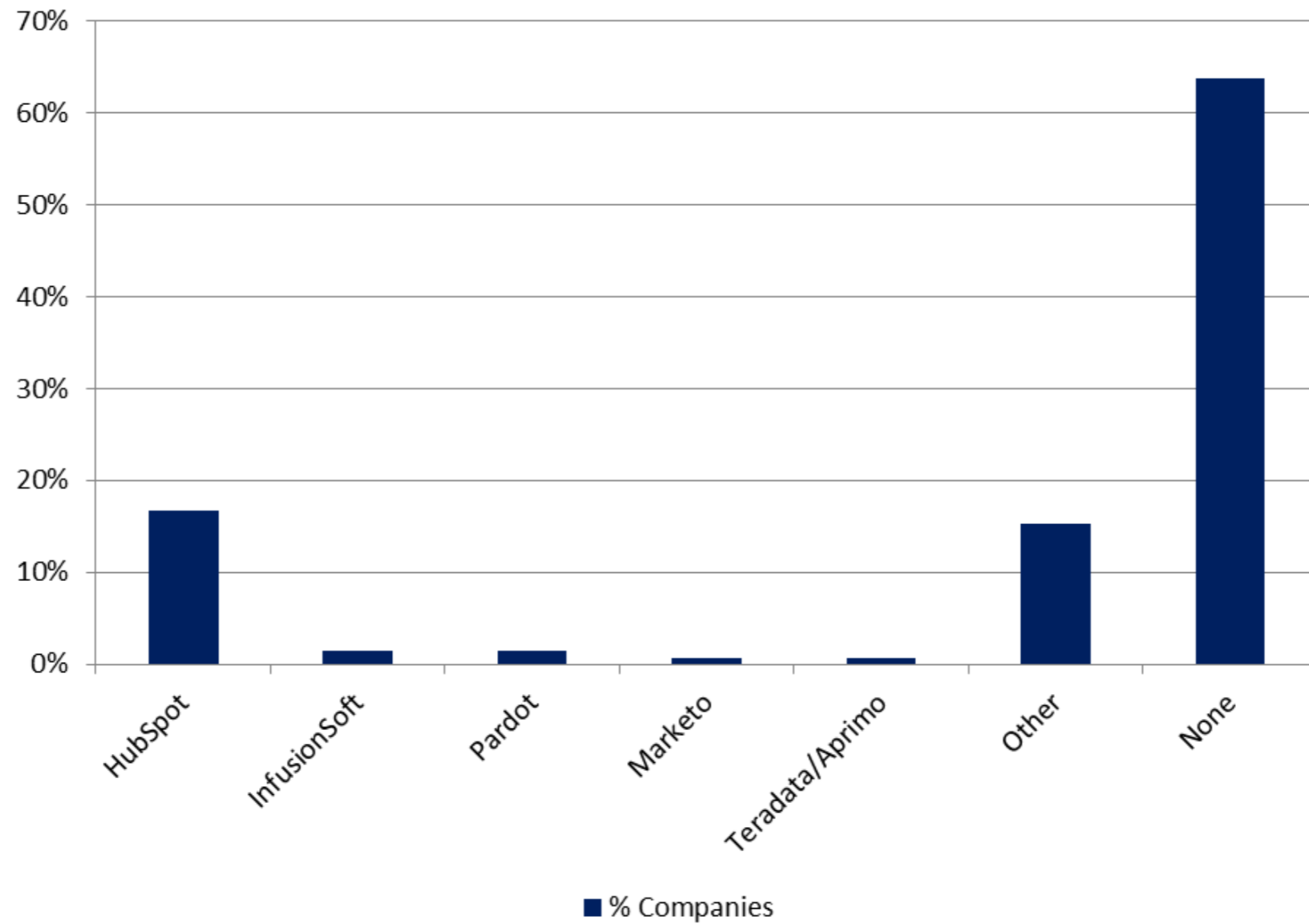
Podcast

Webinar

Infographics

Blogs

Marketing Automation software platforms



4. Checking you hit

Levels of metrics and marketing measures in place

	None	Minimal	Some	A lot	Significant
Website activity (e.g. visits, page views)			●		
Sales funnel activity (e.g. contacts, leads, prospects)			●		
Lead generation (e.g. number, source, quality etc.)			◐		
Social media activity (e.g. LinkedIn updates, Tweets)			◐		
Customer satisfaction index		●			
Offline promotional activity (e.g. tradeshow leads, direct mail responses)		●			
Brand awareness		●			
Online promotional activity (e.g. Google AdWords clicks)		●			



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