



Content Marketing Strategy

How to **Maximise** Your
Digital Content to Grow
Your Business





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Introduction

When advertising your business, traditional marketing can only get you so far. To really get your audience's attention – to capture their interest and their trust – nothing works as well as content marketing; and that's something that needs intelligent strategy and planning to work well.

In this comprehensive white paper, we'll discuss the process of planning, developing, and executing the content marketing strategy for your business; breaking it up into smaller, easier-to-consume sections.

Part 1

The Content Marketing Lifecycle



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Enhance Your Content Marketing Strategy with Everlytic

Everlytic is a digital messaging platform that helps your business communicate personally, reliably, and automatically using bulk email, SMS, and voice broadcasting – at scale.

Use it to integrate content from multiple channels into one intelligent campaign. This helps you to simplify the execution of your content marketing strategy and optimise the overall customer experience.



Defining Content Marketing

According to [Content Marketing Institute](#):

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

But that's just part of a much more complex definition. So, let's go deeper by exploring **what content marketing isn't**.

Many companies have a limited perception of how content fits into their broader marketing strategy. For instance, many believe that content marketing is:

✗ About the content itself

This results in companies creating content for the sake of getting attention from customers. It doesn't tie into any larger company purpose and its impact is short-lived.

✗ A more effective way to sell

According to an article from [the Content Marketing Institute](#), content marketing isn't necessarily any faster, cheaper or more effective at converting leads into customers than traditional marketing. Rather, its value is in the quality of the customers, not the quantity.

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“[Content marketing's] power lies in its ability to produce a better customer, a more loyal customer, or a customer more willing to share his or her story with others – which compounds the value he or she provides to the business.”

- Robert Rose, Founder and Chief Strategy Officer, The Content Advisory

Adjust your perception of the role that content plays in marketing. The best content strategies realise that content isn't just a box to tick – it's the legacy and psychology of your brand.

Why a Content Marketing Strategy?

Content marketing strategy goes beyond content marketing. According to **the Content Marketing Institute**, content strategy delves deeper into the creation, publication, and governance of useful, usable content. It seeks to manage content as a strategic asset across the entirety of the organisation.

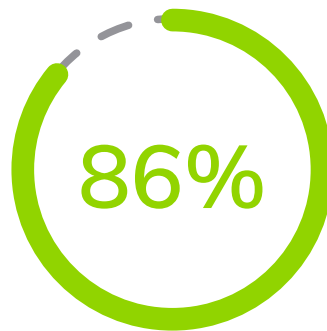
*"Your content is your **most valuable** business asset."*

- Scott Abel, Founder and CEO, **The Content Wrangler**



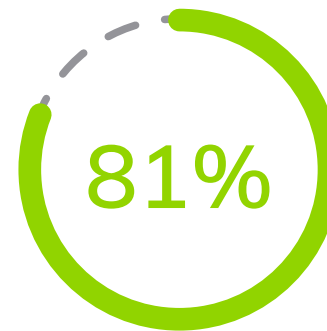
of the most successful marketers have some kind of strategy backing up their content.

(Express Writers)



of highly effective organisations have someone in charge of content strategy.

(Neil Patel)



align teams around common missions / goals



easier to determine which types of content to develop



The two biggest benefits of a documented content marketing strategy

(Content Marketing Institute)

The Content Marketing Lifecycle

A content marketing strategy isn't created once. The most agile and effective strategies are constantly refined in line with customer interests, campaign results, and the market. In total, a standard content marketing cycle should consist of seven important steps that you repeat to some degree for every new campaign:



Get Everlytic for Your Content Marketing Lifecycle

Get in touch today, so we can **schedule a meeting** and show you more.

Everlytic's features support you at multiple stages of your content marketing strategy.



Email Marketing

Create eye-catching email campaigns that engage your audience.

[Read more](#)



Database Management

Simplify your database management with smart subscriber-list management tools.

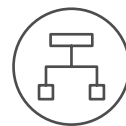
[Read more](#)



SMS Marketing

Create personalised and engaging SMS campaigns.

[Read more](#)



Marketing Automation

Nurture leads and on-board stakeholders with workflows and automatic-response emails.

[Read more](#)



Voice Broadcasting

Send a recorded message to your subscribers as a direct phone call.

[Read more](#)



Landing Pages

Customise attractive landing pages that match your brand and speak to your audience's distinct interests.

[Read more](#)



Transactional Messages

Deliver high volumes of personalised, system-generated emails and SMSs.

[Read more](#)



Subscription Forms

Grow your database and collect user information effectively. With our drag-and-drop form builder, it's easy.

[Read more](#)

Part 2

Pre-Plan Your Content Marketing Strategy





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Pre-plan Your Content Marketing Strategy with Everlytic

Use Everlytic to collect customer data directly into your database using subscription forms. Then send personalised content to this audience using strategic communication workflows.

Where You Are in The Content Marketing Lifecycle

Part 2 of this master white paper covers steps one and two of the Content Marketing Lifecycle: Define What You Want to Achieve and Understand Your Audience.



Step 1

Define What You Want to Achieve

Before you can start fleshing out your content and how you want to use it, you first need to figure out what it is you want to achieve from your content marketing. According to the [Content Marketing Institute](#), this should include:



Understanding Your Business Model



Finding Your **Purpose** & **Setting Goals**



Developing Your Content Marketing **Mission Statement**

Step 1 Define What You Want to Achieve

Understanding Your Business Model

According to Robert Rose, Founder and Chief strategy officer of [The Content Advisory](#), there are **four business models** for content marketing. These are:



Which model does your business follow? Which one would you like to use? Do you follow a blended approach? Understanding what business model you use and why may help you to mobilise the right resources for your content marketing strategy.

For more information on these business models, [read this article from CMI](#).

Step 1 Define What You Want to Achieve

Finding Your Purpose & Setting Goals

Next, determine your content marketing purpose and set sales, cost-saving, or business-growth goals that you want this content to achieve. The easiest way to do this is to address the area where your business has been struggling, like:



Brand Awareness

Try content like guest articles, videos, podcasts, and e-books.

[Read more](#)



Audience Engagement

Track conversions, scroll depth, social comments and backlinks.

[Read more](#)



Website Traffic

Reoptimise old content with new, relevant SEO keywords.

[Read more](#)



Lead Generation

Target decision-makers with gated content that calls them to action.

[Read more](#)



Marketing ROI

Try **using marketing content in the sales process** or **starting new revenue streams**. Otherwise [read this](#) and [this](#) to understand the real ROI of content marketing.



Customer Retention

Generate trust by taking customers on **consistently relevant content journeys** and implement **a meaningful, experience-based loyalty programme**.

Step 1 Define What You Want to Achieve

Developing your Content Marketing Mission Statement

Joe Pulizzi, the Founder of **Content Marketing Institute**, suggests piecing your content marketing purpose and goals into a content marketing mission statement – an answer to the question “Why does this exist?”

“People don’t buy what you do; they buy why you do it.”

- Simon Sinek, Author, Motivational Speaker, and Organisational Consultant

What’s in a Content Mission Statement?

A content mission statement should include three main things:

1. **Your Target Audience:** Who you’re talking to
2. **Your Content Types:** The information and media that you’re qualified to share
3. **The Audience Outcomes:** Why they should care about what you say

For example, Inc.com’s mission statement is:

“Welcome to Inc.com, the place where entrepreneurs and business owners can find useful information, advice, insights, resources and inspiration for running and growing their businesses.”

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What to Do with a Content Mission Statement



Publish it where your audience can find it easily

This transparency will help set expectations and promote signups.



Share it with your team to get everyone involved

This will help to keep your team pledged to your higher purpose.



Use it to help you decide what content to create (or not create)

This works as a kind of litmus test to keep your content in line with your goals.





Step 2 Understand Your Audience

The first rule of any content marketing strategy is: Know your audience. If you don't know who you're talking to, what they're interested in, or what problem you can solve for them, your message will be less impactful (if it's impactful at all) and less likely to strike a chord with the right people. The more specific you can be, the better your results.

So, do your market research. These are some of the best ways to do it:

Ask Your Clients Directly

To really understand your target audience's pain points and interests, ask your existing clients – either with an incentivised survey or, ideally, by chatting to them in person.

Use Existing Research

Is there existing research or national census information that can help you narrow down your target audience? Using existing data will help save time on doing the research yourself.

Watch Your Competitors

Keep an eye on your biggest competitors and who they're targeting. What is and isn't working for them? Learning from the successes and failures of your competitors will help you get to the right people without the first-hand learning costs.

Mine People's Reviews

If you're a retailer selling a product or service, **mine through available reviews for the service / product** (or a similar one) to understand what it is that people want. This will help you find relevant and specific content ideas for your audience.

Use Google Analytics

Use Google Analytics to track visitors by gender, age, location, interests, and referral traffic – you may find some interesting overlaps.

Analyse Social Engagement

Pay attention to what people are saying on your social media pages and on any comments that you get on your content. Deeper reporting like that found on **Twitter Analytics** and **Facebook Insights** can offer excellent insight into your audience too.

Step 2

Understand Your Audience (cont.)

Another great way to get a sense of what's current on social media is to use social listening tools like **Sprout Social** and **BuzzSumo**. These will help you track conversations around your brand, your competitors, and your broader industry. Here's a list of **some of the top social listening platforms**.

Market research isn't something you do once-off. After all, your target audience is made up of people – and people change. Keep a constant ear to the ground so you can adapt with them.



Step 2 Understand Your Audience

Create Client Personas

Once you've done your market research, use your findings to compile client personas – personalised archetypes of clients based on actual data from your target audience. These personas shouldn't just be labelled by their overarching traits either – they should also be given real names and be fleshed out with job titles, demographics, and hobbies.

Why? Because putting a name, face, and character to segments of your audience makes it easier to create content that speaks to them personally. It makes your communication with them more authentic. And it means the content you create for them will be relevant, because you understand them better as people – not just nameless, faceless sales opportunities.

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Step 2 Understand Your Audience

How to Create Client Personas

The best way to create client personas for your business is in groups. If you can, get a few insightful people from key areas of your business, like sales and customer service, in a room together. Then brainstorm three to five types of potential clients that you want to target. **Start with the broader facts and get more specific as you go.**

Buffer recommends including characteristics like:

Name of the persona

Choose something realistic

Job title

The best source for this info is customer surveys

- Key information about their company (size, type, etc.)
- Details about their role

Demographics

Use **Google Analytics** or online surveys to source this info

- Age
- Gender
- Salary / household income
- Location: urban / suburban / rural
- Education
- Family

Goals and challenges

Results from real customer interviews (**like this**) can help

- Primary goal
- Secondary goal
- How you help achieve these goals
- Primary challenge
- Secondary challenge
- How you help solve these problems

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Values / objections

Use insights from your existing clients

- Primary values
- Common objections during sales process

Marketing content

Create messages tailored specifically for them

Additional persona info

These depend on your industry and business type

- Hobbies
- Real quotes from interviews with customers
- Computer literacy
- Where they get their news
- Blogs they read



Step 2 Understand Your Audience

A Persona Example

Name of the persona

Louisa
Johnson

Job title

Head of Marketing
for an online
fashion retailer

Demographics

- 40
- Female
- Married | 2 Kids
- Lives in the suburbs



Goals and challenges

Goals & Everlytic Solutions:

- Goal / target driven – **rich analytics**
- Practical – **drag-and-drop builder & integrations**
- Knowledge of ROI measures – **analytics**

Challenges & Everlytic Solutions:

- Remain on budget – **customisable packages**
- Reach targets – **analytics, heat maps & A/B testing**
- Compliance & security – **POPI compliance tools**

Values / objections

Values

- Integrity
- Performance
- Quality

Objections

- Why should I choose you over cheaper competitors?
- We're already using a competitor and our staff understand the system – transitioning across will be difficult.

Marketing content

- Dedicated account manager
- In-person training
- Integrations with existing software
- Local support
- How our analytics support ROI and marketing targets
- POPI compliance & local relevance
- Customisable, scalable packages
- Multi-channel platform
- Automation features

Additional persona info

Where she finds her information

- Google
- Social Media
- Bizcommunity
- Email
- Conferences

Personal information

- Strong computer literacy
- Studying towards her Masters degree

Expectations for communication software

- Cost efficiency
- Security / Control
- Local support / Escalation
- SLA
- Practicality
- ERP integration
- ROI / Reporting / Relevance

Use Everlytic When Pre-Planning Your Content Strategy

Schedule a meeting today,
so we can show you more.

Everlytic's database management tools are a great support in every step of the pre-planning phase.

For instance:



Online Subscription Forms

These capture subscriber information directly from an iframe on your website so you can better understand your audience from the moment they join your list. They integrate directly with your Everlytic database too, so you can start sharing content with them immediately.

[Read more](#)



Intelligent CRM Integrations

Our powerful API can connect Everlytic with your CRM system, enabling you to import contacts from existing databases automatically, keeping all your contact data in one place. And if you use Microsoft Dynamics, our Dynamics 365 plugin makes sending targeted messaging even easier as you don't even have to leave Dynamics.

[Read more](#)



Segment Lists by Personas

Database segmentation allows you to create groups of subscribers based on almost any variable, including interest, location, or a buyer persona that you've created. This enables you to create hyper-personalised content that's always relevant.

[Read more](#)

Part 3

Assemble Your Content Marketing Strategy



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Launch Your Content Marketing Strategy with Everlytic

Everlytic is a digital messaging platform. Use it to personalise and automate all the email, SMS, voice broadcasting, landing page, and subscription elements of your content marketing campaigns.

Schedule a meeting to find out more.

Visit us at www.everlytic.co.za or [click here](#) to schedule a meeting.

Where You Are in The Content Marketing Lifecycle

Part 3 of this master white paper covers step three of the Content Marketing Lifecycle: Assemble Your Content Marketing Strategy.



Step 3 Compile Your Content Strategy

How Google's Micro-Moments Relate to Your Audience

People don't live life day to day – according to **Google's Micro-Moments marketing strategy**, they live it moment to moment. Like the moment your geyser burst. Or the day your 3-year-old sang on stage at his first school concert. These are micro-moments. And your brand needs to tap into them.

Consumers Have Changed

The world has gotten small enough to fit in people's pockets. So, when they experience a micro-moment, they don't go to their neighbour for a reference to fix their broken geyser – they Google it.

Engaging with your audience in their micro-moments is more about how quickly, easily, and effectively you can answer their questions online. You need to know what they're going to ask, how they feel, and you need to be prepared with a quick-to-launch, intuitively consumed solution when they're ready.

Everlytic Experiences

Everlytic Experiences are founded on the same principles of Google's Micro-Moments. However, instead of online search, it focuses on the personal, virtually instant interactions your clients can have with your business via digital communication channels.

Auto-response emails that assure irate customers that agents are working on their cases, personalised SMSs sent in response to an event booking, or customised voice broadcasts to warn recipients of a natural disaster... These are all Everlytic Experiences that can help businesses build and maintain meaningful relationships with their contacts.



Map Your Customer Journey

Google's Micro Moments and Everlytic Experiences lead us to the importance of mapping your customer journey. According to Paul Boag from [Boagworld](#), a user experience design blog, customer journey mapping has four key benefits to your organisation as a whole:



It puts the customer first

Companies often get caught up in what they want to achieve that they lose sight of what the customers want.



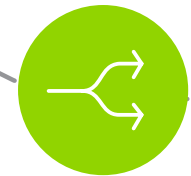
It reminds you to consider the user

The user experience will change throughout their journey. It's important to be aware of their feelings, questions, and goals at each point.



It provides context for the project

By understanding the map, you can define where the customer is at every stage of the process. This helps you to define what the important elements are for the project.



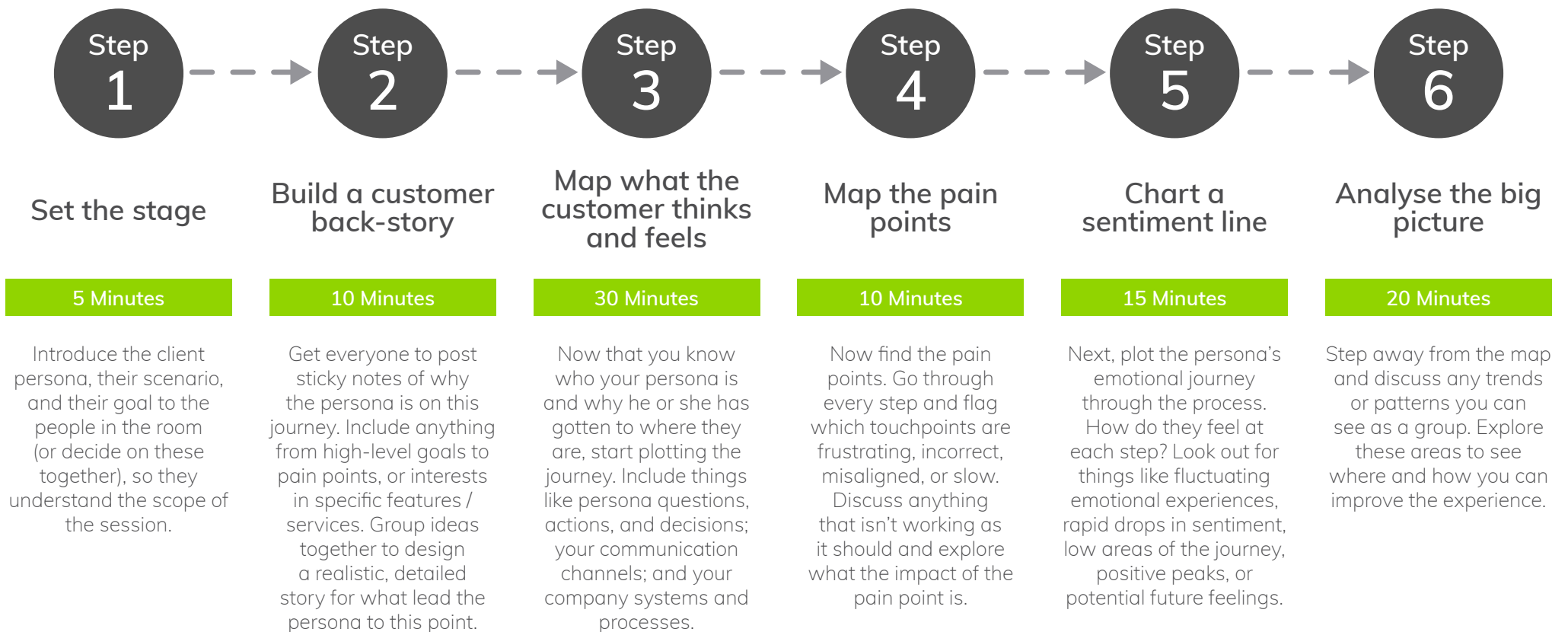
It supports digital transformation

Digital transformation is the process of adapting to constantly changing consumer expectations. With your focus always on the customer, you'll be agile enough to adapt quickly and effectively.

Step 3 Compile Your Content Strategy

How to Map Your Customer Journey

Atlassian's Team Playbook, a no-'BS' guide to unleashing your team's potential, says that mapping your customer journey shouldn't take you longer than 1.5 hours – and you don't even have to leave the office. This is the high-level process involved ([read the detailed version on our blog](#)).



Step 3 Compile Your Content Strategy

Map Your Content to the Sales Funnel

Creating content that speaks to your audience isn't just about understanding who they are as individuals. It's also about understanding where they are relative to the sales funnel and the customer journey. This will determine how much they know about your business and what kind of information you'll need to share with them to persuade them to progress.

What is a Content Marketing Sales Funnel?

The sales funnel is the journey your prospects take from their first contact with you to a completed purchase. According to **Single Grain**, a content marketing sales funnel is pretty much the same thing, only it relates specifically to the content journey you take them on.

There's a lot of overlap with the customer journey, and many parts of these journeys may run in parallel, but the focus is always on how you can engage with your audience to help them move down the funnel as smoothly and quickly as possible.

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Four Stages of the Content Marketing Sales Funnel

Stage 1 Discovery	Stage 2 Consideration	Stage 3 Conversion	Stage 4 Retention
This is when a prospect first discovers your business and what you offer .	Once you've caught your prospect's attention, they enter the middle of the funnel. This is where they like what they see and start comparing their options. Your goal in this phase is to educate the prospect so they can make an informed decision .	The bottom of the sales funnel is when the prospect becomes a customer by buying your product or service .	Existing customers are the easiest to convert to loyal, returning customers. This stage nurtures the relationship with the aim of converting them to brand advocates.
Best content types for this			
<ul style="list-style-type: none">✓ Web / responsive banners✓ Webinars✓ Videos: explainer or product demo✓ Infographics✓ Press releases	<ul style="list-style-type: none">✓ Blog posts✓ White papers / e-books✓ Case studies✓ Testimonials✓ How-to content that showcases your products✓ Lead-nurturing campaigns	<ul style="list-style-type: none">✓ Ratings and reviews✓ Questionnaires✓ Self-assessments	<ul style="list-style-type: none">✓ Customer support documents✓ Insider how-tos✓ Surveys✓ Special offers✓ Competitions and giveaways✓ Email newsletters and personalised follow-ups



Step 3 Compile Your Content Strategy

Planning with RACE

The RACE Planning Framework was developed by **Smart Insights**. It divides the digital marketing process into five main phases:



Step 3 Compile Your Content Strategy

Create an Effective Content Calendar

A content calendar is a sharable, easily accessible resource that your whole team can access when implementing your content strategy. It helps everyone stay on track, spot content gaps, and guide your content creation workflow. This is especially useful when you're using multiple platforms, content types, and messaging channels.

How do you implement an effective content calendar? **Convince & Convert** recommends these three steps:

1

Start with Your Existing Assets

2

Identify and Create Content 'Shows'

3

Plan, Schedule, Publish, Promote, Track & Tweak

Step 3 Compile Your Content Strategy

Create an Effective Content Calendar (cont.)

1. Start with Your Existing Assets

Many marketers fall into the exhausting, unsustainable trap of thinking that successful content marketing requires you to keep generating new content. This isn't true. In fact, there are multiple ways you can reuse and repurpose your existing content to get maximum return.

Content Audits

Analyse existing content and what part of the customer journey or content marketing funnel it can be used in.

Content Repurposing

Update old blog posts with new data, repurpose written content into videos (or vice versa), or turn blog posts and e-books into an email series.

Content Atomisation

Content atomisation is the act of breaking bigger pieces of content into smaller chunks. This is closely related to **Cluster Content**, which uses bigger pieces of content as 'pillars', and smaller, related pieces of content as internal-linking opportunities that boost SEO.

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Create an Effective Content Calendar (cont.)



2. Identify and Create Content 'Shows'

According to [Jay Baer](#), Convince & Convert's president, sharing the same content at the same time across all your social media and communication channels is ineffective. He suggests approaching each platform as if it were a TV channel, each with its own distinct audience, objectives, TV shows, measuring standards, and scheduling.

By creating content 'shows' for each platform instead of random acts of content, you leverage the benefits of repeatability, tune-in value, and consistency, increasing your impact. The three types of 'shows' you should create on your channels are:

Binge-worthy shows

These are big, on-going pieces of content, like podcasts, video series, webinar series, white papers, or reports. They're the foundation of your channel's broadcasting and keep your audience engaged. Because of the size and effort involved in creating these shows, they should target at least two of your audiences and should be shared at least twice a month.

One-time shows

These are large quarterly or annual pieces of content that address a major customer pain point – like our bi-annual [email marketing benchmarks report](#). Think white papers, research pieces, competitions, user-generated campaigns, etc.

Regular programming

These are regular content pieces that aren't necessarily written by the same author, on the same topic, or in the same format, but they round everything off by connecting back to your content strategy. A blog can often fill this role as the pieces are small enough to fill in the gaps and interesting enough to add extra value, both engagement-wise and for SEO.

It's likely that you already have content shows in your content assets – you may just need to shuffle them around, give them an official title, or connect them in repeatable ways that people can tune in for.

Step 3 Compile Your Content Strategy

Create an Effective Content Calendar (cont.)

3. Plan, Schedule, Publish, Promote, Track & Tweak

Once you've got a plan in mind, it's time to map it into calendar format. An Excel spreadsheet or **one of smartsheet's marketing calendars** usually works well – especially if you've got a clear view of the dates and weeks of each month. Then, add your content into the calendar by:

1. Starting with binge-worthy shows

Pay attention to key events or dates.

2. Add in your one-time shows

See how they overlap with your binge-worthy shows and how you can adjust so they complement each other.

3. Finish off with regular programming

Fill in the gaps so you're sharing content consistently across channels.

4. Save extra content ideas

If you've got other content ideas that don't fit into the schedule, save them in a repository that you can access at another time – check back in here often to make sure you're keeping things fresh.

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Every company manages their content calendars differently. Check out **the CoSchedule blog** to see some great examples from leading international brands.

Step 3 Compile Your Content Strategy

Think Mobile First

When creating, publishing, and sharing your content, it's critical that you adopt a mobile-responsive approach to design. Why? Because that's where most online audiences are – especially in their micro-moments. Check out some of these stats:



People have **twice as many** interactions with brands on mobile than anywhere else. ([Think with Google](#))



53% of mobile users will close a website if it takes **more than three seconds** to load. ([Think with Google](#))



75% of phone users **turn to mobile search** for an immediate need. ([Issuu](#))



Almost 25% of South Africans **read emails on mobile** ([Everlytic's Email Marketing Benchmarks 2018](#))




51% of customers say that they use mobile devices to **discover new brands and products** ([BrightEdge](#))



50%+ of people say they **won't consider purchasing** from a brand that has a **poorly designed** mobile site ([Think with Google](#))

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Everlytic's drag-and-drop [email](#) and [landing page](#) builders ensure that your assets are responsive to any size screen.



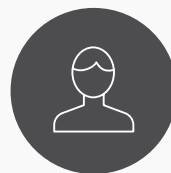
Automate Your Content Strategy with Everlytic

Everlytic's workflows and auto-response tools make lead-nurturing and on-boarding a breeze. Create and launch sophisticated, automated campaigns with email, SMS, voice broadcasting, subscription forms, and landing pages.



Online **Subscription** Forms

Send automated messages for things like new subscriptions, booking confirmations, or event RSVPs.



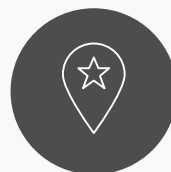
Personalised Content

Increase engagement with personalised customer journeys and dynamic content that sends the right message to the right person at the right time.



Time Your Messages

Whether you need to send messages on birthdays, holidays, special occasions, or simply during business hours, Everlytic's scheduling tools give you the control you need.



Create **Responsive** Journeys

Create responsive journeys for customers based on their interests, demographics, and engagement.

Schedule a meeting today, so we can show you more.

Part 4

Compile Your Content & Mobilise Your Channels Strategy



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Maximise Your Content Marketing Strategy with Everlytic

Everlytic's digital communication platform gives you all the tools you need to create, launch, and track content campaigns across web and mobile. Use it to communicate personally, reliably, and automatically at scale.



Where You Are in The Content Marketing Lifecycle







Part 4 of this master white paper covers steps four and five of the Content Marketing Lifecycle: Know Your Channels and Know Your Content.



Step 4

Know Your Channels

The next step in developing your content strategy is to understand the sharing channels available to you, choose the ones that work best for your business and your audience, and find out how they can best be used. Scroll through the next few pages for a more detailed look at some of the most common channels, like:

-  Email
-  SMS
-  Voice broadcasting
-  Web push notifications
-  Social media
-  Public relations

By understanding the channels you use to distribute your content, you learn which ones work best for your audience and your goals. This can also help you to leverage the benefits of the different channels to implement impactful cross-channel campaigns.



Step 4 Know Your Channels

Email

Email is still the **most favoured marketing channel** across all age groups. **Mailbird** says that as many as **269 billion emails are sent every day**. And with **a global average ROI for email marketing of about 4000%** (thanks largely to email's low costs), it's profitable too.

Some of the best types of email content for driving engagement and traffic to your website are:

- ✓ **Welcome emails**
- ✓ **Promotional emails**
- ✓ **Blogs, guides, and original research**
- ✓ **Coupons and loyalty rewards**
- ✓ **Case studies and testimonials**
- ✓ **Interactive content** like surveys, quizzes, and polls

Email marketing is a great engagement tool for people who are already interested in your brand – this makes it ideal for lead nurturing, onboarding, and ongoing communications with your clients.

It's less effective for time-sensitive messages, like coupons, short-term specials, or notifications that need to be read urgently, like delivery notifications.

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Email marketing is a competitive space to be in. What is it about your emails that causes a reader not to open them? **This is what we've found.**



Step 4 Know Your Channels

SMS

SMS is an under-recognised marketing channel that can yield significant results when used correctly – especially in South Africa.

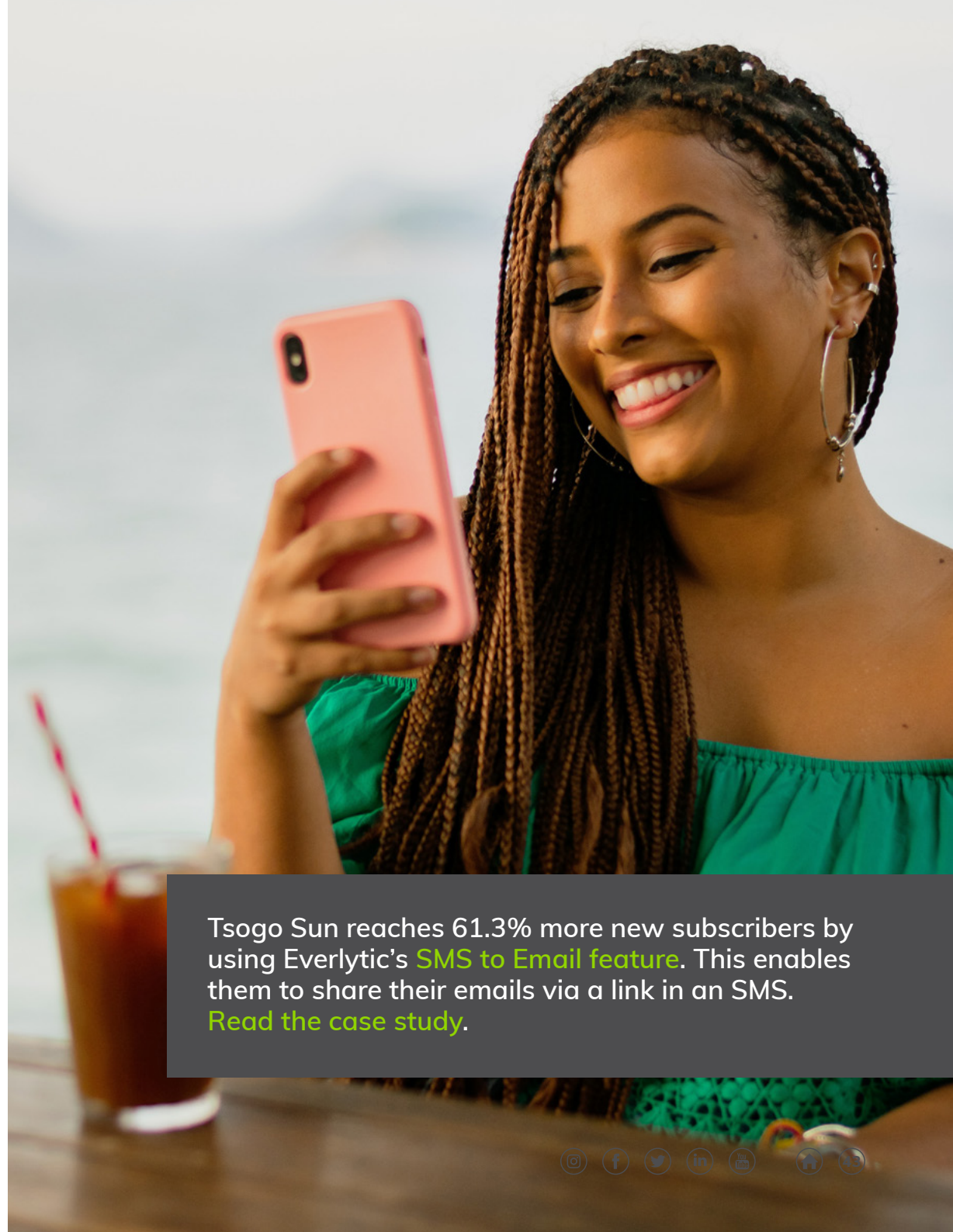
Why? Because it's cost effective, it has great geographic reach thanks to there being no need for data (important notifications are less likely to get missed), and it can be easily integrated into your broader content strategy. SMS also has the highest ad recall **compared to other channels**.

Some of **the best ways to use SMS** include:

- ✓ Product launches / sales
- ✓ Payment / booking confirmations
- ✓ Transactional notifications
- ✓ Shipping updates
- ✓ Loyalty programme updates
- ✓ Staff notifications / reminders
- ✓ Appointment reminders
- ✓ Payment reminders

As much as 85% of SMS popups are read within five minutes of being received. Because of this, SMS works best for short, time-sensitive messaging – the opposite of email.

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Tsogo Sun reaches 61.3% more new subscribers by using Everlytic's **SMS to Email feature**. This enables them to share their emails via a link in an SMS. **[Read the case study.](#)**

Step 4 Know Your Channels

Voice Broadcasting

Voice broadcasting (also known as robocalling) is a form of mass communication where you send a recorded audio file to a list of subscribers as a phone call; much like sending an SMS blast to your database, but with sound.

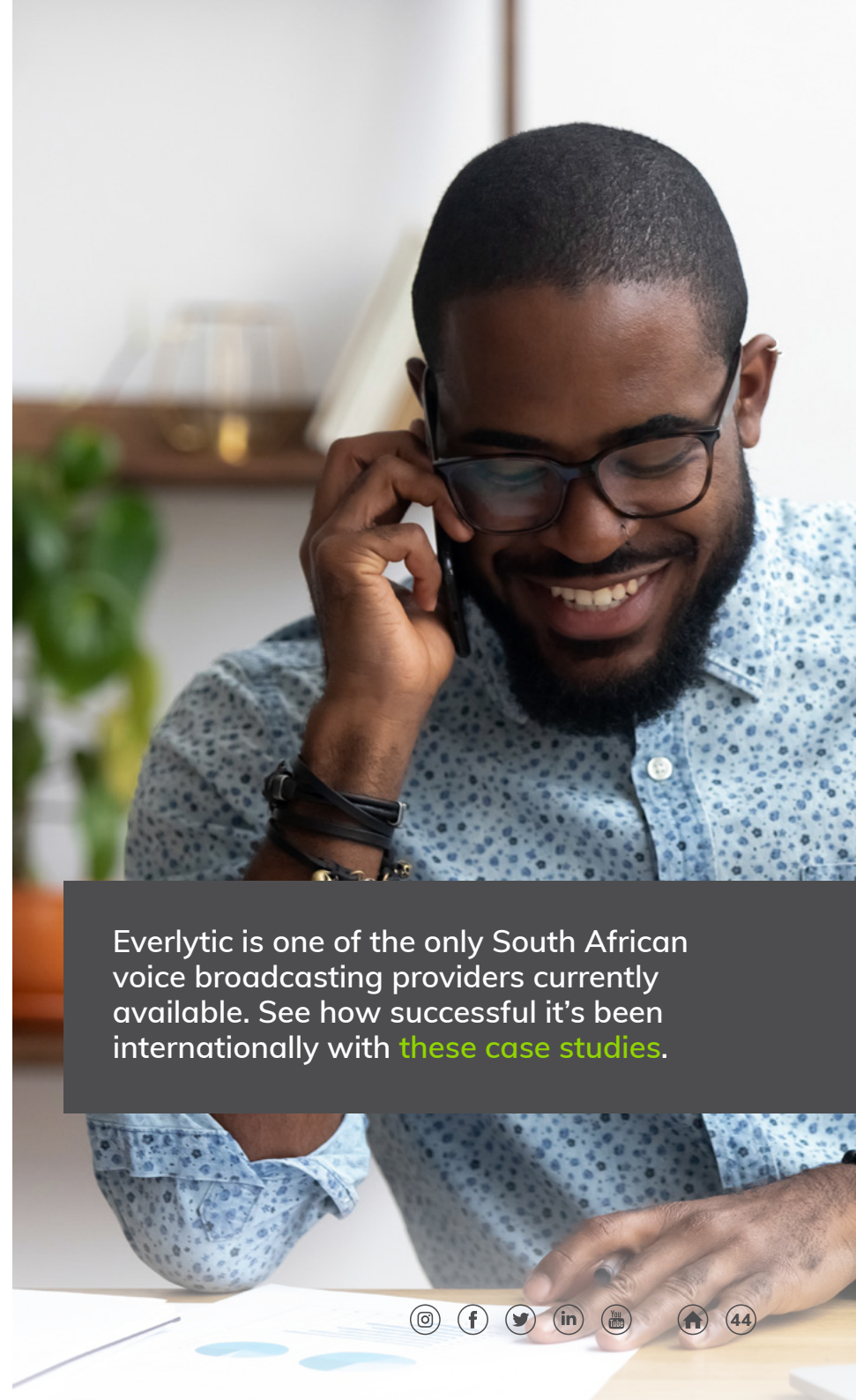
Not only is voice broadcasting cheaper than a standard phone call, it's also quick to launch, and it allows you to call your entire database concurrently, rather than one at a time. Text-to-speech technology enables you to personalise your messages with customer data too. And with the power of sound, you can easily communicate humour, emphasis, and attitude.

Voice broadcasting's use cases are extensive too. Some powerful applications include:

- ✓ Appointment reminders
- ✓ Delivery reminders (e.g.: your package will be delivered at 8am)
- ✓ Emergency broadcasts
- ✓ Fraud alerts
- ✓ Staff alerts
- ✓ Travel notifications (e.g.: flight delays)
- ✓ Product launches
- ✓ System downtime alerts
- ✓ Payment reminders
- ✓ Event reminders

Look beyond your preconceived ideas of automated voice calls. When implemented appropriately, they can differentiate your brand in an otherwise text-heavy marketplace.

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Everlytic is one of the only South African voice broadcasting providers currently available. See how successful it's been internationally with [these case studies](#).

Step 4 Know Your Channels

Web Push Notifications

Web push notifications are clickable messages that are sent from a business' website to their subscribers' internet browsers. You've probably seen them too. The opt-in requests often pop up when visiting a website, saying that the site wants to send you notifications.

According to [Neil Patel](#), web push notifications work similarly to mobile app push notifications (the ones that end up in your cell phone notifications tray), only they're sent from websites, not mobile apps, and they can be accessed on all devices.

Like SMS and voice broadcasting, push notifications work well for time-sensitive messaging and for connecting readers to longer-form content. Use it for new blog posts, press releases, news pieces, and other interesting information published on your site.



Visit [the Everlytic website](#) to opt in for our website notifications. And watch this space – web push notifications are due to be launched as an Everlytic feature soon too.

Step 4 Know Your Channels

Social Media

Marketing on social media is essential for building trust, maintaining your company's presence, and increasing brand awareness. Further, each social media channel draws such vastly different audiences that **Social Media Today** recommends creating different personas for each of your social platforms.

To guide you, get to know the typical audiences on each of the main platforms. We'll cover some of the top social channels over the next few pages, including research and stats from **Sprout Social**, **Entrepreneur**, and **Arthur Goldstuck**.



Step 4 Know Your Channels

Social Media (cont.)



Facebook is the leading social media platform with 2.27 billion monthly global active users and 68% of all adult social media users on it. Locally, the number of Facebook users in Joburg is substantially larger than other cities and while the youth are still strong Facebook users, the highest penetration is in the 31 to 40 age bracket.

Best **content types for Facebook**:

- ✓ Videos (pre-recorded or live)
- ✓ Posts with inspirational images
- ✓ Quotes, fun facts, and memes
- ✓ Quizzes
- ✓ Question and answer posts
- ✓ Blog posts & curated content
- ✓ Free resources

Video ads on Facebook can help guide your audience through the sales funnel. **Read this article for more.**

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Step 4

Social Media (cont.)



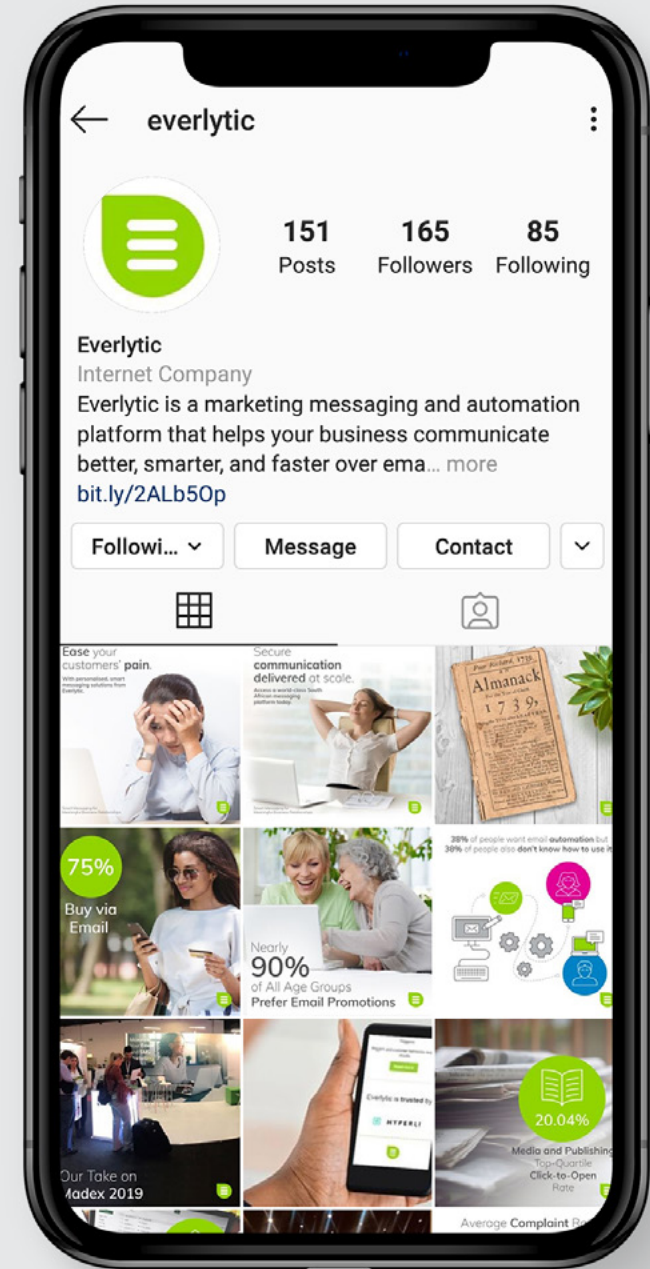
Instagram

Instagram is very popular, with as much as 1 billion monthly active users worldwide. Its local popularity has also grown substantially in the last few years (73% in 2018 alone). The audience, however, is much younger than Facebook, with the bulk of the global audience under the age of 29.

Best content types for Instagram:

- ✔✔ Behind-the-scenes photos
- ✔✔ Tutorials
- ✔✔ 'Ask me anything' posts
- ✔✔ Thought leadership videos
- ✔✔ Video interviews
- ✔✔ Trending content
- ✔✔ User-generated content
- ✔✔ Before-and-after pics
- ✔✔ Influencers using your products
- ✔✔ Quotes
- ✔✔ Stories

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Step 4 Know Your Channels

Social Media (cont.)

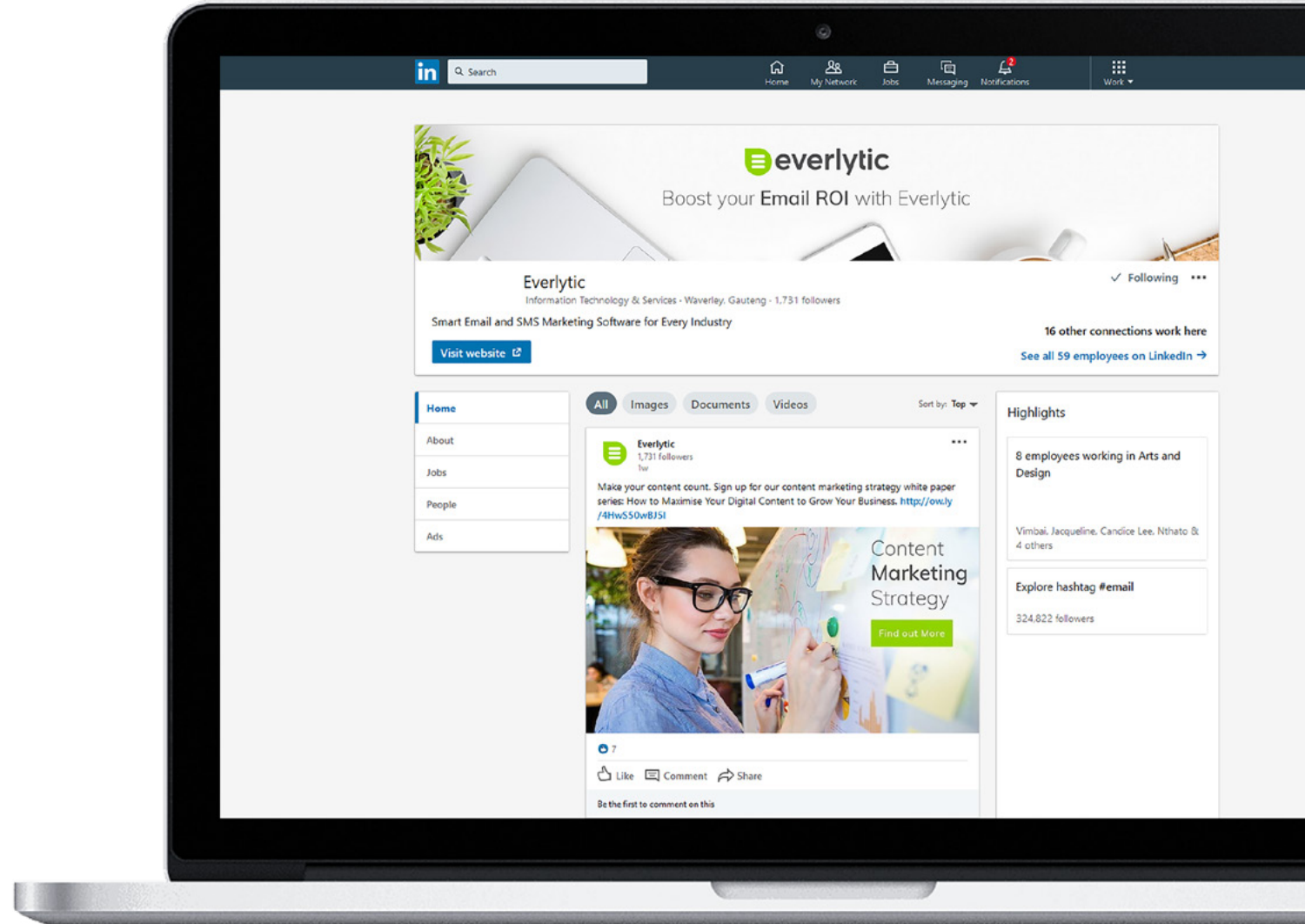


LinkedIn is less popular with only 590 million registered users, but it's niche focus has made it the leading B2B social media marketing platform – even locally. **Research by Arthur Goldstuck** shows solid growth in the South African market over the last few years, especially from staff at small and medium enterprises.

Best **content types for LinkedIn**:

- ✓ Videos, including series and case studies
- ✓ Images with stats
- ✓ Product launches
- ✓ Company wins
- ✓ Highlighting company leaders
- ✓ Event registrations
- ✓ Curated content
- ✓ Thought leadership articles
- ✓ Original research
- ✓ Jobs & career info

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Step 4 Know Your Channels

Social Media (cont.)



Twitter is another staple in the social media space and, globally, it's preferred by urban and suburban people in their 20s. Local growth has been strong over the last few years too, especially with social movements like #feesmustfall, #metoo, and #noexcuse. Use it to start and join important and topical conversations in your industry.

Best **content types for Twitter**:

- ✓ Polls
- ✓ GIFs
- ✓ Short videos
- ✓ Supporting visuals
- ✓ News
- ✓ Blog posts & curated content

If it isn't already, social media should be an integral part of your content marketing strategy. Check out **Buffer's Guide to creating a social media marketing strategy** for in-depth tips.

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Step 4 Know Your Channels

Public Relations

According to **Forbes**, public relations (PR) is “a strategic communication process that builds mutually beneficial relationships between organisations and their publics.” It’s a way of using free (and sometimes paid) media, news, and magazine platforms to share and generate news about your company as a contributor to bigger-picture topics and goals.

In contrast to advertising, however, PR is often considered ‘earned’ media, because it focuses on adding value rather than selling a product or service. By joining or starting a conversation around a topic of interest, you position yourself as a thought leader, contributor to the market, and a voice worth listening to.

PR content can include:

- ✓ Press releases
- ✓ Opinion pieces
- ✓ Thought leadership
- ✓ Interesting articles
- ✓ Research pieces

Public relations and social media are great channels for drawing people to your brand, as they connect with your target audience in a non-confrontational way on channels where they’re already spending time. When done well, this builds trust, drawing them to you.

[View our Guide to Inbound Marketing](#)

Step 5

Know Your Content

Once you've got a handle on your audience and the channels you'll use to connect with them, it's time to start thinking about the type of content you want to generate.



Blog Posts

Simple Marketing Now says regular blogging can add compounding SEO value to your site, draw people to your business, and educate them about your industry, expertise, and the services / products you offer. By including research pieces, infographics, and content that's relevant and valuable to your audience, it can help position you as a leader in your space.

Read more about building a blogging strategy



Email Newsletters

As much as 94% of South African email users check their email multiple times a day. So, as a business, it makes sense to use email to connect with them. Email newsletters **are especially valuable** as they can build relationships, develop your position as an expert, and help market to your most engaged audience: your subscribers.

Read more about email marketing on our blog



Research Pieces

Research pieces are bigger, meatier pieces of content (like this white paper series) designed to educate your audience. This amplifies your position as an expert, offering rich insight that readers can't otherwise get from things like blogs and newsletters. By becoming a trusted advisor to your audience, you build loyalty and advocacy for your brand.

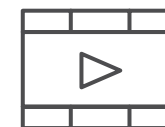
Check out Everlytic's other white papers



Podcasts

Podcasting is like Netflix for radio. You subscribe to channels you like and listen to the episodes you want to hear at a time that suits you. According to **Smart Insights**, it can be valuable in some businesses and industries as a tool to attract new audiences, build loyalty and trust, and drive sales.

Get tips on creating a podcast strategy



Video

According to **Dreamgrow**, videos boost trust, engagement, social shares, SEO, sales, and they have great ROI (they even boost welcome email click-through rates by up to 96%). Plus, with videos being so easily consumed and accessible on mobile, it helps you connect with a much wider audience on the go.

Read about developing a video marketing strategy

Step 5 Know Your Content

What Makes You Different?

It's one thing planning a content marketing strategy, and it's another planning one that's effective. According to **Joe Pulizzi**, the one thing that'll kill your efforts is boring content. In other words: you must do something different to show your readers why they should choose your business over your competitors.

To consistently create meaningful content, **Usability.gov** says that each piece of content should:



Reflect your company goals and user needs

Refer to your content marketing mission statement regularly to stay in line with what you want to achieve and why.



Understand how your users think and speak

Your client personas will help you decide what kind of language to use and how youthful / serious / academic / irreverent you should be in your content.



Share content that's useful to the audience

Nobody likes parting with their money unless they believe it serves them. So instead of just trying to sell your products or services, or sharing content just for the sake of sharing content, you should focus on adding real, tangible value to your clients by giving them insight that will benefit their lives – stuff that you, as an expert in your field, are qualified to tell them.



Be consistent in your style and messaging

Develop a style for your brand, so followers become familiar with your tone and the type of content they'll get from you.



Stay up-to-date and factually accurate

Update your content with new information when it becomes available. This will increase the chances of other websites and professionals using you as a credible source of information.



Be accessible and easy to find online

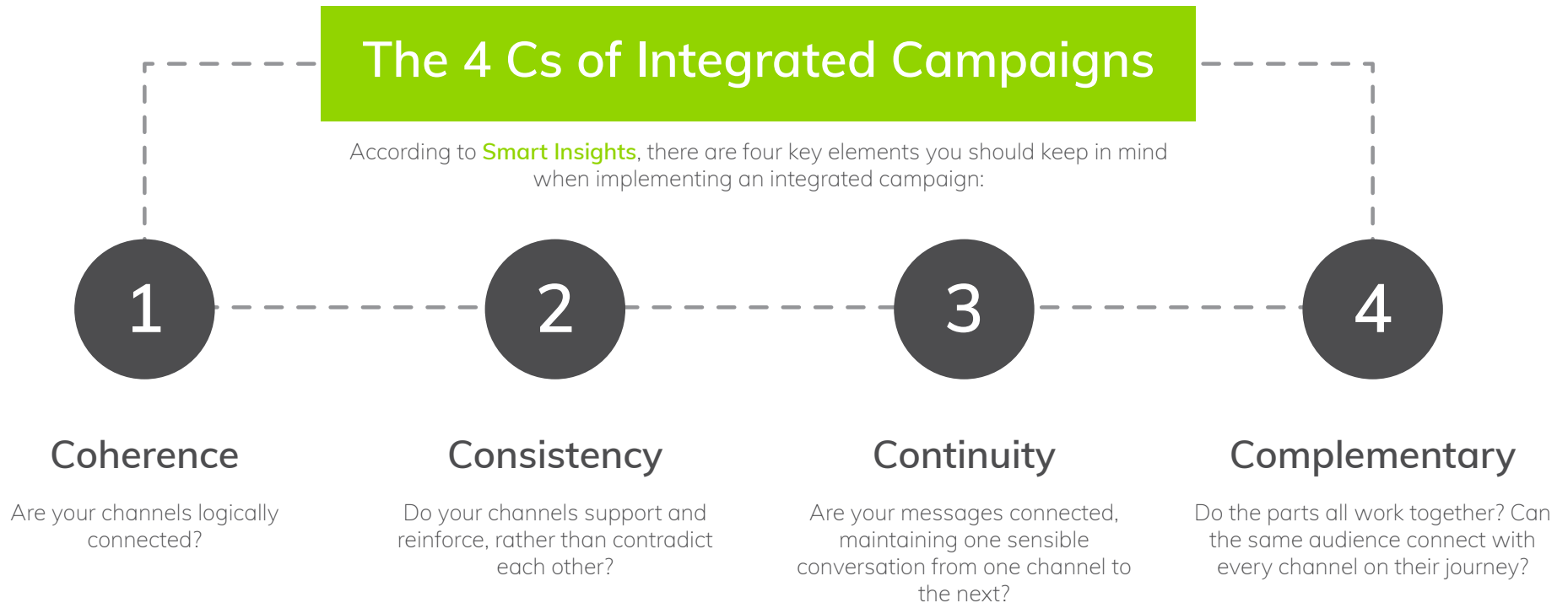
This relates to your position online, in search engines, and navigationally on your website. The easier it is for people to find your content, the more likely they are to consume it.



Work in a typically boring, complex, or undifferentiated industry? Read **CMI's tips on how to make your content stand out.**

Integrated Campaigns

Many businesses fall into the trap of only using one marketing channel or using each of their existing channels in silos. But this is less effective than an integrated campaign that takes prospects on a journey across multiple channels.



Keep these elements in mind when piecing your content together. Smoothness and sensibility between channels is essential to the effectiveness of an integrated campaign.

Look at these **great examples of integrated campaigns**.

Run Integrated Content Campaigns Using Everlytic

With many of your digital marketing channels in one place, Everlytic can help you build and manage integrated content marketing campaigns across multiple channels.



With our automation, personalisation, and reporting functions, you can trigger customised, relevant messages to go out at exactly the right time in response to customer behaviour.

Onboarding, lead nurturing, content campaigning...

You name it.

Everlytic's got you covered.

Book a meeting today so we can show you more.

Visit us at www.everlytic.co.za or [click here](#) to schedule a meeting.

Part 5

Launch & Analyse Your Content Marketing Strategy





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Launch and Track Your Content with Everlytic

Everlytic's bulk communication and marketing automation software gives you the tools to create, launch, and track engaging content marketing campaigns. And with our in-depth reporting functionality, you'll get all the context you need to maximise their impact.

Where You Are in The Content Marketing Lifecycle

Part 5 of this master white paper covers steps six and seven of the Content Marketing Lifecycle: Launch Your Content Plan and Analyse the Results.



A photograph of three women sitting around a white conference table in a modern office. The woman on the left is smiling and looking towards the woman on the right. The woman in the middle is also smiling and looking towards the woman on the right. The woman on the right is looking at a laptop. There are notebooks, a laptop, and some office supplies on the table. A large window is in the background.

Step 6

Launch Your Content Plan

How you publish your content is often as important as the content itself. Get to know the process, practice different strategies to see what works for your business, and be creative.

This part of the content marketing lifecycle will guide you on how to:



Structure your content workflows



Assign roles and responsibilities



Coordinate with Sales

Numerous studies, [like this one](#) and [this one](#), have shown that the more creative your campaign is, the more effective and efficient it is at driving business results. So, dare to be original – it's good for business.

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Structure Your Content Workflows

Once you've got an idea of who does what, it's time to structure your workflow. Pay attention to the journey that your audience will take and the outcomes that you're leading them to, so you're always tuned in to the bigger picture.

Smart Insights offers two major tips when structuring your workflow:

1 Prioritise Strategically

When launching and running a campaign, time is always limited, so you'll need to prioritise. Start by stripping your campaign down to its core assets, like a research piece, landing pages, and an **automated email workflow**. Then work on the peripherals chronologically, so you get the most urgent elements done in the order that you need them.

2 Set Realistic Deadlines

Your workflow won't always be predictable; sometimes smaller elements that you haven't considered will surprise you along the way. Plan ahead to give yourself fair and realistic time to adapt if necessary.

When piecing your workflow together, find apps and platforms to help you monitor, schedule, and automate the process, so your team has more time to focus on content generation.

Adapt Your Content

Adaptive content, according to **CMI**, uses computer intelligence to change the content (images, text, headlines, etc) that a person sees, based on their customer data.

Similarly, Everlytic's dynamic content feature enables you to customise the content that a subscriber sees in your emails based on the personal information you have on them in your database.

You can even programme the system to prepopulate a subscription form with subscriber data when you direct that subscriber to the form in an email.

Read more about hyper-personalisation in email

Assign Roles & Responsibilities

A key step to ensuring an efficient campaign launch is to break your it up into tasks, assign those tasks to individuals, and set clear expectations of how and when you want the assets to be delivered (**Smart Insights**). This will help keep your timeline and your team on track, ensuring that your customer journey is effective and on time.

According to **CMI**, a good breakdown of team roles is:

Chief Content Officer

This person heads up the content strategy, setting your content marketing mission statement and integrating it across the business.

The Managing Editor

This individual is responsible for executing your content strategy by scheduling the content, setting the tone, and guiding the team on style.

Content Producers

Content producers manage the workflow by publishing content, maintaining systems, and coordinating between team members.

Chief Listening Officer

This person serves as 'air-traffic control' for social media and other channels, managing conversations and connecting stakeholders with relevant departments.

Content Creators

These are the creatives on your team; the writers and designers who make all the content assets for your campaigns.

Note: These roles don't refer to specific job titles and you don't need to have one person for each one. In smaller marketing teams, your Marketing Manager may fill the role of Chief Content Officer and Managing Editor. Your Copywriter may serve as a Content Creator and the Content Producer. In larger teams, you may have more than one person filling a role. How ever you fill these roles is up to you.

Structure your content workflow so other departments, stakeholders, influencers, and clients can contribute to your content strategy, when needed (**CMI**).

Coordinate with Sales

Sales and Marketing goals, and the people they're communicating with, are so aligned that it's any wonder why 92% of organisations' sales and marketing teams **are misaligned**. Further, **Harvard Business Review** says that when the sales and marketing teams are aligned, "sales cycles are shorter, market-entry costs go down, and the cost of sales is lower."

Aligning with your sales team makes sense when launching a content campaign too. After all, they're the last channel your audience interacts with on their customer journey before converting to clients. If Sales doesn't understand the conversation you've started in your campaign, it doesn't matter how well you've implemented it, the discussion will flop at this critical point.

To ensure that your sales team is on board with your strategy, **Articulate** recommends:



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Sharing Your Marketing Content

Before you launch your content marketing campaign, share the campaign goals, the journey, and its assets with the sales team. Make sure they have a good idea of what sort of information these prospects will want, and the type of material that will support the sale.



Developing Your Client Personas

Part two of this white paper series explored creating client personas. If you haven't already included your sales department in this, do it now. When both departments know the types of people you're talking to and the kinds of conversations you're having with them, it helps to round off the customer journey with one continuous, intuitive conversation.



Having Regular Status Meetings

Even if you don't work together, sales and marketing should at least be talking to each other regularly. Have weekly meetings with both teams (not just their managers) to keep each other informed about what they're doing, what sort of feedback and insight they're getting from prospective clients, and the struggles they're facing when engaging them.



Creating a Standard Hand-Off

At what stage of the sales funnel does the sales team take over? This point should be agreed on, automated wherever possible, and standardised to ensure consistency and fluidity.

Step 7

Analyse the Results

Once you've launched your content marketing campaign, monitor its performance so you can gauge its business value, refine it, and improve future campaigns.

According to [Curata](#), there are six types of content performance metrics to can track:

1 Consumption

Consumption metrics clarify why people consume your content, which channels they're consuming it on, and what their consumption behaviours and preferences are.

2 Retention

These are the metrics that will show you how well you're able to retain your audience once they've visited your website or subscribed to your content, and, essentially, how engaging your content is.

3 Sharing

People generally only share content that is meaningful for them. So, if people are sharing your content, it's an excellent reflection of its engagement.

4 Engagement

Engagement is related to consumption and retention metrics, only it goes a bit deeper than that, tracking the way people actively interact with your content.

5 Leads

These metrics track how much of your audience is progressing to the middle of your sales funnel via your content. In other words: how effective your content is at sparking people's interest in your business.

6 Sales

Once you've implemented campaign tracking systems like the above, you can pull regular reports to monitor the sales that come from your short and long-term campaigns.

The following section will look at a few of the channels and content types and discuss the metrics you can use to monitor your content's performance.

Monitoring Your Channels

You learned about your content sharing channels in [part four of this series](#). This section shows you how to track the performance metrics of each of them.

In 2019, Everlytic did a deep analysis of the billions of emails we send in South Africa to give you real local email marketing benchmarks from which to gauge your own marketing emails.

[Get the Email Marketing Benchmarks Report](#)

Email Metrics

Consumption	Retention	Sharing
Open rates The percentage of recipients who opened your email.	Subscribe rates The number of people who are joining your mailing list.	Everlytic enables you to put Facebook, Twitter and LinkedIn icons in your emails, so your readers can share the online versions on social media.
Click-through rates The percentage of delivered emails that were clicked on within the email.	Unsubscribe rates What percentage of your recipients unsubscribed from your communications.	Our standard POPI footer also includes a share link that forwards the mail to another email recipient. Both elements are tracked by our system analytics.
Click-to-open rates What percentage of the people who opened your email also clicked on a link in the email.	Complaint rate The percentage of your recipients who reported your email as spam.	
Platform rates What platforms, like desktops, mobile, or web-based systems, are used to open your email.	Tip: Compare the number of subscribers you're getting with the number of unsubscribes to ensure you're getting more than you're losing. If you're losing subscribers at a higher rate, reduce your email frequency or reassess your content.	

Step 7 Analyse the Results

Monitoring Your Channels (cont.)

SMS Metrics

Consumption	Retention	Engagement
Delivered The number of recipients who have received your SMS.	Unsubscribes The number of people who opted out of your SMS messages (these only apply if you include an opt-out message).	Replies The number of replies received from your SMS.
Clicked The number of recipients who have clicked on a link in your SMS.		
Bounced The number of SMSs that failed to deliver.		

Monitoring Your Channels (cont.)

Voice Broadcasting

Consumption	Retention	Engagement
Calls made The number of voice broadcasts initiated.	Unsubscribes The number of people who opted out of your voice broadcasts.	Rejected The number of voice broadcasts that were rejected by the subscriber.
Answered The number of voice broadcasts that were answered.		Average call duration The average amount of time that your subscribers spent listening to your voice broadcast.
Not answered The number of voice broadcasts that weren't answered.		
Failed The number of voice broadcasts that failed to go through.		
Busy The number of voice broadcasts that didn't go through as the recipient was busy.		

Step 7 Analyse the Results

Monitoring Your Channels (cont.)

Web Push Notifications

Consumption	Retention	Engagement
Sent The number of push notifications sent by your website.	Failed The number of push notifications that failed to deliver to your recipients.	Clicked The number of recipients that clicked on your push notification and got directed to your website.
Pending The number of push notifications that haven't yet been received by the recipient.		Dismissed The number of recipients who dismissed your notification.
Delivered The number of notifications that were delivered to your recipients.		

Step 7 Analyse the Results

Monitoring Your Channels (cont.)

Social Media

Consumption	Retention	Engagement
Reach / impressions The number of people who were exposed to your post.	The main way of tracking this is by monitoring how many people are following your profile, how many are unfollowing you, and what the trends are.	Track and monitor how many comments, reactions, and interactions people have with your social content to see how engaged they are by it.
Engagement The number of people who've engaged with your post, whether it's comments, post likes, scrolls (in the case of carousels), or clicks.	To trace this over time, try each platform's native analytics tools, like Twitter Analytics or Facebook's page analytics.	You can also use a platform like SharedCount to get a consolidated view of the number of shares of a particular URL across Facebook, Pinterest, and StumbleUpon.

Monitoring Your Channels (cont.)

Public Relations

Consumption

Unique page views / people reached

The number of unique viewers that looked at your PR piece on a particular website.

Average views per day

The average number of people who viewed your PR piece on a given day.

Advertising Value Equivalent (AVE)

The Rand-amount that you would have paid if your article was a paid advert.

Mentions

The number of times your brand has been mentioned on the internet via social media and other media channels. Start with a tool like **Talkwater Alerts**.

Share of voice

The percentage of the online conversation that's owned by your brand compared to that of your competitors.

Retention

Sentiment analysis

An analysis of the general sentiment towards your brand in the mentions it's getting.

Engagement

Average time on page

The average time that the platform's viewers spent on your article.

Website traffic

Where is your website traffic coming from? Are your press releases working? Is your external content drawing people to your site?

Tip: Request this information from the platforms on which you've published your content, where possible. Otherwise, use a media monitoring tool like **newsclip** or **Meltwater** to track these stats.

Step 7 Analyse the Results

Tracking by Content Type

You can also track and monitor the performance of the content types we covered in white paper four. Here's how:

Blog posts Use **Google Analytics** to track things like:

Consumption	Retention	Engagement
Page views How many and which pages people are visiting.	Returning vs new visitors The percentage of people who are attracted to your website compared to the ones who are coming back from more.	Session duration Shows how long a visitor stays on your site during a visit across multiple pages. Navigate there by clicking on Audience > Behaviour > Engagement.
Unique visitors The size of your audience and how much of your audience visits repeatedly.	Bounce rate Understanding how long visitors stay on your site or how quickly they leave (note: external links can bounce visitors off your page, so set those links to open on another browser tab).	Page depth Shows whether visitors just visit one page on your site, or if they navigate through it to see other content.
Unique visitors The size of your audience and how much of your audience visits repeatedly.	Number of visits / days since last visit This looks specifically at returning visitors to see how frequently they're coming to your site. To see these stats, click on Audience > Behaviour > Frequency & Recency.	
Unique visitors The size of your audience and how much of your audience visits repeatedly.	Tip: Analyse returning visitors by adding them as a segment in Google Analytics, so you can filter by them in your stats.	

Step 7 Analyse the Results

Tracking by Content Type (cont.)

Research Pieces

To monitor how many people are consuming your e-books, PDFs, and other downloadable content, track the number of downloads. If the content is gated, **track form completions** or use Google Analytics to track how many people have landed on the thank-you page after a form is completed.

Step 7 Analyse the Results

Tracking by Content Type (cont.)

Podcasts

Consumption

Unique downloads per episode

The number of times an episode has been downloaded to a specific device in 24 hours.

This is often considered the best podcast metric but can be inaccurate since not every download is listened to.

Engagement

Exclusive offer codes

An incentive that's read out on air to track the impact of that episode.

Website traffic

The amount of website traffic that you receive from a podcast channel. You can do this by creating a new segment for each podcast in Google Analytics.

To better account for the increase in your direct traffic, create a dedicated 'welcome' landing page and send listeners there. From here, you can track bounce rate, time on site, and average pages per visit (**Portent**).



Step 7 Analyse the Results

Tracking by Content Type (cont.)

Video For your video content, **Envato** recommends tracking:

Consumption	Retention	Engagement
Watch time The amount of time that the average viewer spends watching your video.	Subscribes The number of people who subscribe to your YouTube channel.	Engagement A measurement of how well your video connects with your audience by tracking the number of likes, comments, and shares.
View count The number of times your video has been watched.		Click-through rate The percentage of viewers who click on your video's call-to-action and visit another page (measured from email links, links on landing pages, social ads, and PPC ads).
Note: Views on YouTube are only counted after 30 seconds of it being watched, whereas Facebook, Instagram, and Twitter views are counted after 3 seconds. Snapchat counts views as soon as they're opened.		Conversion rate The percentage of viewers who become customers (you'll need to calculate this yourself when you analyse your sales metrics and trace back to see where your clients found your brand).

Step 7 Analyse the Results

Lead Metrics

These metrics track how much of your audience is progressing to the middle of your sales funnel via your content. In other words: how effective your content is at sparking people's interest in your business.

According to Rhys Downard from **Media Rocket**, the best way to track which content is having an impact on your leads is by using Google Analytics to monitor the metrics covered in the blog section above. These enable you to make a channel attribution analysis by segmenting the data and viewing which content provides the most engaged audiences.

By **integrating Google Analytics with your CRM or lead management tool**, this kind of content can also **help you calculate** the following metrics for certain audiences:



Persistence

Follows a lead from first engagement to see what kind of content they consume on their way through the funnel.



Multiple attribution

When more than one piece of content is attributed with converting a visitor to a lead.



Time stamping

See what content your leads engaged with before converting and when.



Assisted conversion

Any interaction, other than the final click, that lead to a customer converting on your website (**Sagittarius**).

Tip: If you use tracking URLs (UTMs), you can trace which specific piece of content performed best.

Step 7 Analyse the Results

Sales Metrics

Once you've implemented campaign tracking systems like the above, you can pull regular reports to monitor the sales that come from your short and long-term campaigns. **Curata** says the stats in these reports can help you calculate things like:



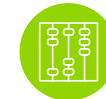
Value of pipeline opportunities influenced

How much of your sales pipeline was influenced by reading your content.



Value of revenue influenced

The Rand amount of revenue closed where the contact consumed your content prior to closing.



Value of pipeline opportunities generated

Use a **first-touch attribution model** to calculate the total Rand value of all leads that were initially attracted via your content.



Value of pipeline revenue generated

Just like the metric above, but it only considers leads that have become actual sales; the turnover generated by your content.

Tip: Use these metrics to calculate the percentage of your sales that are impacted by content marketing.

Run & Track Your Campaigns with Everlytic

Everlytic's personalisation, automation, and drag-and-drop builder functionality enables you to easily create, launch, and run multiple elements of your content campaign in one place. Our in-depth reporting and real-time tracking then help you to monitor your content performance, so you can consistently improve its impact, nurture client engagement, and boost ROI.



Email Reporting

Track opens, clicks, unsubscribes, geo-location, device use, and heat maps. You can even A/B test your emails to send the best-performing one.



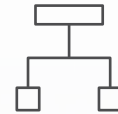
SMS Reporting

Monitor how many SMSs are sent, delivered, bounced, clicked on (when URLs are inserted into the SMS), and unsubscribed from.



Voice Reporting

Track voice broadcasts made, answered, not answered, sent to voicemail, busy, cancelled, blocked, or failed.



Workflow Reporting

Track your automated content to monitor where contacts are in your communication workflow, what they interact with, and how.



Landing Page Reports

Track landing page visitors, clicks, downloads (where applicable), and the geo-location and device use of your audience.



Campaign Reporting

Group multiple messages into one campaign to track its overall performance over time.

[Read more on our Reporting page](#)

Book a meeting today so we can show you more.

Conclusion

Once you've completed your first content marketing campaign, use your learnings and the Content Marketing Lifecycle as momentum to refine your strategy or start on the next campaign. You may not need to repeat every step in full, but it's valuable to address each one to ensure your strategy is still aligned to the market.

Go on, start your next campaign.

Get the Right Tools

Visit us at www.everlytic.co.uk or [click here](#) to schedule a meeting.



Don't Get Stuck Without the Right Tech

Without tools like Everlytic and the insight our software offers, your content campaigns are just shooting in the dark; this makes creating, launching, and running campaigns slow, uninformed, and ineffective. Further, it puts your content at risk of being:

- ✗ **Impersonal**, because you don't know your audience or their interests
- ✗ **Irrelevant**, as you don't know what works and what doesn't
- ✗ **Ineffective**, thanks to a lack of analytics and unsupported decision-making
- ✗ **Disjointed**, with your communications managed on separate platforms that don't speak to each other
- ✗ **Poorly timed**, due to limited automation functionality
- ✗ **Unresponsive** to your audience's needs, leading them straight to your competitors

The most impactful content marketing strategies take time and effort to put together – and it's absolutely worth it. Don't allow your tools (or lack thereof) to let you down along the way.

Visit us at www.everlytic.co.za or [click here](#) to schedule a meeting.

Get Everlytic – it's Easy

Want intuitive software that enables you to easily manage your database, create and automate communications on multiple content channels, and track everything as you go? Get Everlytic. All you need to do is:

1

Schedule a meeting

Share your business needs and we'll show you how Everlytic can support them

2

Sign up

We'll customise a solution based on your requirements and budget

3

Get support

Receive onboarding guidance and training from our dedicated support staff

4

Launch your campaign

Now that you know the ropes, start your content marketing journey

Together, you and the Everlytic system can build and manage content campaigns that help you to build meaningful relationships that grow your business.

Visit us at www.everlytic.co.za or [click here](#) to schedule a meeting.

A Word from Our Clients

"Everlytic takes all the stress out of managing our many newsletters and mailing lists. It's a truly world class product with a great support team. It has saved us a lot of money, time and anxiety over the years. In fact, I hardly think about Everlytic most weeks – it just does the job for us, quickly, quietly, and well. That, for me, is an ideal service."

- Alistair Fairweather,
Mail & Guardian



"Everlytic has helped us to channel, time and schedule our communications to our clients. We can plan ahead, monitor and do the necessary reporting. Everlytic is effective and has transformed the way we communicate to our clients to be truly customer-centric."

- Gillian Loos,
Sanlam



"Everlytic is a wonderful system that is easy to use and self-explanatory. There are no hard learning curves and the system is very UI friendly. The support team is phenomenal and quick with their responses. The reporting is remarkable as well. Click rates, heat mapping, and general stats on our campaigns are easy to access and readily available. I cannot recommend Everlytic enough. A wonderful system with an amazing team / culture to back it."

- Calvin Gentz,
Pentravel



"Everlytic to me in one word would be empowering. Everlytic has really empowered my team to be better marketers, provide better service and communications to our clients, and better content to our customers. The support team at Everlytic is really amazing and this is the reason why I've had such a long relationship with them."

- Leigh de Jamaer,
Property24



"Everlytic is an intuitive system that is easy to use with little to no training. The turnaround time from implementation through to support and billing is great. It's all done in next to no time. Everlytic's reporting capabilities are phenomenal, providing you with a great overview of who opened and who clicked; this is the information we are looking for."

- Kim Geral,
Sage Pastel Accounting





Everlytic is a digital messaging platform that helps your business communicate personally, reliably, and automatically using bulk email, SMS, and voice broadcasting – at scale.

The company was established in 2004, in the garage of a Johannesburg home. Since then, we've been ranked the fastest growing tech company in South Africa, the third-fastest in Africa, and we were nominated as a Top 10 finalist in PWC's 2015 Vision to Reality Awards.

Today, we are the leading South African tech company of our kind and we employ nearly 70 people across Johannesburg and Cape Town. Best of all, our sophisticated business marketing tool is trusted by hundreds of enterprises across South Africa.

www.everlytic.co.za
sales@everlytic.com



"The Everlytic platform is where your creativity and insight meet actionable data, to deliver personalised messages at scale across various communication channels. Let this technology and our support teams serve as extensions of your marketing departments to support your journey in becoming better marketers."

- JD Engelbrecht,
MD, Everlytic

