everlytic

Content Marketing Strategy

How to Maximise Your Digital Content to Grow Your Business

Part 5

Launch & Analyse Your Content Marketing Strategy

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 five-part white paper series, 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 mini white papers.

This is Part Five: Launch & Analyse Your Content Marketing Strategy

What You'll Find Inside

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.

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:

This white paper addresses steps six and seven of this cycle: Launch Your Content Plan and Analyse the Results.

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.

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:

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.

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.

Step 7 Analyse the Results

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.

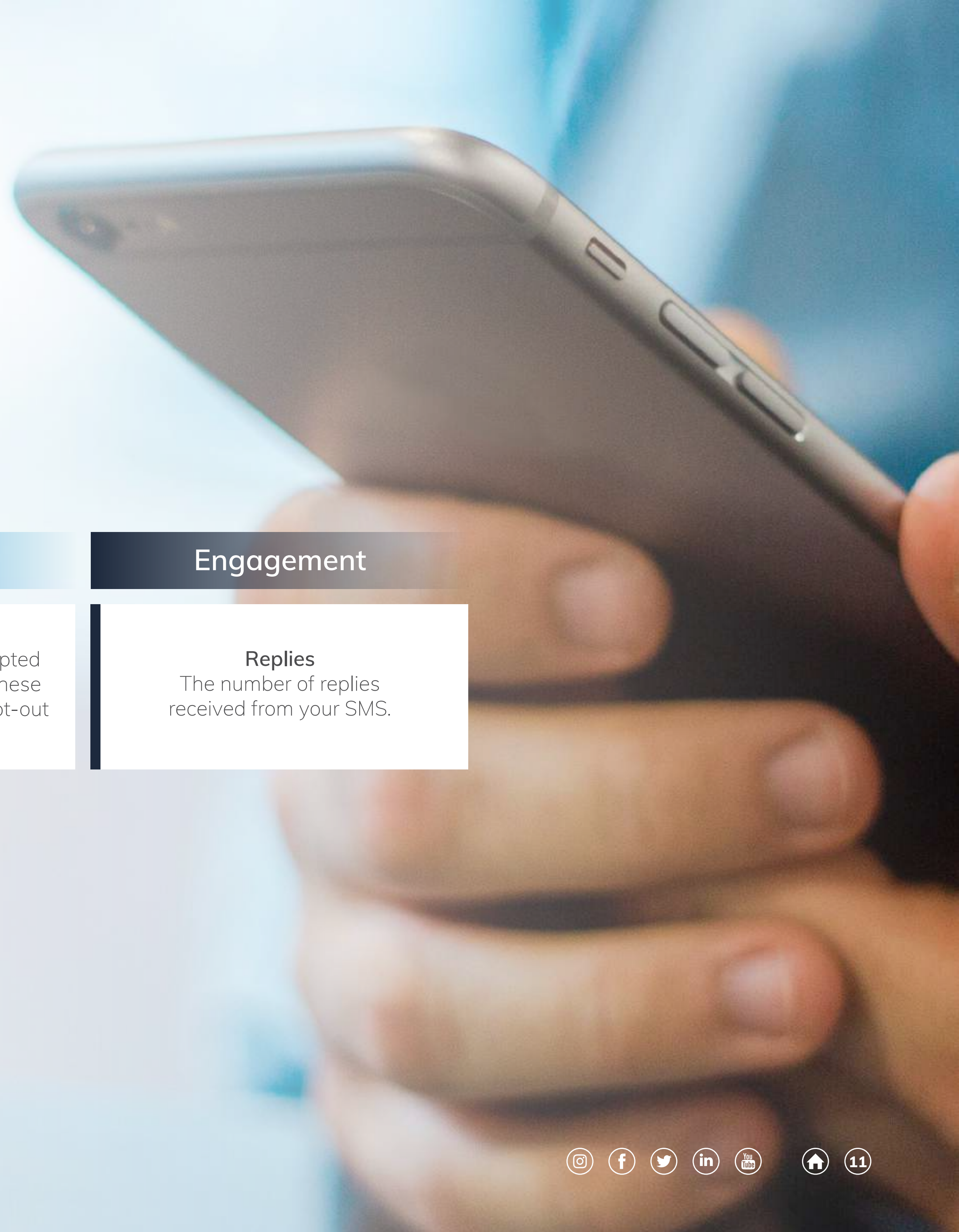
In 2019, Everlytic did a deep analysis of the billions of emails we send in South Africa to give you real local email marketing benchmarks from which to gauge your own marketing emails.

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.	

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.		

Step 7 Analyse the Results

Monitoring Your Channels (cont.)

Voice Broadcasting

Consumption

Calls made
The number of voice broadcasts initiated.

Answered
The number of voice broadcasts that were answered.

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.

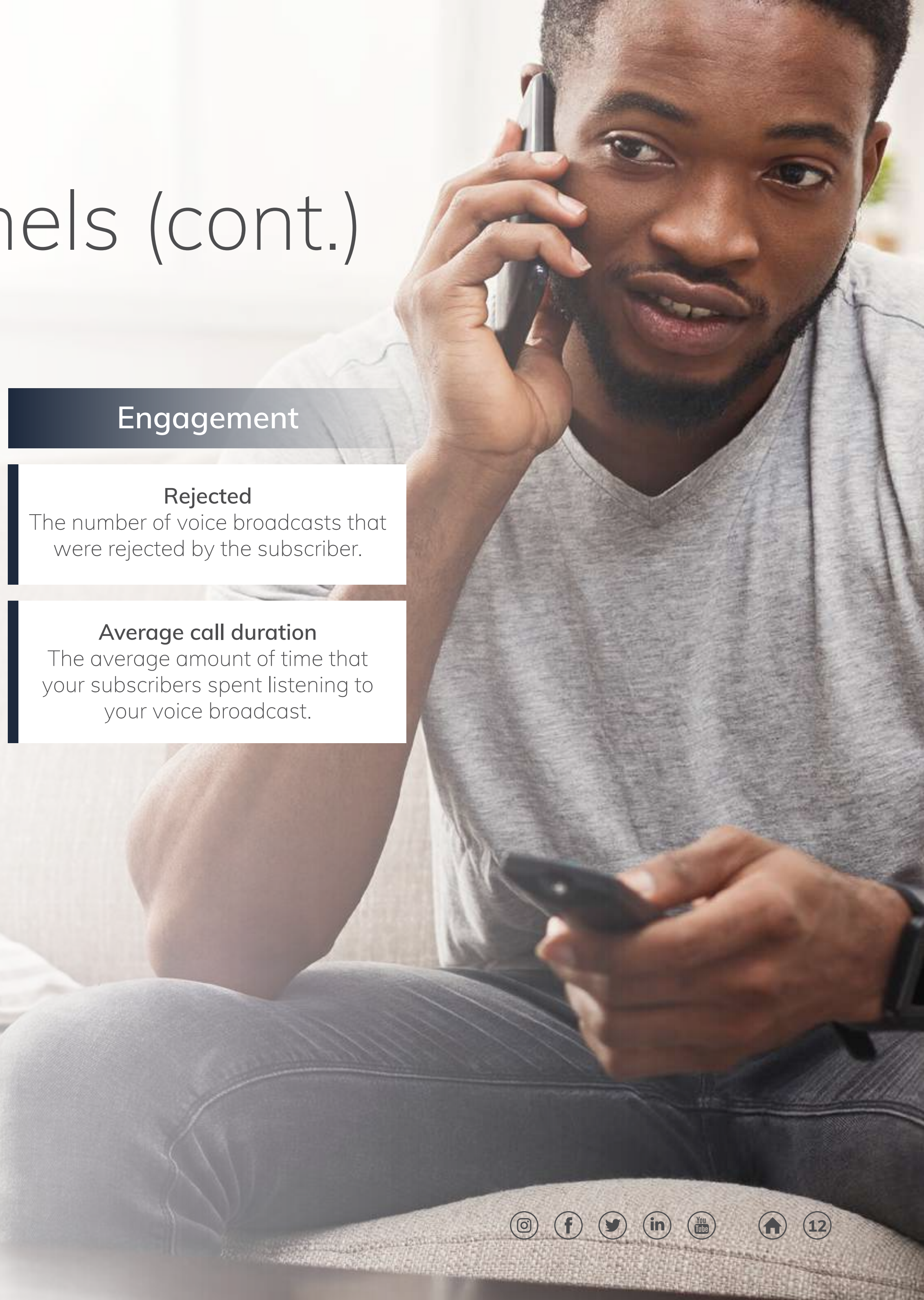
Retention

Unsubscribes
The number of people who opted out of your voice broadcasts.

Engagement

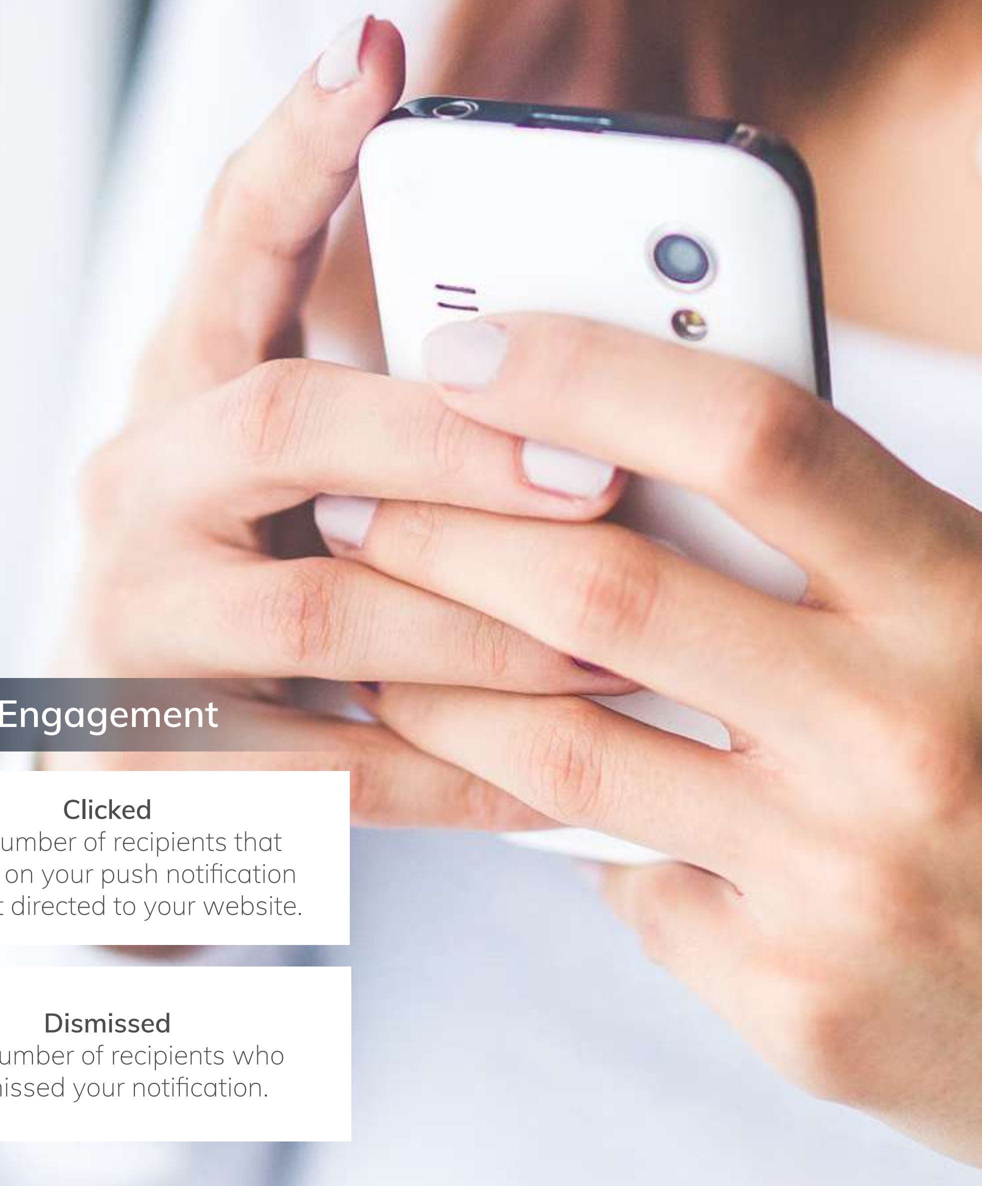
Rejected
The number of voice broadcasts that were rejected by the subscriber.

Average call duration
The average amount of time that your subscribers spent listening to your voice broadcast.



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.		

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.

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.	

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.

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).

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).

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.

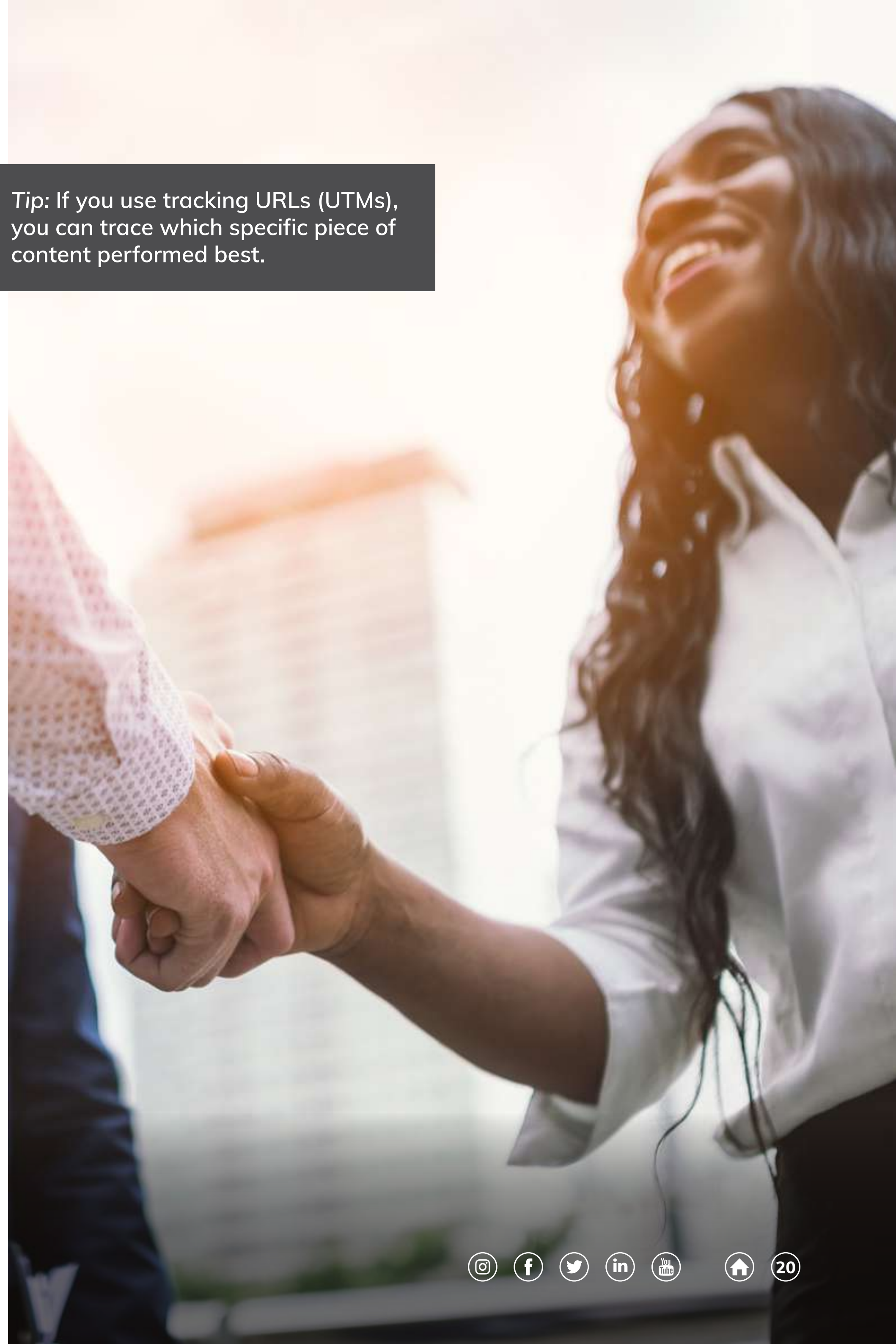
By **integrating Google Analytics with your CRM or lead management tool**, this kind of content can also **help you calculate** the following metrics for certain audiences:

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.

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

Visit us at www.everlytic.co.za or click here to schedule a meeting.

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.

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.

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

"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