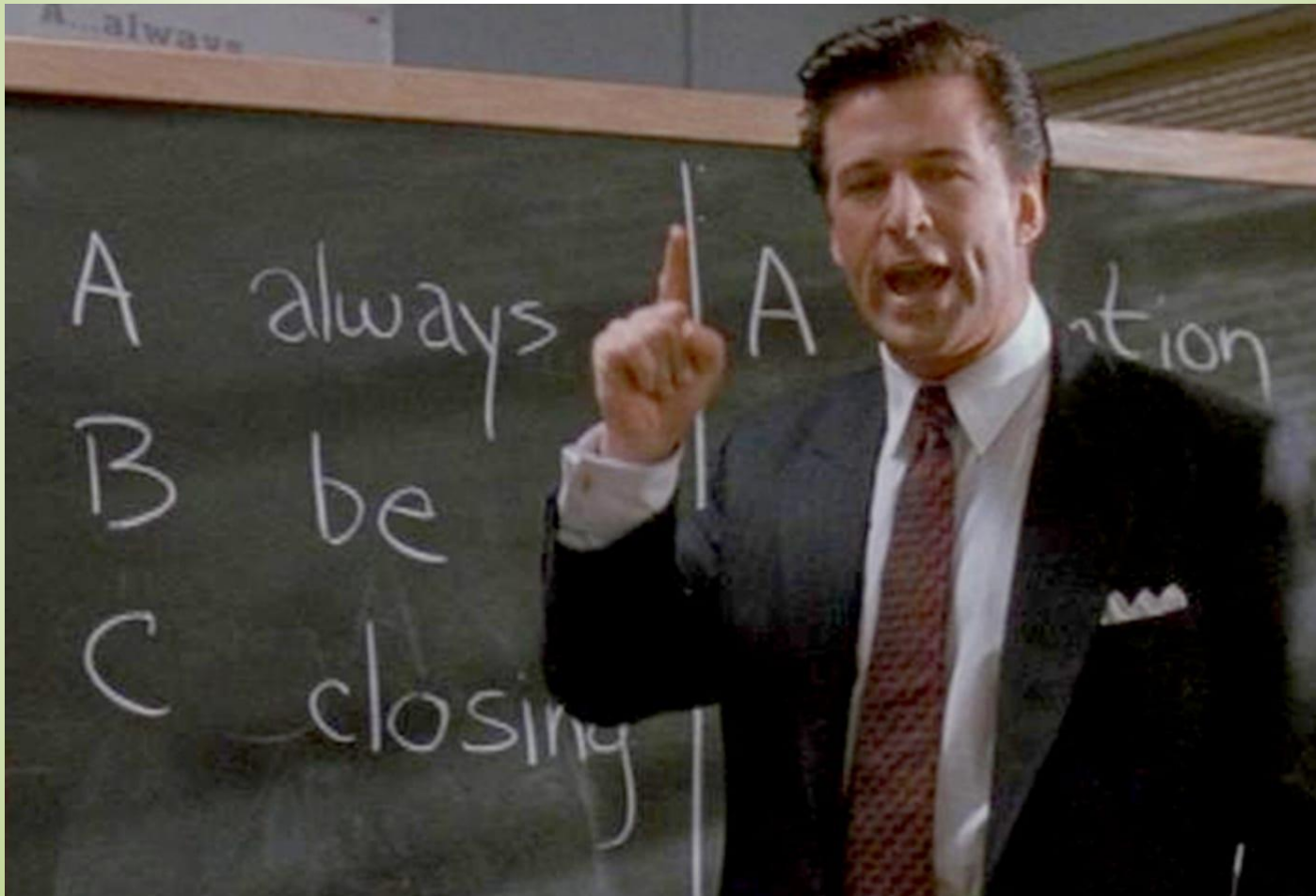


Proving Content ROI



- Involved with technology communications for 25 years.
- Front row seat to many industry shifts – CTIA, Advertising.com, Rise of the Enlightened Buyer.
- Have worked on both sides of the street – client and agency.
- More at <https://storytechconsulting.com> or 703-298-6962.

Helping You Handle This Guy



Leads to the Gated vs. Ungated content conversation

- Pros and cons to both – greater traffic and SEO without, personal attribution with gate
- Some stats to consider:
 - The “Dark Funnel” is dark for a reason. 75% of activity per Tracey Moon last year at GAIN. So assume you lose *at least* that percentage.
 - Average B2B CTR 2.35%. (anybody have B2G?)
 - LinkedIn says anything above 0.30% for a sponsored campaign is success.

Questions to ask before gating content.

- What stage of the funnel is this content designed for? Needs to be lower to make sense.
- Do you know exactly how you will follow up, segment if appropriate? Have a clear process backed by data.
- Review the most popular content on your site. Is/was there strong engagement? If yes, do you have more and deeper information on these topics?

“I don’t want
to gate, but
want to
demonstrate
effectiveness.”

- Tailored UTM’s – can tell you source, medium, content and campaign, right inside GA if you don’t have another tool.
- Build links to gated content within your most popular ungated pieces – always make the funnel progression clear.
- Reverse IP providers – I’ve worked with Lead Forensics.

Different Content KPIs for different stages of content

- **Audience Growth Phase.**
- Objectives – building awareness, thought leadership and your TAM.
- KPIs:
 - Unique visitors
 - Return visitors
 - Pages per visit

Different Content KPIs for different stages of content

- **Beginning of Conversion phase.**
- Objectives – start to convert visitors into “content leads.”
- KPIs:
 - Newsletter sign ups
 - Newsletter conversion rate – how many take another step?
 - Gated content – number and conversion rate

Different Content KPIs for different stages of content

- **Nearing the bottom – sales ready leads.**
- Objectives – Nurture so they buy when your product/service is needed.
- KPIs:
 - MQLs
 - Pipeline revenue
 - LTV compared to marketing spend

StoryTech Consulting
Content Marketing for Business Success

Let's Hear Some Stories!

