



HOW TO PROVE AND IMPROVE CONTENT MARKETING ROI

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What is your content marketing return on investment (ROI)?

The truth is, most marketers don't know. It's hard to build a business case for purchasing yet another marketing technology when you have no way to prove or quantify what it'll mean for your team. So, we're going to help you prove your content marketing ROI, to help you get a seat at the table in strategic Sales and Marketing conversations, and also to help you get C-suite buy-in to acquire the tools you need to turn your marketing aspirations into reality.



Companies that are doing it right can experience ROI on content that is up to four times greater than even their most targeted advertising campaigns – ***why not yours?***

In order to be an effective Content Marketer, you have to be able to determine which of your efforts are most successful and then optimize based on past results. It is pretty easy to see which articles got the most views or shares, but it's a little bit harder to prove a dollar value or contribution to sales from an article or post.

If you're reading this eBook, you've probably tried running a search query for how to prove content marketing ROI, and you got lots of results, but very few if any tangible ones that show you how to actually do it.

That is why we've created this short and to-the-point e-book, to show you how to prove your content marketing ROI, and gain buy-in from upper management to do even more with your content.

UNDERSTANDING YOUR CONTENT'S VALUE

To get started, you will need to undergo a content audit or at least an audit of a sampling of the content you produce. **Here's how:**



COST

By tracking the costs of each channel and calculating an average, you can start to get a sense of your overall investment in content, but you have to dig deeper than your basic content costs. Make sure to factor in your team's personnel, and marketing tech stack costs.



UTILIZATION

Another thing to consider is your content utilization. According to Sirius Decisions, as much as 60 to 70 percent of your content goes unused. Do you know what percentage of your content goes unused? Don't limit your measurement to purely content production, but usage too.



PERFORMANCE

Finally, you need to track how your content marketing contributes to your sales. While measuring page views, social shares and clicks will help you measure reach or exposure, it doesn't tell you much about value.

The easiest way to track the value of a content asset is to set up goal tracking in Google Analytics using a dollar value for each one. Then, keep track of the amount that each piece contributes over time. Combine them together to get a total or look at each piece of content individually.



CALCULATION

After you've run your content audit and measured performance, you can use this simple formula to figure out the rest:

$$\text{ROI} = \frac{(\text{GAIN FROM INVESTMENT} - \text{COST OF INVESTMENT})}{\text{COST OF INVESTMENT}}$$





APPLYING CONTENT MARKETING ROI

Proving content marketing ROI is the first step in developing a sound content marketing strategy and the best way to help you optimize and plan for future success and contribution to sales.

Now that you know how your current content performs and contributes to your organization's sales, you can prove your case to obtain more budget to accomplish the things you want to, based on real data. Now, with all of the extra budget you have to work with, you likely going to need a way to manage it all!

Enter, the **Content Marketing Platform (CMP)**. According to Forrester Group, "Content Marketing Platforms help marketing teams work more effectively, succeed more frequently, and move more quickly." Their research has found "one in five marketing organizations say they intend to buy a content marketing platform in the coming 12 months".

If you don't have one already, you are likely managing your content through a combination of spreadsheets, email threads or other generic project management tools. A **Content Marketing Platform** allows marketers to tie all of their planning and tactical work together into one centralized tool. It should help your team with the execution of campaign tactics as well as the overall strategy and targeting of your content across the entire customer journey. With integrations to all major marketing technology vendors, a Content Marketing Platform like Mintent is your one-stop-shop which helps you manage your content from ideation, all the way through to approval and publishing.



USING A CMP IN YOUR MARKETING STRATEGY

No matter what type of organization you look at, and how many marketing tools they have at their disposal, odds are their marketing team is still experiencing these core challenges:

- Limited budget
- Time required to create enough good quality content on a regular basis
- Distribution of content across multiple paid, and unpaid channels
- And proving the value of their marketing efforts to the C-suite

Content Marketing Platforms are tools that combine content planning with the more tactile work of distributing and monitoring your content.

Let's explore some of the benefits of using a CMP, and more specifically, how it can help you come up with content that generates more ROI.



ABILITY TO MEASURE ROI

Most companies struggle with measuring content marketing ROI. According to CMI, "Measurement is a key area where B2B marketers are struggling: only 21 percent say they are successful at tracking ROI" – but it is also a major opportunity. In a report from Gleanster, respondents who used a CMP reported a 45 percent increase in the volume of accepted sales leads when they used content personas and content that aligned to the stages of the buyer's journey.



INCREASED PRODUCTIVITY

When marketing teams stop managing their content using spreadsheets and emails and take advantage of the features of a CMP, they have more time to focus on strategic initiatives. B2B companies that have invested in content marketing platforms produce three times more content per year than average firms. Imagine how much more your team can do when you take the burden of content production and management off their shoulders!



MORE TARGETED MARKETING

By creating precise personas in the CMP, marketers can target specific messaging relevant to the exact stage in the buyer's journey, and that leads to better results. According to the same report from Gleanster, respondents using CMPs reported a 60 percent improvement in content effectiveness from documented alignment with customer personas.



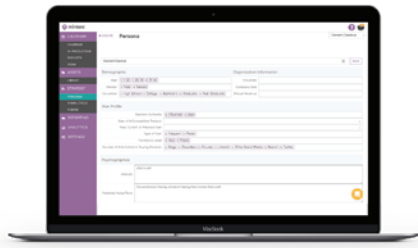
COST SAVINGS

Marketers also experience hefty cost savings by using a Content Management Platform. Organizations that use CMPs report a 50 percent reduction in cost savings on headcount and external resources from more efficient workflows, approval processes and centralized visibility of overall content production.



TEAM ALIGNMENT

A Content Marketing Platform gives marketers the ability to automate workflows, manage deadlines, and provide their team with one centralized location for shared files. Using a team calendar also provides complete visibility and allows marketers to stop using spreadsheets and emails to manage content.



ARE YOU READY TO PROVE YOUR TEAM'S ROI AND MASTER YOUR CONTENT MARKETING?

We hope that this eBook has provided you with some useful insights into how to actually measure your marketing ROI and communicate this to upper management to get the buy-in and budget that your content deserves. Once you can do this, you will need the support of a Content Management Platform tool like Mintent. If you'd like to learn more about the features Mintent offers, and see a live demo of how the platform can help support your Marketing team, **schedule a demo here:**

www.getmintent.com/demo/

If you're not ready for a demo, but just want to discuss where you are at with your content marketing efforts and get some great ideas for how you can start being a data driven ROI content marketer, **contact us** for a free consultation.

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