



How to measure the impact of Content Marketing on ROI

Building a quantifiable marketing operations process

Natasha Persad

 bit.ly/natashapersad

 @NataxaB

Fun Facts About Marketing and Me!



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About Prophix



Prophix develops Corporate Performance Management (CPM) software that **automates** important **financial** and **operational processes**, making companies more **profitable** and **reducing their risks**

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About Prophix Marketing

- CPM Software company (B2B)
- Marketing to office of finance
- Marketing and Sales work closely to achieve revenue goals
- Quantifiable marketing process
- Lead/content scoring applications
- Measurable programs

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Can You Answer?

- How do you qualify marketing leads?
- What methods are used to measure the impact of inbound strategy?
- How is new content creation impacting the pipeline?
- Where do your website (SEO generated) leads really come from?
- How much is content marketing affecting business ROI?

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5 Steps to Measuring Content Success

Timing varies at each step

1. Goal/Target setting

2. Content scoring

3. Process Map

4. Measurement

5. Adjustments

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Defining Targets and KPIs

- Define KPIs – Number of form submissions, conversations or engaged website visitors
- Use industry best practice conversion rates to guide contribution %

Campaign Response Rates	2.0%	2.7%	3.3%
Unique Target Names	3,061	1,818	1,038
Average Touches	8	5	3
Number of Inquiries Required	24,485	9,089	3,114
	Average	Strong	Best Practice
Inquiry/MQL	3.9%	6.3%	9.7%
MQL/SAL	61%	65%	86%
SAL/SQL	41%	52%	66%
SQL/Close	25%	31%	35%
Number of Closed Deals	60	60	60

Sirius Decisions

Working Example

Deals/Sales per year:	100
Number of deals that resulted in Organic web form submission (Quote, demo, Contact etc.)	35
Content Marketing's contribution:	35%



- **Unique forms/form IDs** per asset/product
- **Custom URLs** using campaign identifiers
- **Hidden ID form fields** mapped to lead record fields
- Running **source reports based on hidden ID fields** and sales opportunities (CRM function)

Content Mapping and Scoring Methods

- Understanding your **buyers journey** – what steps do they take before the deal closes
- Which **content helps to guide the buyer** through the journey at different phrases
- Use scoring methods to **group and define leads** based on content interaction

Content Mapping and Scoring Methods

Buyers' Journey

Early – self educating,
research material



Late – validation content
to help final decisions

Persona Profile and Engagement Score

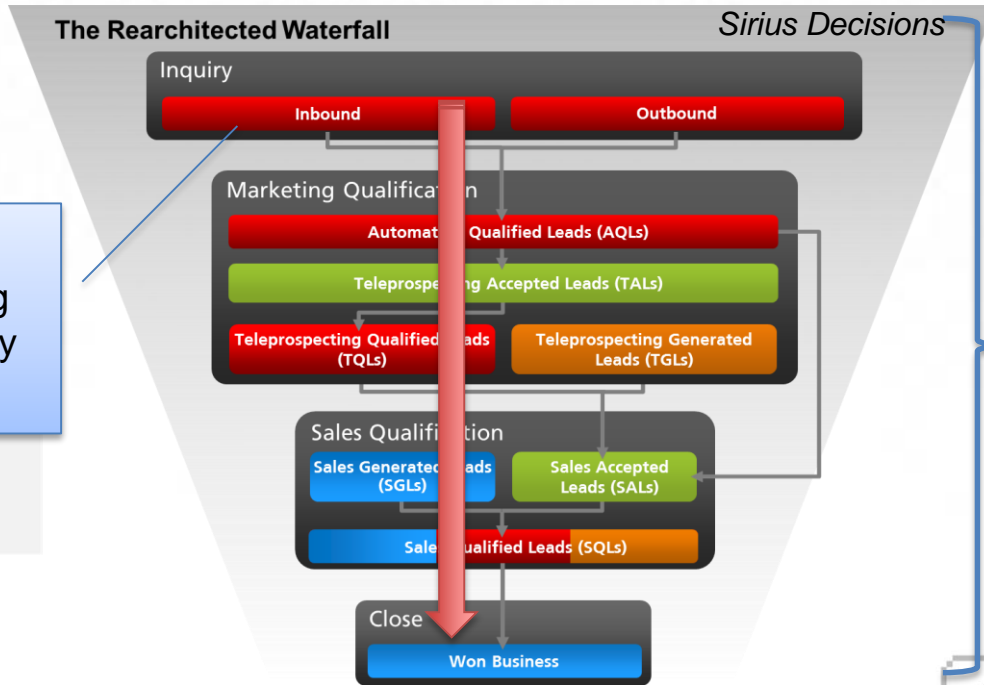
X ↔ 100

A profile rating based on
persona

Engagement score based
on persona activities

Process and Measurement

Applying the Sirius Decisions Waterfall



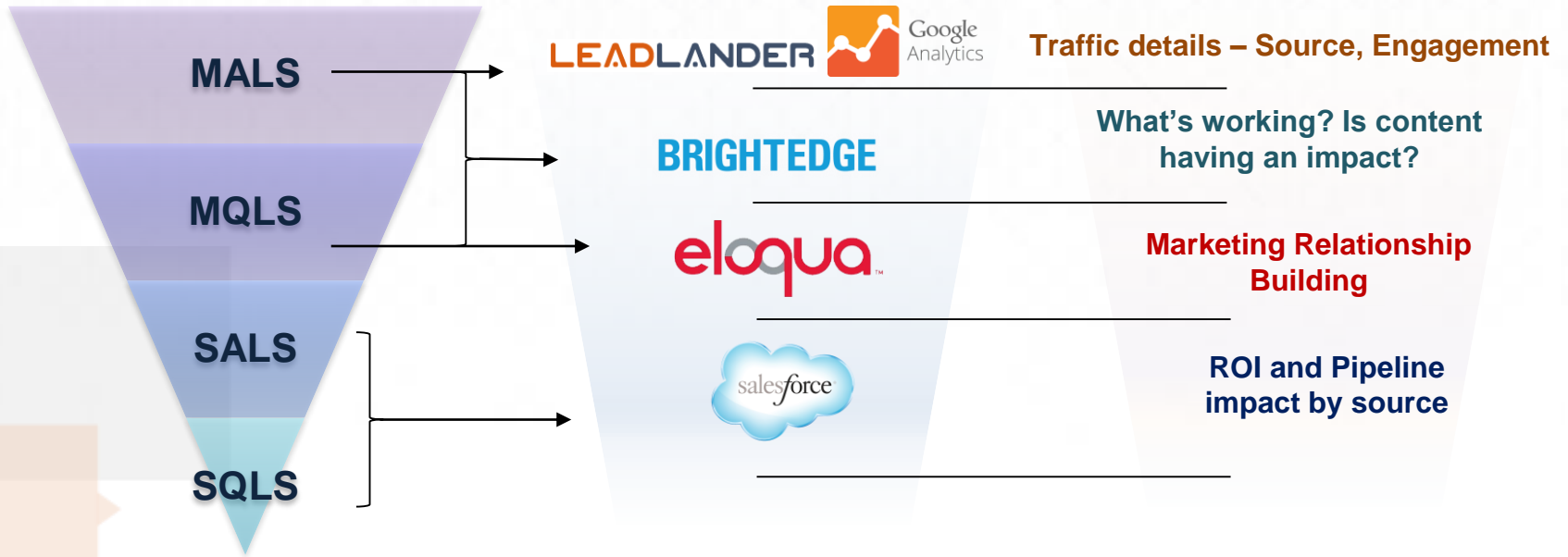
Each level of the waterfall is measured using different technologies

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Key Process Technologies

What does Prophix use?



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Using BrightEdge Tools to Measure Campaign Success

Task: Launching new content and solution model

- The **Data Cube** gave us insight on new keyword ideas
- Who else is ranking for the terminology?
- Using **Campaigns**, we tracked the content progress over time
- We created a Campaign **Dashboard** summarizing key metrics



Leveraging Story Builder to Capture Data Trends

StoryBuilder - Build My Story

Choose a question template or create a custom story.

Account [prophix.com](#)

Search for questions by title, metric or dimension.

+ Create Custom Story

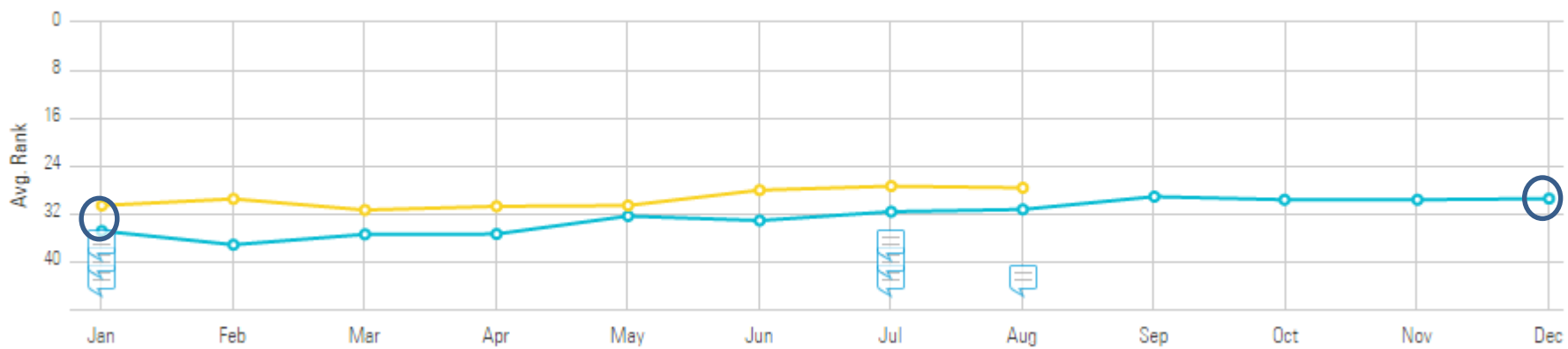
Am I performing better than last year?

Where are people spending the most time?

Which search engines are driving the most traffic?

How well is mobile driving people to my site?

Am I performing better than last year?

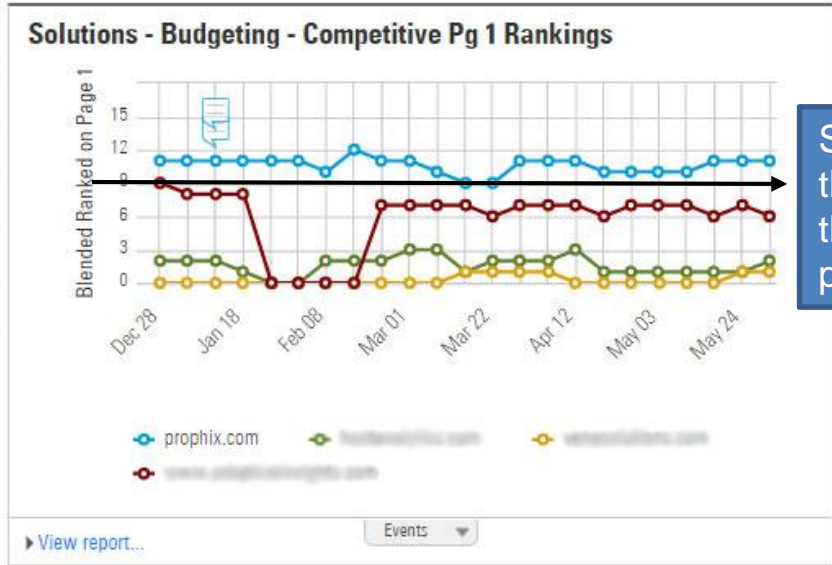


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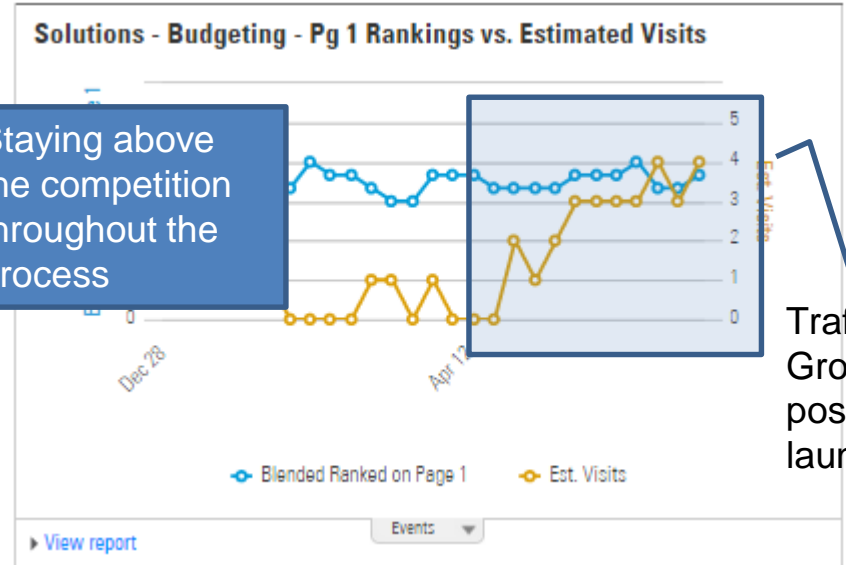
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Understanding the Metrics with BrightEdge



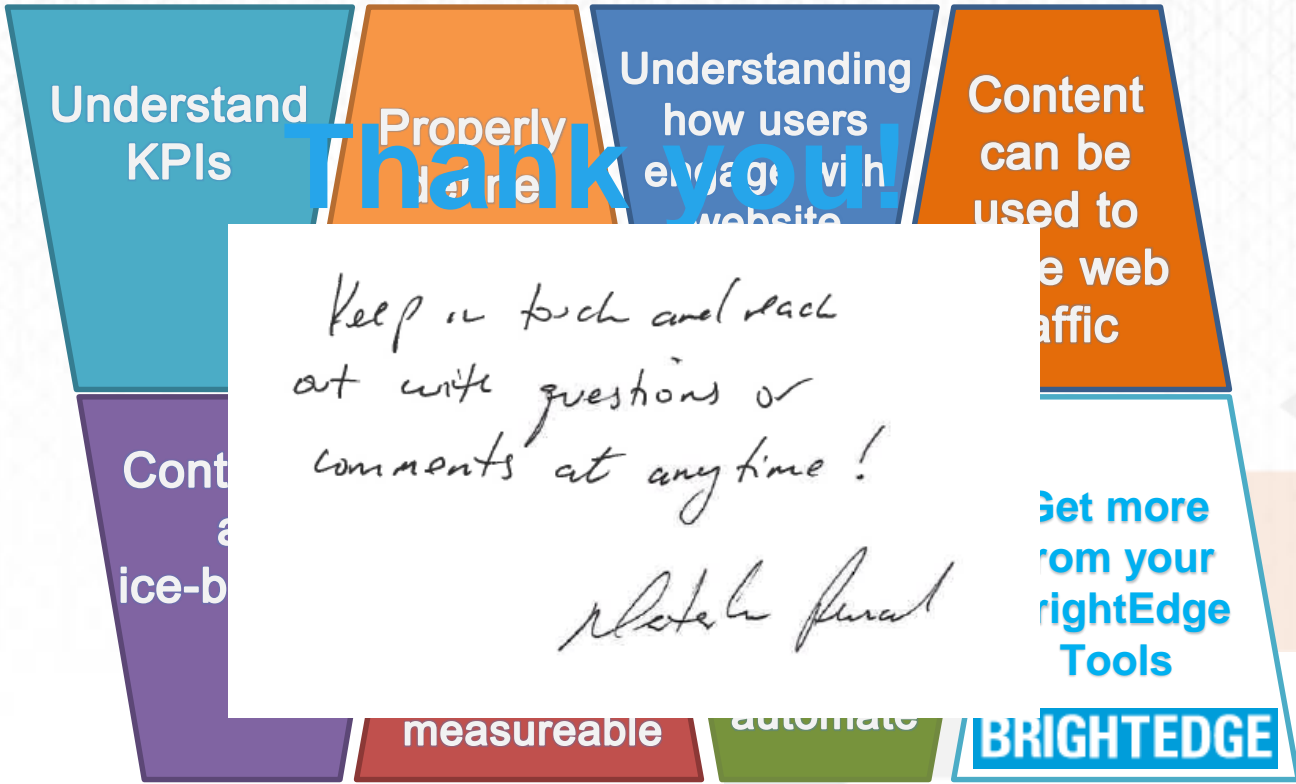
Staying above the competition throughout the process



Traffic Growth post launch



Takeaways



Thank you!

Keep in touch and reach out with questions or comments at anytime!

Melinda Fernald

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