



## Content Marketing ROI Cheat Sheet

Measuring content marketing ROI is a challenge for many marketers. After all, C-suite executives want to see numbers – like costs, profits, revenue and pipeline growth – that prove the success of your inbound marketing efforts. And that’s not always easy to do with content marketing.

Because content marketing ROI has so many “soft” benefits (benefits that don’t directly translate to dollars), it’s often difficult to prove your ROI. But it’s not impossible to see what’s working and what’s not. Ultimately, it comes down to knowing your goals and the right metrics to track for those goals.

In the chart below, we outline common content marketing goals and what KPIs you can use to measure your success.

Goal	KPIs to track
Brand awareness	<ul style="list-style-type: none"><li>• Social shares and following</li><li>• Blog views</li><li>• Direct website traffic</li><li>• Returning website visitors</li><li>• Views and shares from partnership audiences</li></ul>
Audience engagement	<ul style="list-style-type: none"><li>• Social shares, likes and comments</li><li>• Comments on blogs</li><li>• CTA clickthrough rates</li><li>• Landing page conversion rates</li><li>• Heat maps and click patterns</li><li>• Website bounce rate</li><li>• Time on page</li><li>• Website page views</li></ul>
Drive website traffic	<ul style="list-style-type: none"><li>• Unique visits (overview and breakdown by channel)</li><li>• Onsite engagement (bounce rate, time on page)</li><li>• Keyword rankings</li><li>• New vs. returning visitors</li></ul>



Goal	KPIs to track
Increase blog views	<ul style="list-style-type: none"> <li>• Blog visits per month</li> <li>• Keyword rankings</li> <li>• Social shares</li> <li>• New vs. returning visitors</li> <li>• Onsite engagement (bounce rate, time on page)</li> <li>• CTA clickthrough rates</li> </ul>
Lead generation	<ul style="list-style-type: none"> <li>• CTA clickthrough rates</li> <li>• Landing page conversion rates</li> <li>• Conversion rates of leads to customers</li> <li>• Leads generated per month</li> </ul>
Search engine visibility	<ul style="list-style-type: none"> <li>• Website traffic from organic search</li> <li>• Unique website visits</li> <li>• Topic clusters</li> </ul>
Sales enablement	<ul style="list-style-type: none"> <li>• Lead to customer conversion rate (overall and by content piece)</li> <li>• Sales conversion rates</li> <li>• Length of your sales cycle</li> <li>• Contract size</li> <li>• Cost per lead</li> </ul>
Retention and upsells	<ul style="list-style-type: none"> <li>• Customer retention rate</li> <li>• Percentage of repeat customers</li> <li>• Revenue from upsells</li> </ul>

To learn more about how to use these metrics, read our accompanying blog post:

<https://www.clariantcreative.com/blog/content-marketing-roi-how-to-measure-the-success-of-your-content>