

Why Knowing the "Numbers" of Your Content is So Important

If you are not monitoring the numbers of your business, your content marketing strategy is a hit or miss prospect. Imagine the following scenario. You spend an entire day working on a blog post you think is going to be extremely value-rich and problem-solving for your audience. You spend another day posting the blog to your website, building backlinks from industry relevant sources, and sharing your post on social media.

You have the bright idea of using high points of your blog post to make a slideshow presentation and using screen capture software to turn this slideshow into a video you can post on YouTube and other video sharing sites. You send out an email broadcast to your newsletter subscribers to let them know you have a new post on your blog. You share a link to your content with every chat room and forum where you are a member. Then you sit back and wait for the sales and profits to roll in.

You see a slight uptick in your business as far as profits are concerned, immediately after sharing your new content. Then your sales go down, your email list grows appreciably, and you get a few favorable comments to your blog post. Days turn into weeks, and you realize that one month after working so hard to create and publish your content, you have no idea if it was responsible for any of the changes you saw in your business.

Knowing Your Expectations for a Piece of Content Makes Analytics Easier

You should have a single goal for every piece of content you create. The goal should be relevant to the type of content you are using. In the case above, the marketer in question did not set a clear goal for the blog post. Because of this, he didn't know how it impacted his business. More

importantly, he did not follow up the distribution of his hard work by checking to see how his click-through rate, sales, email list or other aspects of his business were improved or worsened by the information you shared.

Evaluate and Analyze Your Content

Google Analytics can be installed on your website or blog. It shows how you very specifically how a piece of content is performing. Most paid advertising platforms on social media have built-in analytics that reveal many important aspects of an advertising campaign.

Email list services like Aweber and Get Response provide excellent tools for evaluating how individual emails perform, good or bad, as well as the strength or weakness of an entire email campaign. Don't create another piece of content until you ensure there is a way to clearly analyze how successful that content is at reaching a specific business goal.