

How A/B Testing Pays Off in a Content Marketing Plan

How is your content marketing plan going? Do you have a clearly defined content marketing strategy, or do you simply sit down at your computer and do something each day, either write a blog post, create a video or interact with social media according to whatever suits your fancy at that time? Whether you are following a detailed plan and schedule or just winging it, your content marketing strategy needs to involve evaluation. This is where you take time to analyze the performance of each type of content you are using to hopefully grow your business.

In the important evaluation stage, content marketing can save you time and money, while boosting your ROI, with A/B testing.

Research shows that most small business marketers don't take the time to routinely evaluate how their content is performing. They continually produce and distribute press releases, videos and articles and spend time on social media, but they have no idea if any of those activities are helping or hurting their business. Because most of your competitors are not effectively monitoring the effectiveness of their content, it is more important than ever for you to do so.

When your competition is not using every tool available to boost business, but you are, you get a leg up on the other businesses in your market. One way to do this is by testing multiple headlines, images, videos and other pieces of content. Known as A/B testing or split testing, the results from this practice can be incredibly beneficial, even when changing just a few words on a headline or ad copy.

What Content Element Works Better, A or B?

The idea is to run the same advertisement, blog post or other piece of content with two separate titles or headlines. You may keep the title of a video the same and change the introduction or some other part of the video, testing two different components or elements. Any aspect of a piece of content can be tested this way, including the colors you use on a landing page or the thank you email you send out to new list subscribers.

There are applications and software suites which handle A/B testing for you. You tell the software what to pieces of information you would like to split test, and the A and B components you chose will be shown on an alternating basis. This gives you valuable insight into what is and what is not working regarding different aspects of your content.

Marketers who frequently split test know they are always using their highest converting content. They are never happy with current results, even if those results are very favorable. Imagine that you tested two pieces of content and one outperformed the other by doubling your conversion rate. You may not have discovered this without split testing certain elements of that content. Another benefit of A/B split testing is that over time, you begin to understand how to create content which produces results, rather than wasting time on specific elements of content creation which don't perform as well.