

# ROI ON CONTENT MARKETING

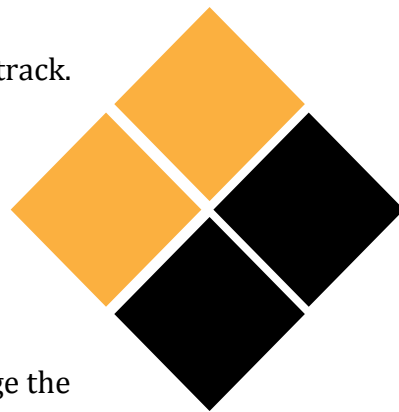


**RAD365 Media**  
Let's Go Digital

From writing the content to distributing it, we should have a stringent content marketing strategy. Having a stringent plan helps us to stay on track. Abiding by the content marketing plan, we can stay on track till the day comes when we can actually measure the return on investment.

The content marketing institutes teach us as how to formulate an actionable digital content marketing strategy, so that we can effectively accomplish our business goals.

They teach us about the indicators which we should take care of to gauge the success of content marketing.



## CONTENT MARKETING METRICS

There are different analytical parameters which depict as how effectively content marketing is working in favor of the business.



Website analytics tools helps to understand the inclination of visitors towards the website.



The amount of traffic coming from different geographies helps to formulate segmented approach.



Search engine rankings of the website exhibit the love between your content and Google's search spiders.



Sales lead quality and the actual sales are the prominent parameters that tell; yes content marketing is working.

## DO YOU HAVE A DOCUMENTED CONTENT MARKETING STRATEGY?

If we look at the content marketing 2015 upcoming trends, one of the concepts we can extract is the importance of a well documented online content marketing strategy. Keeping the basic foundations strong like editorial calendars, analytical tracking and creative content, we can go a long way to build up the necessary thought leadership and user engagement.

Before spending on B2B content marketing, we should find out how to spend. Content marketing is composed of various components, which when added and implemented together gives the power to content marketing.

In addition to consistently creating content, we must work out from multiple perspectives. We must track the performance of each and every piece of content, to plan our content for the future.



*"Make it easier for your customers to derive value from your content."*

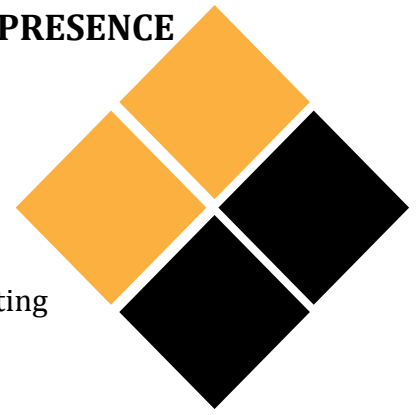


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## CONTENT MARKETING PRACTICES FOR BETTER ONLINE PRESENCE

Each and every organization has its own goals and missions. And, anything that doesn't take the organization forward towards the goals is a waste of time and money. Content marketing is no different?

Is the content you are publishing and distributing in sync with your business goals? If it is not, then you should rethink your content marketing strategy.



Your ultimate goal is to reach your future customers and to keep your existing customers engaged with your content expertise. The expectations of existing customers and prospective customers are different. Content marketing would only be effective if it meets the expectations of customers in a customized way.



**Local Content Marketing:** Different geographies have different perceptions. Different industries have different outlooks. The key here is to act local. Your content should speak to the audience. Your brand should make them feel familiar.



**Content Analytics:** Analytics is a major part of content strategy. How your content is being perceived by your visitors is an indicator of what to write in the future posts and what to get rid of.



**Approach:** There is always a voice behind the content and that is of your organization. It is necessary to be very clear of the organization's objectives before being a part of the content creation process. The best content marketing plans assure that the organization's voice remain consistent throughout the writings.



**Timing:** For content to be effective, the right timing is crucial. The right audience and the right venues are necessary to extract the expected value out of the content. User engagement doesn't happen by chance. It is a result of careful planning and strategy.



**Social Content Marketing:** Finding out the behavior patterns of target audience helps in the long term. By identifying the social media channels they participate in, we can make better use of those channels.



**Content Type:** Content doesn't remain evergreen. The demand for subject matter changes and we must adjust ourselves to meet the demands. Customers span through different stages of research at different times. Our content should follow them, so that they can be able to follow us.

