

Choosing Marketing Goals For Your Content

A playbook to get the most out of your content



Agenda

This playbook will help you understand how to choose goals for different content you're creating. This can be digital articles, email campaigns, or product landing pages.

We will cover

1. What is a conversion funnel
2. What are Key Performance Indicators (KPIs)
3. Applying KPIs to the conversion funnel
4. Example of a customer journey
5. Measuring Results

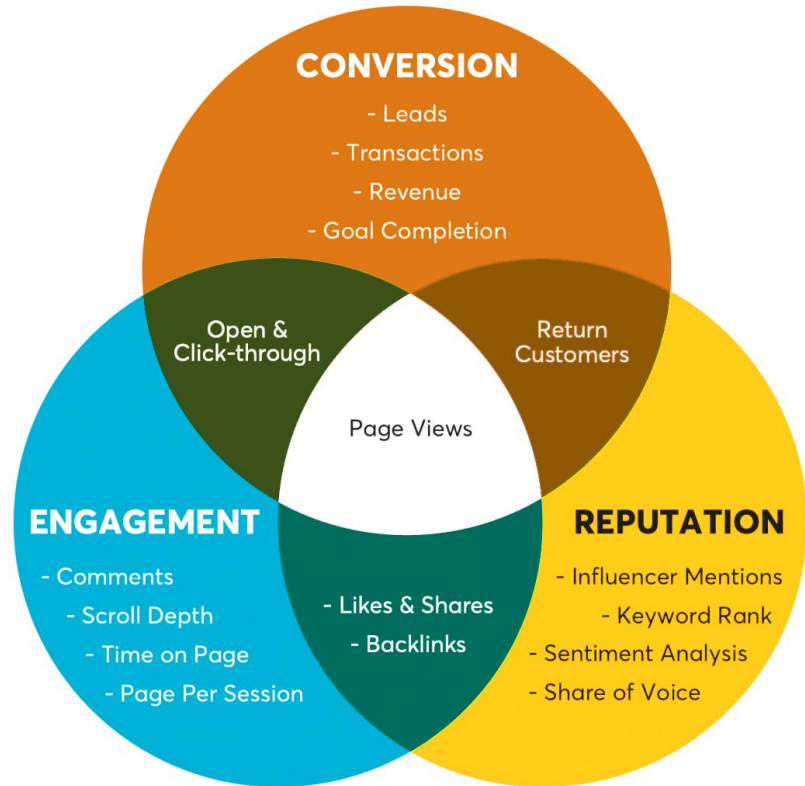
Start by asking yourself...

What do you want the user to do?

3 Content Marketing Goals

Step 1... Choose a Goal

Step 2... Choose KPI(s)



3 Content Marketing Goals

Conversion

Number of converted users (users that have reached the goal, such as a download or donation)



Reputation

What is the user's perception of your brand based on this content/offer



Engagement

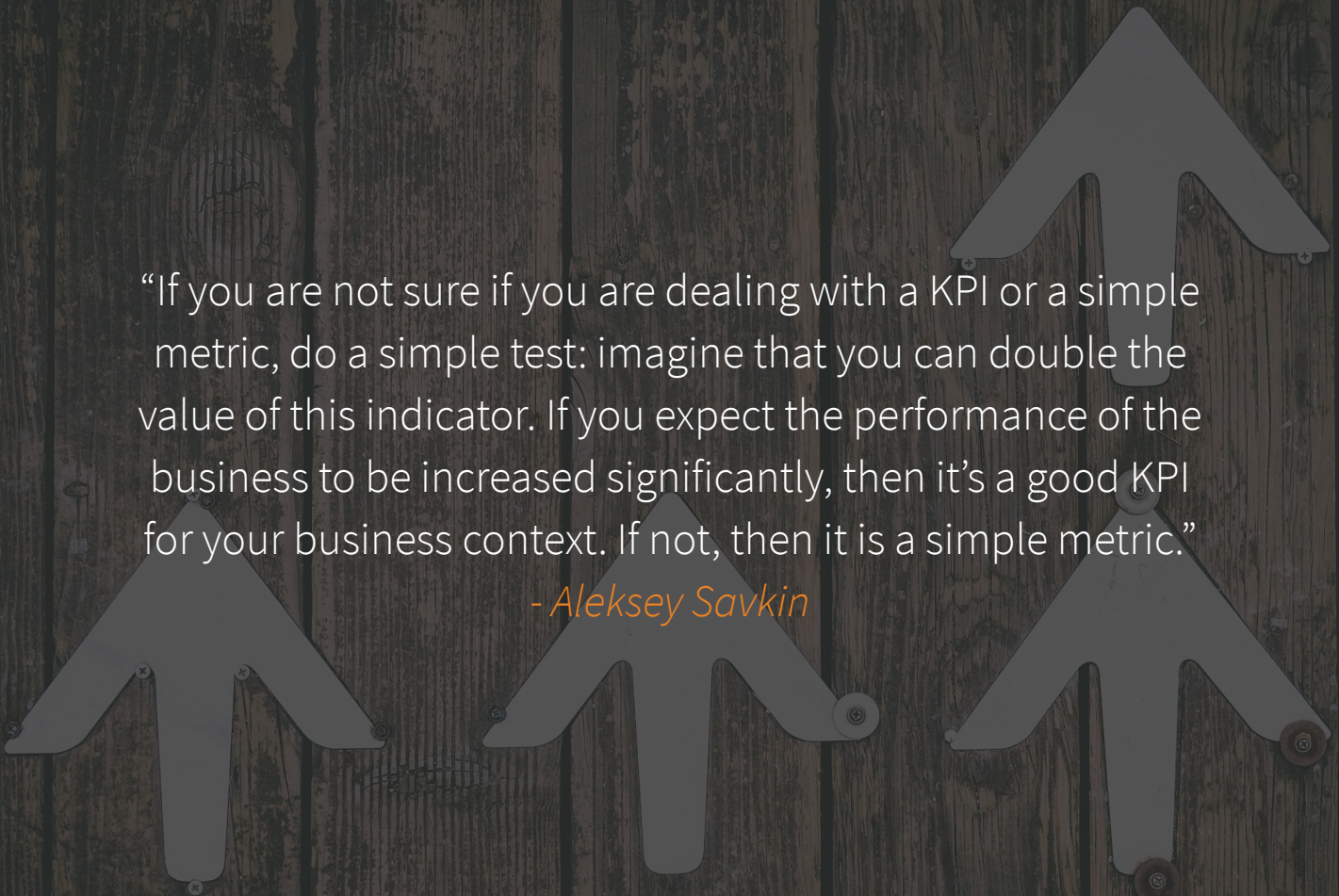
How is the user engaging with a piece of content/offer



Key Performance Indicators (KPIs)

Simple, Relevant, and Useful

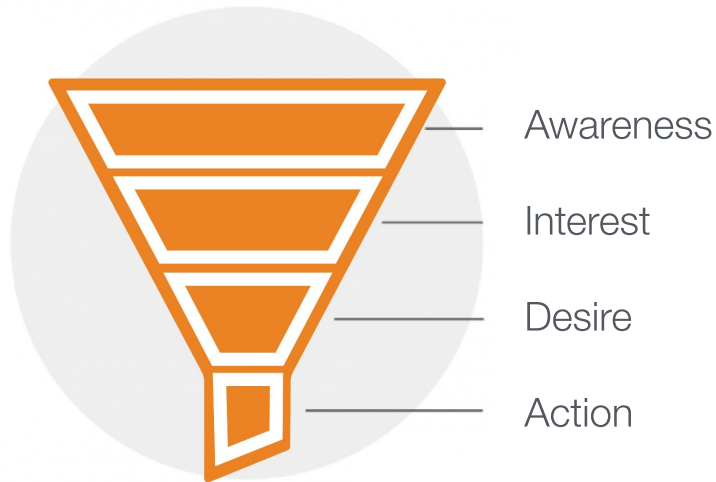
A good KPI is quantitative and easy to calculate.



“If you are not sure if you are dealing with a KPI or a simple metric, do a simple test: imagine that you can double the value of this indicator. If you expect the performance of the business to be increased significantly, then it’s a good KPI for your business context. If not, then it is a simple metric.”

- Aleksey Savkin

Map KPIs to Each Step in The Conversion Funnel



Awareness

- Must be seen to be effective
- Quality over quantity

Interest

- Keeping their attention
- Enticing enough to cause desire

Desire

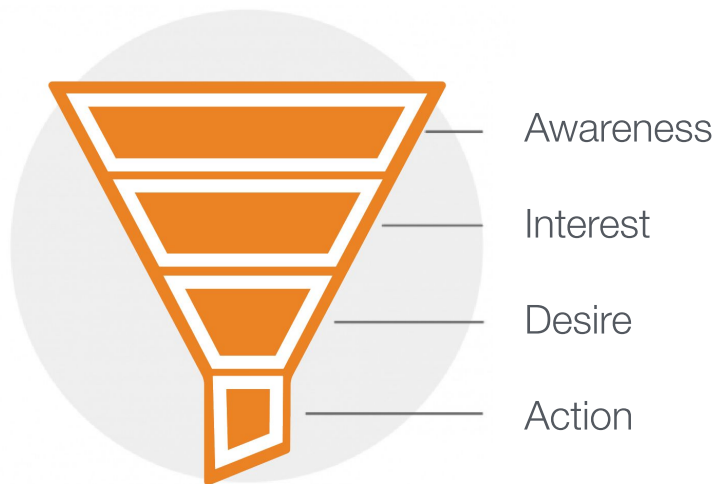
- Is our product or service desired enough?
- Great storytelling or compelling offer will cause action

Action

- The goal isn't 100% conversion rate
- Doesn't have to happen right away, that's why we have remarketing options

Try Mapping Your KPIs to The Conversion Funnel

Worksheet



Awareness

Interest

Desire

Action

Example of a Funnel Journey

Awareness

Giving Tuesday Email Campaign
KPI = Number of Emails Opened



Interest

Giving Tuesday Email Campaign
KPI = Email Click-Through-Rate (CTR)



Goal = Conversion

Desire

Giving Tuesday Email Campaign
KPI = Gift(s) added to cart



Action

Giving Tuesday Landing Page
KPI = Number of Donations

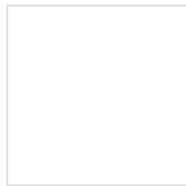


Try Mapping Your Funnel Journey

Worksheet

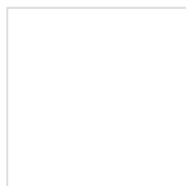
Awareness

KPI = _____



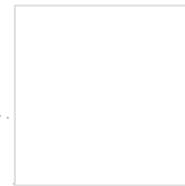
Desire

KPI = _____



Interest

KPI = _____



Action

KPI = _____



Write your goal inside the box

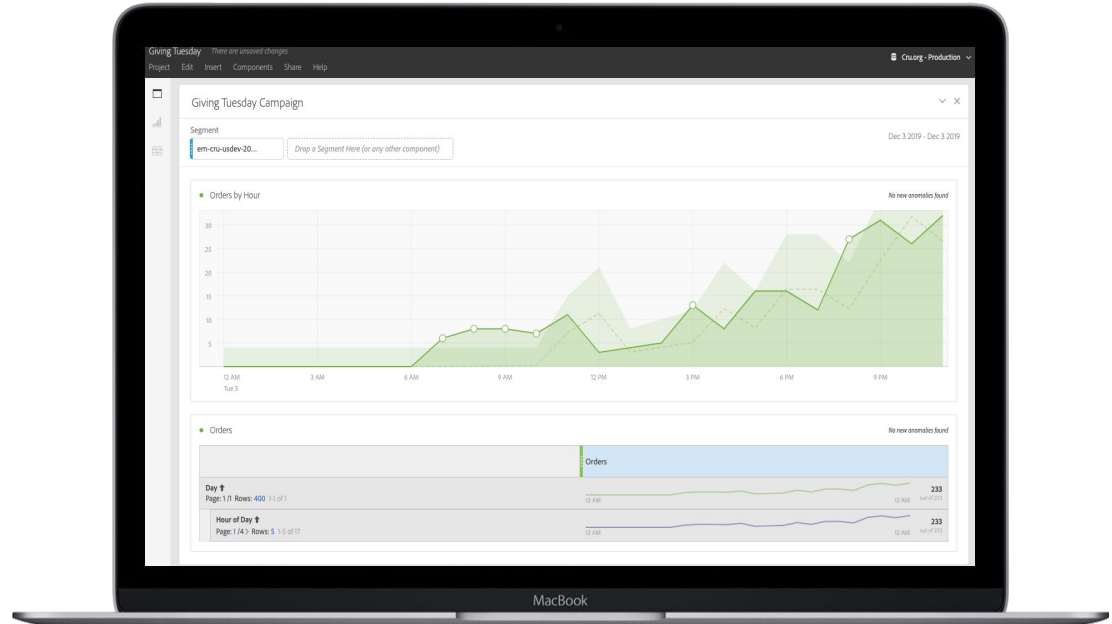
Measuring Results

Having The Right Tools

- Make sure you have tools that allow you to measure KPIs throughout the funnel
- In most cases this will require multiple tools, not one

Examples Tools Could Include

- Email Marketing System
- Advertising System
- Adobe Analytics or Google Analytics
- Tag Management System
- A/B Testing Software
- Heatmap Insights



THANK YOU

Questions? Please contact marketinghelp@cru.org