



## Content Marketing – A Multi-Point Program Evaluation

Every marketing initiative can benefit from a little navel gazing from time to time. These are some of the questions I use to help companies evaluate the effectiveness of their content marketing program.

**Outcomes:** Have we discussed and documented what we want our content marketing program to accomplish? Are those goals realistic? Do they support our overall sales and marketing objectives?

**Support:** Do we have executive sponsorship and backing? Does our executive sponsor attend key meetings during the discovery and sequencing phases? Do they support our program by identifying resources and sources?

**Alignment:** Is our content marketing program synchronized with our other marketing messages? Are we embedding our marketing messages without coming on too strongly?

**Currency:** Are we speaking to the issues that are really top of mind with our customers and prospects? Are we speaking from a perspective customers will identify with? Does our content marketing offer something of real value?

**Engagement:** What are we doing ensure our content marketing products are engaging our audience? Does our tone strike a friendly but professional tone? What alternatives exist beyond case studies and papers? How do we use audio and video options cost effectively? Are we moving our audience to action at the conclusion of each piece?

**Consistency:** How do we organize our program to produce content regularly and affordably? What's the best way to present topics and what format works best? Are we creating products that build on themselves?

**Skills:** Does our team have the right skills to manage a program that produces meaningful, innovative content? Which skillsets and competencies are available in-house and what needs to be found elsewhere?

**Sources:** Do we source ideas and opinions from outside sources such as customers and partners? Have we cultivated ties with industry opinion leaders and publishers?

**Experts:** Are we encouraging our people to form ideas and opinions about our industry and our offerings? Can we tie participation to competency development as an aid to career advancement?

**Promotion:** Have we clearly defined the promotional mechanisms needed to maximize the reach of newly-published products? Are we using social media channels effectively? How much of the promotion can we automate? What other corporate communication channels exist that we can leverage?

**Measurement:** Is our content marketing really contributing to our bottom line? How do we know we're getting a return on our investment? How do we quantify the results we're getting? Are we collecting both qualitative and quantitative feedback?