















Content Marketing Metrics and Analytics Model

CONTENT MARKETING
(Owned, earned, and paid media)

PERFORMANCE

OPERATIONS



	SITE/BLOG	ASSET	SOCIAL MEDIA	EMAIL	FEEDS
CONSUMPTION	<ul style="list-style-type: none"> Page views Unique visitors Avg. time on site 	<ul style="list-style-type: none"> Downloads Form- completions 	<ul style="list-style-type: none"> Link clickthroughs 	<ul style="list-style-type: none"> Clicks Open rate 	<ul style="list-style-type: none"> Clicks Views 
RETENTION	<ul style="list-style-type: none"> % Returning Bounce rate Number of visits Pages/Visit 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Followers 	<ul style="list-style-type: none"> Subscribers Unsubscribers & opt-outs 	<ul style="list-style-type: none"> Subscribers 
SHARING	<ul style="list-style-type: none"> Social media link shares Retweets Likes 			<ul style="list-style-type: none"> Forwards 	<ul style="list-style-type: none"> N/A
ENGAGEMENT	<ul style="list-style-type: none"> Session duration Page Depth 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Comments & social media chatter 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A
MPI	<ul style="list-style-type: none"> New leads generated (First, last, & multitouch) Existing leads touched Content score 				
SPI	<ul style="list-style-type: none"> % and \$ value of opportunities influenced/generated % and \$ value of opportunities won 				
OPERATIONS	Production <ul style="list-style-type: none"> Time to live Content throughput Content backlog 	Cost <ul style="list-style-type: none"> Production costs per post Distribution costs per post Promotion costs 			
ROI	<ul style="list-style-type: none"> Return on investment Pipeline influence per word per writer 				