

Content Marketing Metrics for Newbies: 28 Content-Related Measures to Track

By [Heidi Cohen](#)

Content creation

- What type of content do we need?
- Who will create the content? Where do they report in the organization? Will this function be outsourced? If so, to whom?
- How often will the content be created? Does this vary by platform ([third party, internal media and user-generated media](#))?
- What is the cost for the content marketing creation? Remember to include internal resources as well as external contractors and agencies.
- Where will the content be placed? Does the content require supplementary information? If so, what and where will *that* content it be placed?
- Is related marketing needed to drive readers to the content? If so, who will create it? What is the timing? What is the cost (for creation and media placement)?

People

- How many visitors or readers do we have? Think in terms of unique visitors and returning visitors. This is a good measure of the volume of exposures for your message.
- How many fans, friends, followers, email subscribers and/or RSS feeds do we have? This gives a top level estimate of your hand-raisers. Since many of these people may follow you to get product news and special offers, this doesn't necessarily translate into dedicated customers.
- How wide is the [influence of your fans](#) and followers? This can require a more in-depth analysis and more sophisticated tracking.

Actions

- How many times was the content viewed and/or downloaded?
- How much time was spent viewing the content? What portion of it was read and/or viewed?
- Did readers take another action towards engagement with your firm? This includes email registration, signing up for RSS feeds, etc.
- Did readers share content with their colleagues via social sharing including Facebook and Twitter? If so, how many?
- Did readers go further into your content or website by following links to related articles and/or products? Did they put products in a shopping cart or contact you?
- Did content viewing translate into earned media, additional views generated by readers sharing your content as opposed to paid impressions? This can be a measure of the interest level generated by your content.

Content created

- Do readers comment and/or vote on your articles? If not, how you can make this easier for them to do?
- Do customers leave product reviews and/or ratings? If not, how do you encourage buyers to return and engage with you? Post-purchase emails can provide a helpful nudge.
- Have you had success getting customers to share relevant photographs and/or videos? This can be useful for experience-related products such as crafts, cooking and travel.

Brand impact

- How often are customers mentioning your products, brands and/or company? What is the sentiment of these brand mentions? Are they positive or negative? How is your firm responding to these mentions?
- How do customers feel about your competitors and what are they saying about them? Is this having an impact on your business? Remember to consider niche competitors as well as category leaders.
- Has brand sentiment and intent to purchase changed over time?

Revenues

- How many purchases did the content marketing drive? Remember, it's important to have a call-to-action and links to appropriate product pages to make this easier to monitor.
- What is the average order size, both in terms of the number of products and dollar amount?
- What are the revenues per reader?
- What is the conversion rate? How many of the people who took some of the actions earlier in the process actually bought? This can be a measure of how effective the other aspects of your marketing and purchase process are. (Here's additional insight on [conversion rates](#).)

Expenses

- What did it cost us to drive these sales? Consider all of the aspects of the marketing such as content creation, technical support and media.
- What are the product, fulfillment and delivery costs? (Here are [more marketing costs to monitor](#).)
- What were the total internal costs in terms of budget, headcount and complexity? Think broadly across departments.

About the author:

Heidi Cohen is an actionable marketing expert. As president of [Riverside Marketing Strategies](#), Heidi works with online media companies and e-tailers to increase profitability with innovative marketing programs based on solid analytics. During the course of 20 years, Heidi has obtained deep experience in direct and digital marketing across a broad array of products including soft goods, financials services, entertainment, media entities and crafts-oriented goods. Heidi shares her actionable marketing insights on [her blog](#). Find Heidi Cohen online at Twitter ([@heidicohen](#)), [LinkedIn](#) and [Facebook](#).