Content Marketing Analytics & ROI

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A guide to tracking content performance and relating activity to business measures.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- Choosing metrics for blogs, email, and campaigns.
- Connecting content activity to leads and sales measures.
- Organizing dashboards and reports.
- Using measurement to guide content decisions.

Who this ebook is for

This book may be useful for marketers and communications teams who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

Format: Ebook. Pages: 65. Words: 9752.

Download availability: After payment, download the complete

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