Full Circle INSIGHTS®

Content Optimization Reference Sheets

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Introduction to Content Optimization

Good marketers create amazing content for their audience. Performance-driven marketers create high-performing content. But, how does one understand what type of content to create? By breaking down content into categories and analyzing what kinds of content perform better than others.

In this packet of Content Optimization Reference Sheets, Full Circle Insights provides concepts, definitions, examples, and a methodology for assessing content performance in a way that enables marketers to learn about their audience and make decisions on content creation as well as delivery.

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Content Category Glossary

To understand what content performs the best (and thus, what content to focus on delivering), a marketer must categorize the content and analyze what kinds of content perform better than others. Strategize and experiment to find the right classifications of content for you. Below are sample categories from Full Circle Insights to get you started with tagging your content and ultimately optimize your content for the best categories.

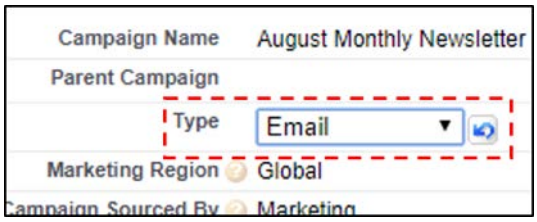
Category	Definition	Examples
Format	Method of consumption	eBook, guide, webinar, blog, newsletter, video, short form, long form
Channel	Medium of delivery *(note: used more as a campaign category vs. a content one)*	Google organic, AdWords, website form, email, event, social, partner, SDR calling
Topic	Subject matter discussed	Thought leadership, product-related, how-to, industry news
Audience / Persona	Targeted type or segment of recipient	*(can use job titles, job functions, seniority, etc.)*
Best Funnel Stage	Targeted funnel stage (initial best guess)	Awareness, consideration, decision
Time Required to Consume	Length of time to read, listen, or watch the content	*(use logical distinct segments, e.g., <2 min. for short reads, 30+ min. for webinars)*

Learn more about how to evaluate content and the impact your marketing has had on revenue.
Visit Full Circle Insights here to extract key insights from your data.

Content Category Tagging in Salesforce

Place content categories into Salesforce to enable tagging of Campaigns.
See illustration of this process below.

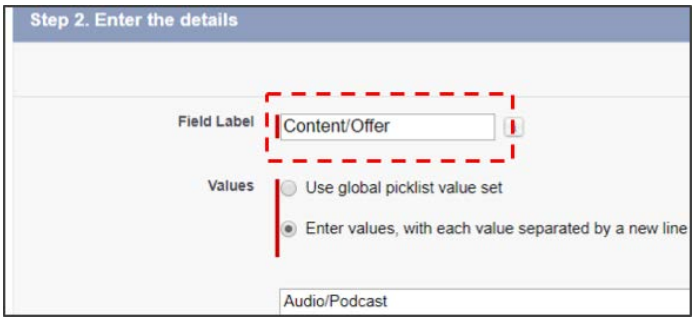
Default Salesforce



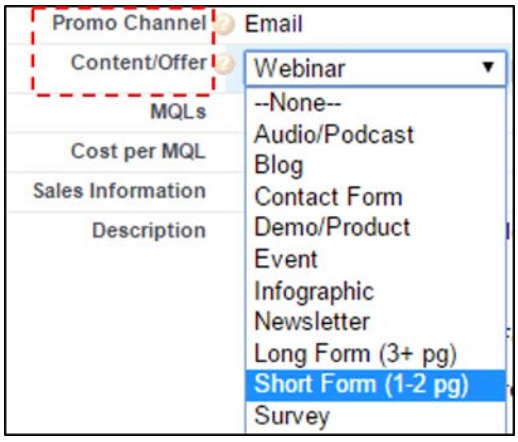
Revenue Conversion Metrics

Apc_rc Icu A_kn_ge I Asqrm k Dgcjb &Ngaijgqr'.

Insert your categories.



Tag each Campaign with content categories.



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Content Optimization Metrics Glossary

Content performance can be broken down stage-by-stage to better understand when and where it is performing well (or underperforming). Below, we split the performance metrics into two halves (of the funnel) and distinguish what each metric measures in order to help highlight areas of optimization.

Delivery Conversion Metrics

Metric	Definition	Performance Measured
Delivered %	Emails Delivered ÷ Sent	Content and email server trust by spam filters
Open %	Opens ÷ Delivered	Audience targeting, subject line, topic, content format, brand trust
Open-to-Click %	Clicks ÷ Opens	Email body format and copy, content format, education offered, call-to-action asked for
Convert %	Downloads ÷ Clicks	Landing page copy, form, quality of education, call-to-action asked for

Revenue Conversion Metrics

Category	Definition	Performance Measured
Convert-to-MQL %	MQLs ÷ Downloads	Content's ability to push leads past the awareness stage
MQL-to-SQL %	SQLs ÷ MQLs	Content's ability to distinguish leads who are ready to consider product
Revenue $ by Content	*(dependent on attribution model)*	Overall content effectiveness from delivery to conversion to revenue

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Content Optimization Metrics Reporting

Generating reports helps a marketer visualize and extract content performance insights. We illustrate examples of reporting Delivery (via spreadsheet) and Revenue Conversion (via Salesforce + Full Circle Insights).

Delivery Conversion Metrics Reporting

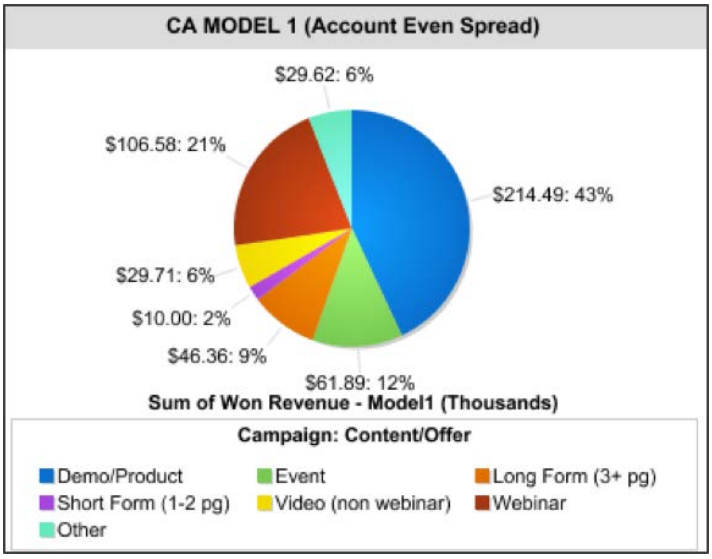
	Delivery %	Open %	Open-to-Click %
Demo/Product	**93.12%**	13.38%	1.50%
Event	**92.55%**	14.26%	2.97%
Long Form (3+ pg)	**95.66%**	10.09%	0.94%

Note the use of conditional formatting to automatically shade higher %'s.

Revenue Conversion Metrics Reporting

	Inquiry	MQL	SAL	SQL	SQL Won
Campaign Type: Email **(575 records)**	575	186	139	62	46
Asset: Analyist Report **(79 records)**	79	21	15	7	6
Asset: Industry Care Solution Document **(118 records)**	118	36	31	17	12
Asset: Webinar: Buy Today and be a Rock Star **(39 records)**					

Can show content assets individually or categorized.



Can run with different models (using Full Circle Campaign Attribution) to glean different revenue impact insights.

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