

Set content marketing goals and measure success

Creating, publishing, and sharing content is an investment of time, energy and money. So you want to be sure it's delivering results.

I use four ways to measure content marketing:

1. Activity goals
2. Community growth goals
3. Performance goals
4. Money goals

Money is the bottom line. You're in this to grow your business.

Here's a breakdown of how to set goals for each area.

SETTING GOALS FOR YOUR CONTENT MARKETING

Activity goals	Community growth goals
<ul style="list-style-type: none"> • Post 3-5 times a week. • Invite connection with ideal clients or influencers every day. Set a target. 3-5 connection requests a day /15-25 a week is a good start. • Engage with ideal clients and influencers every day. Set a target. 5 comments a day /25 a week is a good start. 	<ul style="list-style-type: none"> • New followers. • New email list subscribers.
Performance goals	Money goals
<ul style="list-style-type: none"> • Comments on each post. • Reactions on each post. • Website visitors. Track visitors overall and visitors from the social channel / channels you're most active on. 	<ul style="list-style-type: none"> • Enquiries • Sales