



Maximizing Your Return on Content

How to make your content more successful

Hilary Marsh, Chief Strategist & President
Content Company, Inc.

**Organizations publish
a LOT of content**

- Product data
- Reports
- Press releases
- News stories
- Customer success stories
- Executive bios
- Event information
- Course details
- Policies
- FAQs
- Mission statement
- Job listings

What *don't* we publish??



<https://preservingdtharchives2011.wordpress.com/2011/10/18/im-back/>

**Content is the way our work is
manifested in the world**



Why ?



Just because.....

Because the boss said so

Because the committee asked us to

Because the committee told us to

Because we have this program

Because we do this thing

Because we created the information

Because we have no way to say “no” to the request

Because we think we have to

Because everyone else is

Because

Because

If you don't know what you're going for, how will you know whether you're succeeding?



en.wikipedia.org/wiki/Compulsive_hoarding

Return on Content



3 pieces of information

1. Goal
2. KPI
3. Measuring & learning



Identifying the Goal

Why are we publishing this?

Effective content has a goal

- 
- It's published
 - Lots of people look at it

What is a true goal?

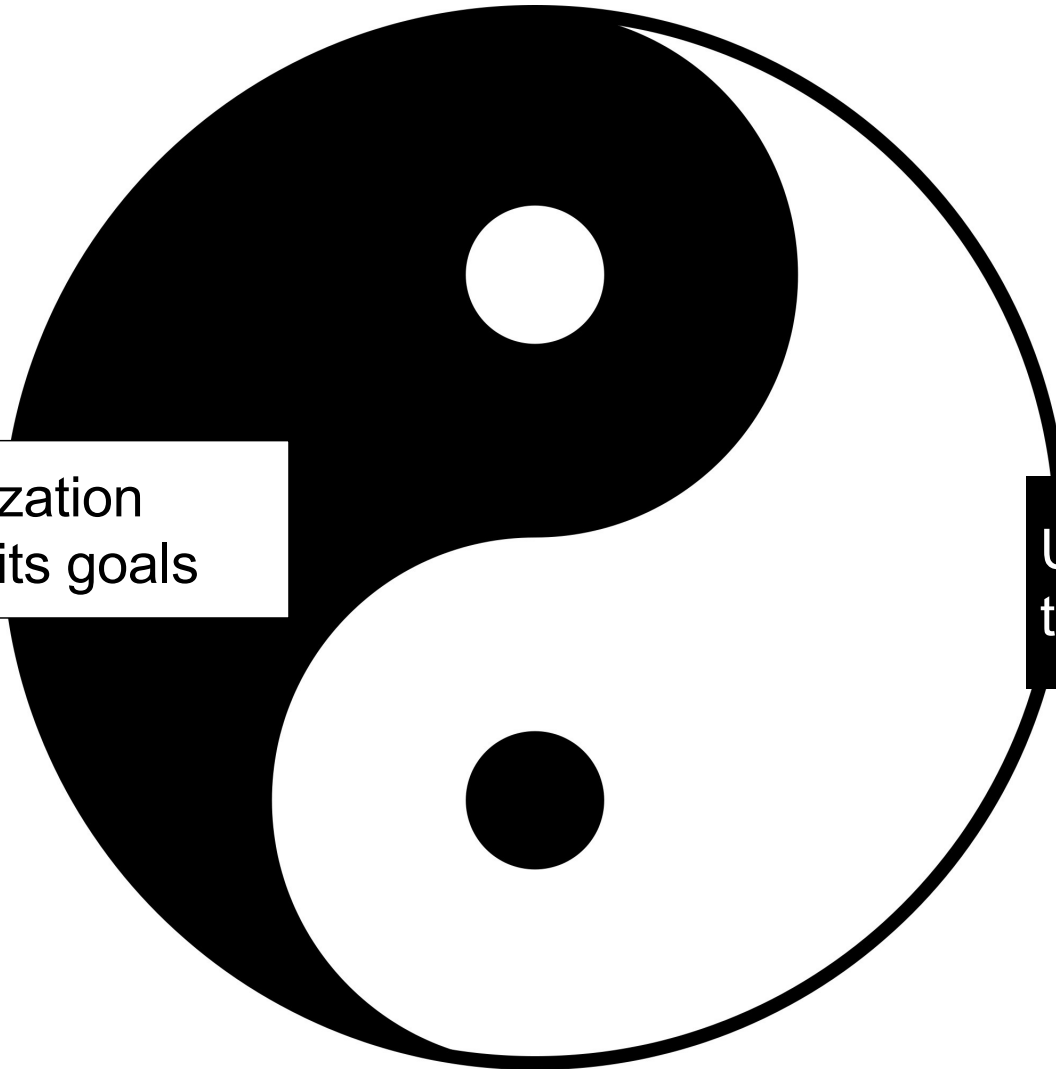
- Meets a business goal
- Satisfies a user need

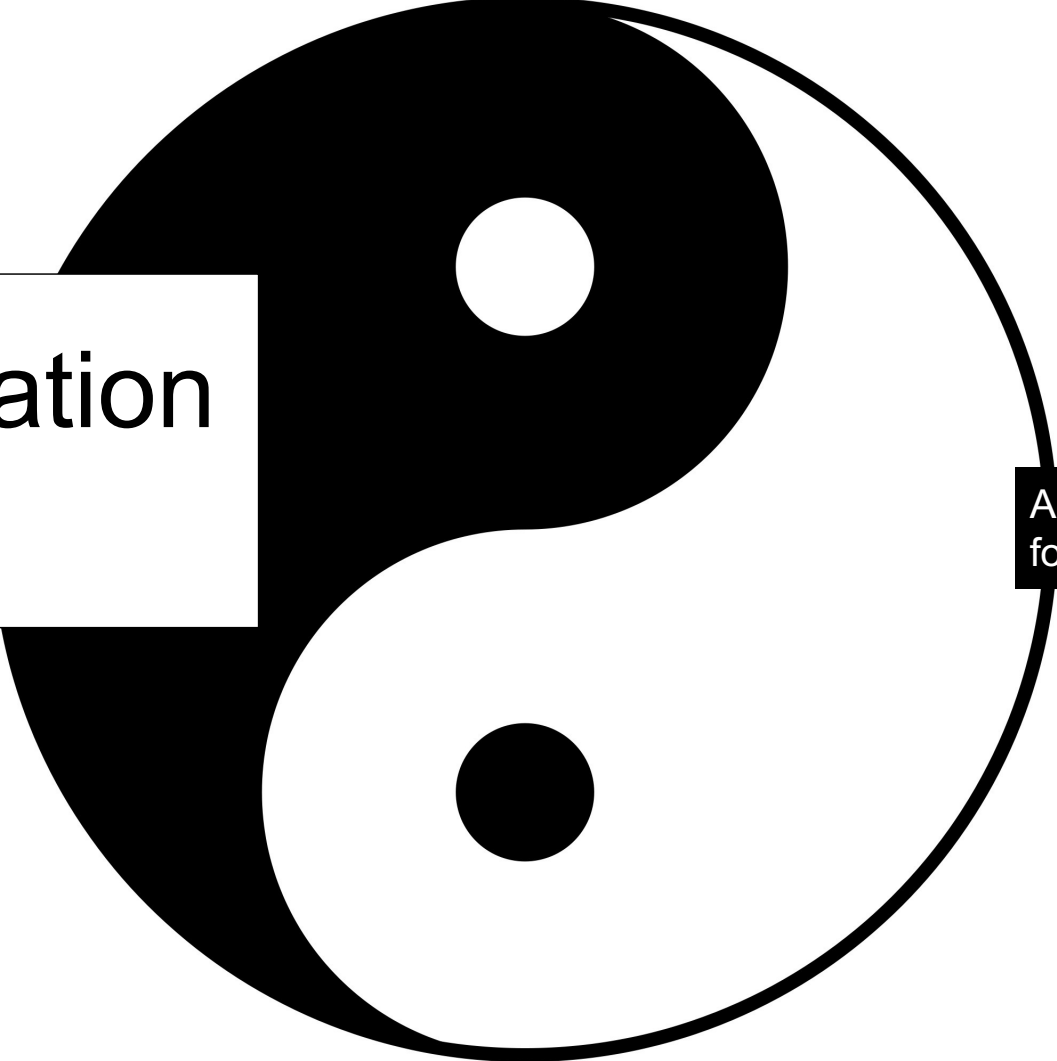
- Ideally, both

Balancing Goals & Needs

Organization
meets its goals

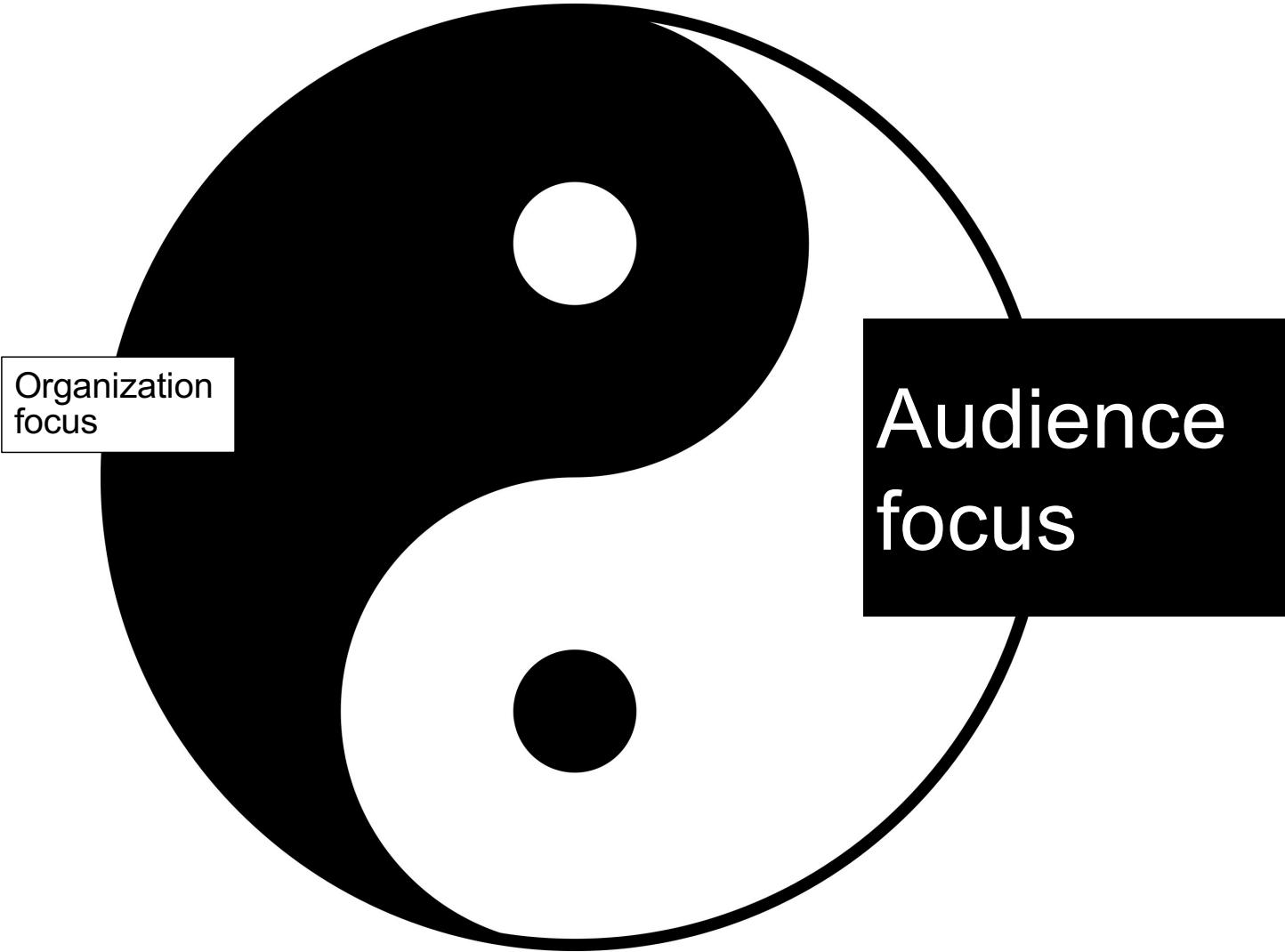
Users meet
their needs





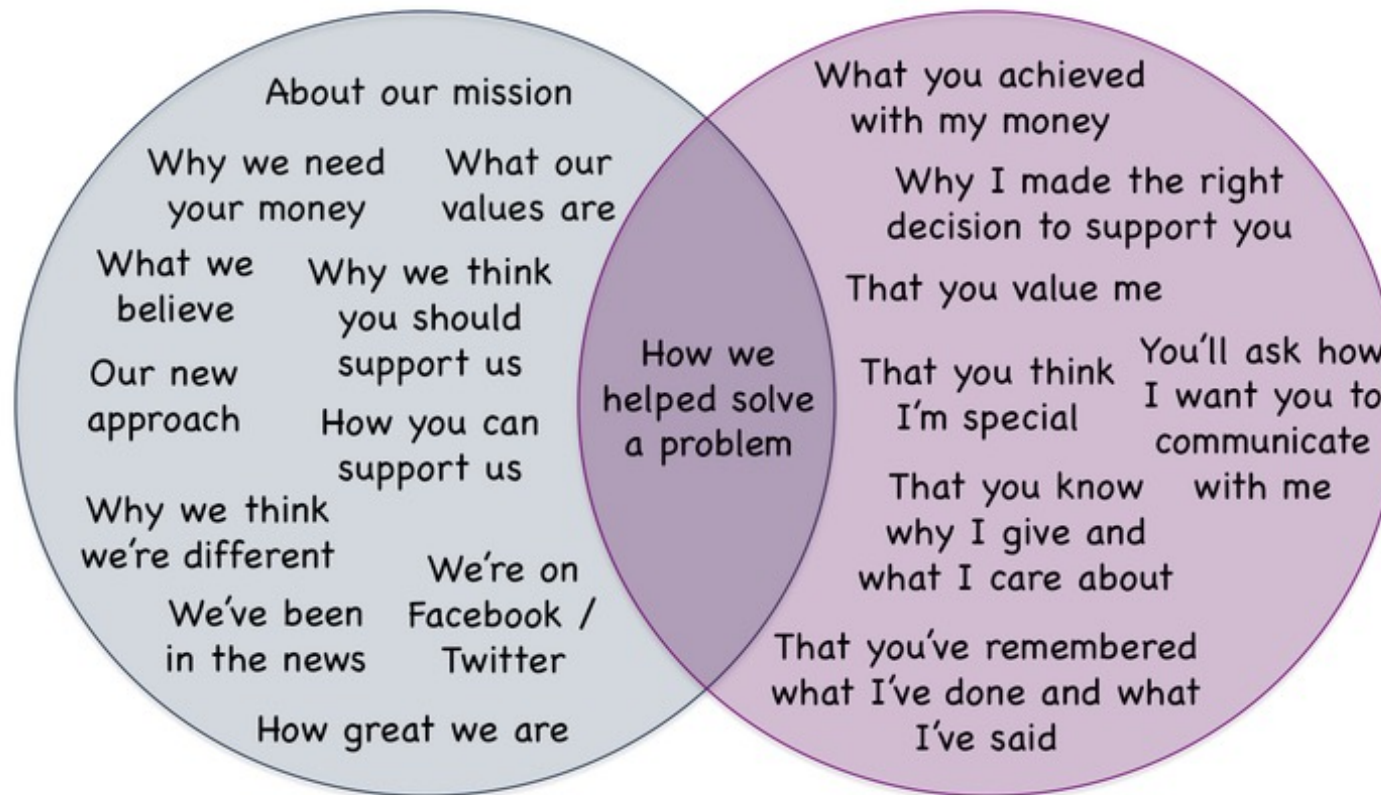
Organization
focus

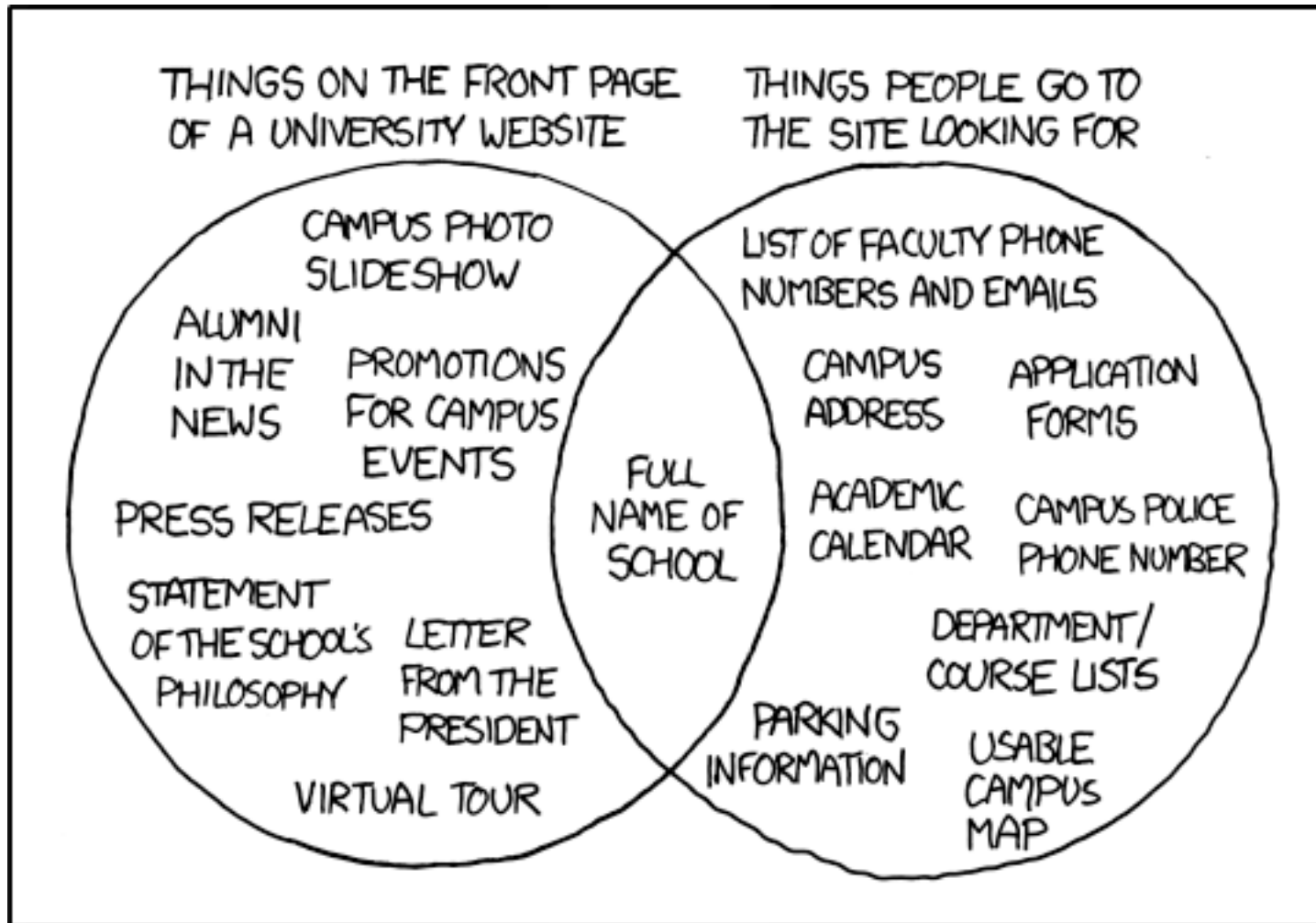
Audience
focus



Things that a charity
wants to tell a donor

Things that a donor wants
to hear from a charity





Remember the content landscape

- Product data
- Reports
- Press releases
- News stories
- Customer success stories
- Executive bios
- Event information
- Course details
- Policies
- FAQs
- Mission statement
- Job listings

Content goals

Each piece of content needs a clear, explicit reason to exist

Examples:

- Bring in non-dues revenue
- Encourage joining or renewing membership
- Raise awareness and perception of endocrinology
- Help general practitioners care for patients
- Inspire more people to register for the event
- Reassure people about the organization's stability
- Raise the quality of job applicants

Other content goals

- Increase sales by identifying prospects and creating proper messaging
- Drive communications by keeping managers aware of initiatives they should be out front on
- Help the executive team in identifying future leaders through writing, social media and presentation workshops
- Help keep the tech budget on target by running a lean, mean CMS


–Ronell Smith

Other content goals

- Behavior flow and conversions
- Direct and indirect feedback

—Jess Hutton

Differences between Deliberative and Transactional Content

	Deliberative Content	Transactional Content
		
<i>Orientation</i>	User	Brand & Product
<i>Content Focus</i>	Helping user improve life or work situation	Getting user to take action
<i>User Benefit</i>	Immediate and unconditional	Conditional on taking action
<i>Examples</i>	<ul style="list-style-type: none">• How-to Advice• Stories (inspiring examples, profiles of people)• Research findings	<ul style="list-style-type: none">• Product information supporting purchase• Event announcement requiring registration• Diagnostic customer service content
<i>Brand Goals</i>	Building audiences, fostering positive brand associations, gaining acceptance for new ideas or POVs	Tactical business objectives
<i>Measurement Focus</i>	Engagement	Conversion

–Michael Andrews

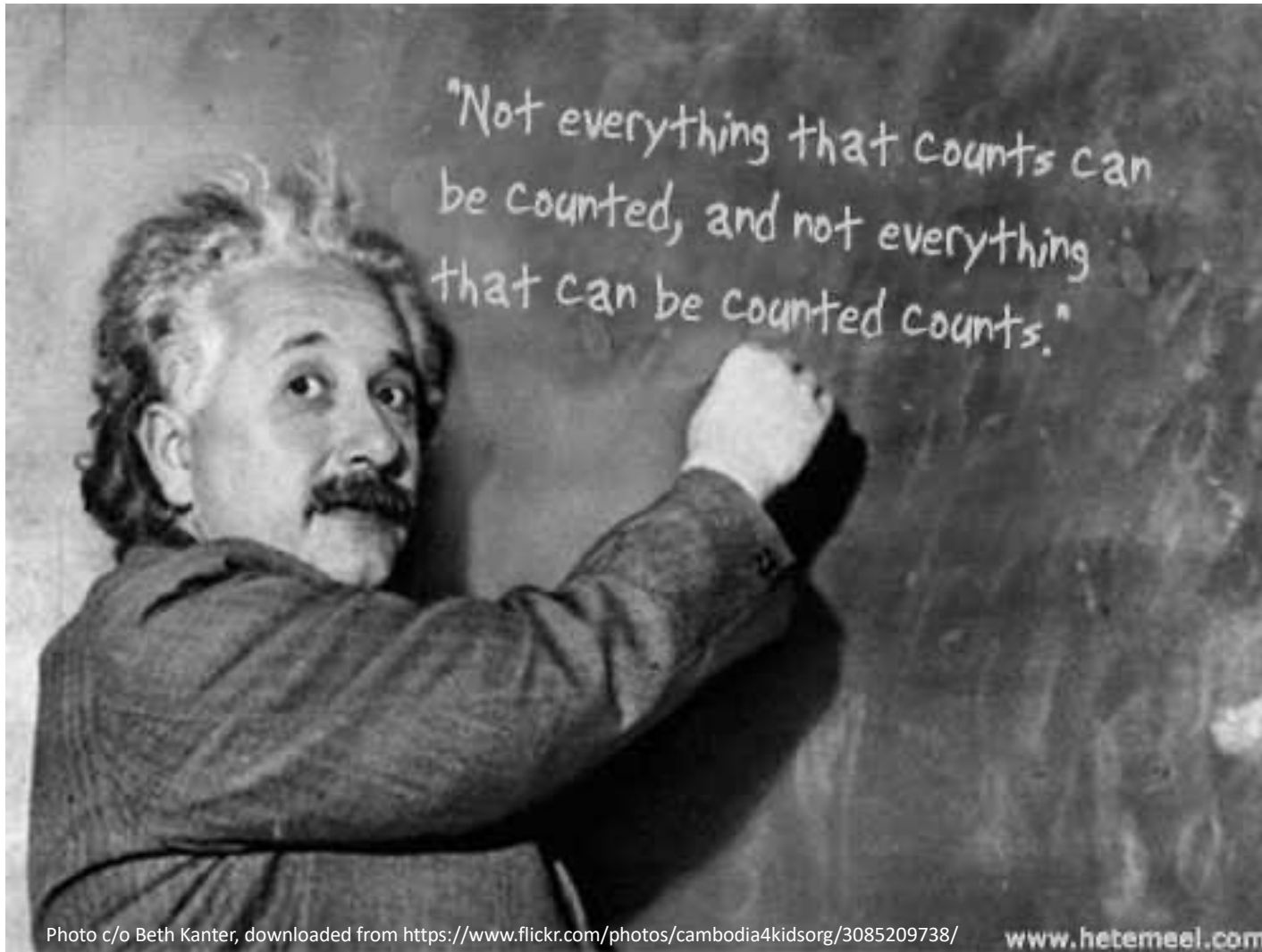


Photo c/o Beth Kanter, downloaded from <https://www.flickr.com/photos/cambodia4kidsorg/3085209738/>

www.hetemeel.com

5 Whys

<https://www.pinterest.com/pin/86483255319117458/>

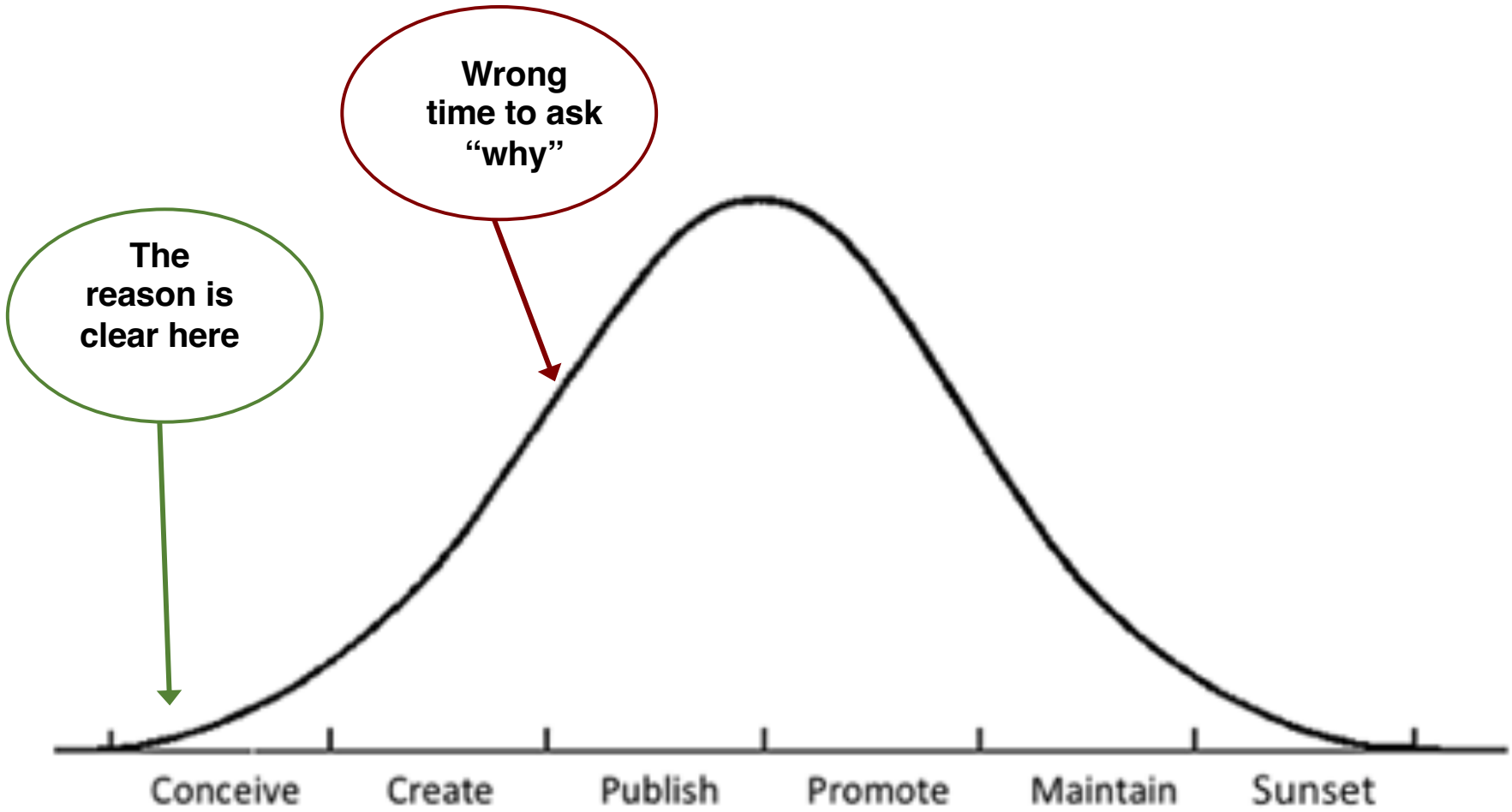
Keep asking “why”

- Why are you publishing this content?
- Why?
- Why?
- Why?
- Why?



The real goal is in there somewhere

<http://gadling.com/2008/05/01/cash-and-treasures-the-antique-bottle-dig/>



Bridges

Featured Products



Bridge Information Modeling (BIM)

The challenge: The condition of the world's transportation infrastructure is top of mind at every level of society today. With a sizeable inventory of aging bridge structures worldwide, transportation professionals find themselves facing obstacles at every turn — even critical problems with their tools and data. They are seeking best practices and better tools for sustaining bridge infrastructure.

Whether a bridge is old or new, the goal is always to make bridges better. For every step in this endeavor, it is essential that the right information is where it needs to be for the decision makers.

Many bridge stakeholders find themselves data rich and information poor. Usually, a substantial amount of data about the bridge exists, typically found in many forms and sometimes in virtual silos of data. The data is useful but not necessarily usable information, and re-engineering is often a time-consuming and cost-prohibitive step.

Today, bridge information transfer is fragmented at best. There is little data reuse in

Advantages

- Safer, better engineered bridges
- Excellence in data reuse across the lifecycle
- Faster total process-planning to rehabilitation
- Concurrent workflows for easier meeting of tight schedules
- More-for-the-money design and construction
- Reduce risk with fewer claims and litigation

Case Studies

Resources

- [Learn More About This Solution Through Our Collection of Resources](#)
- [Connect and Share with Other Industry Professionals](#)

Related Information



Learn about Bentley's BIM for Transportation Solution. [Watch Now!](#)

Video: Bentley LEARNING Conference - Phoenix, AZ

Featured Video: Meeting the Challenges of Transportation Infrastructure

Articles:

OpenBridge Modeler

Better bridges beginning to end



FINLEY Engineering Group, Inc. | Palmetto Section 5 | Miami, Florida

Home > Products > Bridge Analysis > OpenBridge Modeler



3D Parametric Bridge Modeling Software

Develop intelligent, 3D, parametric bridge models within the context of the overall highway project.

Use OpenBridge Modeler for rapid and iterative design. Calibrate design to terrain, roadways, access ramps, and related infrastructure by directly leveraging Bentley's civil design applications. Enhance visualization with lifelike renderings. Minimize costly construction delays with traffic and construction simulations. Control costs by using clash detection tools to reduce interference problems, before construction begins.

[READ MORE +](#)



Tell Me More!

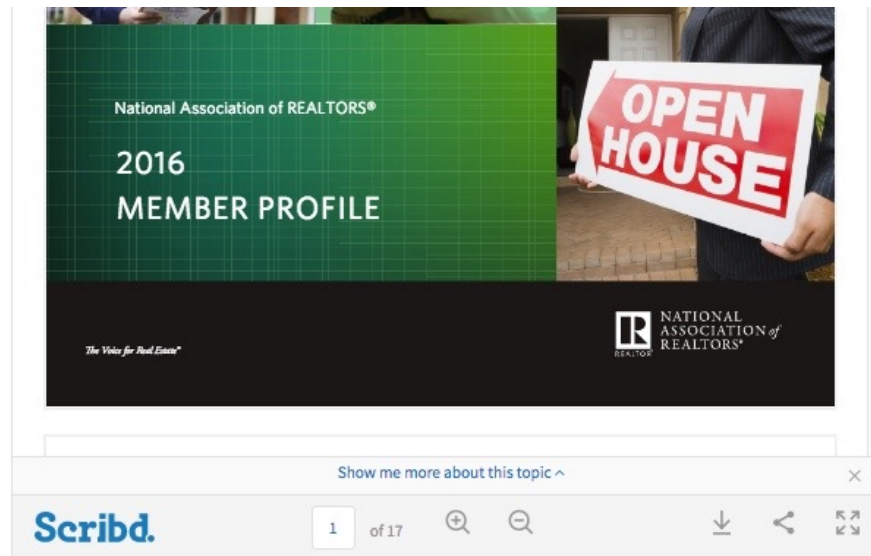
Interested in finding out more about this product?

Member Profile

MAY 19, 2016

Based on a random sampling of NAR's membership, the Member Profile strives to answer the question: Who are REALTORS®? It looks at a variety of economic and demographic characteristics, and business practices.





 [DOWNLOAD \(1.69 MB\)](#)

Highlights

- The typical REALTOR® has 10 years of experience, down from 12 years in 2014.
- In 2015, the typical agent had 11 transactions, unchanged from 2014.
- Most REALTORS® worked 40 hours per week in 2015, a trend that has continued for several years.
- Sixty-two percent of all REALTORS® are female, up from 58 in 2014.
- The majority of REALTORS®—81 percent—own their primary residence.
- Eighty-three percent of REALTORS® are very certain they will remain active as a real estate professional for two more years.

More Information

- [Read the news release](#) about the report.
- [Buy the full report](#) from the REALTOR® Store.
- [See and share an infographic](#) containing information from this report.

Many Owners Overestimating Home Values

DAILY REAL ESTATE NEWS | WEDNESDAY, MARCH 15, 2017

The gap continues to widen between what homeowners say their home is worth and appraisers' valuations. Homeowners' estimates of values were, on average, 1.69 percent higher than appraisers' home value opinions in February, according to Quicken Loans' National Home Price Perception Index. The gap has been detected every month since February 2015.

A few metros are running counter to national trends with appraiser opinions actually higher than what homeowners expected. Many of these metros are located in western cities that are seeing rapid price appreciation, such as in Denver, Portland, Seattle, San Francisco, and Los Angeles.

Metropolitan Areas	HPPI February 2017	HPPI January 2016	HPPI February 2016
	Appraiser Value vs. Homeowner Perception of Value*	Appraiser Value vs. Homeowner Perception of Value*	Appraiser Value vs. Homeowner Perception of Value*
Denver	+2.70%	+2.98%	+3.77%
Dallas	+2.05%	+2.00%	+2.53%
Portland	+1.81%	+2.15%	+1.89%
Seattle	+1.31%	+1.34%	-0.37%
San Francisco	+1.30%	+1.56%	+3.17%
Los Angeles	+1.10%	+1.19%	+0.61%
Boston	+1.05%	+1.08%	+1.05%
Charlotte	+0.85%	+0.98%	-1.76%
Sacramento	+0.82%	+0.78%	+1.06%
Minneapolis	+0.73%	+1.01%	-0.78%
San Jose	+0.64%	+1.00%	+4.35%
Houston	+0.52%	+0.43%	+2.23%
Kansas City	+0.49%	+0.32%	-2.02%
San Diego	+0.38%	+0.53%	+0.23%
Miami	+0.32%	+0.19%	+0.24%
Riverside, CA	-0.05%	-0.04%	+0.66%
Las Vegas	-0.39%	-0.49%	+0.13%
Washington DC	-0.44%	-0.32%	+0.24%
Phoenix	-0.59%	-0.78%	-0.98%
Atlanta	-0.94%	-0.73%	-1.18%
Tampa	-1.33%	-1.27%	-0.84%
Detroit	-1.36%	-1.62%	-2.84%
New York	-1.55%	-1.40%	-2.14%
Chicago	-1.96%	-1.87%	-3.02%
Cleveland	-2.17%	-2.06%	-1.64%
Baltimore	-3.01%	-2.74%	-2.99%
Philadelphia	-3.09%	-2.94%	-3.71%

*A positive value represents appraiser opinions that are higher than homeowner perceptions. A negative value represents appraiser opinions that are lower than homeowner perceptions.

Source: [Quicken Loans](#)

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Weekly Book Scan

GIVE ME A BREAK

April 11, 2016



Celebrating my recent birthday with my family at the JW Marriott Scottsdale Camelback Inn Resort.

According to a recent study done by the U.S. Travel Association's "Project: Time Off" campaign, American workers report using almost a full week less of vacation leave than they did 20 years ago. And, only about 60% of American workers use all of their time off.

What's the result? Stressed-out, overwhelmed and unhappy workers. The study says "wasted vacation days undermine our personal, business and economic well-being."

I couldn't agree more. Time off from work gives me a chance to reconnect with my family. It gives me a break from my hectic schedule and allows me time to reflect on the work I've done and the work I need to do in the future.

One of my most favorite places to visit is the JW Marriott Scottsdale Camelback Inn Resort in Arizona. For nearly 50 years, my family has spent spring break at this beautiful hotel. My father loved Camelback. It was very special to him—and now to me.

I've also spent the last few Christmas holidays at the Fort Lauderdale Marriott Harbor Beach Resort & Spa—another one of my favorite hotels.

So many memories have been made with my children, grandchildren and great grandchildren. I treasure the times we've spent there... getting



My wife Danna and me with my parents at the Camelback Inn in

Dear Mr. Marriott,

We hope you visit The Ritz-Carlton Sarasota soon to make a few memories there as well. We are an amazing work-family and the property and area are beautiful!

I concur--- time off is very important. When I return from visiting my family in Cuba, I am refreshed, laser focused and full of energy!

Thank you for what your family started years ago. Today, we have amazing careers because of the opportunities you and your family created. The opportunities for growth are unbelievable!

#ProudToBeMarriott

At your service,

Mey Vidal

The Ritz-Carlton Sarasota

Posted by: Mey Vidal | [05/18/2016 at 07:04 PM](#)

maybe it is too late to say happy birthday to you,but sincerely from a Chinese girl.In fact ,i know less about you before,because of the homework i find your blog and read the blogs you do. It is really interesting and make me relaxed. I like your attitude towards the work and life,you really make me miss my family. I just see your picture,haha, just feel it must be a nice and kind grandpa,attracting me to meet you ,may just sit together and appreciate the scenery. my poor English...can not express what i think,sorry.But nice to meet you,hope one day i can really meet you

Posted by: Echo | [05/02/2016 at 10:34 AM](#)

thank you for sharing this very positive feeling to us,

for me also, i need give myself a break to be with my family and switch my brain away from work for some



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Making the goal measurable

How will you know it's successful?

- Reached the audience in the channel that matched their expectations
- The audience took the action you wanted them to take
- Users took the next step you wanted them to make
- They were more satisfied with your organization
- They called customer service less
- They bought more stuff from you
- They talked you up to their friends/family/colleagues

Answer the right questions

- Executives
- Site management
- Content owners
- Users

Efficiency
≠
Effectiveness

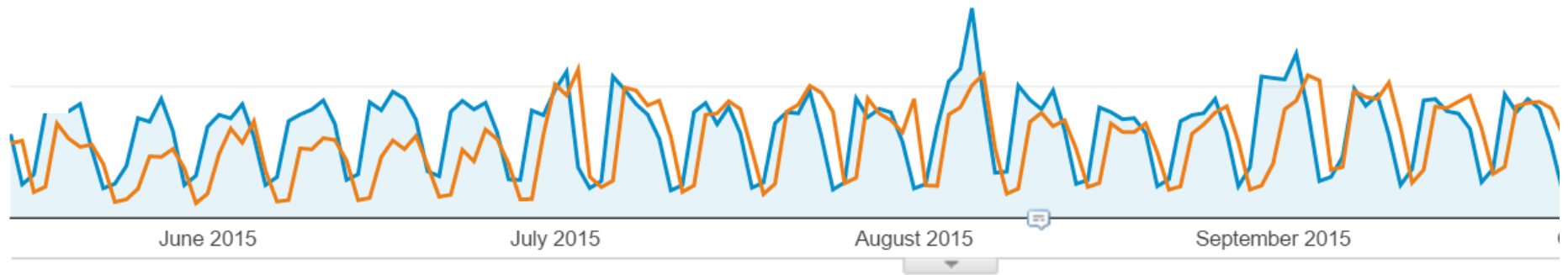
A case study



- Site redesign required a news article for each update on the home page
- Volume of news articles overwhelmed the site management staff
- Viewership to each article was relatively low
- Would fewer articles mean fewer views?

May 15, 2015 - Oct 21, 2015: ● Pageviews

May 15, 2014 - Oct 21, 2014: ● Pageviews



Primary Dimension: **Page** Page Title Other

Plot Rows

Secondary dimension

Sort Type:

Default

/news

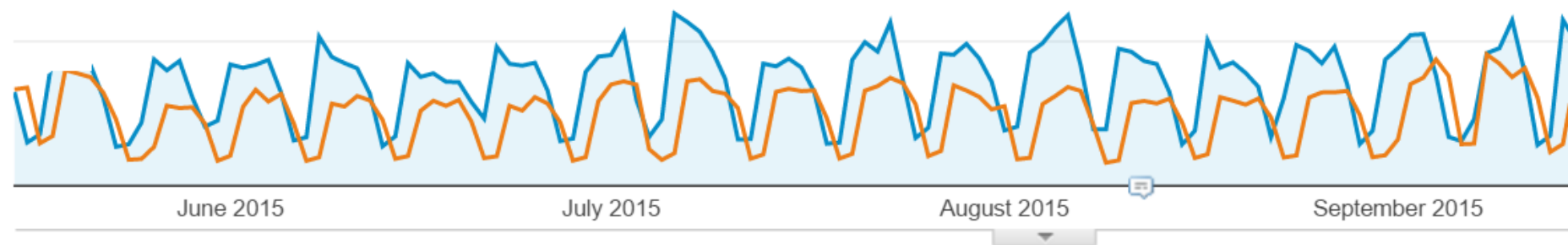


advanc

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
		13.86% ▲	14.16% ▲	2.38% ▲	22.64% ▲	6.13% ▲

May 15, 2015 - Oct 21, 2015: ● Sessions

May 15, 2014 - Oct 21, 2014: ● Sessions



Sessions

40.30%

Users

43.44%

Pageviews

19.83%

Turning goals into KPIs

1. Benchmark where you are now

- Content performance
- Pain points
- Tie back to business

2. What will constitute success?

- Envision the desired goal
- Make it measurable!

Some considerations

- Make sure your KPIs cover both organizational goals and user needs
- Think about them from multiple perspectives

Return on Content worksheet

Content	Goal	KPI	How we will measure
<p>Download this worksheet: http://bit.ly/return-on-content-sheet</p>			

Goal	KPI	How we will measure
Get more people to visit the page that explains the program	Specific increase in traffic and/or click-throughs	Analytics—total pageviews and entrances
Get more people to participate in the program	Specific increase in usage/participation	Business data related to the content goal: program participation statistics, new registrant lists, etc.
Ensure that information about the program is clear and adequate	Specific decrease in support frequency for a specific program	Number of people contacting customer service because they couldn't find information about the program or didn't understand what they found
Increase engagement with content	Specific increase in the number of people who share the content via email or social media	Number of shares
Increase awareness of the program	Specific increase in the number of people who know about this program	Member survey, event follow-up survey
Increase satisfaction with the program	Specific increase in the number of people who say they are happy with the program	Member survey, event follow-up survey
Increase the number of people who took the action we wanted them to take – register, renew, download, etc.	Specific increase in conversions	Conversion tracking
Increase the amount of content about the program that people read	Specific percentage increase in the amount of content people read	Eye tracking
Increase the number of people who come to this information from external search engines	Specific percentage increase	Search engine referrals through organic SEO, paid SEM



**Doing the
measuring**

Measure, tweak, repeat

- Who needs to know?
- How do they need to know it?
- How to tweak it?



A plan

Measuring the goal, and using the information about what we find

Next steps

1. Learn what works
2. Use that information to develop goals
3. Create an editorial calendar and templates for review time, roles, and processes
4. Share all with staff
5. Track/measure and evolve

Resources

- **My article and worksheet**
<https://contentcompany.biz/blog/return-on-content/>
- **Aligning Business Goals with User Goals in Content by Michael Andrews**
<http://storyneedle.com/aligning-business-goals-with-user-goals-in-content/>
- **Making Content Measurable by Jess Hutton**
<http://www.uxbooth.com/articles/making-content-measurable/>
- **Why Attempting to Establish the ROI of Content Is a Fool's Errand by Ronell Smith**
<https://medium.com/dissenting-opinion/why-attempting-to-establish-the-roi-of-content-is-a-fools-errand-d8b4fd3a6c#.39kpxyzs>

Return on Content



A person is seen from behind, sitting on a sandy beach and looking out at the ocean. The sky is filled with dramatic, white and grey clouds, with the sun breaking through near the horizon, creating a bright glow and reflecting on the water. The overall scene is serene and inspiring.

Thank you!

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[@hilarymarsh](https://twitter.com/hilarymarsh)