Full Content Amplification Strategy

Contents

Amplification Goals and KPI's

Goals & KPIs

Fill in your high-level goals and corresponding KPI's – what do you wish to achieve through promotion and how will you know if it's working?

Goal	KPI
1. ex. brand awareness	ex. unique sessions
2. ex. drive calls	ex. call volume
3. -	-
4. -	-

Tip

Collaborate with your team to tweak these and get buy-in. Set up systems to measure and track results. Measuring is critical as it validates your strategy and tactics and enables the possibility for ROI calculations. Use the following key if you need help selecting KPIs to measure for your goals.

VERTICAL MEASURES

What Metrics Matter?

Fill in your high-level goals and corresponding KPI's – what do you wish to achieve through promotion and how will you know if it's working?

Goal	KPI
Improve Paid Traffic	Avg. position, CTR, Quality Scores, Avg. CPC, ROI
Educate Audience	Avg. time on page, pages per session, return visitors, brand mention lift
Drive qualified leads	Conversion rate (CVR), Cost-per-lead (CPL), Cost-per Customer Acquisition (CPA)
Encourage social sharing	Social shares, comments, mentions, likes, click-throughs
Start/own the conversation	Comments, external links, shares, email forwards
Personalize brand	N/A - Conduct qualitative research following content campaigns
Increase brand following	Direct traffic, Email subscription growth, unique open rate, unique CTR, brand mentions, external links

Learn More About Website Tracking

Check out this resource to learn more about goal setting and determining what metrics you should be tracking for your website.

⟹ **Setting up Google Analytics** – The complete checklist of resources for setting up your website tracking correctly.

VERTICAL MEASURES

Content Audit

What to promote?

List out some pages of content on your site that you would like to reach your target audience using the form below…we're sure you'll see areas for opportunity!

Title	Stage	Format	Publication	Notes
Ex: How to…	Consideration	Article	6.10.14	Out of date, could use video…

Tips

Only promote your highest engaging content!

1. Download **Screaming Frog** to crawl your site. This software will give you a report of all your pages and posts in a spreadsheet format. The tool will also save you time and give you a complete list without any manual action.

2. Review your content in **Google Search Console** and **Google Analytics** to determine the most popular content, highest converting pages, pages with the longest user engagement and the content where users tend to leave your site the most. This review will help you identify what content is resonating with your audience and what content needs to be improved.

VERTICAL MEASURES

Content Ideation

Get Started

Name 5 experts in your industry or community that you could interview for either a blog post or video interview or other content piece.

1.	2.	3.	4.	5.

What free guides, case studies or e-books could you develop in the next 90 days?

1.	2.	3.	4.	5.

What presentations have you given recently that you could re-purpose?

1.	2.	3.	4.	5.

What webinars or podcasts could you create in the next 6 months?

1.	2.	3.	4.	5.

Name major events, conference or holidays you could create content around.

1.	2.	3.	4.	5.

Tips

1. Stay Organized! Sample: **Content Editorial Calendar Template** – EXCEL spreadsheet content calendar.
2. Read up: **105 Ideas to fill up your content calendar** by Jay Baer (Convince and Convert)

VERTICAL MEASURES

Promotion Channel Selection

Check off the channels where you can distribute your content. Then circle the channels you have the budget to promote on. Pick the channel most aligned with your audience to increase the value of your promotion.

Current Distribution Channels	Social Media Channels
☐ My Blog	☐ Facebook
☐ Corporate website	☐ Google+
☐ Industry related site	☐ LinkedIn
☐ Association site	☐ Pinterest
☐ Guest Post	☐ Twitter
☐ E-mail	☐ Instagram

Paid Media	
☐ Paid Search	☐ Twitter
☐ Programmatic	☐ LinkedIn
☐ Influencer	☐ Pinterest
☐ Facebook	☐ Instagram

VERTICAL MEASURES

Create Your Customer Journey

Map Your Amplification Strategy

Fill in the steps to your own sales funnel using everything you've learned so far about your audience, content, and distribution & promotion channels. We have set an example funnel below.

	Ex: Audience	Ex: Channel	Ex: Content Role	Funnel #1 (Audience)	Funnel #1 (Channel)	Funnel #1 (Content Role)
Stage 1	Prospect has identified an issue, challenge, or problem they need to resolve	Sponsored Social	Creates emotional connection, ex: Rich media			
Stage 2	Prospect starts researching by asking questions and looking for solutions	Paid Search	Directly answers frequent questions, ex: Lists			
Stage 3	Prospect identifies different solutions and available remedies	Lead nurture	Evaluation instructions, ex: E-book			
Stage 4	Prospect identifies specific criteria to make a decision	Video retargeting	Validation of decision, ex: Video of recent purchaser's journey and feedback			
Stage 5	Prospect has evaluated different solutions and criteria, and decides on a vendor	Lead Nurture	Solicitation of feedback, ex: Purchase survey or review request			

VERTICAL MEASURES