

LESS CONTENT, MORE IMPACT

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What to expect

- 01** Introductions
- 02** The trouble with KPIs
- 03** Steps to move from quantity → quality
- 04** Breakout
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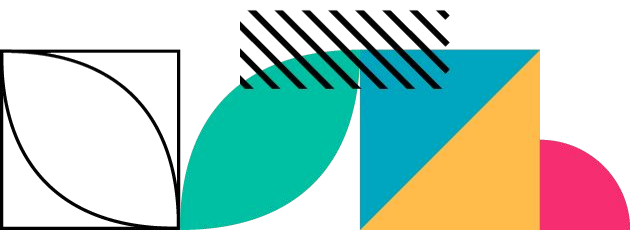


INTRODUCTIONS



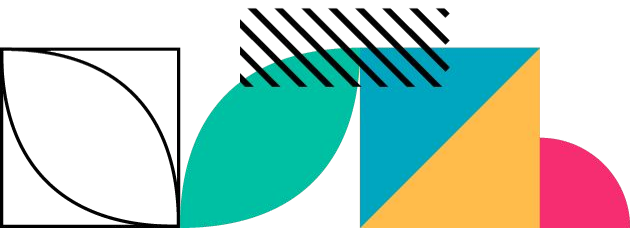
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About WordPress VIP & Parse.ly



Goal-setting

What's one thing
you want to get
out of this session?





THE TROUBLE WITH KPIS



It's hard to measure success

1

What to report

Disconnect between practitioners and CMOs

2

What to prioritize

New content teams don't have KPIs yet

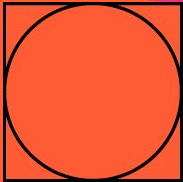
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What to measure

All marketing teams are different

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MOVING FROM QUANTITY TO QUALITY



Step 1:

Identify Your Content KPIs

Workbook: Page 8



Step 2:

Find What Works (and What Doesn't)

Workbook: Page 10



Example

	CONVERSIONS	ENGAGED TIME	RECIRCULATION RATE	RETURNING VISITORS	PAGEVIEWS
TOP PIECE #1 Blog A	14	90 sec	26%	346	3,600
TOP PIECE #2 Blog B	25	76 sec	18%	154	8,540
TOP PIECE #3 Blog C	17	126 sec	12%	721	7,852
BOTTOM PIECE #1 Blog D	4	20 sec	0%	25	1,004
BOTTOM PIECE #2 Blog E	2	12 sec	4%	103	2,568
BOTTOM PIECE #3 Blog F	0	45 sec	2%	54	638
AVERAGE (BENCHMARK)	10	61 sec	10%	233	4K

Step 3:

Build a Demand Journey Map

Workbook: Page 12



	Touchpoint 1	Touchpoint 2	Touchpoint 3	Touchpoint 4	Touchpoint 5	Touchpoint 6
Decision Maker Careabouts	Streamline workflows	Reduce costs	Boost engagement	Measure impact	Prove ROI	Publicize
Theme	Are you able to help your teams build more content, for more segments, more quickly?	Does your current CMS cost too much and fail to deliver return on investment?	Do you struggle with keeping people on your site, reading your content?	Would your content benefit from data-driven, AI-assisted writing improvements?	Does your analytics tool offer actionable insights for fine-tuning your content?	Are you able to publish content fast, efficiently?
Challenge	Your CMS should be a flexible, easy-to-use platform for driving growth, not a hard-to-use platform that slows your team down.	Marketing leaders tightening budgets during economic uncertainty need to do more with less, including getting more out of their CMS.	Without tracking how readers engage with your content, you can't improve what you write.	Managing an editorial team is hard without knowing if the content they create is resonating with readers.	Justifying investment in your team and what they create is hard without the right metrics.	Launching a new website on schedule with quality content, resources, and time.
Competitor drawback	Hard to use, overly complex CMSes hold organizations back and keep them from being able to quickly react to business or market changes.	Legacy CMSes are expensive and often take months or years to deploy, which leads to an astronomical total cost of ownership.	Content gets deployed in many ways across many channels, making it difficult for editorial teams to have the full 360-view of how people interact with your content.	Without data-driven insight easily at hand, it's difficult to quickly and easily see how your writers, editors, and content creators—and their articles and posts—are performing this week.	Relying on limited metrics like pageviews makes it hard for editorial teams of writers, editors, and authors to show how their efforts drive readership and business value.	It takes too long to get content ready for launch, with too many project time overruns and opportunities lost.
Goal	Empower your content creators and content marketing teams to create, edit, and publish more content.	Spend fewer employee hours and less budget to create content, know what content works, and keep up with changes.	Make it easy for writers, editors, and authors to understand how new and returning visitors engage with your brand across all channels and devices.	Make it easy to manage your team, and have everyone pulling in the same direction when it comes knowing what content to create.	Make it easy for non-technical editorial teams to use conversions and multi-touch attribution data to justify their work.	Spin up new content faster and publish more pages quarterly rather than annually.

Step 4:

Fill in the Gaps

Workbook: Page 14



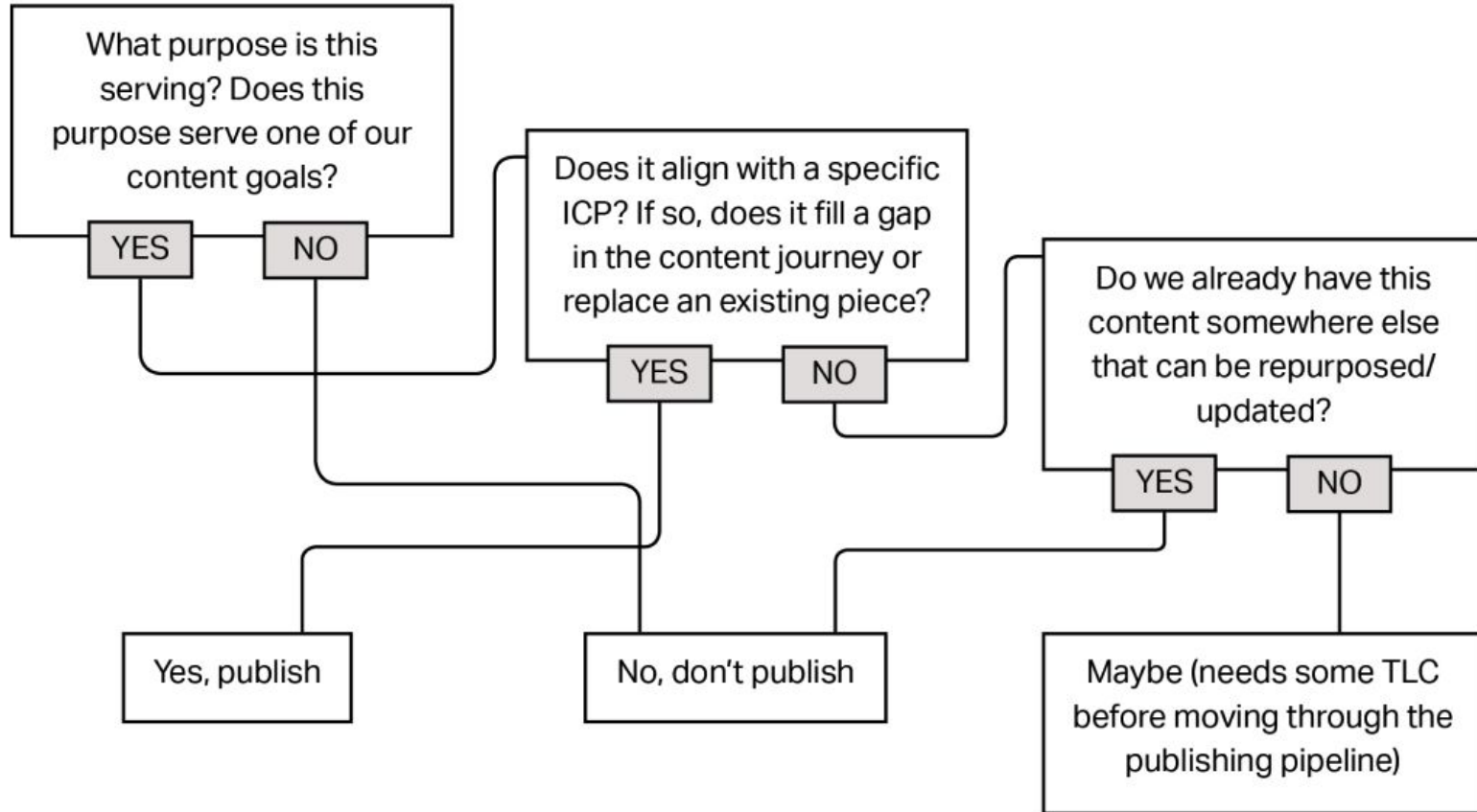
Step 5:

Center Your Calendar

Workbook: Page 16



Should we create and publish this piece of content?



Step 6

Choose What to Promote

Workbook: Page 18



Step 7:

Incorporate Data Into Every Step

Workbook: Page 20



Step 8:

Improve Content Workflows

Workbook: Page 22





BREAKOUT





Q&A



Revisiting Goals

Workbook: Page 26

Did we accomplish
what you set out
to do today?



THANK YOU

