Less Content, More Impact

Workbook

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Workbook

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C D M P G O A L A W A R E N E S S E K D

performance	prioritize	engagement	goal
conversion	promotion	downloads	data
awareness	analytics	optimize	KPI
journey	funnel	audience	CTA

Contents

Introductions

The best companies run the web with WordPress VIP. WordPress VIP combines the ease and flexibility of WordPress—the CMS that runs 43% of the web—with unmatched scalability and security for the enterprise.

Our solutions are trusted by iconic media titans, major brands, and government agencies. With WordPress VIP, brands can scale their web presence, enable their teams to produce more web content, and use data to continuously improve content performance, eliminating wasted effort while maximizing ROI.

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Goal-setting

What’s one thing you want to get out of this session?
Write it in the box below.

The trouble with KPIs

It's hard to measure success
Obviously, the goal of any marketing team is ultimately to contribute to sales. But depending on where you are in the funnel, you contribute in different ways. Success looks different for each team.

What to report
Content is the engine that drives marketing teams; but CMOs aren't looking at content metrics like engagement or downloads, they're looking at pipeline metrics, such as qualified leads and opportunities created. If you're a marketing practitioner, it can be difficult to feel like your KPIs are aligned with the head of your organization.

What to prioritize
New content teams often don't have KPIs yet. How can you know what will end up being important? How can you measure success when you have no baseline? The main priority is just putting something—anything—out there, to have something to compare to down the line. Unfortunately in the meantime, that leaves many marketers casting about for potential intermediate goal posts.

What to measure
All marketing teams are different. At some companies, the content marketer focuses solely on SEO, while at other companies the content marketer might write for lead generation. Those two content marketers will have different KPIs. That can make it difficult to parse all the advice that's out there. Nobody knows your team like you do!

The thing that unites everyone is that you've identified an audience you're trying to reach; whether through targeting keywords, writing content, optimizing SEO, etc. Part of getting out of this trouble is setting clear goals first, and aligning those KPIs, which is the first step in moving from quantity to quality.

Moving from quantity to quality

Step by step

1. Identify your content KPIs
2. Figure out what works and what doesn't
3. ICPs: Build a demand journey map
4. Fill in the gaps
5. Center your calendar
6. Choose what to promote
7. Incorporate data into every step
8. Improve content workflows

Identify your content KPIs

Content KPIs vs. Growth KPIs: What's the difference?

Content KPIs should be content-focused. While they should align with growth and demand, and there may be some overlap, you should only choose metrics that actually reflect on the content itself. For example, using the 'pageviews' metric really only shows you how well a piece of content was promoted, not how well the content is performing. Instead, if you want to measure the quality of the content, you would want to look at 'engaged time' or 'conversions.'

First, determine your content goals. Common examples include:

- Downloads
- Lead generation
- Sales
- Engagement
- Brand awareness

Next, identify which metrics best support those goals and offer the most insight into goal performance. The table below offers an example of goal and metric alignment. On the next page, you'll find a table you can use to start this process for yourself.

Goal	KPI/Metric
Downloads	Conversions
Lead generation	Conversions
Sales	Purchases, Conversions
Engagement	Engaged time, recirculation rate
Brand awareness	Traffic, referrals, engaged time

Lastly, determine which types of content best support your goals. We recommend looking at content analytics before deciding this on a whim because you might be surprised by what types of content resonate best with your audience!

STEP ONE: GOALS & KPIs

In the table, list three business goals your team is focused on. Then, match your KPIs/metrics and content to each goal.

	GOAL	KPI/METRICS	TYPE(S) OF CONTENT
EX.	Increase inbound leads 15% by EOY by working with Growth Marketing and Partner Marketing to plan, create, and share valuable content.	• Lead generation conversions • Search referrals to blog	Top of funnel: blogs, ebooks, drip emails, partner outreach
1			
2			
3			

STEP TWO

Figure out what works and what doesn't

Once you've formalized your content goals and associated KPIs, it's time to set benchmarks you can use to gauge performance of future content.

These benchmarks will provide a real-time look at what content is working for your audience, and what content might need a fresh pair of eyes (or maybe even thrown in the recycling bin—that's okay, too!)

On the following page, fill in the template.

Note: You probably don't have this data readily accessible, so do this after the conference if needed.

1. Choose a content type (webinar, blog, longform, etc.)
2. In your analytics tool, identify the three top and bottom performing pieces over the last year
3. Go metric by metric and fill in the data for each. Feel free to use different metrics if your KPIs differ from what is listed.
4. In the bottom row, you'll write the average for that column (add all of the numbers in the column and divide by six).
5. The average is your new benchmark for that metric associated with that specific content type.

STEP TWO: BENCHMARKS

	CONVERSIONS	ENGAGED TIME	RECIRCULATION RATE	RETURNING VISITORS	PAGEVIEWS
TOP PIECE #1					
TOP PIECE #2					
TOP PIECE #3					
BOTTOM PIECE #1					
BOTTOM PIECE #2					
BOTTOM PIECE #3					
AVERAGE (BENCHMARK)					

ICPs: Build a demand journey map

Content will have maximum impact if it addresses the pain points and needs of those customers that have an ideal fit with your business. One approach to discovering these pain points and needs is through an Ideal Customer Profile (ICP) exercise.

ICPs

Through analyzing existing customer data, you can uncover commonalities in use cases between them. Look at why they are using your products or services, which buying centers the decision-makers are from, what other businesses they might have evaluated, what pain points they are trying to solve, and how your business solves them.

Remember, you're uncovering the *ideal* customer for your business. Focus on those customers that you want more of.

Creating a demand journey map

The journey map is the overall framework for an entire ICP-focused campaign; it outlines the 6 most important touchpoints (aka decision maker's "careabouts") for the target audience and how your products/solutions either provide value or reduce pain. It also maps your best supporting content assets to each of those 6 touchpoints.

Fill out the journey map template on the next page, based on one of your ICPs. Emails, ads, landing page, and outreach sequences are derived from the messaging and assets laid out in the journey map. Templates for these campaign parts are in the full journey map spreadsheet, available by scanning the QR code on the cover of this workbook.

Note: Right now we're focusing on the pre-sale journey. You could make this a "customer journey map" by adding columns post-sale.

STEP THREE: JOURNEY MAP

	TOUCHPOINT 1 (OVERALL THEME)	TOUCHPOINT 2	TOUCHPOINT 3	TOUCHPOINT 4	TOUCHPOINT 5	TOUCHPOINT 6
DECISION MAKER CAREABOUTS						
THEME						
CHALLENGE						
COMPETITOR DRAWBACK						
GOAL						
HOW WE SOLVE						
STAT/QUOTE						
CTA						
TOFU CONTENT						
MOFU CONTENT						
BOFU CONTENT						

Fill in the gaps

After filling in your full journey map with existing content, identify the gaps you still need to fill. Creating content to fill these gaps should be your #1 priority moving forward, because these are the core pieces of content that will help move your prospects through their journey.

All other content you want to create (aside from things like news announcements, press releases, etc.) should be put on hold.

1. Make a list of the gaps in each journey map.
2. Identify any content you have that almost fits into these gaps and determine whether it could be repurposed or updated to better align where you need it. Before making these adjustments, ensure you won't lose out on using this content elsewhere in your other maps and that you won't be affecting things like SEO, audience relevancy, etc.
3. Use the data you sourced earlier to choose the appropriate topics and formats for each piece you'll use to fill a specific gap.
   Ex: If webinars perform well in the middle of the funnel, and you're missing a MOFU piece for one of your ICP "careabouts," curate a webinar around that topic as one of your next campaigns.
4. Complete steps 2 and 3 for every gap in each of your journey maps.
5. Prioritize your list of required content and use this list to map out your content calendar. This is a great time to pull in your product, growth, and sales teams to help you organize your list.

STEP FOUR: FILL IN THE GAPS

What gaps exist in your content?

What existing content could you update or repurpose?

What new pieces of content do you need to create?

STEP FIVE

Center your calendar

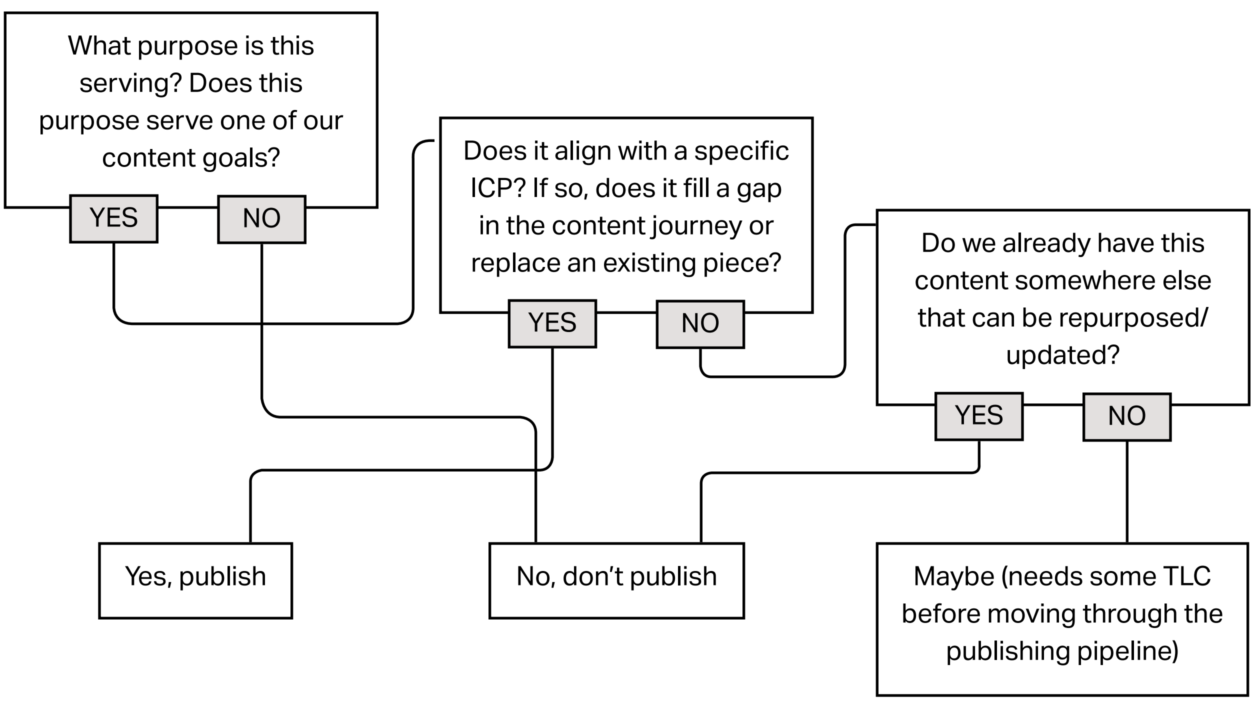
From now on, your calendar should stay true to your ICPs. Be intentional with what you create and publish. Don't just create content for content's sake or you'll end up with content pollution and over-saturation on your own channels.

When you field requests from other departments and orgs, ask:

1. What purpose is this serving? Does it align with our content goals and KPIs?
2. What ICP does this align with, and at what stage in the journey?
3. Does the requested format make sense for this ICP/stage given what we know about existing content performance?

It may even be helpful to set up a flow chart to decide whether or not something is worth publishing. For example:

Should we create and publish this piece of content?



STEP FIVE: CONTENT CALENDAR

Sketch your own publishing decision flow chart below:

STEP SIX

Choose what to promote

Once you've filled in all the gaps of your journey maps, you can go back to creating content in your regular cadence.

However, as we noted, you want to avoid too much content. So instead of always creating **new**, try to recycle and repurpose content.

Use analytics to identify which content should be amplified, promoted, updated, or even tossed to the curb.

What should be amplified, syndicated, and re-promoted?
Look for:

- High conversions/conversion rate
- High recirculation rate
- High engaged time
- High referral traffic

What content is performing well but hasn't gotten the love it deserves and needs pushed to a wider audience?
Look for:

- High conversions/conversion rate
- High recirculation rate
- High engaged time
- Low traffic and pageviews

What is under-performing and needs updated, replaced, or tossed?
Look for:

- High pageviews and visitors
- Low recirculation rate
- Low engaged time
- Low conversions/conversion rate

Incorporate data into every step

Data is the backbone to any successful organization, and content marketing is no different. Before you make any decision, you should ask yourself: What does the data suggest? There are multiple ways you can make data part of your daily routine. Here are just a few examples of what we do at WordPress VIP.

1. Frequent check-ins about performance

Each week our team meets to discuss content performance, prompted by questions like:

- What is under-performing based on our benchmarks and how can we improve it?
- What does the growth team need to promote more?
- Why isn't this converting as much as it should?
- Which pieces are working well that we can re-promote?
- What pieces aren't recirculating enough views around our site, and what links/banners/images could we add to it?

2. Parse.ly Slack Alerts

Parse.ly can automatically ping you when a piece of content is trending. This keeps you up-to-date with content you may want to push out further or use as a template for future content. Learn more at parse.ly.

3. Geekbot prompts in Slack

Our team uses Geekbot to prompt us to visit Parse.ly and answer a series of questions about what content is performing well, what isn't, and what we should do about it. It's a great way to get into a regular habit of checking performance.

4. Automatic reports

Unfortunately Google Analytics 4 does not yet support automatic reports, but Parse.ly does! You can schedule custom reports sent at regular intervals, to quickly see top- or bottom-performing content, top authors, etc.

STEP SEVEN: DATA HABITS CHECKLIST

Consistently measuring content and site performance is key to keeping your team on track for achieving your goals. Use the checklist below to establish healthy data habits that will help you track your progress.

- ☐ Ensure your entire team understands how to use your content analytics tool. The more people making data-driven content strategy decisions, the higher impact your content has.
- ☐ Set up automatic reports based on your KPIs/metrics for the entire team. Suggested Parse.ly reports: Bottom Listings, Top Listings, Stats Over Time
- ☐ Schedule regular meetings with content stakeholders to discuss goal performance. These can be weekly, monthly, or quarterly—whatever makes the most sense.
  - ☐ Assign pre-meeting preparation expectations.
  - ☐ Establish recurring, KPI-related questions for each meeting. What pieces are underperforming in conversions? How can we repurpose top-performing pieces?
    How are current campaigns progressing?
  - ☐ Leave time to talk about next steps.
- ☐ Enable alerts for site performance spikes.
- ☐ Set up a Slack bot or regular reminder for your team to check content performance. If you don't use Slack or other collaboration tools, schedule a recurring calendar event.
- ☐ Review your goals at the end of each quarter. Where has performance improved, stayed stagnant, or fallen flat? This step is important for quarterly and yearly reporting.
- ☐ Do it all again next year!

Improve content workflows

Part of "less is more" includes fine-tuning your content workflows to work **for** you and your team, not against you. Improving your workflows will help you create quality content, faster.

Here are a few ways the WordPress VIP team has evolved our content creation and publishing processes:

Use AI tools to write
We have a lot of existing content on wpvip.com/blog and blog.parse.ly that will help with AI tips and tricks. We recommend starting by playing around with ChatGPT (or your tool of choice) to try generating outlines, blog drafts, metadata, or even just a list of ideas that might resonate with your ICP.

Establish a strong subject matter expert (SME) interview process
Technical content is often overlooked because it is more difficult to publish, but if you create an easy process for interviewing SMEs, you can then turn those interviews into content with AI or even ask the SME to guest-write a blog for you.

Create a formal content request process
Rather than fielding asks from multiple sources, create a form where anyone can go to request what they need. Establish clear guidelines and required information from your requester so they can provide everything you need in one place.

Breakout groups

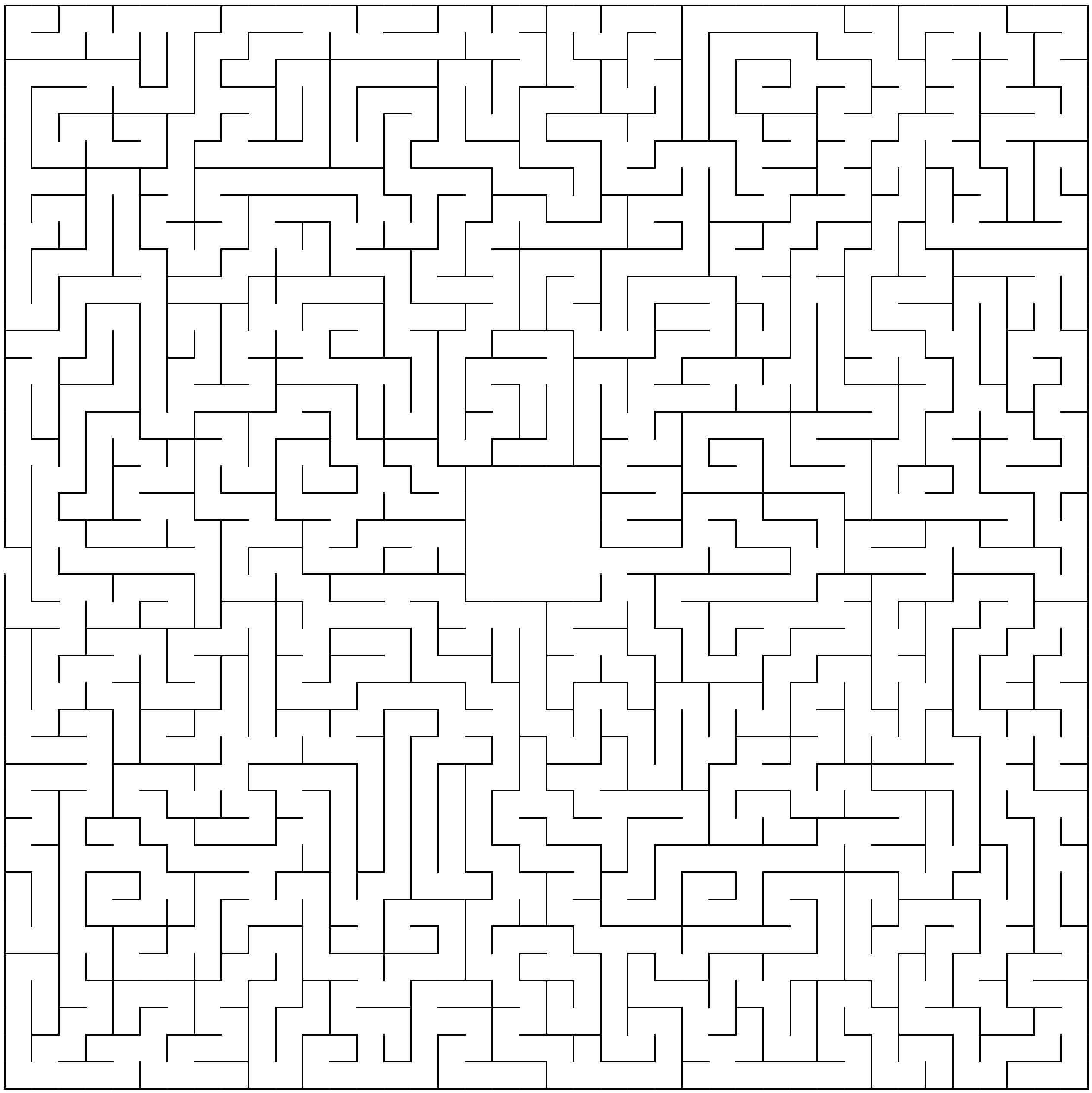
- What does your current content creation process look like? What's working, and what's not?
- Is your organization already doing any of the things we've discussed? How might you change your approach to implement these steps?
- If you still have time, begin working through your ICPs and demand journey map template.

NOTES OR DOODLES

Revisiting goals

- Have you changed the goal you had at the start of the session?
- What's the one thing from the session you're going to try to put into place in your role?

NOTES OR DOODLES



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Download this workbook and bonus resources

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