

MARKETING INSIDER GROUP

10 STEPS AND CALCULATIONS TO DEVELOP YOUR CONTENT FORMULA

CONTENT





THE CONTENT FORMULA

/ CHEAT SHEET

10 Steps to develop your Content Formula



1. Google “What is [your product category]?” If your company’s website doesn’t show up in the top three search results, you are missing an opportunity to reach, engage and convert potential customers at the beginning of their buying journey.



6. What have you spent on paid search because you don’t rank for key search terms organically? Every organic visitor can be seen as money saved.



2. Does your brand achieve a fair “share of voice” in online conversations about your product category relative to your market share and that of your competition?



7. How big is your content subscriber list? Every subscriber to your content marketing program provides reach, engagement and the potential to convert to real sales.



3. Take a sample of the content your business creates and identify the cost, usage and performance of that content. Chances are you will find more than fifty percent never gets used at all (pure waste.) Shift that wasted content production into a content marketing program.



8. What is the cost per lead of your content marketing program vs. traditional outbound marketing approaches like direct response, cold calling, email list rentals and banners ads?



4. What percent of the traffic on your website comes from early-stage search? What percent of the content on your website answers early-stage customer questions?



9. What percentage of your marketing generated revenue comes from content marketing?



5. How much quantifiable brand engagement (traffic to your website) does your traditional marketing generate? Shift some of that budget to content marketing and track your results.



10. What is the lifetime value and retention rate of your customers who engage with your content marketing vs. those who don’t?





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10 Calculations to develop your Content Formula



1. How Much Money Are You Wasting on Unused Content?

Current costs
* Amount that gets used



6. What is the Value of a Subscriber?

$(\# \text{ of Subscribers} * \text{Avg. Sale Price} * (1 - \text{Unsubscribe Rate}) - \# \text{ of Subscribers} * \text{Cost per Acquisition}) / \# \text{ of Subscribers}$



2. What is the Value of Organic Search?

$(\text{Budget for Paid Search} * \text{Organic Search Traffic}) / \text{Paid Search Traffic}$



7. What is the Value of a Subscriber? (If you know sales from email nurture)

$\text{Sales Generated From Email} / \# \text{ of Subscribers}$



3. What is the Value of Unbranded Organic Search Traffic?

$(\text{Paid Search Budget} * \text{Organic Search Traffic}) / \text{Paid Search Traffic}$



8. What is the Content Marketing Cost Per Lead?

$\text{Content Marketing Costs} / \text{Content Marketing Leads}$



4. What is Your Fair Share of Voice Index?

$(\text{Online share of organic search Traffic} / \text{Market Share}) * 100$



9. The Value of Content Marketing Leads?

$\text{Content Marketing Leads} * \text{Content Marketing Conversion Rate} * \text{Avg. Sale Price}$

[OR]

$\% \text{ of Leads from Content Marketing Costs} * \text{Avg. Lead Conversion Rate} * \text{Avg. Sale Price}$



5. What is the Value of Our Repeat Visitors?

$(\text{Website Advertising Dollars} / \text{Ad-driven Traffic}) * \text{Repeat Visitors}$



10. The Value of Content Marketing Retention?

$\text{Spend From Customers Who Don't Engage in Content} - \text{Spend From Customer Who Do Engage in Your Content}$

