

# **MANGALORE UNIVERSITY**



## **National Education Policy – 2020 [NEP-2020]**

### **DIGITAL MARKETING**

### **UNIT III STUDY MATERIAL**

# UNIT III-Email marketing

## Introduction to Email marketing:

Email marketing is a great tool to help you grow your business. It all starts by building a good email list first, which ultimately enables you to create leads that can then be nurtured through the sales funnel. And that's where the process to design and send compelling email campaigns comes into play. From there, you can target a specific audience at any given time, with a few simple segments. Whereby, keeping them engaged and wanting more.

Email marketing is a very cost-effective exercise to get started with, and is not a difficult practice to undertake. It can also help increase your brand awareness and drive more traffic to your website.

Email marketing is a type of direct digital marketing method that uses emails to engage with a business's audiences. It involves sending promotional or informational content. Email marketing is typically used to create product or brand awareness and generate leads or sales.

The first email marketing blast was sent in 1978 (Source). The sender was a man named **Gary Thuerk** who worked for Digital Equipment Corp. His email blast was sent to 400 recipients as a promotion for his company's computers, and it actually resulted in \$13 million in sales. Emails can be used to generate sales, enhance customer engagement (i.e., newsletters), acquire customers, create brand awareness and reward customer loyalty. For existing clients and customers, email marketing emphasizes communication and awareness.

Within the broader scope of digital marketing, email marketing plays a crucial role in supporting and enhancing other marketing strategies. It integrates with various digital channels, such as social media, content marketing, and automation, to create cohesive and targeted marketing campaigns. Email marketing is up to 40 times more effective than social media, according to a study done by **McKinsey & Company**. The same study also shows that the buying process happens 3 times faster than in social media.

'Email Marketing', is quickly identifiable and self-explanatory that its sole purpose is to conduct marketing via email. And from there stems a variety of purposes, options and opportunities. For a marketer, the list would be endless; about a new product the world needs to know about, a service that someone could benefit from or a special sale on selected items that need to clear out inventory.

Whether you are educating an audience or trying to sell a product or service, brand awareness becomes a priceless exercise. In addition, growing your email list too, to reach a wider audience. So, then your broadcasted messages can be

heard by the masses. And once your message has been broadcasted, it does not mean your work is done. Keeping your audience engaged becomes an ongoing task. If you can keep your audience engaged, you will build a strong brand, trust and rapport with ongoing supporters and/or clients in the field you specialize or 'market' in. This creates a successful business which is designed to sustain growth, while providing a higher return on investment.

According to HubSpot's Ultimate List of Email Marketing Stats for 2023, 77% of marketers have seen an increase in email engagement over the last 12 months, email marketing revenue is estimated to reach almost \$11 billion by the end of 2023, and 99% of email users check their inbox every day, with some checking 20 times .

Research shows us that email is still the best channel to reach people on, ahead of other channels, even with the increase in popularity of social media and other messaging platforms. Email users are anticipated to continue growing. In 2021, approximately 309.6 billion emails were sent and received daily.

### **Building an Email list :**

An email list is a collection of email addresses gathered from people who have signed up to receive emails from a business or creator. These people usually subscribe through a form on the business or creator's website. Creators use email lists to send newsletters, updates, promotions, and other types of content directly to subscribers' inboxes. This lets you communicate with your entire audience quickly and efficiently.

You can also segment an email list into smaller groups based on characteristics like location, interests, and purchase history. This lets you send more targeted and personalized messages to your audience. An email list is an important tool for creators looking to build relationships with their audience, promote their products and services, and have control over their marketing channels. **Building an email list is key to a successful** email marketing strategy.

### **Reasons to start building your email list**

1. An email list lets you own your audience . Social media platforms can change their algorithms and policies at any time. An email list is something you own and control, so you can communicate with your audience on your terms.
2. Email marketing is a cost-effective way to reach people. Paid search and social ads can be expensive, especially if you want to reach a big audience. With an email list, you can get your message out to a lot of people without spending a lot of money.

3. Sending regular emails to your list can help you build relationships with your followers. When you consistently send valuable, entertaining, or interesting content to your list, they'll become more likely to share your work (and buy your products!) in the future.

## **Building an email list**

### **1. Choose the right email marketing software**

Having the right email service is the best way to grow and manage email lists over time. It's best to look for a tool that stores contacts in a customer relationship management (CRM) software. This will help you keep track of customer information such as preferences and behavior. It also makes it easier to integrate email with other digital marketing channels (e.g. SMS, WhatsApp, chat).

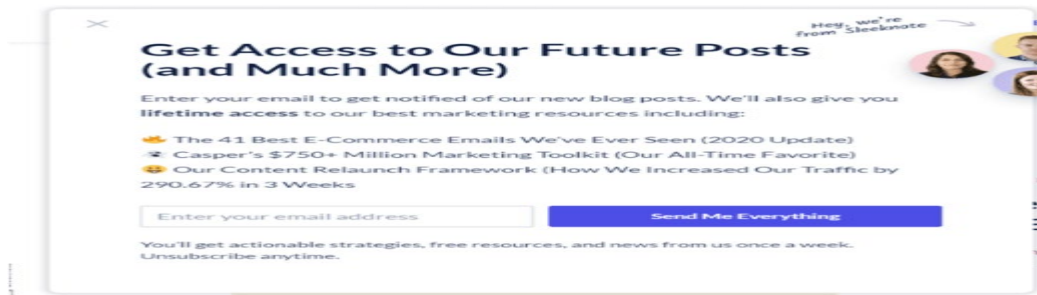
For example, Brevo offers core email marketing tools including signup forms and a Drag & Drop email builder. You also get unlimited contacts, which are easily synced with Brevo's native CRM.

[Create my free Brevo account now >>](#)

### **2. Create a compelling incentive**

Every successful list-building tactic starts with creating something your customer values. What's something your customers want? And, how does it tie into what you're selling? Maybe it's a template for how to do something with your product or a timesaving checklist that will save your reader headaches.

It can be valuable content like a free ebook or case study, as well as a physical freebie. Other ideas for incentives include exclusive content or coupons. Offering incentives can really push visitors to sign up by offering them something in exchange. This could take the form of a one-time discount, free shipping, or another exclusive offer of your choice. Whatever you choose, it should be time-sensitive and conditional so that visitors are encouraged to sign up right away.

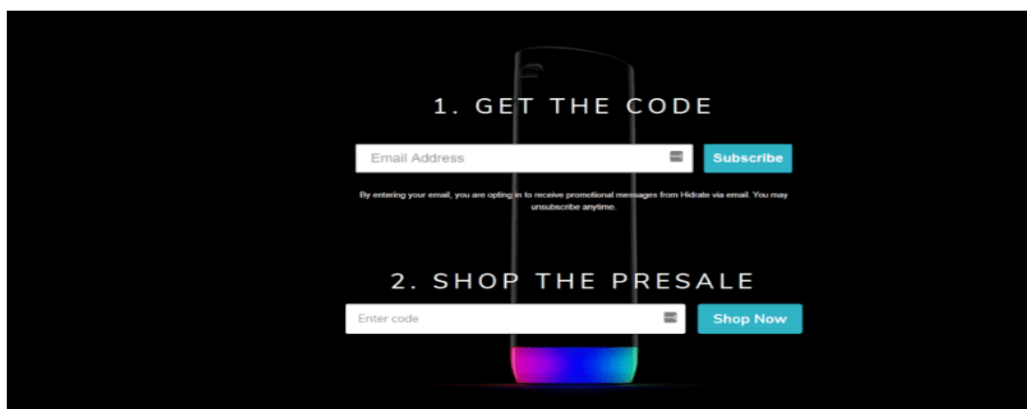


### 3. Optimize your call-to-action (CTA) copy

Craft call-to-action (CTA) copy so that visitors see the value of your incentive across your email opt-in forms.

Experiment with CTA copy like “subscribe,” “download,” and “get my ebook” to see which performs better. You can even make this part of your list-building strategy and try A/B testing different graphics and language.

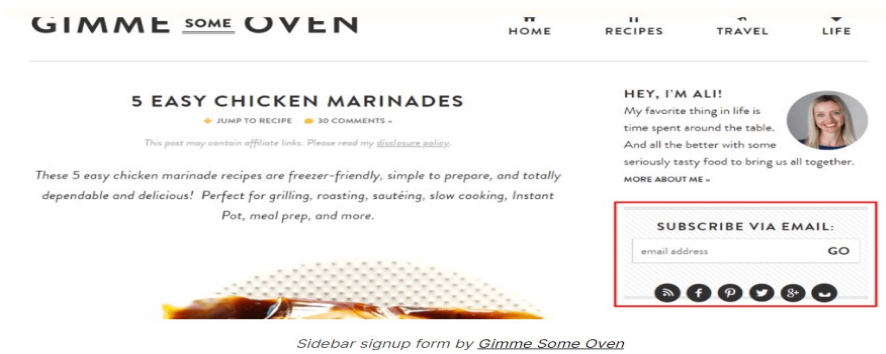
Here’s a clever email list-building tactic where you sign up to get a code which grants access to their presale.



### 4. Place your signup form strategically

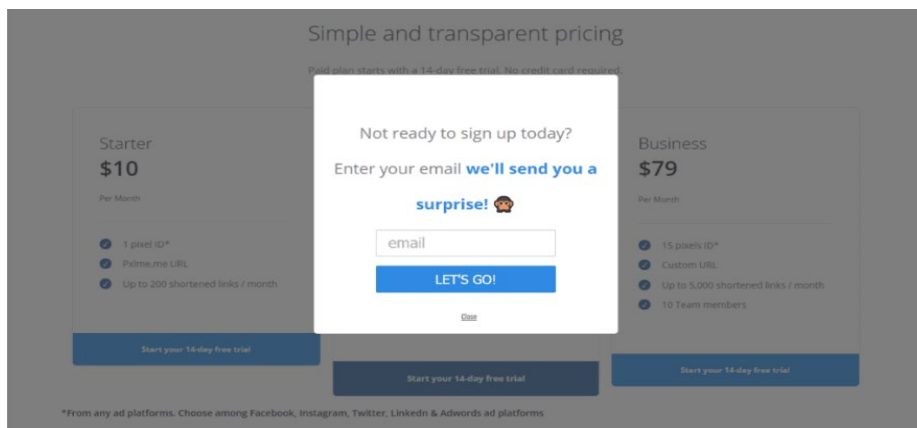
After you create a signup form to collect email addresses, you should place it where it will reach the most website visitors.

Try to position it on high-traffic pages of your website. Your blog homepage, headers, and footers are typically good places. Another common placement for your email signup form is on the sidebar of your website.



## 5. Add an exit intent pop-up form to your website

To grow your email list, trigger an email signup form to pop up just before visitors exit your website. That's because pop-up windows are often effective for building lists and increasing conversion rates.



## 6. Create landing pages that convert

Dedicated landing pages can play a big role in growing your email list. The purpose of a landing page is to send people to “land” on it. For example, if you’re a podcast or webinar guest, you can mention your incentive and send people to your landing page to sign up.

This will be easier than sending them to your homepage where they have to find your signup form on their own. Landing pages also help with SEO because someone might directly search for “sign up for X brand’s mailing list” on search engines.

## Proven SEO Tips Straight to Your Inbox

Get access to exclusive tips, strategies and case studies not found on the blog.

### 7. Promote signups on social media platforms and your email signature

Grow your email list by promoting your newsletter across your email and social media accounts. Post a link to your signup form in social media posts. Or, gather subscribers by running social media contests or giveaways.

Adding an email signup CTA in your bio can also help grow your email list. That way, every time someone checks out your bio, you have the opportunity to gain a new subscriber.

Consider adding a subscriber link to your email signature as well. This is a great way to promote your newsletter to the people who've already been in touch with you.

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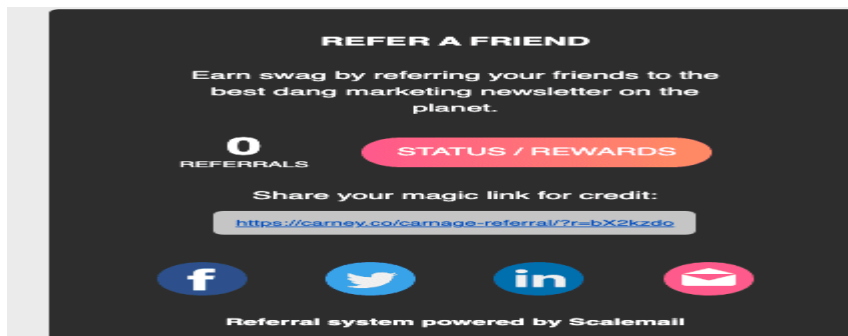
Love writing? Become part of [Yeah Write Club](#).



*Example of a signup CTA in an email signature by [Kaleigh Moore](#)*

### 8. Create a referral program

Referral programs are another effective list-building tactic. Get existing subscribers to share your email newsletter with their networks. To further encourage them, offer an incentive such as reward points or an exclusive discount.



## 9. Use chat to make signups more interactive

Install a chatbot to engage website visitors and turn them into email subscribers. That's because chat is for more than just customer support — it can also be used for lead generation.

Simply set up conversation flows to capture subscribers' email addresses and other contact details. This makes the signup process more engaging and interactive. With Brevo, it's easy to add chat to your website and customize your chat widget for email signups.[ Brevo is a cloud –based email marketing tool suited for organization of all sizes. It allow users to crete mobile responsive email using design tools]



## 10. Encourage offline signups with QR codes

Grow your email list by collecting email addresses offline, for example at in-person events or a brick-and-mortar store. QR codes are a convenient way to bridge the gap between offline and online and grow your email list. You can turn any signup form into a scannable QR code.



## **Creating effective email campaigns**

Delivering effective email campaigns can be challenging, and simple mistakes can quickly cost you time and money.

### **Features of a good email marketing campaign**

- They have great subject lines. ...
- They're compelling and easy to read. ...
- They're relevant. ...
- They have goals. ...
- They're sent at the right times. ...
- They're compatible with mobile devices.

### **Ways to Deliver a Successful Email Marketing Campaign**

#### **1. Always Look for Audience Permission**

As a marketer, your top priority should always be to get permission from your audience before sending any marketing emails.

Make sure that your subscribers have given you their consent to receive your emails, otherwise, you risk ending up in the dreaded spam folder, or worse — on the receiving end of a hefty penalty.

While it's okay to send transactional emails such as order confirmations, e-receipts, or password reminders without permission, you should always exercise caution when reaching out to subscribers who haven't shown a keen interest in your company.

Tips to help you get audience permissions right first-time include:

- Don't pre-tick the newsletter subscription box
- Keep things simple with the data points you ask subscribers for
- Never force visitors to subscribe to your mailing list in order to complete a purchase

- Let subscribers know they are free to unsubscribe from your newsletters in just one click
- Make new subscribers aware of the type and frequency of content they should expect to receive from you, and allow them to change their communication frequency if needed
- Don't buy email lists or crawl websites to increase your list size, and don't share your list with other companies — even if they're a sister company
- Remember, the subscribers on your list should be those who genuinely want to hear from you, and cutting corners on permissions to increase send volumes can do more harm to your business than good.

## 2. Create Valuable Content

- In 2022, there were over 333 billion emails sent and received. That number is expected to hit nearly 400 billion by 2026. With these numbers in mind, creating content that stands out and engages your audience from the moment it hits their inboxes has never been more important.
- On top of that, irrelevant content is one of the biggest drivers of SPAM ratings. So, to protect your sender score and keep audiences happy, you need to up your game and focus on quality over quantity.
- **Grab attention with your subject line:** This is the first thing your subscribers will see, and if it fails to do its job, the quality of your email design will never see the light of day. Play around with creative subject lines that stand out from the norm and hint at what your subscribers should expect when they open your email.
- **Keep it simple:** Overcomplicated email content is a real conversion killer. Make the content of your email concise, with **clear Call to Actions (CTAs)** that let your subscribers know what you'd like them to do next. In most cases, adding multiple CTAs with different goals will only serve to confuse your readers — and the confused customer never buys.
- **Make it responsive:** Your emails need to look great, no matter where your subscribers choose to open them. And when over 60% of your recipients will interact with your emails on a mobile device, mobile responsiveness couldn't be more important. Many email marketing platforms with drag-and-drop builders offer responsiveness as default, but if you're building from HTML, make sure your designs stand up on both desktop and mobile.
- Remember, the ultimate goal is to build a meaningful relationship with your audience, and creating valuable email content is a vital step in achieving that.

## 3. Use Intelligent Segmentation

Cluttering your audience's inboxes with irrelevant, generic, and poorly-timed email content is a surefire way to end up in the spam folder. Enter the key to successful email campaigns, and your new best friend: intelligent

segmentation. Instead of sending the same generic content to your entire subscriber list, intelligent segmentation helps you tailor your messages to each individual based on how they've interacted with your web, app, and email content. With the right email marketing platform, you'll be able to automatically segment your customers into key groups such as:

- Engagement level
- Interests
- Customer lifecycle stage
- Past purchase history
- Age
- Gender
- Geolocation

#### **4. Programmed Strategic Timing**

Getting email send timing right can make or break an email campaign. You want to make sure that your message lands smack dab in the middle of your subscriber's inbox when they are most likely to be checking it.

But how can you determine the best time to send? There are a few things to consider, such as your audience's geographical location, their work schedule, and even their personal habits.

- **Analyze past campaigns** to determine when your subscribers have opened emails in the past and use this to inform your future send times.
- **Use gradual sending** to split your email campaign over a period of hours. This will help you gather useful open-time data and mitigate the risk of sending a full campaign at the wrong time. By understanding your audience and playing around with different send times, you can discover the sweet spot that will ensure your emails are opened and read at the most optimal time.
- So don't be afraid to experiment a little and find the timing that works best for you and your audience. After all, a well-timed email is an effective email.

#### **5. Focus on Deliverability**

There's nothing more frustrating than slaving over an email campaign only for it to land in the spam folders of eager subscribers. Email deliverability is a complex science that can take a lot of experimentation and testing to get right.

Following these best practices will get you off to a strong start:

- Monitor your IP reputation scores
- Don't send to subscribers who haven't engaged in the past 6-9 months
- Be aware of common spam traps and try to eliminate them by only sending to actively engaging lists
- Make sure your email has an accessible and visible unsubscribe link
- Ask users to add your sender domain to their address book
- Provide a link to the online version of your email in all of your campaigns
- Add privacy policy and company details in your footer
- Keep the text/image ratio to a minimum of 50%
- Avoid using all-uppercase words
- Try not to use too many special characters in the content as well as in the subject line

Remember, your email service provider is only responsible for providing the infrastructure to send your emails. It's up to you to optimize your campaigns and maintain a positive reputation with your active members. Follow the tips above, and you'll be off to a great start.

## 6. Test the Results

Tired of lackluster results from your email marketing campaigns? It's time to embrace the power of A/B testing.

Here are some tips to help you make the most of your A/B testing:

- **Test one variable at a time:** Pick one element of your emails, such as the subject line, header image, or CTA button copy. Testing more than one variable creates the risk of not knowing which change impacted your results.
- **Run tests regularly:** Keep testing different areas of your emails so you can continually refine and improve them over time.
- **Analyze your data:** Make sure to track, measure, and analyze the performance of each test so you can draw meaningful conclusions from them.
- **Keep an open mind:** Creativity is the key to standing out from your competitors, so don't be afraid to try something new with your A/B tests.

A/B testing is an incredibly powerful tool that can help you get the most out of your email campaigns and ensure maximum engagement with your subscribers. So, don't be afraid to experiment and see where it takes you.

## 7. Personalize Your Messaging

If you want your email campaigns to land in inboxes with impact, get opened, and drive conversions, you need to dial in your personalization.

Simply personalizing subject lines can drive an impressive 50% increase in open rates, but to really impress and delight customers, you can (and should) take your personalization even further.

The first step is to ensure your first-party product, sales, and customer data are fully unified, giving you a complete view of your customer. With your unified data in place, it's time to put it to work.

Powered by the right personalization engine, you'll be able to create engaging email campaigns that personalize content and product recommendations based on:

- **Real-time and historic shopping behaviour**, including products, pages, and collections viewed
- **Likelihood to purchase** using past orders from similar customers
- **Product affinity** based on historic customer order data
- **Lifecycle stage** ranging from new shoppers to loyal, repeat customers and those likely to churn

## 8. Use AI-Powered Tools

With the support of AI-powered email marketing software, you can build relationships with your customers at scale and automate time-consuming, human error-prone tasks, including:

- **Segmentation:** Instead of manually segmenting customers, you can use AI to do it dynamically based on key data points like purchase history, product affinity, loyalty status, and lifecycle stage.
- **Campaign scheduling:** By analysing past campaign performance, AI can help email marketers to pick the best send times for their emails to drive open rates.
- **Deliverability optimization:** AI tools, such as Emarsys's Deliverability Advisor, can quickly scan your email content before you hit send, offering actionable advice to help you get more emails into inboxes.
- **Data analysis:** AI marketing tools can deliver valuable analysis, helping you turn vast amounts of data into actionable insights without the need for a dedicated data team.

By automating these tasks and analyzing data deeper, email marketers can cut manual labor, personalize their messaging, and reach the right audience, with the right content, at the right time.

## **Email segmentation!**

Email segmentation is the division of email marketing subscribers into smaller groups based on specific criteria. Segmentation is a core email marketing tactic. It's a basic personalization tactic that allows you to deliver relevant content to your subscribers. Email segmentation improves the results of your email marketing campaigns. Email segments divide audiences into groups depending on age, gender, location, interests, and more. If you don't segment your marketing list, you'll be sending generic content to your whole database. When customers decide they're not receiving valuable content they become unengaged.

Email segmentation allows you to send different segments different promotions based on their interests, behaviours, or other sets of criteria. Email list segmentation will enable you to define your customer personas and create content guaranteed to convert them into paying customers.

### **Benefits of segmenting your email list:**

- **Increases open rates:** How often do you archive an email without even opening it based solely off the subject line? More relevant content equals more relevant subject lines, which help your emails see the light of day.
- **Increases click-through rates:** Once they're reading the email, people will likely go ahead and interact with inviting calls to action, like checking out the sale you just told them about or learning more about your new service.
- **Increases conversion rates:** The closer we are to a goal, the more our motivations and efforts increase—in consumer psychology, it's known as the gradient goal effect. Now that they're on your site, your target customers are more likely to make a purchase or sign up for that webinar you're promoting.
- **Increases ROI:** By tailoring your content to match specific interests, each email becomes a targeted pitch, leading to more effective spend and a stronger financial return for every message sent.
- **Decreases unsubscribers:** You want to grow your subscriber base, not shrink it. Sending too many irrelevant emails could encourage people to give up on your offerings altogether for the sake of decreasing noise in their inbox.
- **Avoids spam filters:** Even if someone doesn't personally unsubscribe after one too many irrelevant emails, their inbox may flag your attempts as spam. Segmented lists help improve deliverability.

## Importance of email segmentation

- **Not all subscribers are the same**

Each of your subscribers will have very different expectations for your brand. One-size-fits-all approaches don't work. In the same way, you target different person as, different audience groups have specific goals when they subscribe to your marketing. Email segmentation helps you identify common characteristics among them their goals.

- **Different stages of the sales cycle**

Readers will be at different stages of the sales cycle when your email lands in their inbox. To maximize your impact and their experience, it's important you target customers with the content they need, every step of the way.

You can use segmentation to group your audience according to their stage in the journey. If they have just joined your marketing list, you should be sending them welcome emails and content to introduce your brand. When they've made a purchase recently, they'll need follow-up content to keep them engaged.

Failing to connect with customers at the key stages of your sales cycle, risks losing them altogether. Segmentation makes the likelihood of missing these opportunities significantly smaller.

- **Better results**

Because of the benefits outlined above, you'll see better results when you send segmented email marketing. You'll be targeting the right customer, with the right message, at the right stage of the journey. This will lead to more conversions, sales, and ultimately revenue for your brand. If you're looking to improve your email marketing metrics, segmentation is a must.

- **Enhanced customer experience**

When you leverage email segmentation you can improve your customer experience. By delivering tailored, relevant emails to your subscribers, you address their unique needs and interests, making them feel valued and seen. This personalized approach fosters a stronger connection between your brand and your customers, ultimately leading to improved satisfaction and customer loyalty.

## Segmenting your email list

There are five key ways brands should be segmenting email marketing lists.

### 1. Demographics

Demographic segments use customer information such as age, gender, marital status, and job title. You should collect this data when new subscribers sign up to receive your email marketing. The more information you gather during the early stage of your relationship, the more advanced you can make your segments.

## **2. Geographical**

Targeting customers based on their location has a massive influence on purchase decisions. Especially if you're driving shoppers to brick-and-mortar stores or providing delivery updates, customer location is essential data to have. Modern shoppers love convenience. By targeting geographical segments you can drive customers into making spontaneous decisions.

## **3. Marketing preferences**

You should always be collecting marketing preferences, especially during the welcome series in preference centers and re-engagement programs. This is data such as the departments, newsletters, or topics they're interested in and the frequency with which they would like to hear from you. Driving customers to update their preferences will help you ensure engagement levels are high for each segment.

## **4. Email engagement**

Email engagement metrics such as open rate and click-through rate are automatically tracked. That means it's easy and straightforward to segment users based on how they interact with your email marketing. Whether it's non-openers or readers who've clicked specific links, targeting these segments will have a huge impact on your results.

## **5. Behavioral**

Behavioral segmentation is the most advanced email segmentation tactic. It's based on customer behavior on your other channels such as your website. Specific page hits, frequency of visits, and recent activity are just a couple of the segments possible that help give your email marketing a hyper-personalized feel. You can also use data like purchase history and average order value to create behavioral audience segments

## **Email Automation**

The use of predefined rules to trigger email messages and personalize your messages based on specific actions customers take—or don't take, using email or marketing automation software. Some examples include when you automate welcome emails sent when a customer signs up for a mailing list, similar product recommendations after a user has bought from your site, or a quick reminder that the customer placed something in their cart but never finished checking out. Email automation takes repetitive tasks off your to-do list to free up your time for other valuable tasks, such as responding to customer questions. It can help customers learn more about your brand, encourage them to keep coming back, or remind them of why they bought from you in the first place.



As a business owner, finding ways to conserve precious resources—including time—is vital. You want to spend your time focusing on growing your business, not sending out emails or responding to customer service inquiries. There are some things you simply shouldn't have to take on by yourself, and email marketing is one of them. Fortunately, you can save time and money with email automation.

Email automation takes repetitive tasks off your to-do list to free up your time for other valuable tasks, such as responding to customer questions. It can help customers learn more about your brand, encourage them to keep coming back or remind them of why they bought from you in the first place.

As a marketer or business owner, you'd like to stay connected to your customers. Email automation is a powerful marketing automation tool that lets you send the right message to the right people at the right time, using automated workflows, which is extremely effective for lead nurturing, and ultimately, to drive sales from potential customers as well as existing ones.

Email automation is a way to create emails that reach the right people with the right message at the right moment—without doing the work every time, sending automated messages leveraging a marketing automation tool.

## **The benefits of email automation**

1. Personalize your customers' experiences.

Research backs up what most marketers already know: Customers love personalization.

- 90% of consumers find personalized content very or somewhat appealing.
- The leading type of personalization experience that marketers use is email.
- With email automation you can even create a series of automated emails to help grow your relationships with your customers—and your business. Improving email marketing efficiency as a marketing channel through the sales funnel.

## 2. Make the most of your marketing team.

Automation is changing the way that all kinds of teams do business. For email marketing teams, for example, this could mean less time spent on manually compiling email lists and scheduling messages. Instead, team members could use that time to focus on other important tasks, such as in-depth customer relationship building.

The bottom line: With automation, more gets done—and the added productivity is of higher value.



## 3. Improve your customer retention rate.

It's much easier and more cost effective to sell to an existing customer than to convert a new one, and with automation, you can stay in touch better than ever before. Schedule your messages so that your customers hear from you regularly—and be sure the copy is relevant to maximize its impact.

An email that reads “Hey, we haven't heard from you in a while. Pay us a visit!” is likely to end up in the trash. Compare that to this one:

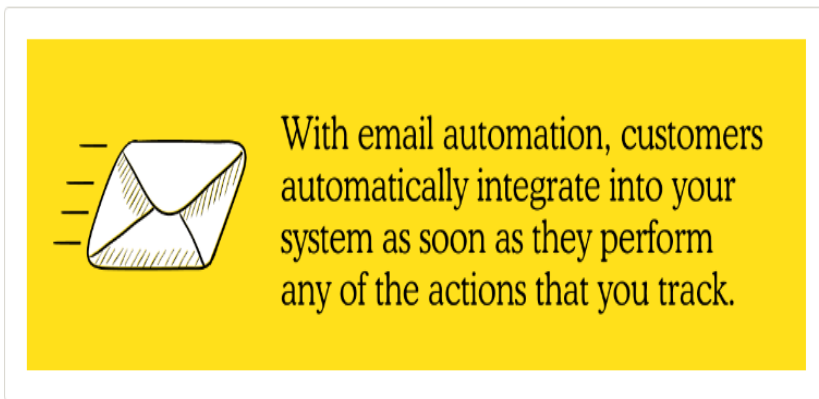
"Dear Joe, we haven't heard from you in a while, and we wanted to make sure that you heard about our latest offer. The printer you've been buying parts for came out with a new model, and it's 20% off! Come check it out."

That's an example of a message that fills a need, which is more likely to bring back a customer.

## 4. It makes your marketing strategy scalable.

When you send out an email series manually, the size of your staff limits the number of customers that you can reach. Would you be able to stay on schedule if your customer base suddenly doubled in size? What if it tripled?

When you send automated emails you scale your email marketing efforts. When you've set it up so that your platform sends a message every time someone signs up for your mailing list via a custom signup form, you don't have to make sure a staff member is available to do it. Check out more email marketing campaign tips for more ideas.

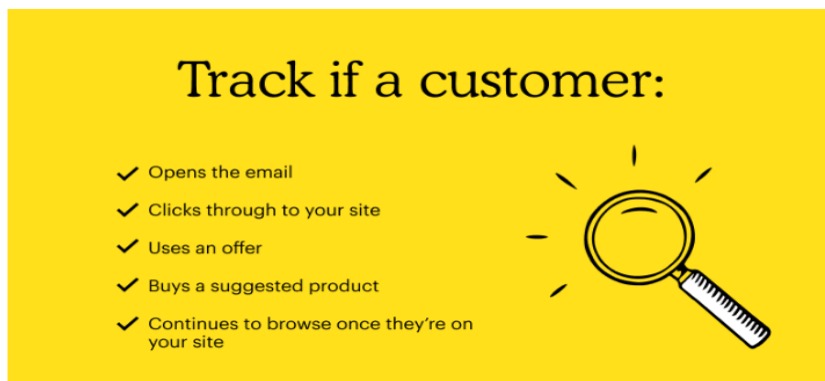


Their behaviour tells your system what messages to send them next without any additional demands on your limited resources

## **Making email automation more effective**

### **1. Track responses to collect more information.**

Every time you send an automated email, you have the opportunity to get key information from each customer.



When targeting your automated emails, everything you learn about your shoppers can direct your next move. If your recipients aren't opening your discount emails or not clicking on your recommendations, try a different tactic.

### **2. Offer discounts strategically.**

The high cost of shipping is one of the biggest reasons that people abandon their shopping carts.

You can't eliminate shipping fees or bottom out your prices, but you can send out discount coupons or promo codes to entice reluctant spenders. This can be an effective strategy, but be careful not to overuse it. If you offer too many discounts, your customers might expect to receive them more often.

### **3. Create automated drip campaigns.**

Some people interact with your company several times before they become customers. Drip campaigns gradually "drip" useful content about a company, product, or industry. These types of campaigns have to be relevant to work, and

with email automation, drip campaign messages only go out to prospects who have demonstrated interest.

## **Email marketing metrics**

Email marketing metrics are indicators that help assess the success of email campaigns. One can specify two categories: the first is **standard engagement metrics**, while the second category is focused on **conversion aspects**.

## **Importance to monitor email marketing metrics**

Email is a customizable marketing channel, which makes it super-effective when developed smartly. Tailoring messages to buyer personas is simple, especially when one interprets email metrics correctly. Metrics provide useful data on current campaigns and may show approaches to solve existing problems.

## **Important Email Marketing Metrics**

- Email deliverability rate
- Email open rate
- Click-through rate
- Conversion rate
- Spam complaints
- Email bounce rate
- Unsubscribe rate
- Revenue per email
- List growth rate

### **Email Deliverability Rate**

This is the vital metric for any marketer because it tells you whether your email makes it to recipients or not. The email deliverability rate represents the number of emails that reach the users' inbox.

The following factors have an impact on this metric:

- IP address reputation and sender reputation;
- choice of an email service provider;
- mailing list quality;
- user engagement with your previous campaigns;
- spam-like words in the email subject line;
- spam complaints.

## **Email Open Rate**

This metric indicates the number of emails opened. A high open rate means that many people are interested in receiving your campaigns.

## **Calculation of Email rate**

Percentage of contacts who opened an email ÷ Number of users the message was sent to

The influential factors include:

- the field your business operates in;
- whether you are a B2B or B2C organization;
- mailing list segmentation;
- email subject line relevancy;
- email sending frequency and timing;
- sender authority.

When considering your email open rate, take into account opens by location to get a better picture of your strategy.

## **Click-Through Rate(CTR)**

This metric defines how many users clicked on the links inside an email. As Forbes fairly noticed, 64% of marketing experts agree that their top priority is to increase their click-through rate. The click-through rate may show whether a business has to boost email marketing and sales conversion rates.

## **Calculate a CTR**

$(\text{Total clicks} \div \text{Number of delivered emails}) \times 100$

The factors that impact click-through rate involve:

- mailing list segmentation;
- imagery;
- ad positioning;
- CTA prominence;
- content quality.

## **Conversion Rate(CR)**

The conversion rate is the percentage of recipients who clicked on a link and did what the sender was expecting them to do. For example, they ended up buying your product. This metric depends on the open and click-through rate – it is the third stage of a buyer journey.

## Calculate Email conversion rate

$(\text{Number of users who took the expected action} \div \text{Total emails delivered}) \times 100$

The factors that influence conversion rate are:

- email responsiveness;
- personalization;
- CTA

To measure the conversion rate, you need to integrate your email service with an analytic system.

SendPulse allows to track statistics using Google Analytics. Find out more.

## Spam Complaints

Those are so-called spam complaints that users may send to the server. You should pay attention to these because they have a negative impact on both the email campaign and your sender reputation. This metric shows the chances of a sender being blocked by an email provider. There is no special formula, the service provider usually tracks and displays the spam complaint rate to a sender. SendPulse provides this information after a campaign is sent.

The factors that influence this metric include the following:

- illegal list-building tactics;
- single opt-in subscription form;
- spammy words in a subject line and spam-like email content;
- high email sending frequency;
- poor email content;
- absence of an unsubscribe link;
- easily recognizable email sender name.

Here you'll get to know how to send bulk emails without spamming.

SendPulse takes measures to keep its users' reputation high and provides an email spam checker.

## Email Bounce Rate(EBR)

The bounce rate is a metric that shows whether a message was or was not delivered to the recipient. There are two types of bounces: soft bounce and hard bounce.

Your total bounce rate should not exceed 2%. Also, understand the difference between hard and soft bounces. The first occurs when an email could not be delivered for permanent reasons, while the second one means that messages could not be sent due to the temporary circumstances. Find out more in this article.

$\text{EBR} = (\text{Number of bounced emails} \div \text{Number of all emails sent}) \times 100$

## **The major factors that impact this metric include:**

- the large size of an email;
- invalid email address;
- inconsistent email sending;
- no SPF and DKIM signatures.

### **Unsubscribe Rate(UR)**

This metric defines how many users lost interest in your emails for different reasons and you may need to target another audience or change something in the existing offer. Unsubscribe rate is, perhaps, the simplest metric to evaluate. Contact your email service provider to get this information or check email analytics at your email service. After that, you'll have to fine-tune your subscribers by segmenting your mailing list.

$$UR = (\text{Unsubscribed numbers} \div \text{Email delivered}) \times 100$$

Factors that make users unsubscribe include:

- poor mailing list segmentation;
- high email sending volume;
- lack of unsubscribe link.

After sending an email campaign with SendPulse, you can track this metric in campaign analytics.

### **List Growth Rate**

This metric tracks the rate at which your mailing list grows. It may show how to engage subscribers and make them more loyal.

$$LGR = (\text{Number of new subscribers} - \text{Number of unsubscribers}) \div \text{Total number of email addresses on a list} \times 100$$

### **Email marketing analytics?**

Email analytics is a method of tracking the way subscribers interact with your email campaigns. You can gather and analyze data for each email campaign with the help of bulk email providers and Google Analytics.

### **Why is email marketing analytics important?**

Email marketing analytics can help improve your conversion rates, Track conversion metrics By tracking conversion metrics like click-to-open rates, conversion rates, and revenue per email, you can gain insights into how effective your campaigns are at driving conversions.

## **Types of data that can be analyzed in email marketing**

In email marketing, there are various types of data that can be analyzed to gain insights into the performance of your campaigns. Here are some of the most common types of data that can be analyzed in email marketing:

1. **Open Rates:** This is the percentage of subscribers who opened your email. Analyzing open rates can help you understand how well your subject lines and preview text are resonating with your audience.
2. **Click-Through Rates (CTR):** This is the percentage of subscribers who clicked on a link in your email. Analyzing CTR can help you understand how well your content, design, and calls-to-action are engaging your audience.
3. **Conversion Rates:** This is the percentage of subscribers who completed a desired action, such as making a purchase or filling out a form. Analyzing conversion rates can help you understand how effective your email campaigns are at driving action.
4. **Bounce Rates:** This is the percentage of emails that were undeliverable and bounced back to you. Analyzing bounce rates can help you identify potential issues with your email list, such as invalid or inactive email addresses.
5. **Subscriber Behavior:** This includes data on how your subscribers interact with your emails, such as the types of content they engage with, the frequency of their engagement, and the devices they use to open your emails. Analyzing subscriber behavior can help you understand your audience's preferences and tailor your campaigns to better resonate with them.
6. **Geographic Data:** This includes information on where your subscribers are located. Analyzing geographic data can help you create more targeted campaigns that are tailored to specific regions or time zones.

By analyzing these types of data and others, you can gain valuable insights into the effectiveness of your email campaigns and make data-driven decisions to optimize their performance.

## **The benefits of using email marketing analytics**

There are many benefits to using email marketing analytics to measure and analyze the performance of your email campaigns

1. **Improved targeting and personalization:** By analyzing data on subscriber behavior and preferences, you can better understand your audience and tailor your campaigns to their interests and needs. This can lead to higher engagement and better response rates.

2. Higher ROI: By analyzing data on conversion rates and other metrics, you can identify areas of your campaigns that are underperforming and make changes to improve their effectiveness. This can lead to higher ROI and greater revenue for your business.
3. Better decision making: Email marketing analytics can provide you with valuable insights into the effectiveness of your campaigns and help you make data-driven decisions about how to optimize and improve them. This can help you avoid guesswork and make decisions based on solid data.
4. Continuous improvement: By regularly analyzing data and making changes to your campaigns, you can continuously improve the effectiveness of your email marketing efforts. This can help you stay ahead of the competition and achieve your marketing goals more quickly.
5. Better understanding of your audience: By analyzing data on subscriber behavior, demographics, and other factors, you can gain a better understanding of your audience and what motivates them to engage with your brand. This can help you create more targeted and effective campaigns that resonate with your audience on a deeper level.

In short, email marketing analytics can provide you with a wealth of insights and data that can help you optimize your campaigns, achieve your marketing goals, and drive higher ROI for your business. By leveraging data to make better decisions and continuously improve your email marketing efforts, you can stay ahead of the competition and achieve long-term success.

### **Content marketing:**

Content marketing is one possible digital marketing strategy that offers you a technique for creating and distributing content. This means content marketers narrowly focus on one avenue of promoting a brand. Content marketing examples include media like newsletters, podcasts, social media posts, and videos. All of these forms of content are meant to provide useful and relevant information that delights users and attracts them to your brand. Content marketing works in symbiosis with other types of digital marketing: It is a way to incorporate search engine optimization (SEO) into fresh website content, and the content created can be shared as social media posts and in email marketing publications. Email marketing content pillars are core topics of your business that resonate most with your audience. Once you need to understand your target audience, content pillars make organizing and planning your content easier. Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

## **6 essential elements of a successful content marketing campaign**

- A defined target audience. ...
- Clear and measurable goals. ...
- Relevant buyer personas. ...
- Diverse range of content. ...
- The perfect content marketing platform. ...
- A robust distribution and promotion strategy.

## **4 Pillars of Content Marketing**

- **Context.** Provides the basis for branding and message relevance. ...
- **Channel.** Distributes messages one-to-many, one-to-one, and many-to-many.
- **Connections.** By its nature, content marketing engages prospects, buyers, and others. ...
- **Commerce.** Supports sales at every step of the buying process.

## **Content strategy and planning**

A **content strategy** is the ongoing practice of planning for the creation, delivery, and governance of useful, usable, and effective content about a particular topic or set of topics.

**Content planning** is the process of strategizing and organizing content creation in order to achieve specific goals. It involves identifying the target audience, conducting thorough research, choosing the type of content, and creating a content calendar

## **Six steps for creating a content plan**

- 1- Define the objectives of your content.
- 2- Identify your audience.
- 3- Defines the message very well.
- 4- Choose the diffusion channels.
- 5- Evaluates resources for the creation.
- 6- Create a content calendar.

## **Effective content marketing strategy can:**

- **Increase online visibility.** A content strategy can help you attract more customers and website visitors, especially when people are constantly looking for solutions to their pain points. Offering educational and

informative content about a topic they're interested in can help you increase visibility online through your website or social media accounts.

- **Generate more leads.** You can increase leads when content marketing is used to drive traffic. Since educating customers builds trust and helps them feel more comfortable purchasing from your business, you can generate more leads and start to develop relationships with potential shoppers.
- **Boost loyalty.** Loyalty is essential in marketing and business because the more loyal your customers are, the more repeat purchases they'll make. Offering content that informs consumers can help them begin to build trust with your brand and see you as a thought leader.
- **Improve authority.** Developing content is ideal for improving authority and becoming a thought leader in your industry. Not only does content help you build trust, but it can position your brand as the most authoritative on a particular topic.

### **Difference between content planning and content strategy**

A content strategy ensures that you're creating content that resonates with your target audience, while a content plan ensures that you're distributing that content through the channels and formats where your audience is most active

## **Content creation and distribution**

Content marketing is split into two phases: **content creation and content distribution.**

### **Distribution in content marketing**

Content Distribution is the act of promoting content to online audiences in multiple media formats through various channels. These channels can be categorized into three groups: **Owned, Earned, and Paid.** Content distribution is how you get your content in front of your target audience.

### **Content creation in content marketing**

Content creation is the process of generating topic ideas that appeal to your buyer persona, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other content formats.

## **Developing an Effective Content Distribution Strategy**

If there's one thing good content and good distribution have in common, it's this: Everything starts with your audience.

The best, most relevant content will always answer questions from your audience. And the best distribution strategies will always meet your audience where they are. Therefore, every content distribution strategy will be slightly different.

That said, here are a few ideas for getting the right content in front of the right audience:

### **1. Research Your Target Audience**

We said everything starts with your audience, didn't we? Create a content marketing persona to enable your content production and distribution.

Use Google Analytics to understand how your audience found you, and what questions they asked. Browse through your various Reddit or Quora threads to understand which questions your audience asks in the comment section. Finally, use social media platform metrics to understand which posts drive the most engagement from your target audience.

### **2. Transform Every Piece of Content Into Different Types of Content**

Repurposing a longer piece of content into smaller, more easy-to-digest anecdotes forms the core of content distribution.

For example, you could transform your newly-published ebook into a series of infographics that could be pieced together in a webinar or slide deck. Or, you could break apart a single blog post into multiple social posts. Or, you could write an email marketing campaign to drive traffic toward your new whitepaper.

### **3. Optimize Each Piece of Content for Google**

Implementing an effective SEO strategy helps you grow your audience.

Here's why: If you distribute your content through email and social shares, your content is only displayed to *existing* subscribers or followers. However, by optimizing each post for Google, you get your content in front of people searching the exact questions you just answered. (And if you're ready to prioritize your SEO strategy, you know who to talk to.)

### **4. Refurbish (and Redistribute) Existing Content**

People share content when it comes from a trusted source. To become a trusted resource, it's not enough to publish new content — you need to dig up what you already wrote.

At Growth Machine, we continuously refurbish existing content for our clients, optimizing it for Google, inserting new backlinks to relevant content, and ensuring it's still relevant. By publishing and recirculating evergreen pieces, our clients become a trusted resource among their target demographic.

## **Content distribution importance**

Content distribution is a critical piece of the content marketing puzzle. It's also the key to boosting your brand awareness, collecting loyal followers, and encouraging your readers to click, act, and become customers. Put these content distribution tips and tools to get your content in front of your audience

Content creation is the process of identifying a new topic you want to write about, deciding which form you want the content to take, formalizing your strategy (keyword or otherwise), and then actually producing it.

**Importance of content creation is to** Identify your content goals. These goals can attract more visitors, increase brand awareness or generate more leads. Using the SMART goal technique, you can create specific, measurable, achievable, realistic and time-bound goals. Once you identify your goals, focus on creating content that aligns with these goals.

## **Content amplification**

Content amplification describes the steps content producers take to reach larger audiences. Amplification comprises multiple strategies and techniques to improve audience reception to content and drive site traffic.

What is an example of content amplification?

### **Examples of Content Amplification**

- Promote it across all social channels and your email list.
- Launch a paid social campaign, such as LinkedIn Sponsored Content, to promote it to thousands of prospects beyond your current followers.
- Partner with an industry influencer to share the post to his or her followers.

## **Importance of content amplification**

- Digital amplification marketing ensures people find your content and discover your brand at the right time. Thus, with all the noise online, content amplification marketing is your means to reach, capture and convert your target audience, rendering the results you want after all your content production efforts.

Content amplification is important because it can help differentiate your brand's content from other content producers in your sphere. By amplifying your content with innovative and effective strategies, you can ensure members of your target audience have opportunities to see what you produce.

## **Content promotion strategies**

Content promotion is a way of increasing the visibility and traffic for your content – be it a blog post, an ebook, a social media post, or any other format. An effective promotion strategy ensures that your content delivers value to the right audience.

## **Content Promotion Strategies to Make Your Content More Visible**

### **1. Include Ways to Easily Share Content on Social**

Great content is the starting point of any effective content promotion campaign; you want content that has a value-add.

SEMrush's Topic Research Tool can help you determine your audience's content needs (and what will get them clicking). However, in addition to making your content share-worthy, you have to make it shareable. What is the difference? We are talking technicalities.

Make sure every piece of content you produce has easy-to-see share buttons incorporated. It is ideal to have a visible floating bar containing the share links while the reader scrolls through content. If they are inspired to share spur-of-the-moment because of a particularly captivating quote or fact, they can do so.

### **2. Make Sure Your Visuals Are Optimized for Sharing**

A picture is worth a thousand words. Even in the digital age, this adage holds true. When promoting content via social media, ensure images are properly sized. Beware that different sites display different image cropping. For instance, while Instagram shows a 640-by-640 pixel square image, Twitter shows a 440-by-220 horizontal rectangle. When uploading images, make sure they are clear. A small picture will become fuzzy once a platform automatically enlarges it.

### **3. Repurpose Content as Video**

For social media content promotion, in particular, video is the new holy grail. Vertical video, which is tailored to mobile phone viewing, is considered the future of brand storytelling. Make the most of it. That doesn't mean you have to focus on video content exclusively.

You can use short clips to promote other types of content. Say you have got a killer long-form article with quotes from a well-followed influencer, for example. Getting a quick snippet of the influencer sharing their insights on video is a great way to repurpose the content and push people toward the main article.

### **4. Ensure Organic Content Promotion by Using Keywords Effectively**

You can attract consumers to your content organically via search engines. Including keywords that bring visitors to your content is the key to success.

SEMrush's SEO Content Template gives you actionable recommendations on how to create winning content that converts.

## **5. Identify Publisher Targets by Monitoring Your Competitor's Brand Mentions**

List building is an essential component of any content promotion strategy, and one way to identify the right targets is to look at where your competitors are earning backlinks. Using our Brand Monitoring Tool, you can see which publishers are mentioning your competition and better understand how effective this coverage is by receiving the estimated reach and publisher sentiment.

## **6. Tap Into Your Email List and Offer a Newsletter Swap With Potential Content Partners**

Social media is the buzzword in content promotion these days; don't discount "old-fashioned" email promotion. Individuals who subscribe to your email list have hand-selected themselves to receive your content because of personal motivation. This makes them more likely to be interested in what you have to share. Emails usually have a higher click-through rate than other digital marketing media. To increase content reach via email, try newsletter swaps. If there is another company, brand, or individual in your field who has an email newsletter, approach them about exchanging content features. You can include a link to a content piece of theirs in your email newsletter — and they include a link to a piece of your content in their newsletter; it is a win-win. You both get more eyes on your content and may even attract new subscribers to your own newsletter.

## **7. Tweet, Post, Send, Share, Again and Again**

This seems pretty obvious, but effective content promotion requires ... promotion! When you have a new piece of content, don't just send it to your email list. Use the various platforms you have at your disposal and share — repeatedly. Also, don't just post to your own accounts. You can post on LinkedIn or Facebook groups, for instance.

At SEMrush, we know that keeping track of the many different media outlets can get tricky, and we've got a few tools to help. Our Content Marketing Calendar lets you combine your content calendar and marketing campaigns. If your content team is working on a piece of content, your marketing team will know when it will be ready and prepare to promote it. Our Social Media Tool lets you improve your promotion strategy by simplifying cross-network scheduling and publishing, so you can be sure you have covered all of your bases in terms of distribution

## **8. Reach Out to Influencers During Content Production and Promotion**

Influencers have a powerful impact and can help you increase reach while also allowing for more targeted distribution. Say you work in the nutrition space, specifically supplements. You have identified a heavyweight influencer, a

registered dietitian, who has amassed a significant following with her personalized yet informative, actionable content. You can ask her for quotes for a blog post you are working on.

When the time comes for publication, you alert her. The odds are that she will share your content since it includes her quotes. Some might call it playing to a person's ego. We call it great content promotion.

### **9. Draw Attention to Authoritative Quotes to Encourage Sharing**

Not everyone is an influencer. That doesn't mean they can't help your content promotion. If you quote an expert, email them to let them know when the content goes live and mention them when sharing on social media platforms. Say you grab a quote from a university professor, for example. They have a small following on social media of less than 1,000 people.

They retweet a link to your content because you have mentioned them. Then, the university they work for, which has a following of a few hundred thousand, shares that. You have leveraged a single quote not only to reach a broader audience but also to a more fine-tuned audience (people in the higher education space, including researchers, professors, and students).

### **10. Use the Comment Section to Your Advantage**

Leaving value-add, thoughtful comments on other content can be a useful way to engage with audiences. You establish yourself as an authority while also attracting new consumers. It is easy and free to leave a short note on another content piece. Just make sure to respect rules.

For example, some sites don't let you insert links (which can look spammy and turn off users). Additionally, when it comes to your own content, be proactive about inviting and responding to comments. When it comes to comments, this two-way practice should encourage audiences to share future content you produce.

### **11. Share Your Content With Individuals You Used as Resources**

You will likely link to other sources in your content, such as sharing a quote, statistic, or compelling fact. Giving credit where credit is due is ethical practice in the content creation world. It can also benefit your content promotion.

If you have used a source — say you have included a link to another person's article — shoot the author a quick email or social media message and let them know. First, you are giving due credit. Second, you are nurturing a relationship in your niche or perhaps building a new one. Finally, there is an excellent chance the individual you contact may then share your piece of content themselves.

## **12. Be Sure to Include Internal Links to Your Most Effective Evergreen Content**

Remember that awesome blog post you wrote last year (or last week or month)? Don't let it languish in the past. If you are regularly creating evergreen content in a certain niche, you have a treasure trove of linkable materials at your fingertips. Add relevant, valuable links within your content to other pieces of content you have created. This is a fantastic way to lure your audience down the rabbit hole as they click from one piece to another piece of your content, all the while increasing engagement, driving traffic, and building a strong bond to your brand.

## **13. Invite Engagement by Asking Questions**

Content is like a conversation. It shouldn't be one-sided. To amplify content promotion and get more people sharing what you create, you need to actively engage them. Invite your audience to get involved. Asking questions or posting surveys on social media is one way to do this.

If you send out a newsletter, you can conclude with a call to action inviting feedback, comments, or questions — or even asking readers for input on what type of content they would like to see from you.

## **14. Use Content Communities**

Online communities like Medium, Mashable, and GrowthHackers offer another means of reaching audiences that you may not have discovered yet. Sharing your content pieces here is also a handy way to build backlinks. The type of community you post on will depend largely on your industry. Targeting niche sites will drive more valuable content engagement because you will reach people who are interested in your sphere. However, make sure to balance any personal promotion with community engagement, or you will come across as a content spammer. Regular contributions, coupled with genuine engagement, such as commenting on others' input, will help you maintain a respected presence and drive traffic.

## **15. Tap Into Your Network**

You don't have to always look to the outside world of influencers, content communities, and social media masses to promote your content. Many valuable connections that can help extend your reach are likely sitting within your own organization.

In larger companies, it is all too common that the professionals within the company aren't aware of the content creation and promotion strategies going on. Make sure to distribute new content internally and encourage people to share. The advantage here is that individuals within the company may have niche followings relevant to the company's field since that is the field they work in.

## **16. Reduce, Reuse, and Recycle Your Content**

There is no shame in repurposing content — it saves your content creation team time, energy, and effort. It also can help enhance promotional efforts.

Say you have a white paper that has performed exceptionally well in terms of key performance indicators, like the click-through rate and sharing. You might boil down points from that white paper to create a script for a short podcast. The logic is that different people consume media in different ways. Converting a written format into an audio format allows you to reach a different audience segment.

## **17. Try Paid Ads**

Low-cost promotion efforts like social media sharing can take your content far. Targeted paid ads can take your content even further. Investing in pay-per-click ads on Google or paid social media ads is another way to share new content, particularly longer formats like e-books or video seminars.

Don't invest blindly, however. You want to spend money on those areas that you are sure will bring in traffic. The SEMrush Content Marketing Toolkit can help you improve the outcomes of your PPC efforts. Also, check out the CPC Map for insights on what ads may cost in different geographic locations.

## **18. Time Your Content Promotion**

If you send out an email blast at midnight on a Wednesday when your target audience is sleeping, you're not going to get much traction. Timing can make a big difference in content promotion. Remember that tip about promoting content again and again — and again? Here's how you might combine that tip with this one.

Say you have a new e-book to promote. You have an active Twitter following, so that's going to be critical to your content promotion. First, you can schedule some tweets at high-traffic times. But you can also benefit from sharing (again)

## **19. Make Each Content Promotion Strategy Unique**

Timing can be addressed with advanced planning — a building block of any functional content promotion strategy. With the above list, we have highlighted many effective content promotion tools. That doesn't mean you have to use each one of these tips.

It is up to you to decide how to best leverage those tactics to reach your specific audience. Crafting a content promotion strategy is critical. Consider your target demographic, for example. If you are looking to reach teenagers, video-based platforms like TikTok or Instagram Reels are viable options.

## **20. Make Adjustments to Your Content Promotion Strategy Based On Your Results**

Last but certainly not least, keep in mind that no content promotion strategy is set in stone. The beauty of content creation and promotion, especially in the digital age, is flexibility. Make the most of it. If you see that certain types of content, such as podcasts and social media videos, are performing better, make more of those.

For example, if you see that you get the most active engagement when you tweet a blog post, focus your energy on Twitter conversations.

### **Content marketing Metrics and analytics**

Content marketing metrics are standards of measurement that show you how well your content creation is doing. Incorporating the following numbers into your content marketing metrics dashboard will give you a great understanding of your performance and effectiveness.

- Traffic Sources. ...
- Impressions. ...
- Click-through-rate (CTR) ...
- Content Shares and Backlinks. ...
- Email Opt-in Rates. ...
- Bounce Rate. ...
- Keyword Rankings
- 

### **The 5 Types of Content Marketing Metrics**

The different types of key metrics you review depend on your digital marketing goals.

#### **1. Brand awareness metrics**

Look at your social shares such as retweets, impressions (for example, how many impressions you get on your posts on LinkedIn or other social networks you use), and follower count.

Essentially, follower count is a vanity metric. However, if you're new to a social channel, you'll want to take it into account for establishing credibility.

On your website, review traffic your content is getting. Look at your Users or the number of people visiting your page.

- **Pageviews** or the number of times a page on your site is viewed.
- **Unique pageviews** or the times a single user has viewed your page.

- **Grow your brand awareness today:** Talk to your target audience to determine their pain points. Then, create content that solves these struggles. This type of educational content is an effective way to get on your audience's radar.

## 2. Engagement metrics

- Track these metrics if you're already getting significant traffic and want to build an audience with your high-quality content .Engagement metrics are effective parameters for understanding how good your content is doing in terms of solving your readers' questions . Since the plan here is to grow your audience's average time on your site or funnel them to specific landing pages, look at:
  - **Click-through rates** or how many people click on your links (and which links). You can check the CTR for not just your website pages but also social media posts and messages you send as part of your email marketing campaign.
  - **Social comments, shares, and mentions.** The comment on your posts, the number of times people share it, and the times they mention your brand are key metrics to tap here.
  - **Total time reading (TTR)** or the time visitors spend engaging with your content.
  - **Bounce rate** or the percentage of people who visit your page but exit quickly.
  - **Average time on site**, which is the measure of time people spend on a specific page.
  - **Inbound links** or the links your content is attracting – either organically or through a link-building program.

## 3. Search engine optimization (SEO) metrics

You'll want to **review your search engine rankings** here. Do so in Google Search Console. Better ranking in the SERPs will drive more people to your pages, likely converting them better. Two more crucial aspects of improving your SEO are backlinks and authority. Track both of these using tools like Ahrefs and Moz. You can also use this free tool to monitor your backlinks. As for authority metrics, work on improving your:

- **Page Authority (PA)** determines how well your page will rank.
- **Domain Authority (DA)** that shows how relevant your site is on a subject (therefore, likely to rank better).

**Grow your SEO metrics today:** Write content optimized for SEO.

#### 4. Lead generation metrics

Planning on moving relevant visitors forward in their buyer journey? Measure these content metrics:

- **Click-through rates.** The exact vary on your marketing campaigns. For instance, these could be how many people are clicking through your blog CTAs. These, in turn, can vary from getting people to download your content upgrade to attracting freemium users.
- **Conversions.** These don't necessarily denote new leads converting into buyers right away. Instead, this important metric can be micro conversions to such as new email subscribers, form completion rate, and downloads.

#### 5. Sales enablement metrics

If you're using content for growing sales, look at the following metrics:

- **Demo requests.** Track the number of demo requests you get, the number of forms submitted, and the number of completed calls.
- **Sales conversion rate.** By sending problem-solving content to qualified leads, you can convert them faster. You'll know your content is helpful by comparing leads you send content to with those you don't send content to nurture.
- **Sales cycle length.** With helpful content assisting in converting leads, you should be able to shorten the sales cycle for those leads. Again, compare the sales cycle of those you send content to with those you don't to learn the impact of your content.

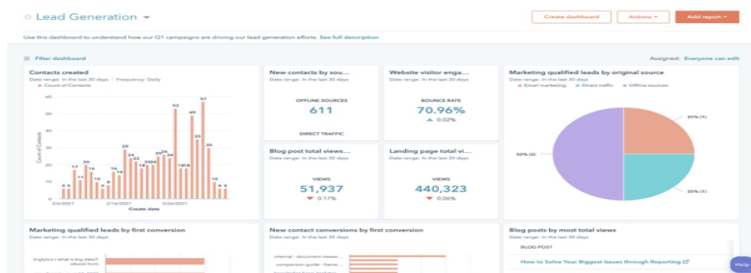
### **Content marketing analytics**

Content marketing analytics is measuring and analyzing content marketing efforts. The metrics are shown in an online dashboard. Content marketers can use this data as a feedback loop to enable them to measure progress, find areas of improvement and link back to business results. Content marketing analytics look at the metrics your team cares about most to provide insight on the health of your current strategies, progress towards goals, campaign success, and more.

## Content marketing analytics tools

1. HubSpot Marketing Analytics and Dashboard Software
2. Buffer
3. Google Analytics
4. SimilarWeb
5. Moz
6. Hotjar
7. Qunitly
8. Databox
9. Supermetrics
10. Demand Sage
11. Grow.com
12. Plecto
13. Adverity

### 1. HubSpot Marketing Analytics and Dashboard Software



Best content marketing analytics tool for: Measuring the performance of all your marketing campaigns and combining resulting data with your marketing software and CRM platform.

HubSpot's Marketing Analytics and Dashboard Software makes it easy to access all data and insights from a single location in seconds. Trigger and/or schedule touchpoints, track custom interactions that are unique to your business, and indicate when a customer is ready for another stage of the buyer's journey with behavioral events.

Use attribution reporting to connect every customer interaction to an associated record and revenue generated. Pre-built and customizable dashboards, templates — as well as Custom Objects — visualize your data in a format that works for your team so you can easily apply it to segments, campaigns, workflows, and more.

**Thus** Use HubSpot's Marketing Analytics and Dashboard software to measure the performance of your marketing campaigns in one place with built-in analytics, reports, and dashboards.



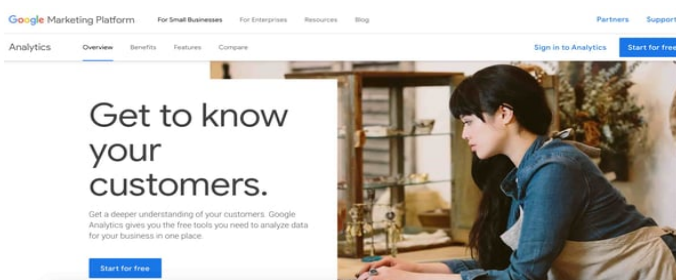
## 2. Buffer

Best content marketing analytics tool for: Understanding channel performance in detail with customizable reports.

Buffer's content marketing analytics offers the option to build reports according to your goals. Add or remove custom metrics about the performance of numerous social media accounts. You can export those reports to share them easily. Reports are updated daily so you can be sure you're receiving timely data. Buffer's analytics are designed to help you see channel performance at a detailed level on one dashboard.

The software also offers engagement metrics for each account individually. This helps you gain an intricate understanding of how customers are interacting with social content. Measure stories, posts, and hashtag performance as well as access the demographics of your audience across channels.

## 3. Google Analytics

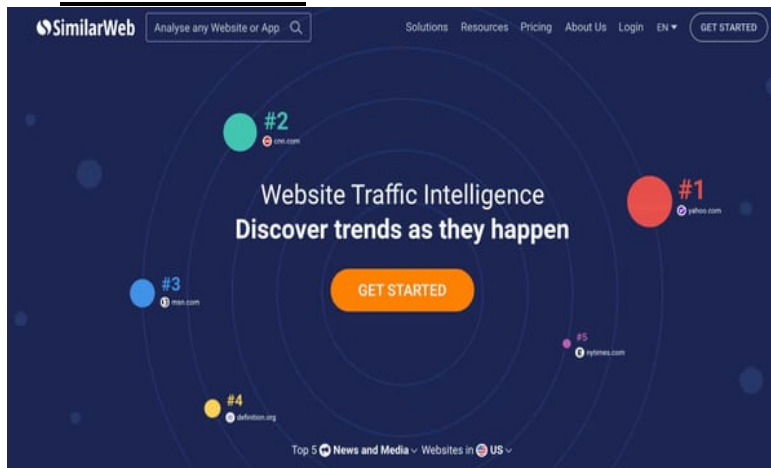


Best content marketing analytics tool for: Integrating content marketing analytics seamlessly with your other Google business tools and making data-driven content marketing strategy decisions.

Google Analytics' intuitive interface is easy to navigate and can be used to understand the performance of your content across multiple platforms. You can also choose to analyze your content marketing efforts across all of your web pages

or on an individual page level. To understand how your content marketing strategy is doing, Google Analytics offers metrics for traffic, navigation, conversion, and organic search. The tool allows you to track user-level interactions to provide insight into the ways your audience is engaging with your content. This analytics tool also integrates with all of Google's other business software so you can access all of your data and insights in one place.

## 4. SimilarWeb

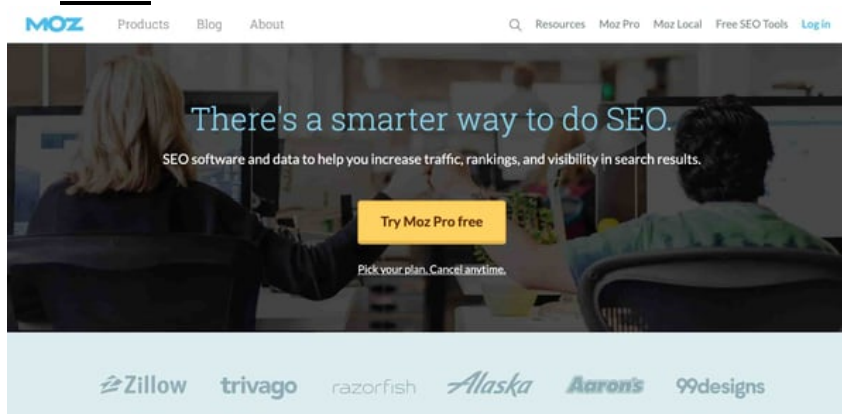


Best content marketing analytics tool for: Understanding where your website and content strategy stand in comparison to industry standards.

SimilarWeb provides traffic and engagement industry standards and tells you where your website stands among them. This information is useful for discovering how performance stacks up against the competition.

With SimilarWeb, break down your daily active users, sessions per user, use-time, and rank. Discover more information about your audience — such as repetitive behaviors or interests — to improve your acquisition strategy.

## 5. Moz

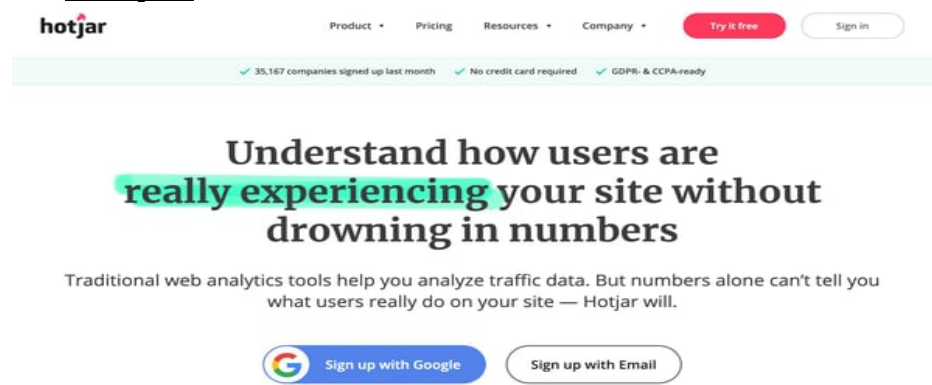


*Source*

Best content marketing analytics tool for: Measuring your SEO content strategy and determining which keywords you should be using. Moz measures the impact of your search-engine-optimized content. Gain insight into how your work is

ranking among others in your industry and which keywords are the most effective to use in your strategy. Moz's software tracks your site's keyword rank and how visible it is over time to learn what is and isn't performing well among audiences.

## 6. Hotjar



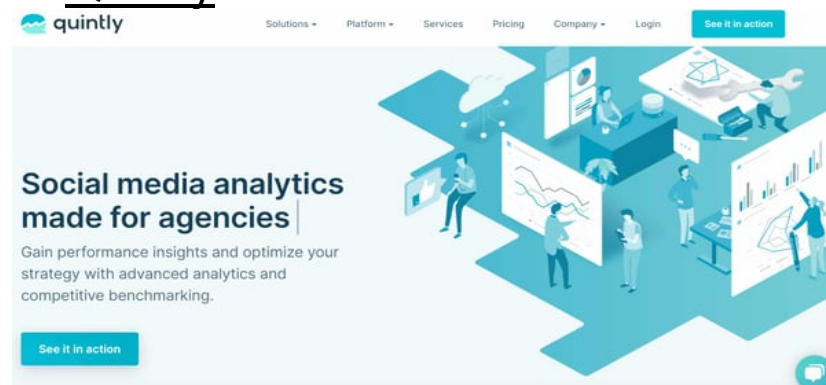
### Source

Best content marketing analytics tool for: Tracking and visualizing sessions on your website with heat maps.

Use Hotjar to track sessions on your site. Hotjar provides heat maps about how and where customers spend their time while on your website.

Hotjar's real-time videos capture how your visitors are navigating and using your website. This allows you to hone in on the content that's catching your customer's eye. You can also track conversions and make inferences about which stage of the buyer's journey customers might be entering or leaving.

## 7. Quintly

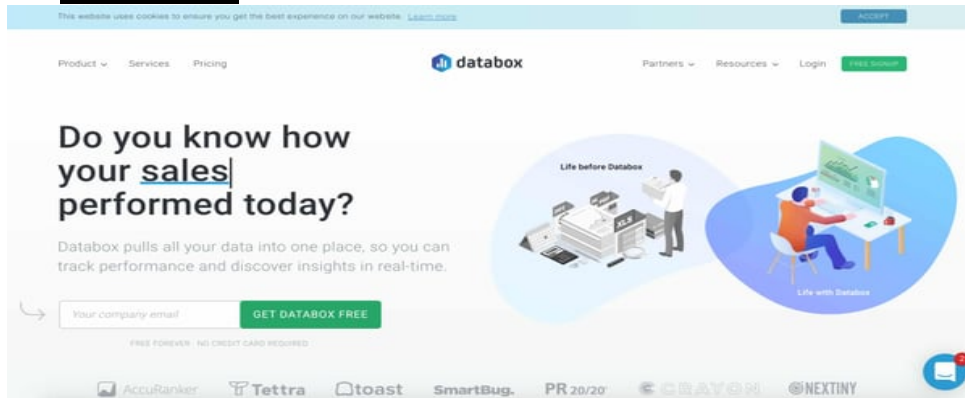


### Source

Best content marketing analytics tool for: Improving social planning by analyzing the success of your social media marketing strategy with customizable metrics. Quintly provides you with the insight necessary to analyze your content marketing campaigns. It helps you make smarter decisions when it comes to social planning by equipping you with customizable metrics so you can better understand how your marketing strategy is working.

Quintly does a deep dive into all of your accounts to uncover metrics that matter to your teams and goals, and you can sort and share reports by team so everyone gets the information they need. Reports can also be automated and measured by impact using Quintly's machine learning system.

## 8. Databox



### Source

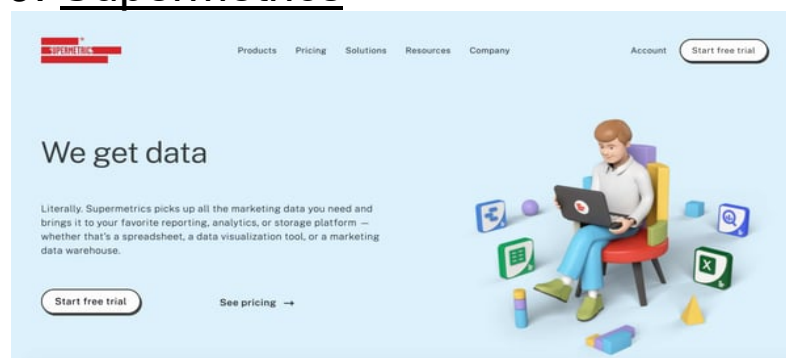
Best content marketing analytics tool for: Combining all of your marketing data to track and understand the success of your strategy in a single location and in real-time.

Databox is a business analytics and KPI dashboard platform that offers insight into the state of your business. The tool organizes all of your business data — from any source — into a single location for accessible performance tracking. Over 70 available integrations make the process of bringing your data into the tool — as well as displaying, analyzing, and sharing it — simple.

The Goal Tracking feature allows you to track progress towards your targets by assigning and focusing on SMART goals within the tool.

Scorecards are a feature that notifies you (daily, weekly or monthly) of any updates to your KPIs. There are also other alerts you can receive the moment your data is looking off so you can efficiently resolve the issue before it gets worse.

## 9. Supermetrics

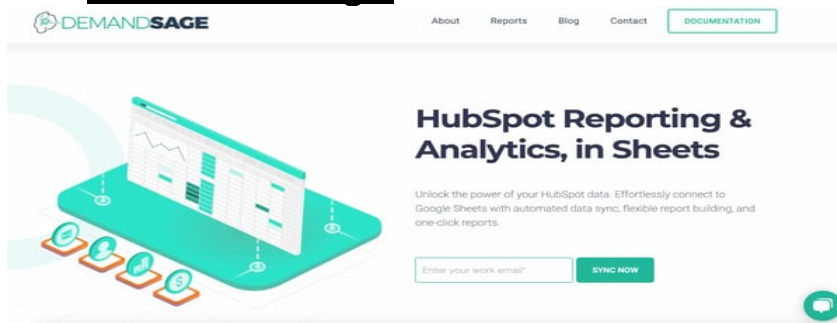


### Source

Best content marketing analytics tool for: Taking marketing data from any source and moving it into Google Sheets, Google Data Studio, Microsoft Excel, Google BigQuery, or Snowflake for analysis.

Supermetrics is a business analytics tool that you can use to pull marketing data (e.g. SEO, PPC, social media, and web analytics data) from any source and move it into Google Sheets, Google Data Studio, Microsoft Excel, Google BigQuery, or Snowflake. Use Supermetrics as a reporting, analytics, and data storage tool. Bring your favorite metrics and dimensions into Supermetrics. Then, organize and filter your data within Supermetrics to analyze the success of your efforts and identify areas for improvement.

## 10. Demand Sage



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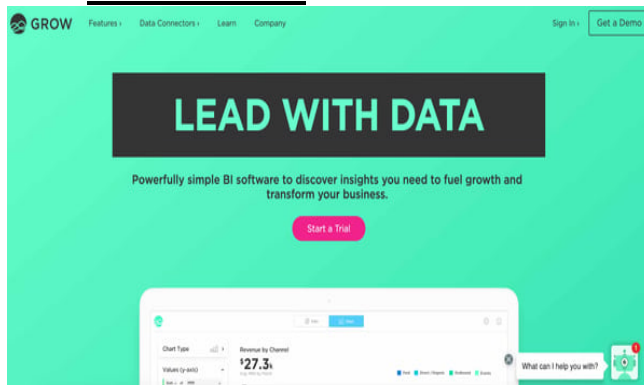
Best content marketing analytics tool for: Moving all of your HubSpot data into Google Sheets for easy analysis in your platform of choice.

Demand Sage is a tool used to bring all of your HubSpot data into Google Sheets. There are one-click, customizable reports to help you understand your marketing and sales success and which areas to focus your efforts. Demand Sage offers one-click data sync and one-click, flexible reports.

Within your spreadsheet, create granular, record-level reports and use the table builder to display your data with any view you'd like.

Additionally, attribution and revenue reporting connects marketing and sales data in your reports for greater internal alignment and insight into how your pipeline is working as well as what's driving revenue.

## 11. Grow.com



Best content marketing analytics tool for: Importing and transforming business data from a variety of sources and then combining that data on custom dashboards.

Grow.com is a business intelligence platform that allows you to import and transform your business's data from a number of sources and create dashboards with the metrics that matter to you.

Once your data is imported into the platform, it keeps your most relevant data at your fingertips. Build custom metrics, bring disparate data sources together, and select from a number of chart types to visualize your data however you want to. You can also easily share metrics and dashboards with team members to ensure everyone knows where to focus their efforts.

## 16. Adverity



*Source*

**Best content marketing analytics tool for: Automating data integration across hundreds of sources.**

Adverity is an intelligent marketing data analytics platform ideal for data-driven marketing. The tool automates data integration from hundreds of sources to give you a single view of marketing performance. Adverity makes it easy to remove any data silos you may have and provide easy access to centrally-located marketing data so your team members can identify and analyze the information they need.

Adverity comes with augmented analytics, meaning it uses AI to identify trends, areas for improvement, strengths, and new insights in your data. It also automates the process of creating marketing reports and data visualizations to save you time.