

RINGLEAD USES THE CURATA CMP CONTENT MARKETING PLATFORM TO CREATE A DATA-DRIVEN CONTENT STRATEGY

THE SITUATION

When Amanda Nelson started as Director of Marketing at RingLead, her team was creating a variety of content across the RingLead blog and website; however, she had no easy way to track the performance of that content.

“I had to log into multiple applications and toggle between them to access content-related data. This only led to frustration due to conflicting results, missing details, and no way to track the performance of each piece of content,” explained Nelson.

Nelson found it difficult to answer the CEO’s questions about how content was filling the sales funnel. She also had trouble planning future content and creating a sound content strategy since she had little to no insight into how existing content was performing.

Nelson immediately began looking for a solution. She knew she couldn’t continue to create content, both gated and ungated, without the ability to measure it. Specifically, Nelson wanted a single dashboard to consolidate the data that she was obtaining manually from applications such as Google Analytics, Marketo and Salesforce.

THE CHALLENGE

In addition to the analytics dashboard, Nelson was seeking an editorial calendar that could be shared across her company. She wanted salespeople and other internal stakeholders to have an easy view of all types of upcoming content and existing content. To meet these two needs, Nelson began using the Curata CMP content marketing platform in Summer 2014.

[Curata CMP](#) provided the editorial calendar and the content analytics she could not obtain previously.

THE SOLUTION

On average, RingLead produces 50 pieces of content a month, including videos, case studies, webinars, and blogs. Nelson wanted to drill down on each piece of content to understand its individual contribution.

Specifically, she wanted to know “how many leads generated, sales opportunities influenced, and finally, revenue influenced by each piece of content.”

With the data supplied from Curata CMP, Nelson is able to see this information on one dashboard, in real-time. She can see information from Google Analytics, Marketo, and Salesforce: a powerful combination of data, enabling rich insights to drive her content-related decision making process.

In addition, Nelson uses Curata CMP’s editorial calendar to streamline content production. Her team plans and collaborates on future content items, using the the calendar’s email-in feature to access all email communication within CMP’s dashboard.

Curata CMP’s integration with Google Calendar also allows Nelson to share the content calendar across her entire company. This is specifically useful for salespeople who want to share content with their prospects and opportunities.



At-a-Glance

Company
Ringlead

RingLead helps companies to clean, protect, and enhance prospect and client contact information to support reliable business intelligence and maximize the return on CRM and marketing automation investments.

Challenge

Director of Marketing Amanda Nelson wanted to access all content marketing analytics in one location, and use an editorial calendar that she can share with her entire company.

Solution

Rely on Curata CMP software to provide the analytics she was formerly tracking manually, and use Curata CMP’s editorial calendar to provide company-wide access to her team’s content initiatives.

Benefits

- See all content marketing metrics in one place.
- Drill down to obtain metrics for each piece of content, such as leads generated and pipeline influenced.
- Use data to develop a content strategy and to better inform content decisions.
- Company-wide access to an editorial calendar and a view into all upcoming content

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THE RESULTS

“Curata CMP impacts my ability to do my job every day, that’s why I love it,” said Nelson. “I can track content all the way from consumption to revenue influenced.”

For example, she used Curata CMP to report to her CEO that one eBook drove \$180,000 in sales pipeline. She also uses Curata CMP to shape her future content strategy. For example, Nelson found that one type of blog post stimulates social shares, another type generates a lot of website visits but low shares, and a third produces a high number of leads with a low number of visits.

“By doing a mix of these three types of blog posts, I can produce high shares, visits, and leads,” explained Nelson.

Another revelation she came across: eBooks are good for lead generation and guest blog posts are better for “buzz and brand awareness.”

Nelson concluded by saying, “CMP is a must-have if you want to have a finger on the pulse of what’s going on with your content.”

About Ringlead

RingLead offers a complete end-to-end suite of products to clean, protect and enhance company and contact information, leading to improved organizational efficiency, reliable business intelligence, and maximized ROI on CRM and marketing automation investments. Since 2003, RingLead has helped solve the dirty data problems of large enterprises, Fortune 500 companies and small businesses across the globe. (www.ringlead.com)

About Curata

Curata, Inc. is the leading provider of software that empowers marketers to scale a data-driven, content marketing supply chain to grow leads and revenue. Curata CMP (content marketing platform) and Curata CCS (content curation software) enable marketers, for the first time, to harness the power of content creation, curation and analytics to yield a predictable and more successful stream of content. Key components of Curata CMP include strategy, production (e.g., calendaring, workflow) and analytics, along with the option of adding the industry’s leading business grade content curation software, Curata CCS. Hundreds of companies depend upon Curata to fuel their content marketing engine. Curata was founded in 2007 and is headquartered in Boston, Mass. Learn more at www.curata.com or follow us on Twitter [@curata](https://twitter.com/curata).

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