# Content Marketing Metrics and Analytics Model

**CONTENT MARKETING**

(Owned, earned, and paid media)

## PERFORMANCE

- **Consumption**
  - Engagement
    - Marketing Pipeline Impact (MPI)
  - Sharing
    - Sales Pipeline Impact (SPI)

- **Retention**
  - % Returning
  - Bounce rate
  - Number of visits
  - Pages/Visit

## OPERATIONS

- **Production**
- **Cost**

## SITE/BLOG

- **Site/Blog**
  - Page views
  - Unique visitors
  - Avg. time on site

## ASSET

- **Asset**
  - Downloads
  - Form completions

## SOCIAL MEDIA

- **Social Media**
  - Link clickthroughs
  - Followers

## EMAIL

- **Email**
  - Clicks
  - Open rate

## FEEDS

- **Feeds**
  - Clicks
  - Views

## SHARING

- **Sharing**
  - Social media link shares
  - Retweets
  - Likes

## ENGAGEMENT

- **Engagement**
  - Session duration
  - Page Depth

## MPI

- **MPI**
  - New leads generated (First, last, & multitouch)
  - Existing leads touched
  - Content score

## SPI

- **SPI**
  - % and $ value of opportunities influenced/generated
  - % and $ value of opportunities won

## OPERATIONS

- **Production**
  - Time to live
  - Content throughput
  - Content backlog

- **Cost**
  - Production costs per post
  - Distribution costs per post
  - Promotion costs

- **ROI**
  - Return on investment
  - Pipeline influence per word per writer

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