5 Tips

for

Improving Content ROI

veelo

Five Tips for Improving Content ROI

Assigning and determining the value of business efforts is one of the most difficult parts of being a leader—whether it's being a CEO, a CMO, or a CTO. Proving the daily efforts of the people you oversee results in tangible improvements for the company can be especially tough, especially when you're dealing with efforts that aren't clearly or directly tied to revenue.

Marketing content is just such an investment. Because it is created for top and middle of the funnel and then handed over to Sales, tracking results to prove ROI is a major pain point for marketers. 30% of B2B marketing budgets are currently spent on content, and this percentage is only predicted to increase—which means improving the ROI of content is essential.

To help you hunt down those elusive numbers, we've created this list of five tips for tracking and improving content ROI.

Tip #1: Close the Conversion Gap

Marketing will oftentimes hand campaigns and content to Sales, but the two departments aren't syncing up—resulting in a gap through which prospects and revenue disappear.

The solution? Implement a relevance engine that recommends sales aids to assist Sales in this transition. Once sales reps are armed with the most relevant sales content, they will be less likely to lose prospects in the gap between Marketing and Sales.

Tip #2: Connect your marketing automation tool to your sales team's CRM tool

Connecting your marketing automation platform to the CRM will tell you which pieces of content are actually being used by reps, and of these which lead to an actual sale, allowing you to track what impact the content had on conversions. Connecting the tools provides content continuity, enabling Marketing and Sales people to emphasize the most effective content.

Tip #3: Use data to improve content relevance, performance, and sales

Tee up content based on industry, company size, sales stage, and product interest. Determine which content to use for which audience using past content performance; make decisions based on data, not beliefs or best guesses.
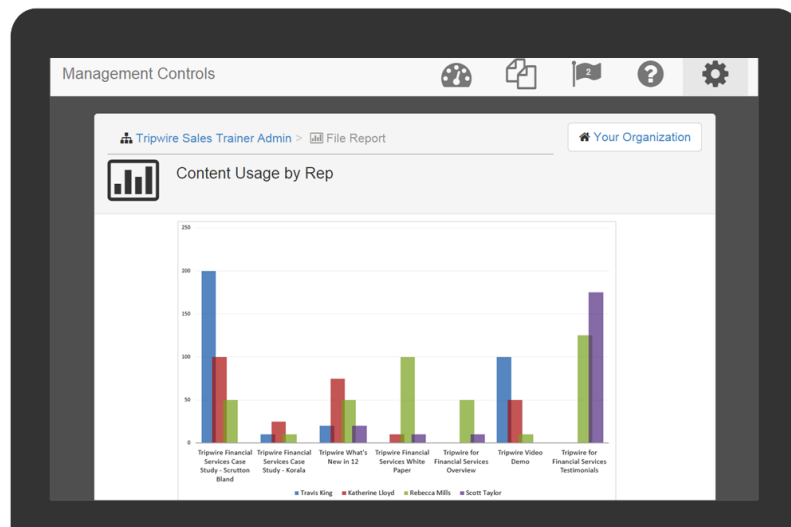
Tip #4: Use ratings and feedback

Although ratings and feedback forms don't necessarily translate directly to more sales, they let you know how valuable your content is in other ways. Setting up an internal rating and feedback system allows your salespeople to rate the content they find most useful, providing you with useful data for future improvements.

Receiving feedback from prospects also has value. While the most direct and useful way to measure content ROI is its effectiveness in driving conversions, content can also establish your company as a respectable thought leader. If a prospect provides positive feedback on a piece of content, but doesn't becomes a buyer, it might just be that they appreciated your content, but weren't ready to enter the buying cycle yet.

Tip #5: Train your sales team to effectively use their content

There's no point in Sales having a bunch of great content if they're not using it correctly. Implement an ongoing Sales education program, so that Sales reps continue to train, learn, and use content to its full potential. It's not enough to just hand content off to Sales; they have to know how to use it, too.

Conclusion

Content ROI is not an intangible idea: it can be proven and improved to increase your company's revenue. As author and entrepreneur Adam Osborne said, "Money coming in says I've made the right marketing decision." Proving the value of content assets allows marketers to make smart content choices which directly impact corporate revenue. The ROI for content assets is the proof in the pudding.

About Veelo

Veelo helps companies improve sales effectiveness and productivity with scalable products for managing content and support, tailored to the way sellers learn, retain and use information. Veelo solutions are available as stand-alone web applications and can also be integrated with partner portals and CRM systems like Salesforce, Oracle CRM and Microsoft Dynamics, as well as Marketing Automation Systems such as Marketo and Eloqua. For more information, contact Veelo at 1-800-737-8481 or visit www.veeloinc.com.