CONTENT MARKETING: CAMPAIGN TRACKING, & ANALYTICS.

Try saying that 10 times fast.

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REGIONAL OFFICE OF SUSTAINABLE TOURISM

WHAT I'M ASSUMING

- You have stuff you want people to buy, or know about it.
- You're creating content.
- You know what analytics are, Google Analytics specifically.
- You know how to look at your analytics data.
- Even if you don't know what the data means…

Content Primer

WHEN WE SAY "CONTENT MARKETING" WHAT DO WE MEAN?

TYPES OF CONTENT

- Blogs
- Press releases
- Case studies, white papers, and other research.
- Email newsletters
- Video
- Webinars / Webcasts
- There are more that might fit your needs, e.g. digital magazines, microsites

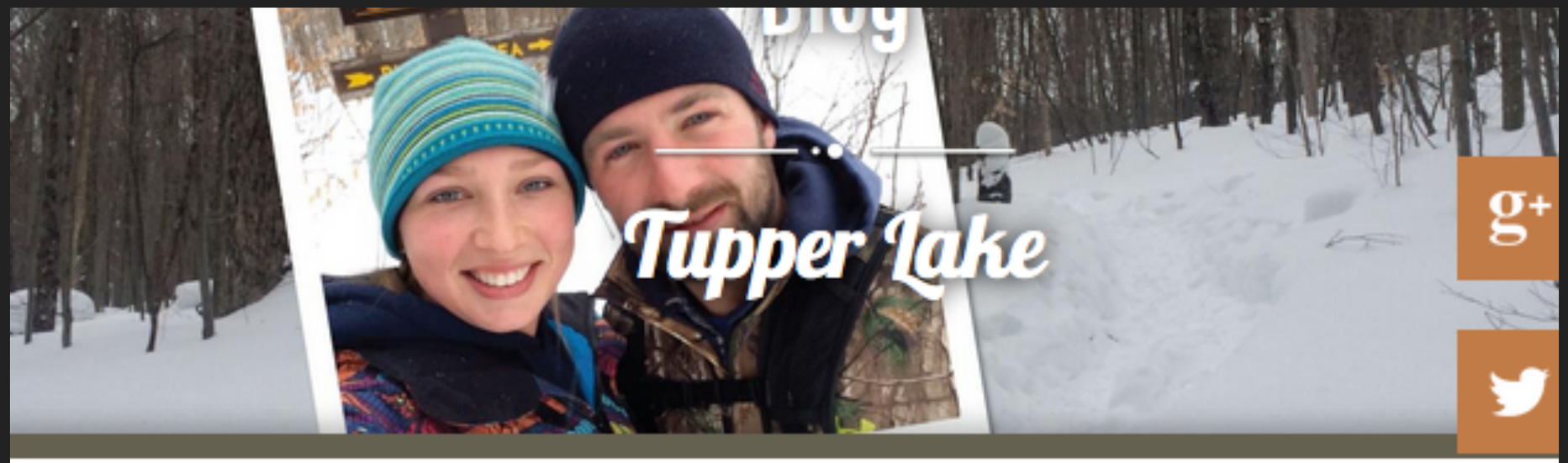
MORE IMPORTANT THAN WHAT TYPE IT IS...

OR EVEN HOW MUCH YOU CREATE...

Is it valuable?

VALUABLE:
Does it solve a problem for the consumer?

The problem your solving can be experiential.



14 Non-Traditional Date Ideas that Don't Suck...

CAN BE VALUABLE BUT CONTENT ALSO HAS TO BE?

relevant

Relevancy:
Does the consumer care?

To Belly's and Back

I spend a lot of time hiking in the Adirondacks, but I'd never seen the backcountry at 40 miles per hour until last week.

My first time riding a snowmobile was more than 20 years ago, and I think I've only been on one once since then. The sleds of the 1990s were loud, bulky, terrifying machines that seemed as apt to overturn and crush their riders as to providing high-speed fun. I remember clinging to the person who was driving the cumbersome beast as she maneuvered the thing down narrow forest corridors, over dips and around sharp bends. My sense of adventure loved it; my sense of

ONCE YOU GET THE FIRST TWO PARTS RIGHT...

be consistent

Content Campaigns

YOU CREATE **VALUABLE, RELEVANT, CONSISTENT,** CONTENT THAT IS ALL **RELATED** TO THE THING YOU ARE **SELLING,** OR WANT PEOPLE TO KNOW ABOUT.

SUCCESSFUL CONTENT CAMPAIGNS HAVE

- A clear audience.
  - We had a relaxing boat ride, and Joe went water skiing for the first time in years.
  - Joe got like 6ft of air on this awesome wave while water skiing.
  - The kids had an amazing time learning to water ski on the lake while Joe drove the boat.

SUCCESSFUL CONTENT CAMPAIGNS HAVE

- Clear imagery that matches your content's audience.

Body Glove

SUCCESSFUL CONTENT CAMPAIGNS HAVE

- Many methods of distribution.

Some kind of analytics to gauge success....

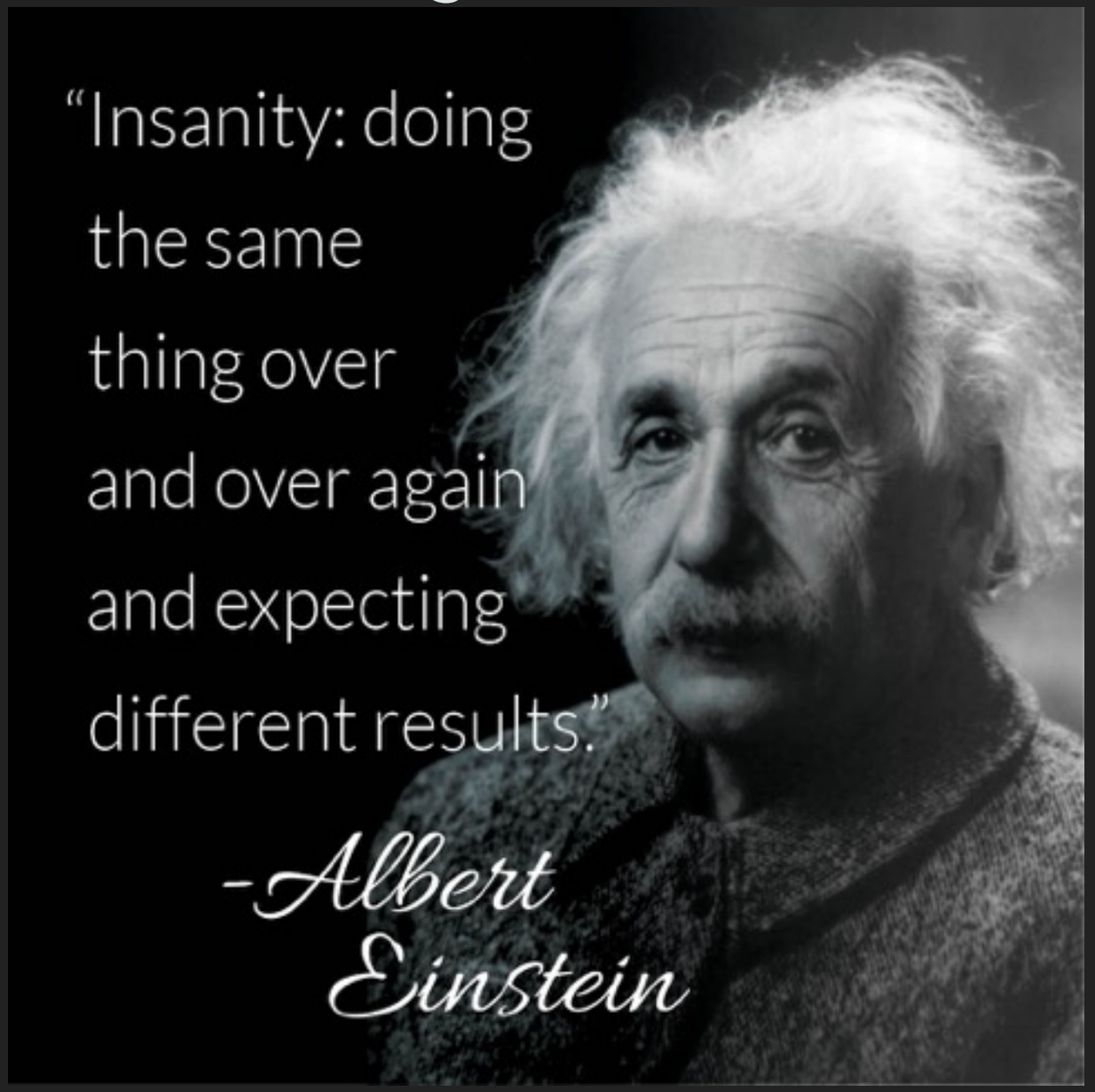
or failure.

Content Analytics

IF YOU CAN'T GET DATA...

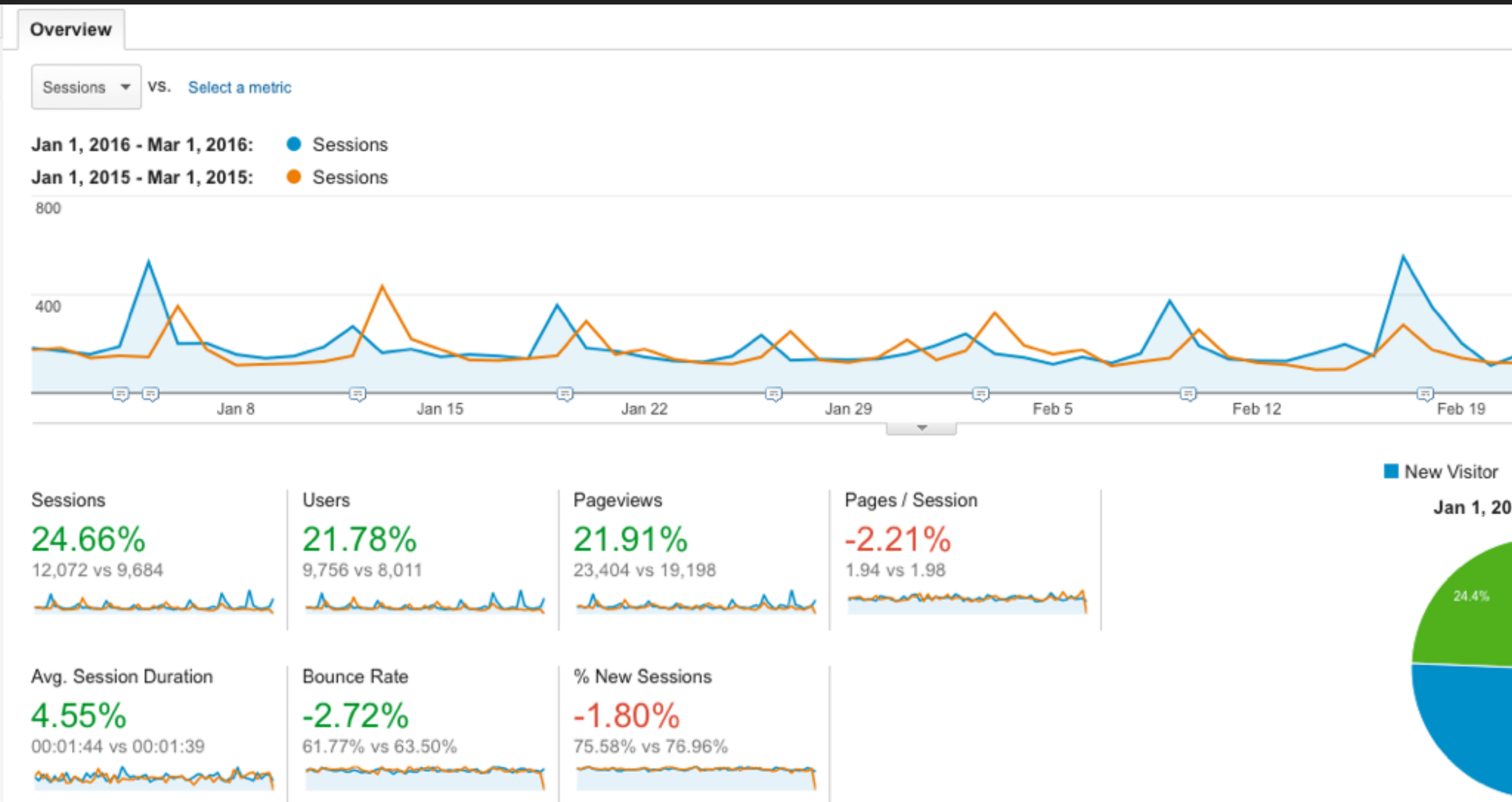
YOU PROBABLY SHOULD NOT CREATE IT.

- Why is data collection so important?
  - If you have no data, you have no reason not to just keep doing the same thing.



ANALYZING YOUR CAMPAIGN

- Google Analytics is a free tool providing in-depth data on a variety of key metrics.



ANALYZING YOUR CAMPAIGN

- For most content campaigns we're primarily interested in:
  - Sessions
  - Average Session Duration
  - Bounce Rate
- For most individual pieces of content we're primarily interested in:
  - Unique Pageviews
  - Average Time on Page
  - Bounce Rate

HAUNTED FORT COVINGTON

27 Oct 2015

Author
Pamela Merritt

Fort Covington is a hamlet only 20 minutes north of Malone, right at
Canadian border. Despite being a small town, with a long-standing
for the fineness of its farms, the area has three haunted sites.

The town began as a blockhouse to shelter wounded soldiers durin
1812. It is named for General Leonard Covington, who was mortally
the battle of Chrystler's Farm and died on a boat on his way to the t
French Mills, in 1813. This is an appropriate beginning for a haunte

Hauntings seem most common in areas of abundant water sources
Covington is also distinguished in that respect. The Salmon River flo
its north and east sections, the east branch of Deer River crosses cl
edge of the town, the Little Salmon is close by, and Pike Creek is loc
west. Cushman Brook winds through three miles of the town.

NYE MANOR

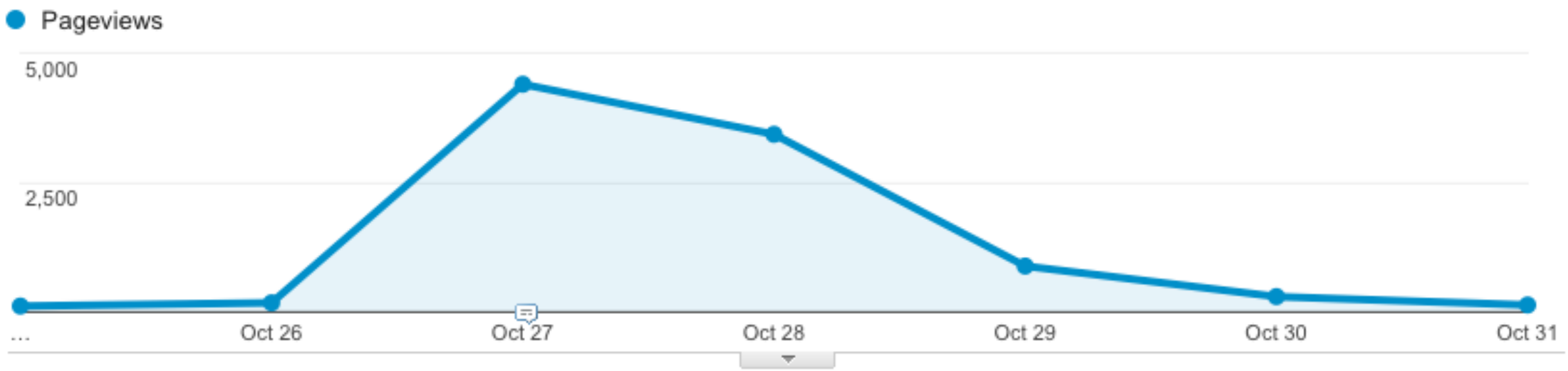
Nye Manor, originally known as Parkhurst House, dates from 1827,
built as a home for Army Major Jabez Parkhurst. He was a man of c
accomplishments. He had been admitted to the state bar associatio
of 29, taught at Malone's Harrison Academy, then started his own p

THE CASE OF THE HAUNTED CASE STUDY

Was my blog successful?

Pageviews vs. Select a metric

Day | Week | Month



Primary Dimension: **Page** Page Title Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		9,438 % of Total: 100.00% (9,438)	8,582 % of Total: 100.00% (8,582)	00:06:04 Avg for View: 00:06:04 (0.00%)	7,877 % of Total: 100.00% (7,877)	81.59% Avg for View: 81.59% (0.00%)	83.46% Avg for View: 83.46% (0.00%)
1.	/blog/2015/10/haunted-fort-covington	**8,151** (86.36%)	7,538 (87.84%)	00:11:03	7,515 (95.40%)	83.12%	90.65%
2.	/	**267** (2.83%)	219 (2.55%)	00:01:20	168 (2.13%)	29.76%	37.45%
3.	/enter-to-win	**122** (1.29%)	93 (1.08%)	00:01:20	43 (0.55%)	81.40%	59.02%
4.	/dining	**63** (0.67%)	53 (0.62%)	00:02:24	2 (0.03%)	0.00%	25.40%
5.	/blog/2015/10/snow-geese-spectacle	**54** (0.57%)	47 (0.55%)	00:05:11	35 (0.44%)	85.71%	74.07%
6.	/events	**53** (0.56%)	42 (0.49%)	00:00:32	3 (0.04%)	33.33%	26.42%
7.	/shopping	**48** (0.51%)	38 (0.44%)	00:02:15	1 (0.01%)	0.00%	29.17%

THE CASE OF THE HAUNTED CASE STUDY

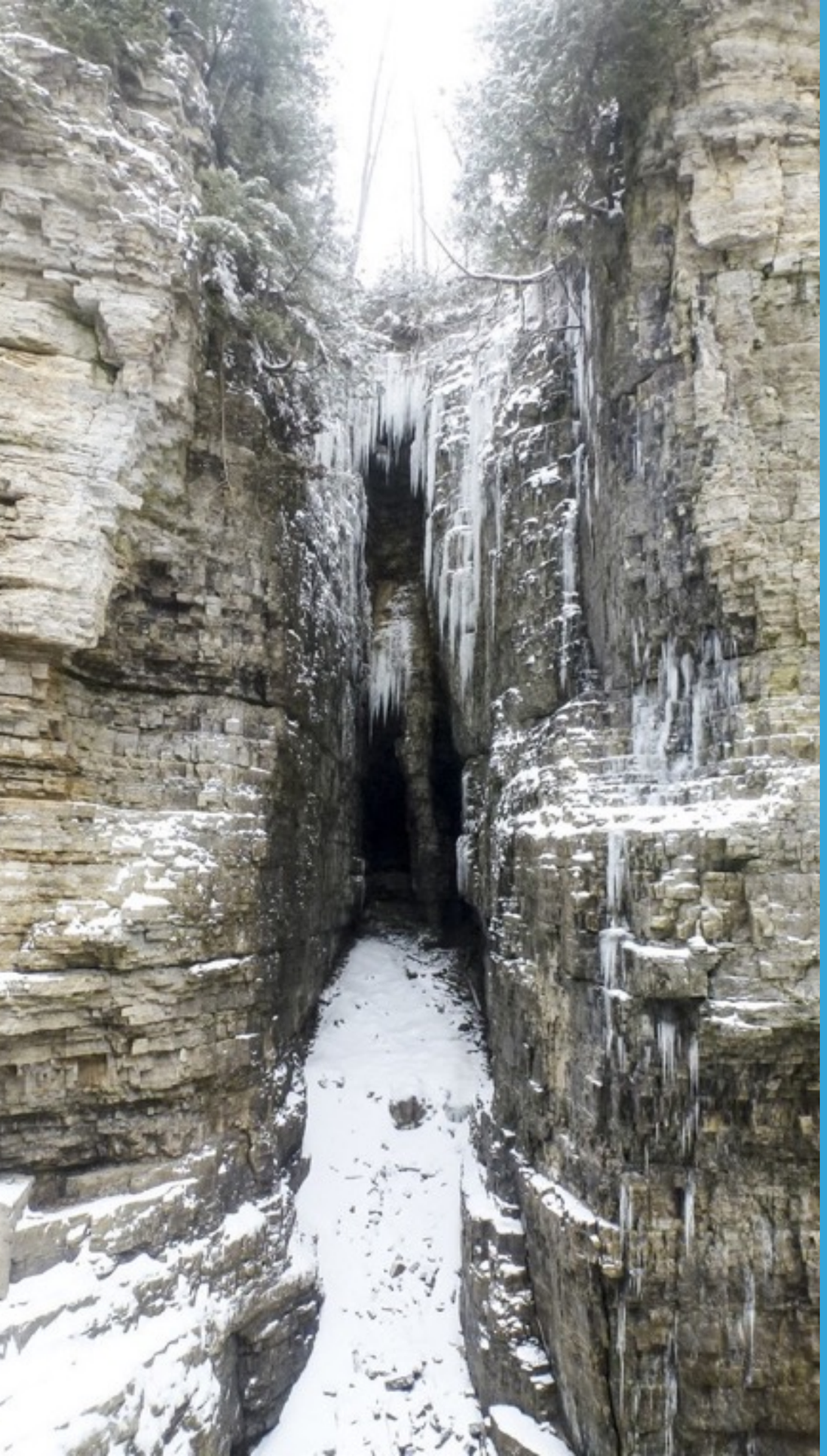
- Unique pageviews
  - Use a comparison to your other content to tell if a particular piece of content is doing well or not.
  - Low pageviews compared to other content
    - Probably not being distributed on the proper channels
    - Probably not engaging enough
      - Is it relevant?

- Average time on page
  - How long does it take to digest your content?
  - Low Average time on page (not consuming your content)
    - It became apparent that you were not solving a problem for the consumer early on in the content.
      - Content is laid out in a confusing or difficult to digest way (e.g. small or hard to read font colors, clumsy video player controls).
      - The distribution snippet does not match the actual content (click-bait that isn't really that interesting)

THE CASE OF THE HAUNTED CASE STUDY

- Bounce rate
- Should use industry benchmarks, but also compare to other content bounce rates.
- High bounce rates
  - The site navigation was confusing
  - There was nothing else visually appealing to consume next
  - all of the points from average time on page
    - Largest culprit is snippet does not match actual content

- Create and distribute content if and only if it…
  - Solves a problem for the consumer
  - Is relevant
- Success or failure can be measured!



QUESTIONS?

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