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THE SECRETS TO HIGH-IMPACT CONTENT**

5 POINTS TO REMEMBER AND 5 ACTIONS TO TAKE

- 1 90% OF ENTERPRISE MARKETERS DON'T BELIEVE THEY ARE CORRECTLY MEASURING CONTENT PERFORMANCE.**
Justify the value of content by first developing content measurement frameworks aligned with real business outcomes.
- 2 BUSINESS OUTCOMES ARE OBSERVABLE CHANGES IN PERFORMANCE THAT CAN BE ATTRIBUTED TO CONTENT.**
Measure content impact through tactics, KPIs and objectives, all which ladder up to ultimate business objectives.
- 3 ADVANCED CONTENT IMPACT MEASUREMENT PROVIDES A DIRECT PATH FOR CONTENT OPTIMIZATION.**
Build your content governance programs from an enterprise-wide understanding of real content impact.
- 4 CORROSIVE CONTENT ATTRACTS TRAFFIC BUT UNDERMINES TRUE BUSINESS OUTCOMES.**
Revise or retire corrosive content and focus promotion on assets that deliver both high traffic and high business impact.
- 5 MOST CONTENT KPIS ARE NOT CONNECTED TO ANY LEGITIMATE MEASURES OF SUCCESS.**
Use a balance of leading/lagging indicators to know how things are going sooner rather than later.