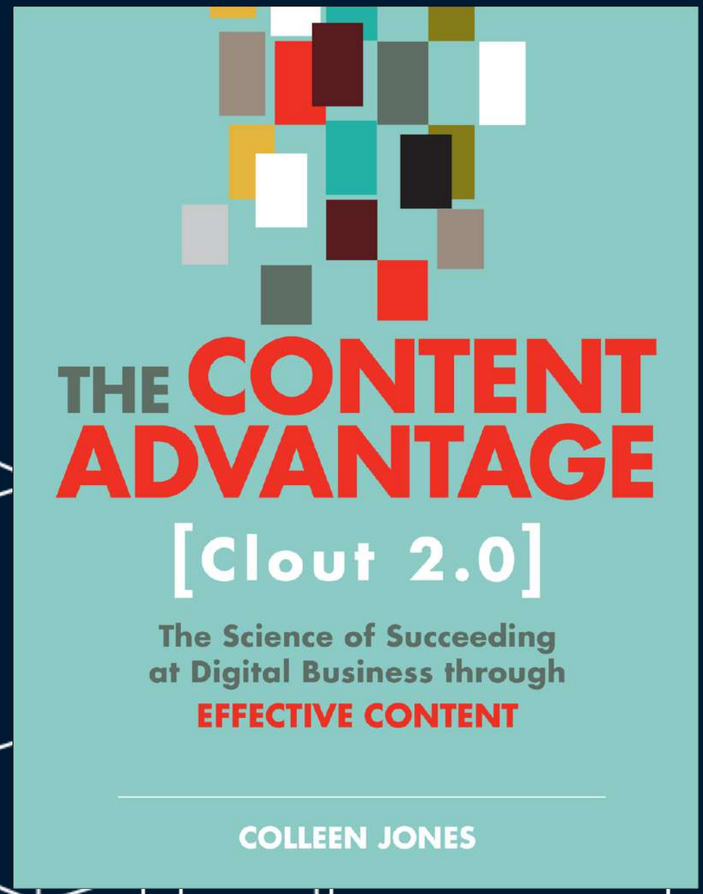
Content Effectiveness

UNDERSTAND WHETHER YOUR CONTENT WORKS!

Colleen Jones
@leenjones

“I could actually read this one. I like it!

My Mom



Smart you are to care about content effectiveness!

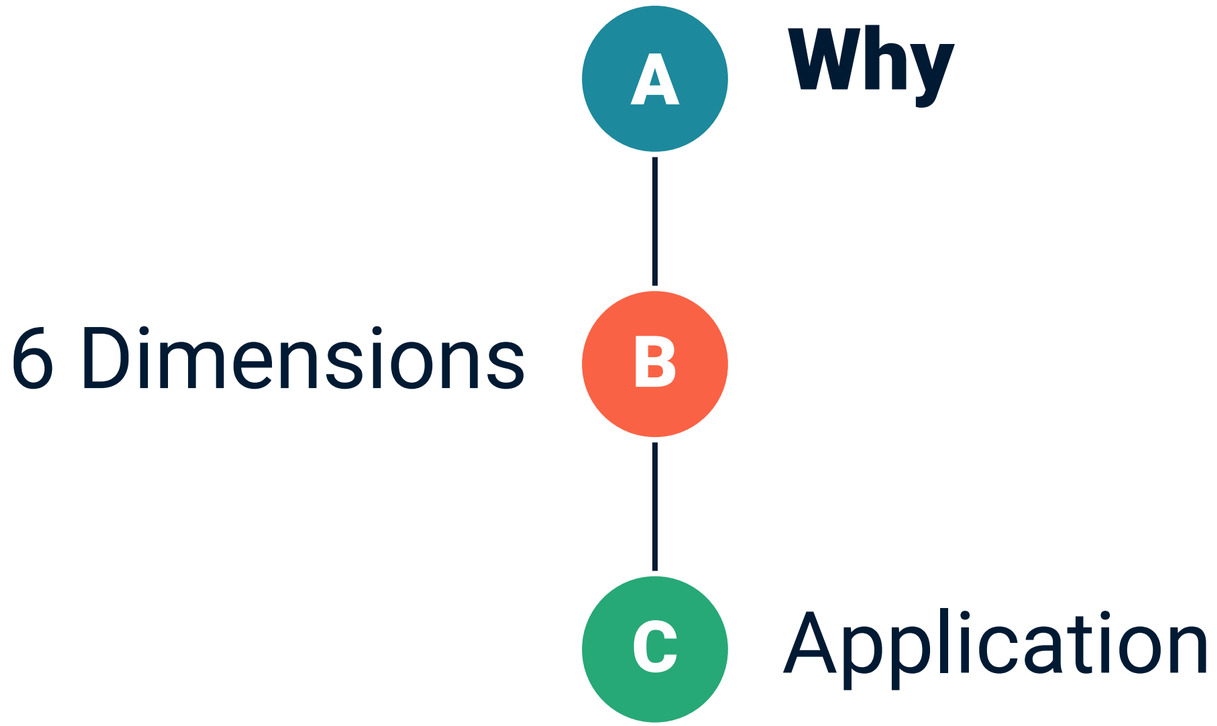
Rate your knowledge content effectiveness:

Youngling

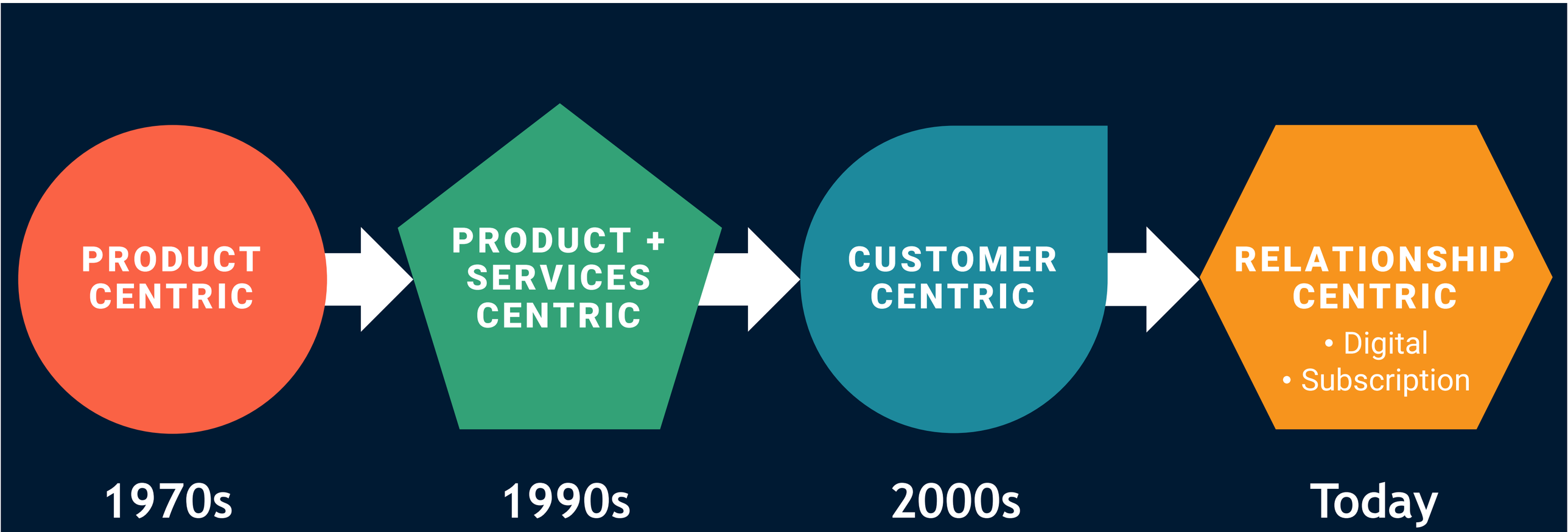
Knight

Master

OUR GOALS



WE’RE LIVING IN A DIFFERENT BUSINESS ERA!



Since the year 2000, what percentage of the fortune 500 have disappeared?

A 10%

B 25%

C 50%

SINCE 2000, **MORE THAN HALF** OF THE FORTUNE 500 HAVE DISAPPEARED.

content science

Customers now expect the right content at the right time regardless of channel.

Content marketing spend will exceed $413 billion worldwide by 2021.

Technavio Research

Customers now expect the right content at the right time regardless of channel—for the ENTIRE customer relationship.

What is the true challenge?

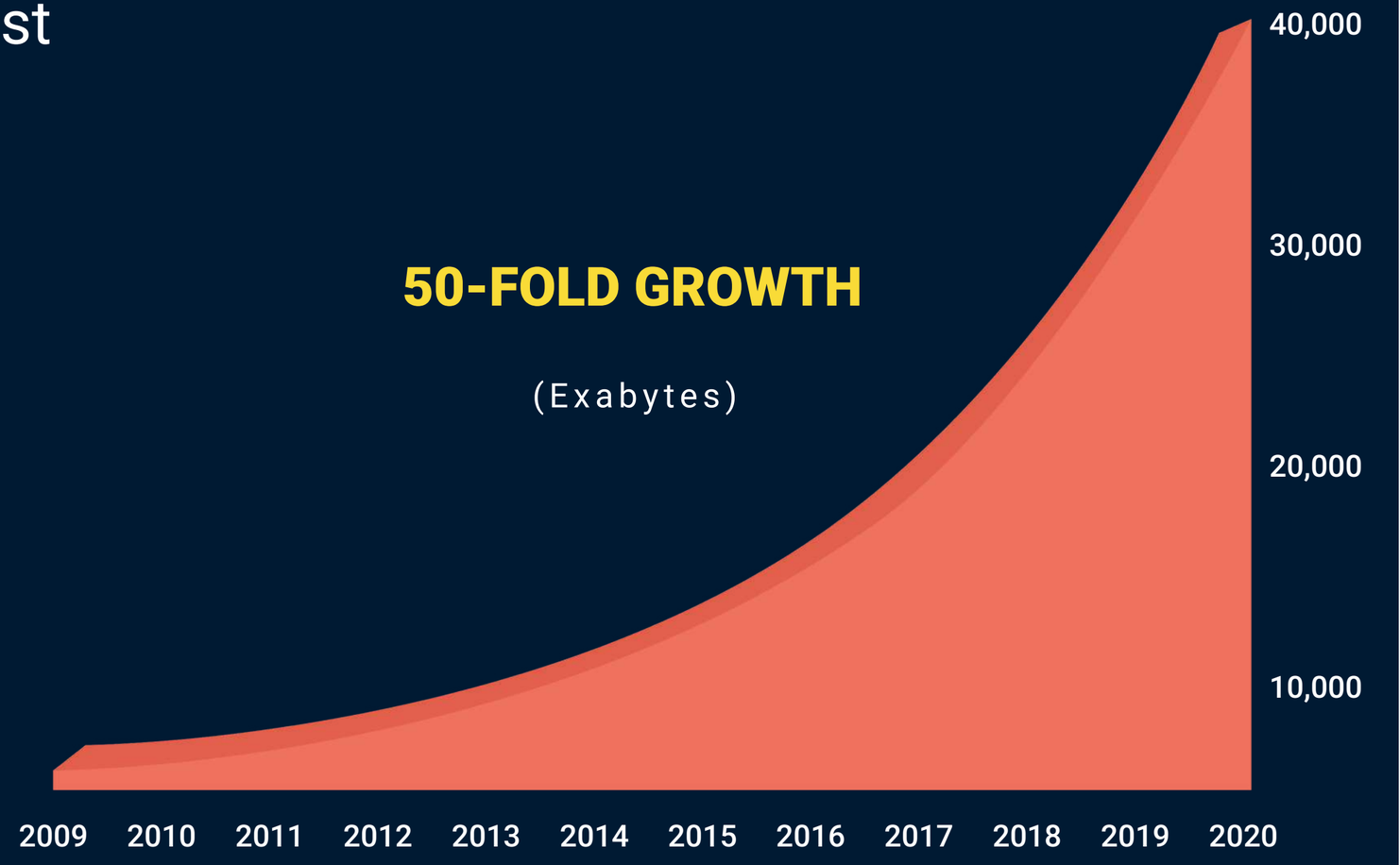
IS THE CHALLENGE ***CREATING CONTENT***?

The indexed web contains at least 4.6 billion pages.

- World Wide Web Size

From now until 2020, the digital universe will about double every two years.

- IDC



content science

THE CHALLENGE IS **MAKING CONTENT *EFFECTIVE***

"Companies need to create a supply chain of increasingly **sophisticated and interactive content to feed consumer demand** for information and engagement."

McKinsey & Company

"87% of B2B marketers say they struggle to develop **compelling content**."

FORRESTER®

"To thrive in digital business, content leaders must **marshal a great diversity of content**, at a high level of granularity, from a broad range of sources."

Gartner®

"**Preach it, sisters!** The challenge is real."

content science®

Sample Customers

I've seen it!

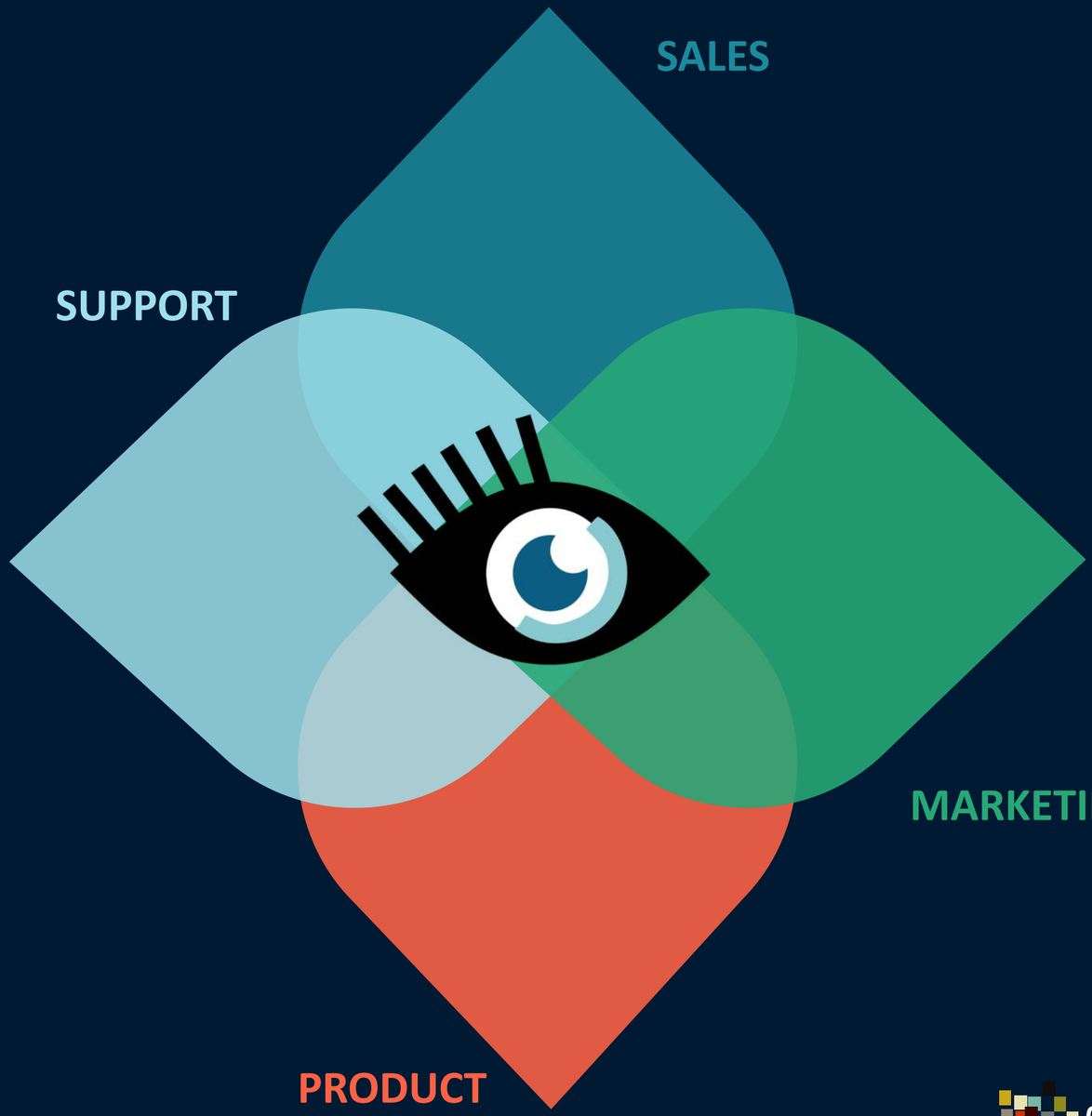
6 of the Fortune 50

6 of the Top 50 US Web Properties

3 of the 50 Largest Nonprofits

3 of the Most Trusted Govt Agencies

Is our content effective for our customers or users?



ACTIVITY

What are some characteristics of effective content?

OUR GOALS

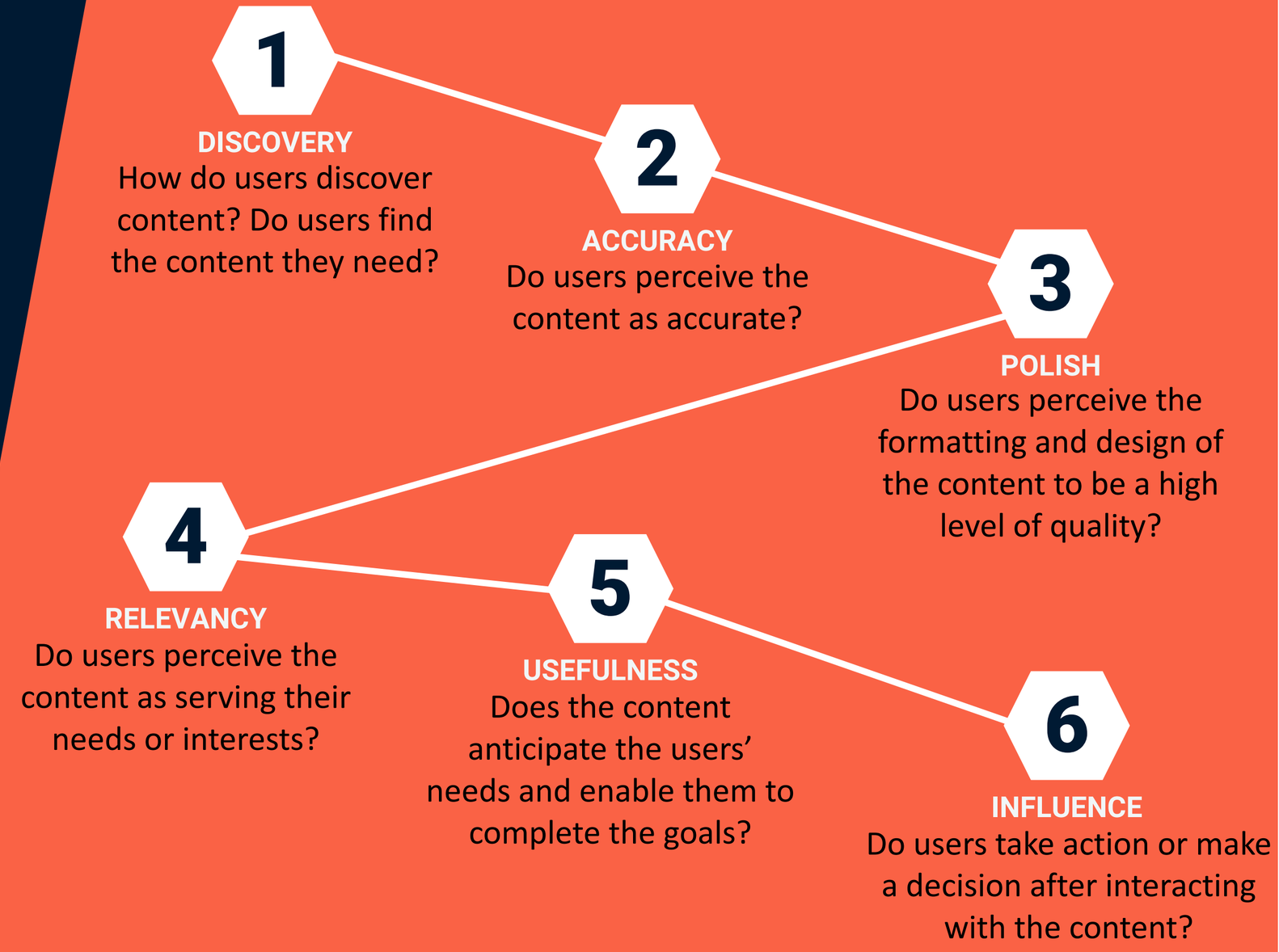
6 Dimensions

Why

Application

6 DIMENSIONS of Content Effectiveness

BEHAVIOR + PERCEPTIONS



Data Behind the Dimensions

contentwrx®

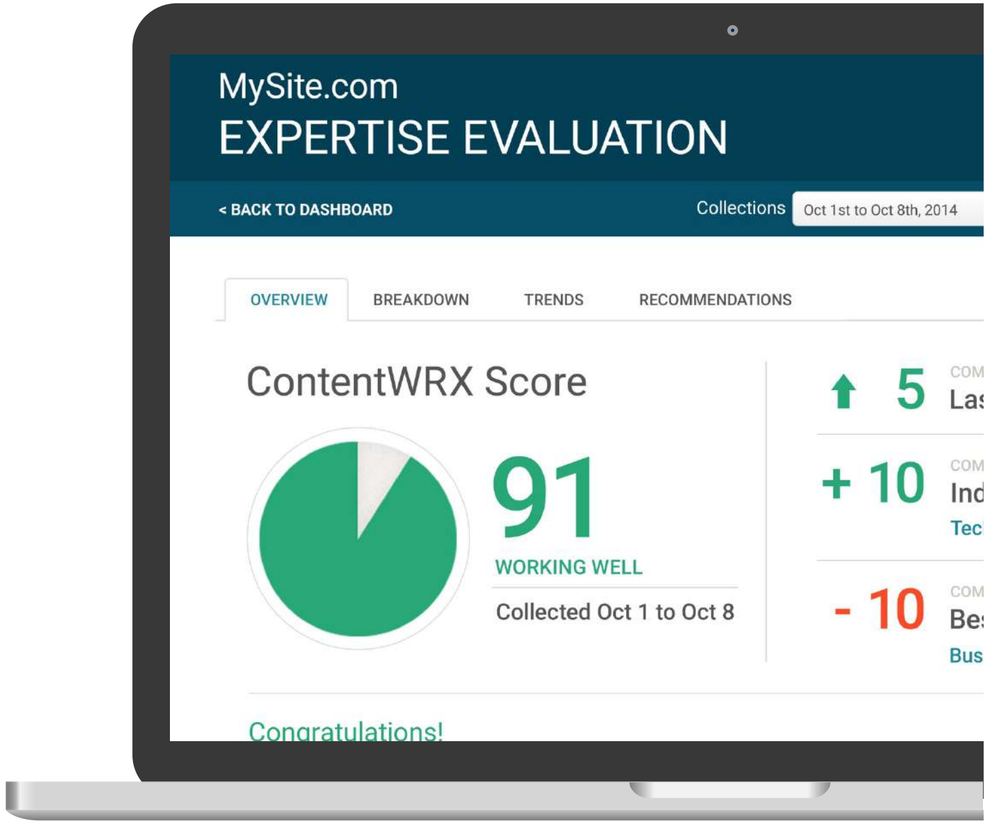
~100,000 people in context of real goals

Analytics tracking behavior

Survey tracking thoughts + perceptions

Analyses of factors in effectiveness

We learned some cool stuff!



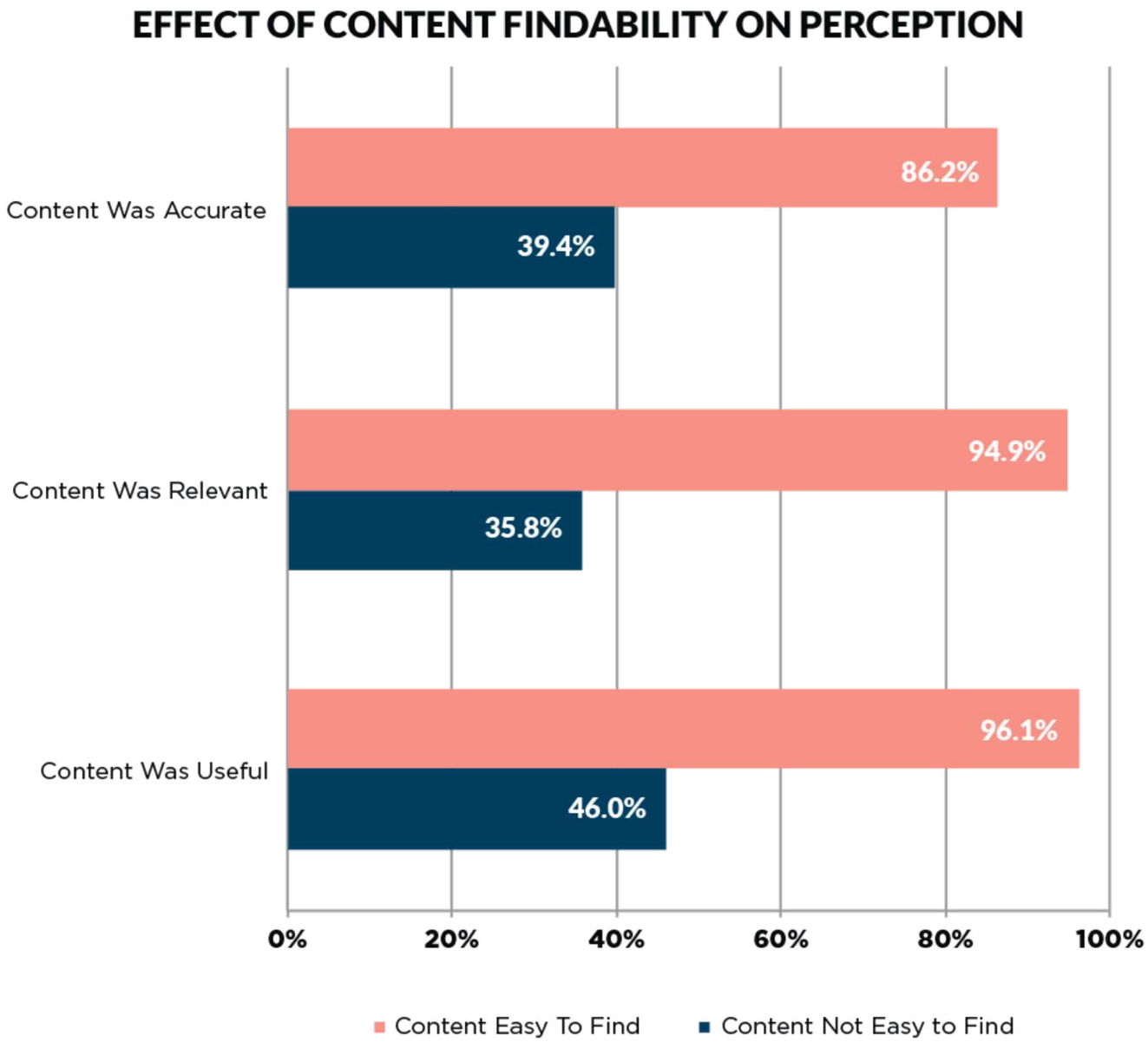
content science®

DISCOVERY / FINDABILITY

Make content findable or die!

DISCOVERY / FINDABILITY

A bad experience getting to the right content distorts other perceptions!

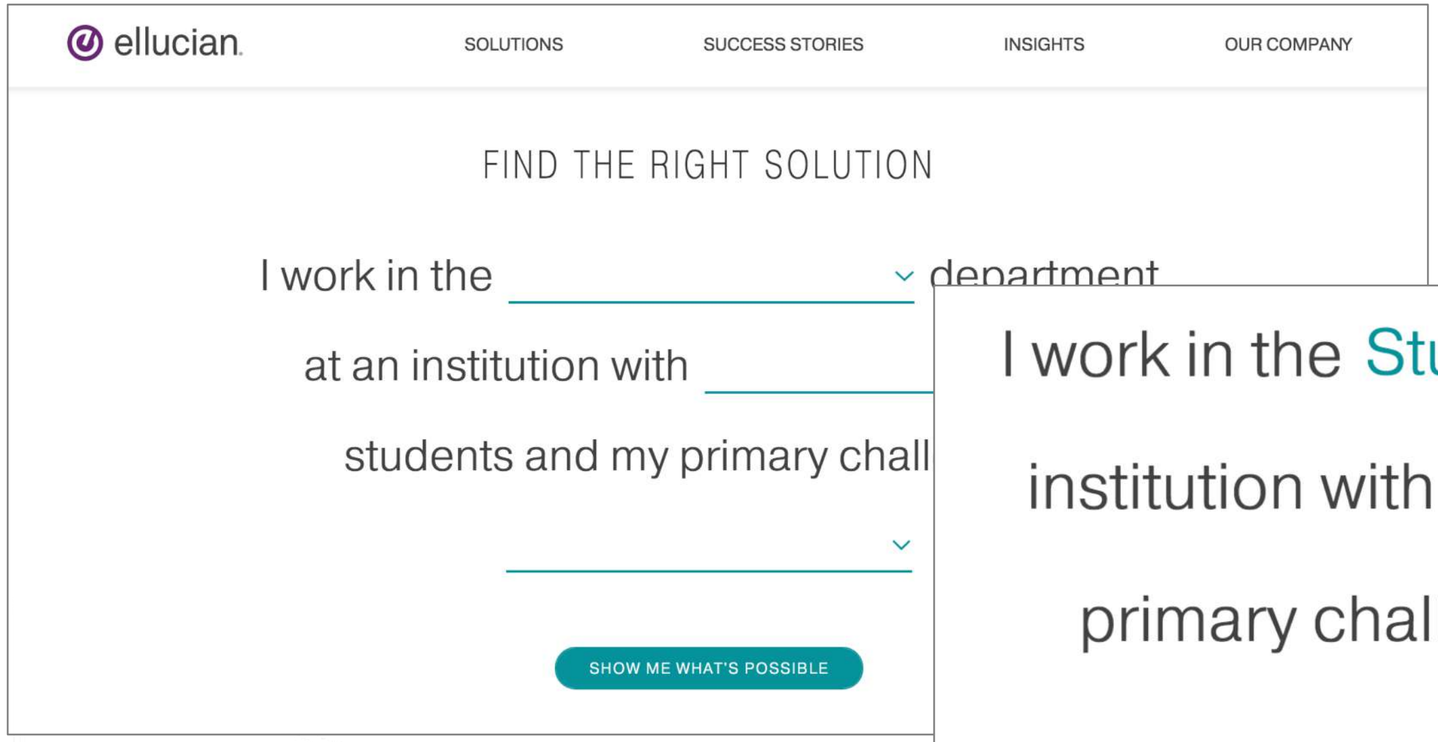


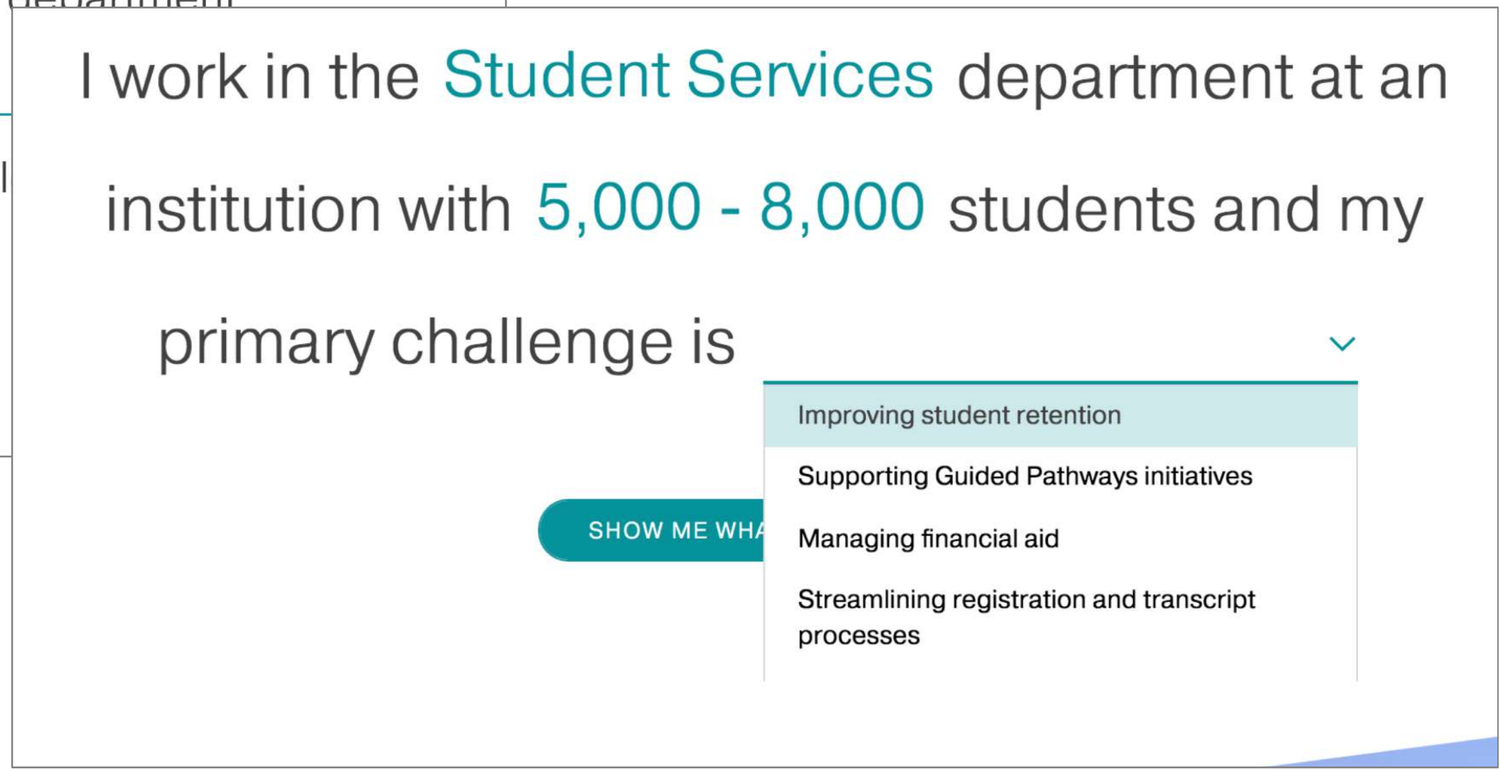
ACTIVITY

What are ways to make finding your content a great experience?

DISCOVERY / FINDABILITY

A simple but modern wizard offers personalized browsing

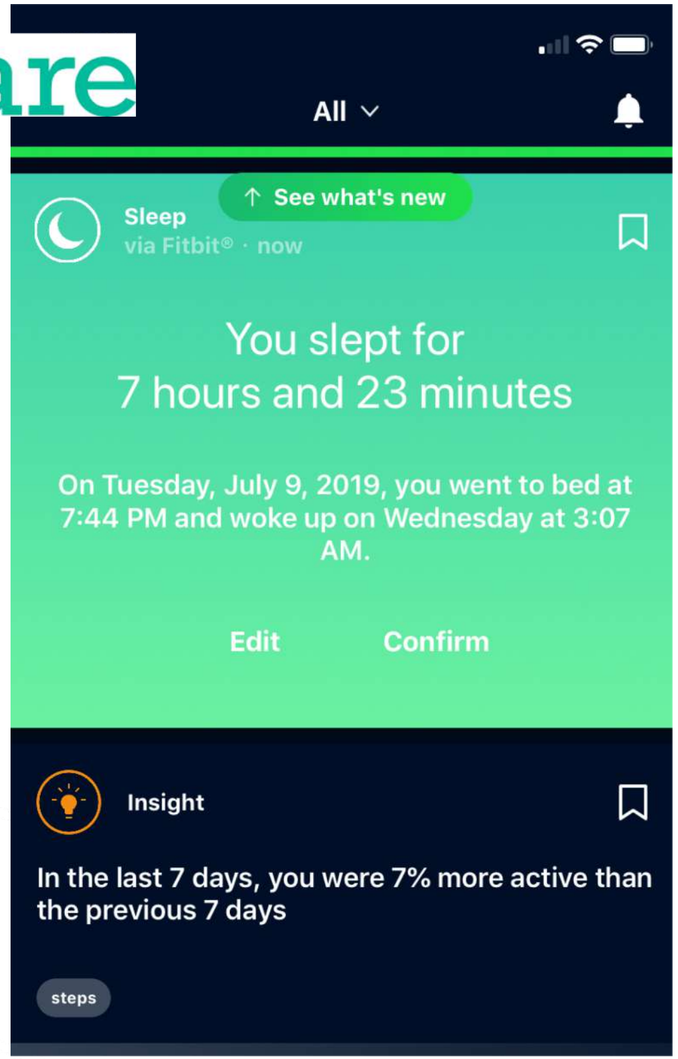




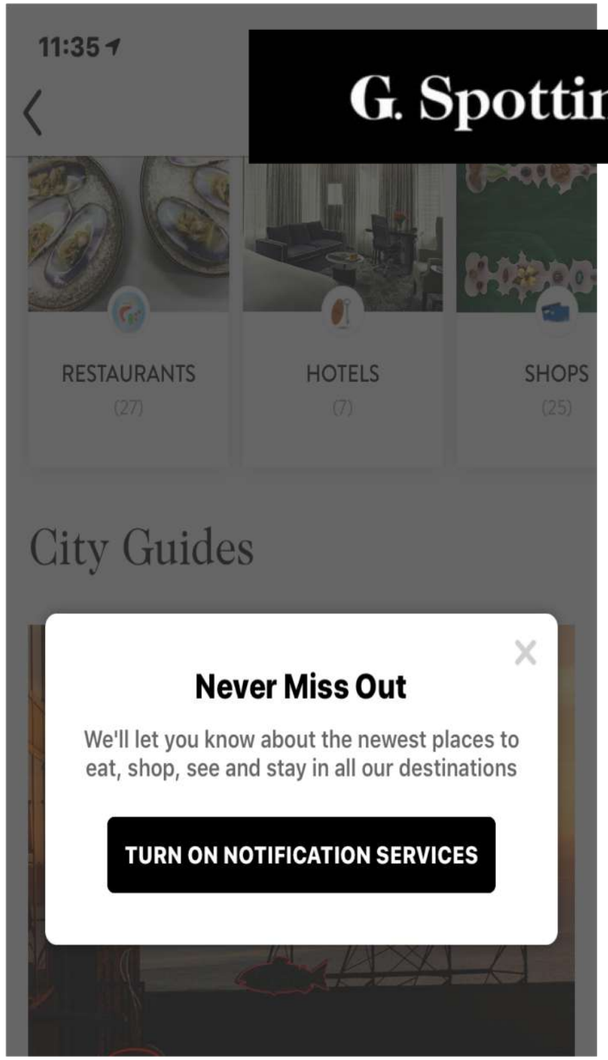
DISCOVERY / FINDABILITY

Mobile notifications are the new email.

sharecare

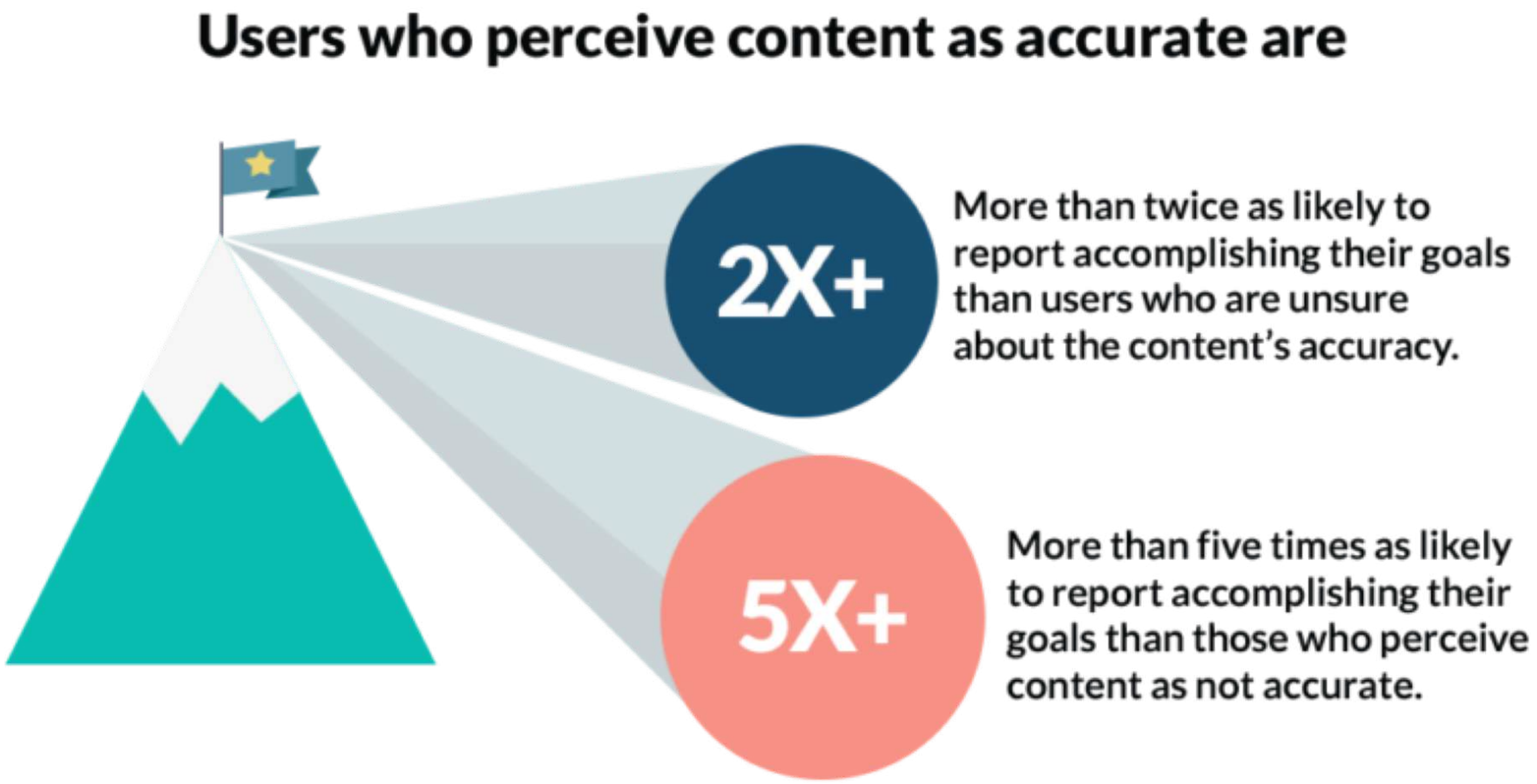


G. Spotting



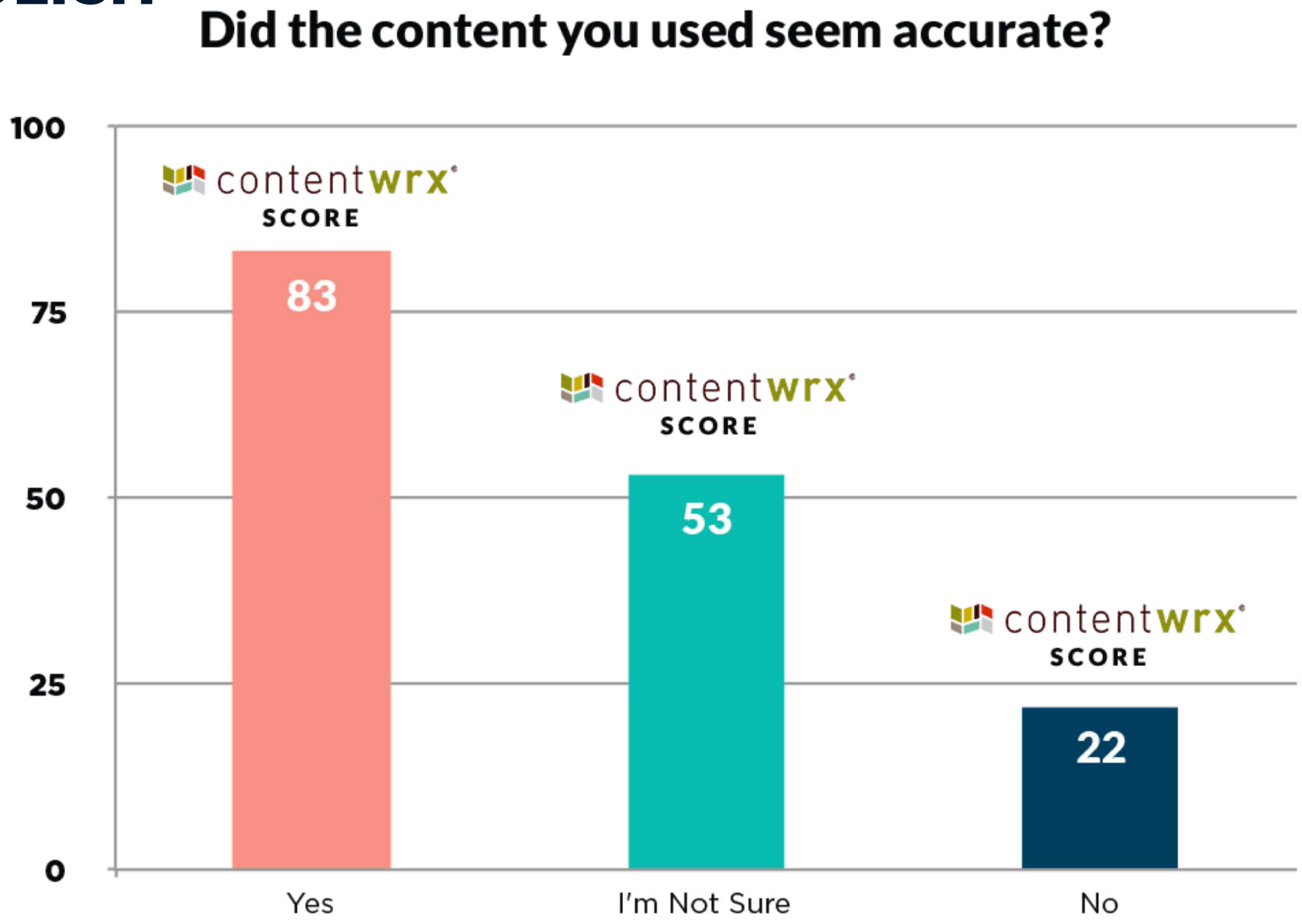
ACCURACY + POLISH

If customers perceive content as accurate, they are more likely to trust it as relevant and useful to their goal…



ACCURACY + POLISH

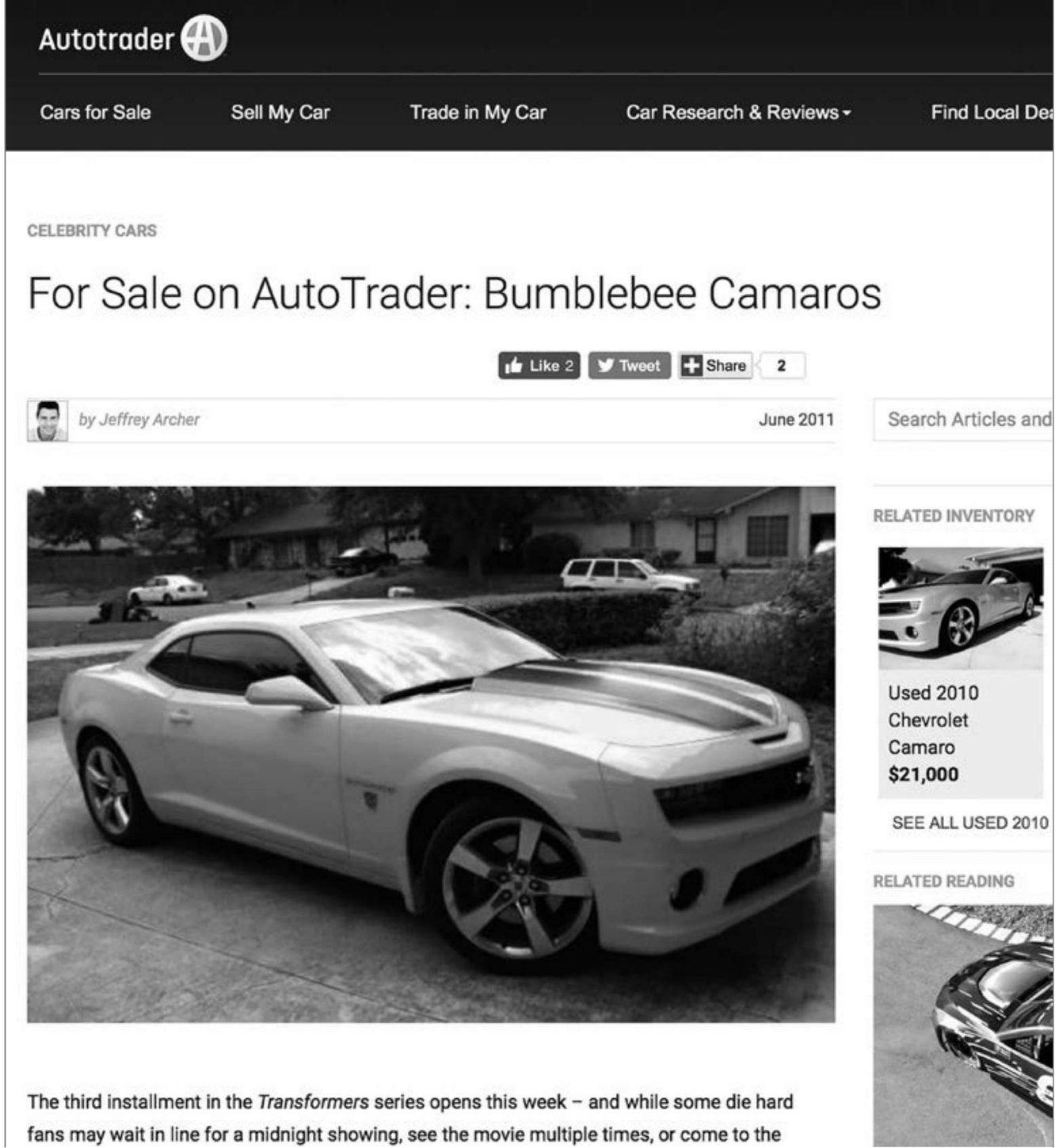
..and as more effective overall!



ACCURACY + POLISH

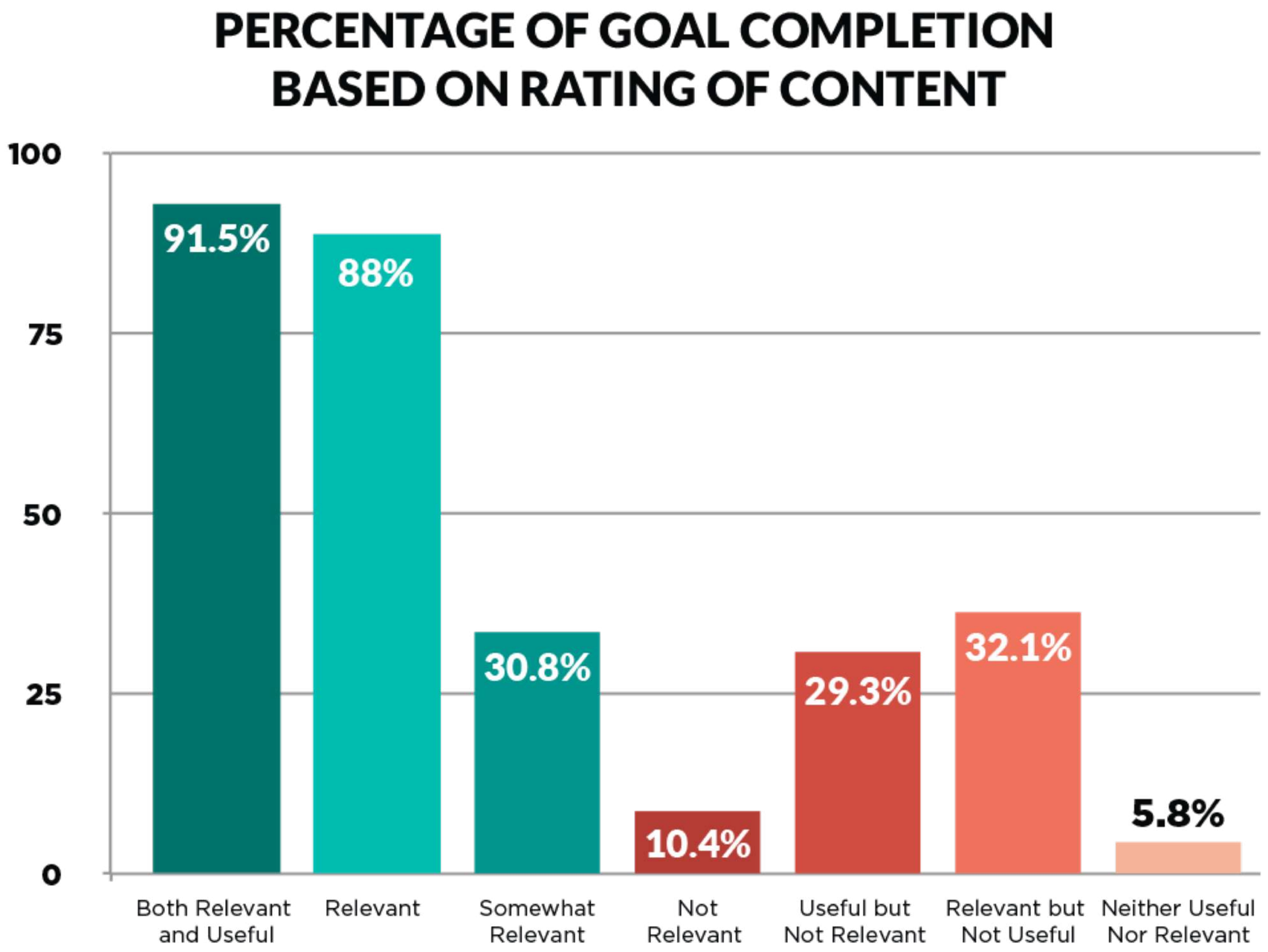
Archive or delete outdated content.

Keeping outdated content alive for SEO is outdated thinking.



RELEVANCE + USEFULNESS

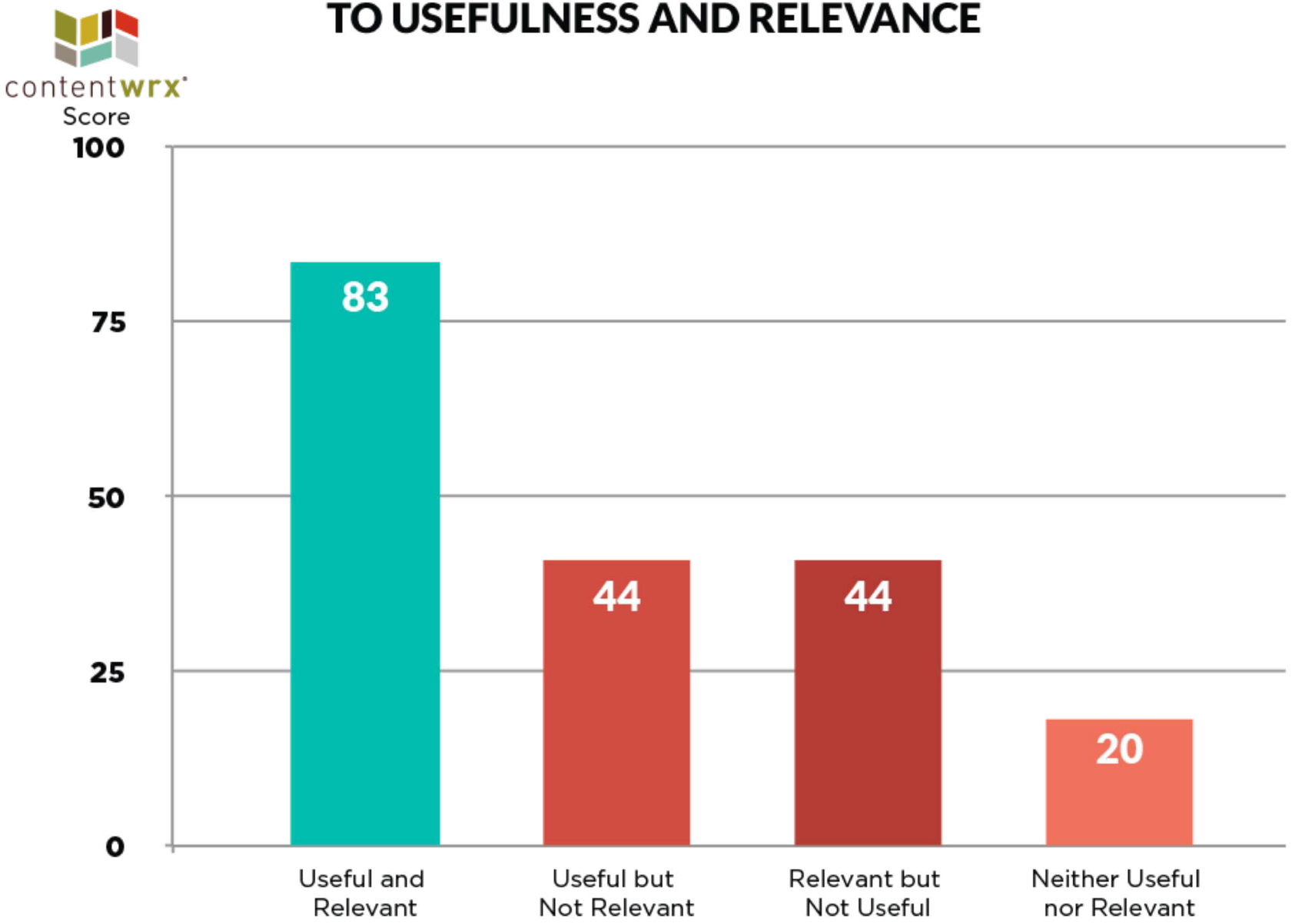
Together, they make or break completing goals!



RELEVANCE + USEFULNESS

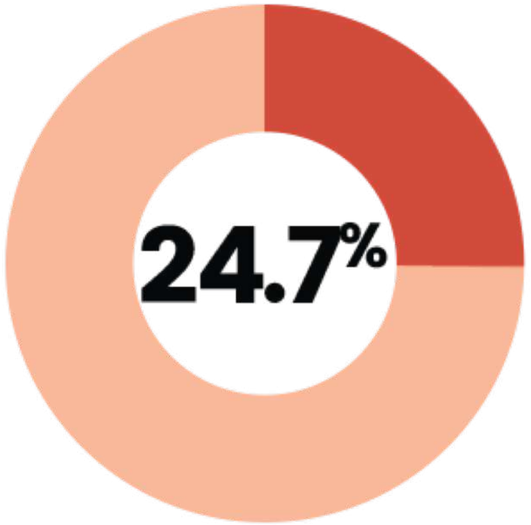
Together, they have a big impact on overall effectiveness!

CONTENTWRX SCORES CORRELATE TO USEFULNESS AND RELEVANCE

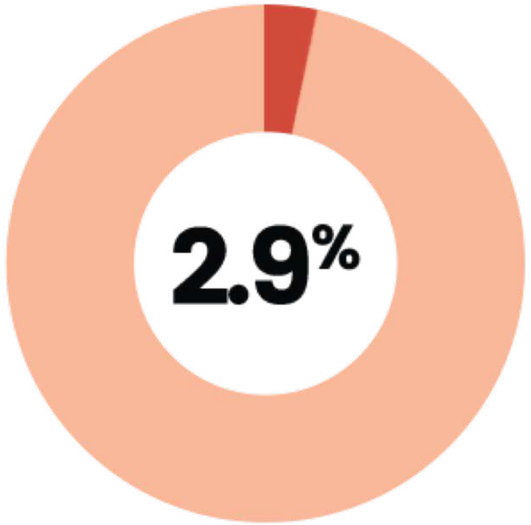


RELEVANCE + USEFULNESS

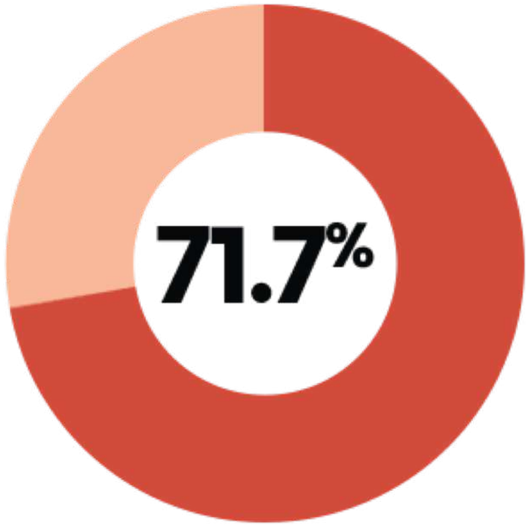
LACK OF DETAIL AND SOPHISTICATION LEADS TO LOW USEFULNESS AND RELEVANCE



of people who said that content was not useful indicated the content was too basic, general, or vague



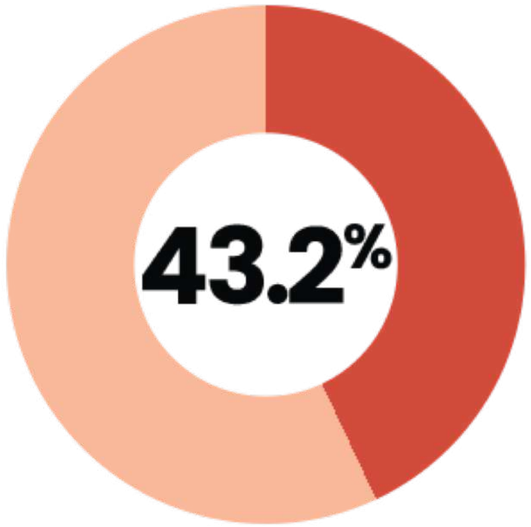
of people who said that content was not useful indicated the content was too detailed or advanced



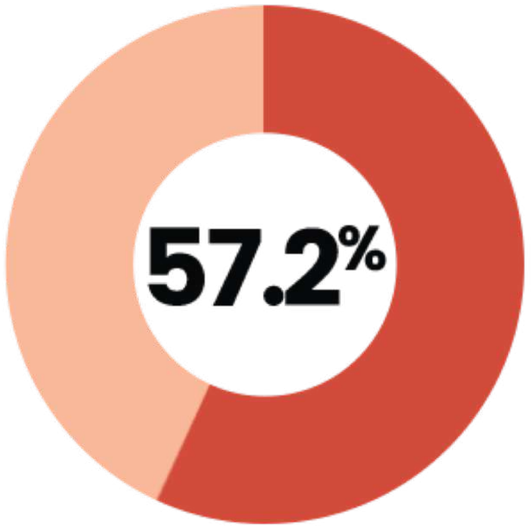
of people who said that content was not relevant indicated the content was too general

RELEVANCE + USEFULNESS

CONTENT THAT IS NOT GEARED TOWARD SPECIFIC NEEDS



of people who said content was too basic, general, or vague indicated the content seemed intended for someone with different needs



of people who indicated that content seemed intended for someone with different needs say the content they used was not useful

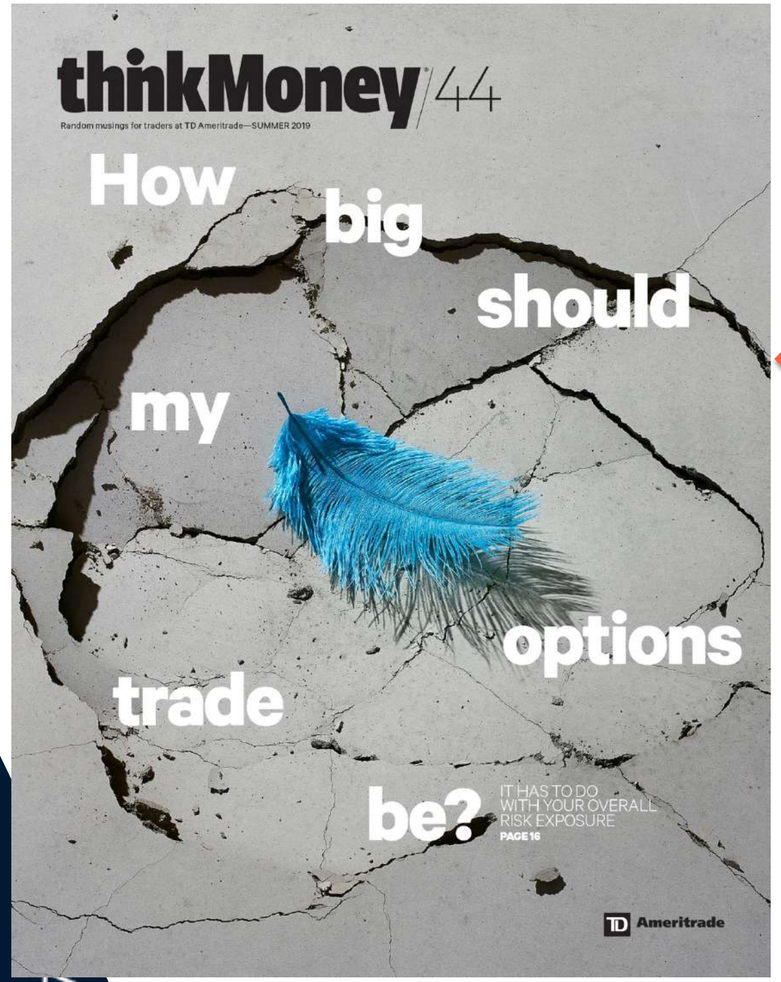
ACTIVITY: Pick question A or B and answer it.

A. What is a technique to ensure content IS useful and relevant to customers?

B. What is a technique to help customers PERCEIVE content as useful and relevant?

RELEVANCE + USEFULNESS

The more specific, often the more terrific.



Magazine for ACTIVE INVESTORS
Strong influence on repeat business

RELEVANCE + USEFULNESS

The more specific, often the more terrific.

Guide calls out DIFFICULTY LEVEL
Strong influence on assisted revenue

Project Guides

PROJECT GUIDE

How to Build an Outdoor Grill Station

Difficulty
Intermediate

Time
2-4 hours

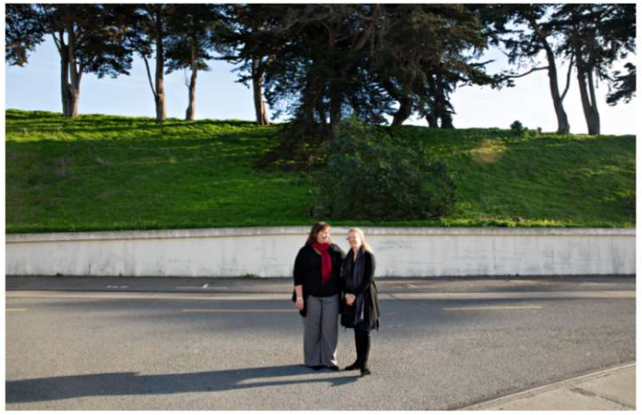
Build an outdoor grill station to house your Kamado-style grill and grilling supplies

RELEVANCE + USEFULNESS

The more specific, often the more terrific.

What's in Store

Mailchimp has millions of customers, each with their own unique story. Join us as we talk with e-commerce businesses to learn more about their experiences. We'll pass along the tips, tricks, and advice they've picked up along the way.



Targeting Smarter with Tags and Segments

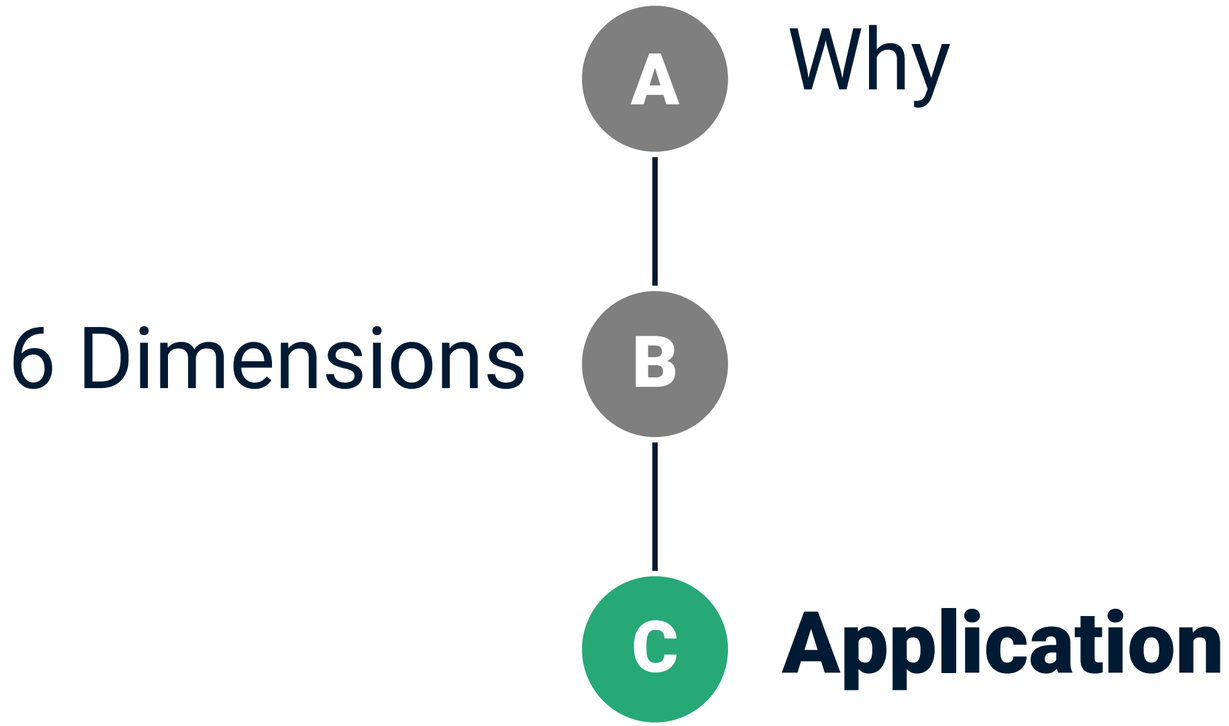
World Arts West is leveraging audience management tools to share their story and sell out new venues.

Read more

Newsletter for ECOMMERCE SMALL BUSINESSES

Huge impact on growing this customer segment + new feature adoption

OUR GOALS



Do or do not. There is no try.

1

DISCOVERY
How do users discover content? Do users find the content they need?

2

ACCURACY
Do users perceive the content as accurate?

3

POLISH
Do users perceive the formatting and design of the content to be a high level of quality?

4

RELEVANCY
Do users perceive the content as serving their needs or interests?

5

USEFULNESS
Does the content anticipate the users' needs and enable them to complete the goals?

6

INFLUENCE
Do users take action or make a decision after interacting with the content?

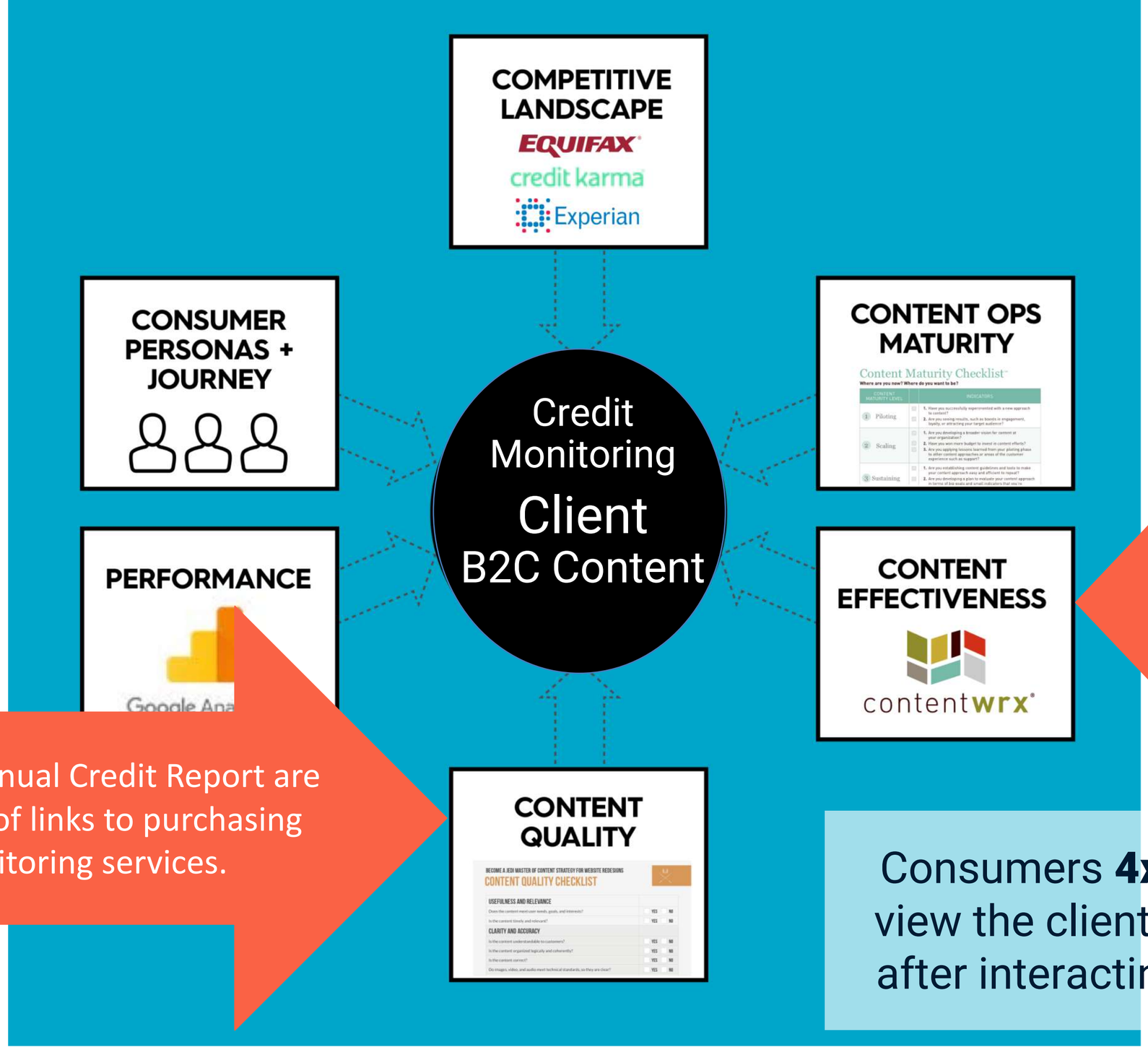
content science

Auditing
(before strategy)

- Qualitative audit by expert
- Quantitative data from customers

COMPETITIVE LANDSCAPE
EQUIFAX
credit karma
Experian
CONSUMER PERSONAS + JOURNEY
CONTENT OPS MATURITY
Content Maturity Checklist
PERFORMANCE
Google Analytics
Credit Monitoring
Client
B2C Content
CONTENT EFFECTIVENESS
contentwrx
QUANTITATIVE
data from customers
QUALITATIVE
review by experts
CONTENT QUALITY
BECOME A JEDI MASTER OF CONTENT STRATEGY FOR WEBSITE REDESIGNS
CONTENT QUALITY CHECKLIST
USEFULNESS AND RELEVANCE
CLARITY AND ACCURACY

DISCOVERY
RELEVANCE
INFLUENCE



"It seems like they're more interested in selling their products than in consumer protection."

Links to a free Annual Credit Report are hidden in favor of links to purchasing credit monitoring services.

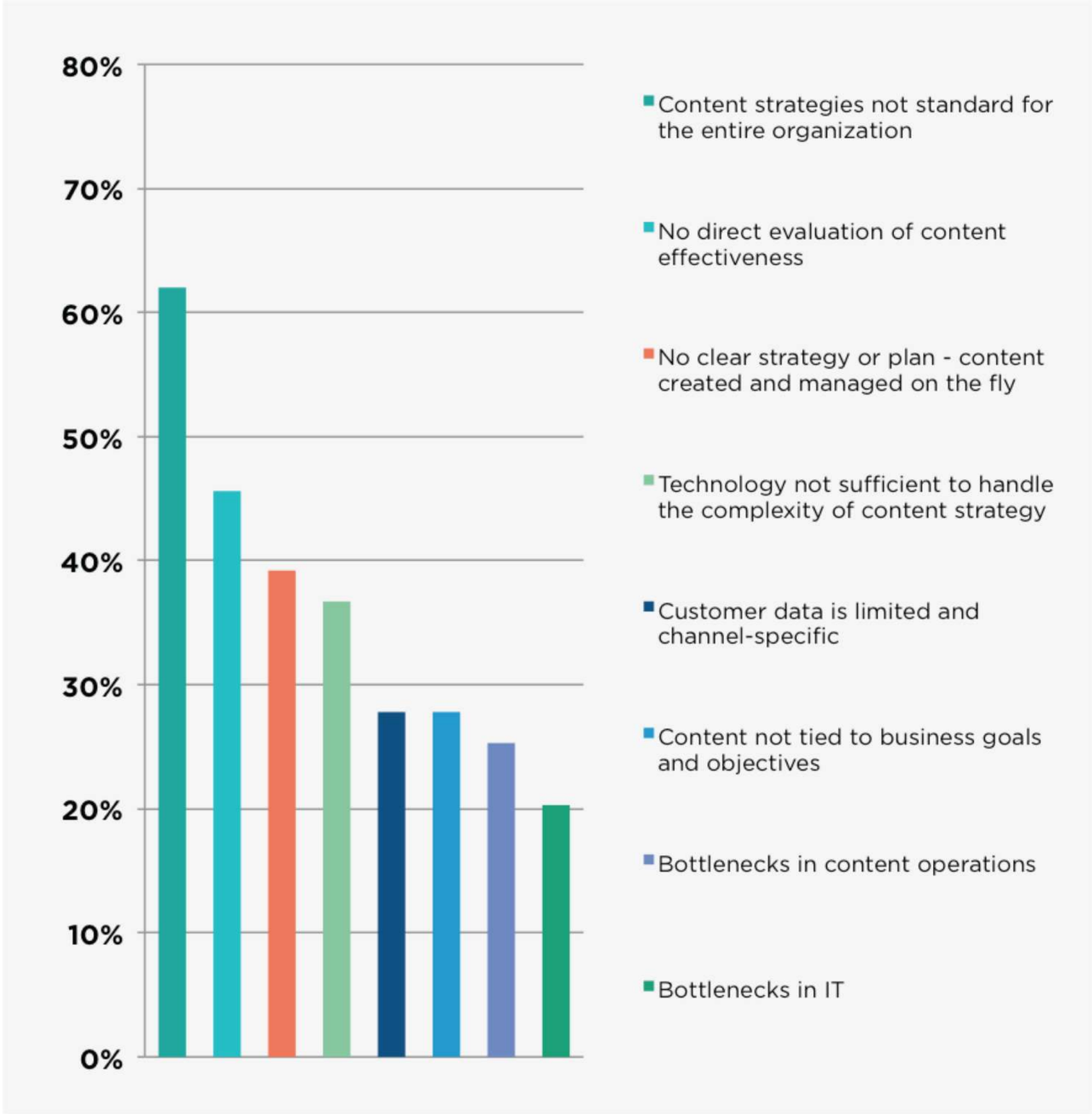
Consumers **4x** more likely to view the client **less favorably** after interacting with content

Evaluation + Governance (after implementation)

- Guiding principles or standards
- Reporting that builds content intelligence

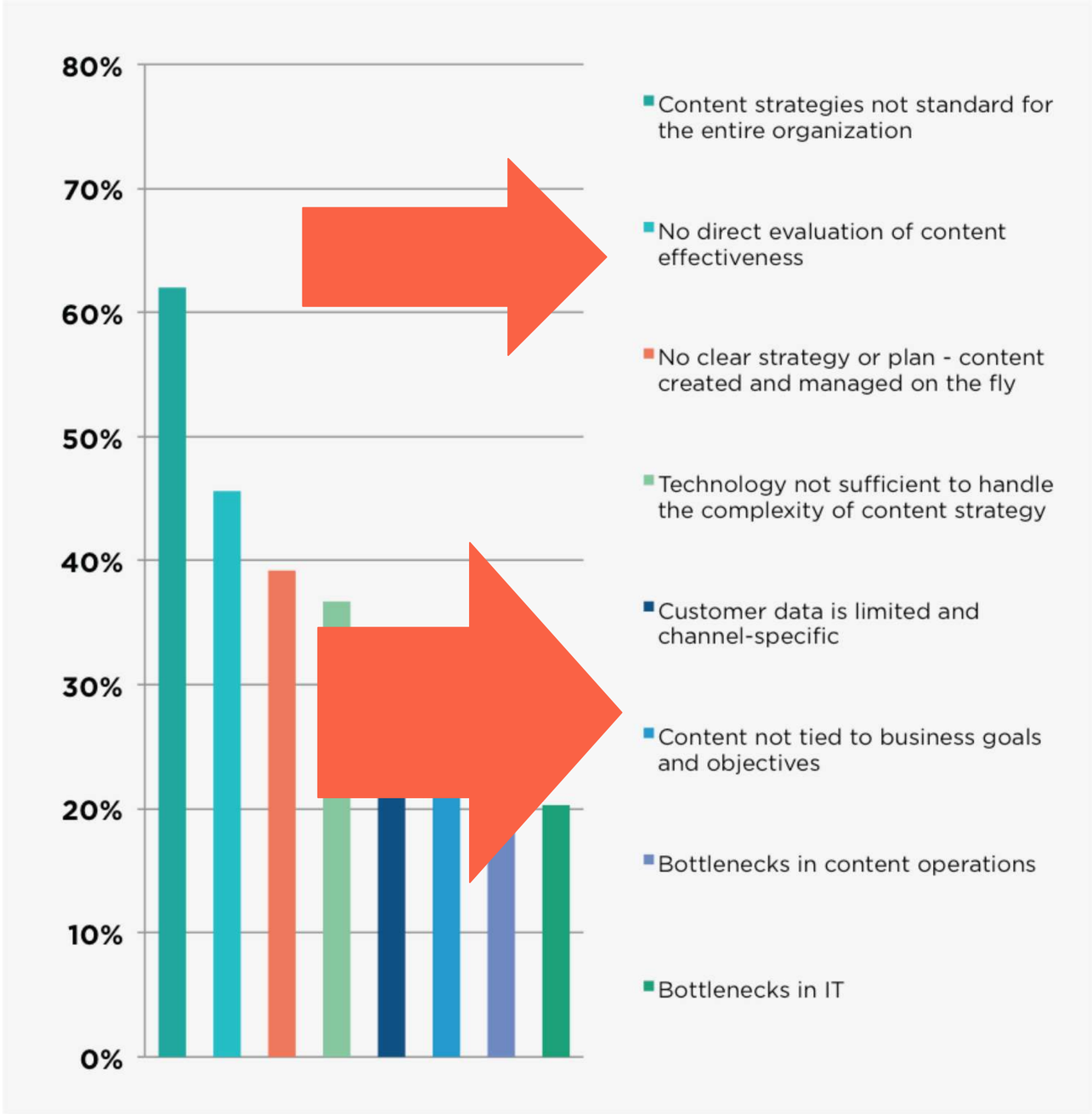
CHALLENGES TO MATURING CONTENT OPERATIONS

Content Operations + Leadership Study



CHALLENGES TO MATURING CONTENT OPERATIONS

Evaluating content effectiveness enables scaling!



Evaluating Content = HUGE Factor in Success!

	Teams That Evaluate Success	Teams That Don't Evaluate Success
My team faces minimal red tape and bureaucracy.	44.8%	18%
My team has clear goals and understands how to achieve them.	86.2%	38%
My team has the tools, technology, resources, and organizational support to succeed.*	68.9%	34%
My team employs effective decision-making and problem-solving processes.**	93.1%	44%
I work in an environment that encourages creativity and innovation.	75.9%	42%
My team is empowered to take risks and has permission to fail.	72.4%	22%
Internal and external stakeholders trust my team's leadership and members.	86.2%	44%
My team receives adequate recognition (whether verbal or monetary).	86.2%	24%

Evaluating Content = HUGE Factor in Success!

	Teams That Evaluate Success	Teams That Don't Evaluate Success
My team faces minimal red tape and bureaucracy.	44.8%	18%
My team has clear goals and understands h	86.2%	38%
My team has the tools, techno ort to succeed.*	68.9%	34%
My team empl d problem-solving processes.**	93.1%	44%
I work in an envi encourages creativity and innovation.	75.9%	42%
My team is empowered to take risks and has permission to fail.	72.4%	22%
Internal and external stakeholders trust my team's leadership and members.	86.2%	44%
My team receives adequate recognition (whether verbal or monetary).	86.2%	24%

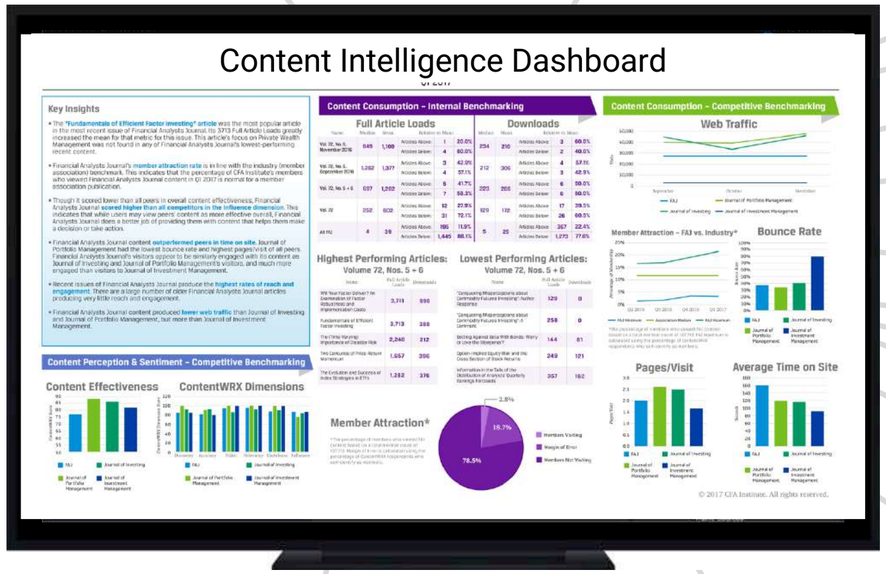
BUT ONLY 32.1% OF RESPONDANTS!

**In our previous study, 72% of respondents indicated that possessing the tools, technology, resources, and organizational support to succeed was very important or critical to team success.*

***In our previous study, 86% of respondents said that employing effective decision-making and problem-solving processes was very important or critical to team success.*

CONTENT REPORTING + INTELLIGENCE

Make content effectiveness part of what's measured and shared.



AddThis™

Adobe Analytics

Altmetric

amazon

Atypon

brightcove

contentwrx®

createspace

Discovery Data

FLURRY

Google WebMaster Tools

Meltwater

Web Scraper

WordPress

LAST ACTIVITY!

What barrier(s) are you experiencing (or have experienced in the past) to evaluating content ?

What are potential ways to overcome those barriers?

CONTENT INTELLIGENCE

OLD WORLD

VAGUE VANITY METRICS

Volume
(More People)

Little Context

Page Views

Low Actionability

Fragmented Data

Satisfaction

Not Specific to Content

NEW WORLD

KEY PERFORMANCE INDICATORS + INSIGHTS
ALIGNED WITH STRATEGY

Quality
(The Right People)

Content
Engagement

Content Effectiveness
Score

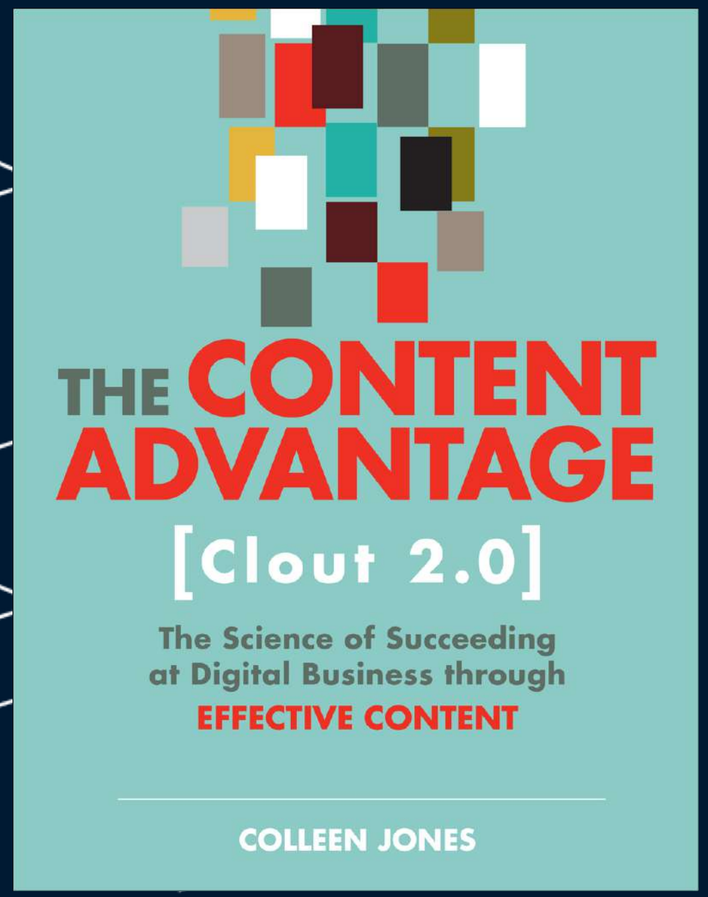
Actionable Insights

Shareable Data

Voice of Customer
About Content

Dashboards +
Aggregators

THE CONTENT FORCE WILL BE WITH YOU. ALWAYS!

QUESTIONS?

Colleen Jones
@leenjones
colleen@content-science.com