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 of measuring content effectiveness:

- Youngling
- Knight
- Master
OUR GOALS

Why

A

6 Dimensions

B

Application

C
WE’RE LIVING IN A DIFFERENT BUSINESS ERA!

- **1970s**: Product Centric
- **1990s**: Product + Services Centric
- **2000s**: Customer Centric
- **Today**: Relationship Centric
  - Digital
  - Subscription
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.
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?*
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*
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.”

“87% of B2B marketers say they struggle to develop compelling content.”

“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.”

“Preach it, sisters! The challenge is real.”
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?
What are some characteristics of effective content?
OUR GOALS

Why

6 Dimensions

Application
6 DIMENSIONS of Content Effectiveness

BEHAVIOR + PERCEPTIONS

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

5. USEFULNESS

6. INFLUENCE
6 DIMENSIONS of Content Effectiveness

BEHAVIOR + PERCEPTIONS

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   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?
Data Behind the Dimensions

~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!
DISCOVERY / FINDABILITY

Make content findable or die!
A bad experience getting to the right content distorts other perceptions!
What are ways to make finding your content a better experience?
A simple but modern wizard offers personalized browsing.

I work in the ____________ department at an institution with ____________ students and my primary challenge is ____________.

I work in the **Student Services** department at an institution with **5,000 - 8,000** students and my primary challenge is ____________.

- Improving student retention
- Supporting Guided Pathways initiatives
- Managing financial aid
- Streamlining registration and transcript processes
DISCOVERY / FINDABILITY

Mobile notifications are the new email.
ACCURACY + POLISH

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

Users who perceive content as accurate are

More than twice as likely to report accomplishing their goals than users who are unsure about the content’s accuracy.

More than five times as likely to report accomplishing their goals than those who perceive content as not accurate.
ACCURACY + POLISH

Did the content you used seem accurate?

..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!
RELEVANCE + USEFULNESS

LACK OF DETAIL AND SOPHISTICATION LEADS TO LOW USEFULNESS AND RELEVANCE

- 24.7% of people who said that content was not useful indicated the content was too basic, general, or vague.
- 2.9% of people who said that content was not useful indicated the content was too detailed or advanced.
- 71.7% 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

43.2% of people who said content was too basic, general, or vague indicated the content seemed intended for someone with different needs

57.2% of people who indicated that content seemed intended for someone with different needs say the content they used was not useful
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
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.

Newsletter for ECOMMERCE SMALL BUSINESSES
Huge impact on growing this customer segment + new feature adoption
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Do or do not. There is no try.
What’s the biggest challenge you face to measuring content effectiveness?
Auditing (before strategy)

- Qualitative audit by expert
- Quantitative data from customers
“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

- Content strategies not standard for the entire organization
- No direct evaluation of content effectiveness
- No clear strategy or plan - content created and managed on the fly
- Technology not sufficient to handle the complexity of content strategy
- Customer data is limited and channel-specific
- Content not tied to business goals and objectives
- Bottlenecks in content operations
- Bottlenecks in IT
CHALLENGES TO MATURING CONTENT OPERATIONS

Evaluating content effectiveness enables scaling!
## Evaluating Content = HUGE Factor in Success!

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<th>Statement</th>
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<th>Teams That Don’t Evaluate Success</th>
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<td>My team faces minimal red tape and bureaucracy.</td>
<td>44.8%</td>
<td>18%</td>
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<td>My team has clear goals and understands how to achieve them.</td>
<td>86.2%</td>
<td>38%</td>
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<td>My team has the tools, technology, resources, and organizational support to succeed.*</td>
<td>68.9%</td>
<td>34%</td>
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<td>My team employs effective decision-making and problem-solving processes.**</td>
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<td>I work in an environment that encourages creativity and innovation.</td>
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<td>My team is empowered to take risks and has permission to fail.</td>
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*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.
CONTENT INTELLIGENCE

OLD WORLD
VAGUE VANITY METRICS

Volume (More People)
Page Views
Satisfaction
Low Actionability
Not Specific to Content
Little Context
Fragmented Data

NEW WORLD
KEY PERFORMANCE INDICATORS + INSIGHTS
ALIGNED WITH STRATEGY

Quality (The Right People)
Content Effectiveness Score
Voice of Customer About Content
Content Engagement
Actionable Insights
Dashboards + Aggregators
Shareable Data
CHECK OUT THIS RESOURCE NEXT

COURSE + WHITEPAPER

Elements of Content Intelligence
Set Up a System to Measure Content + More
THE CONTENT FORCE WILL BE WITH YOU. ALWAYS!

QUESTIONS?

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