CompanyName
DomainName.com

Reports & Recommendations

Instructions:

- Each section following the Executive Summary will contain Observations and Recommendations.
- Each slide is accompanied by Presenter Notes. Use these as a guide as you present the recommendations.

Observations

- The text under each section represents our observations and insights based on our analysis of the data. If we determine that the strategy needs to be adjusted it will be followed by Recommendations.

Recommendations

- Based on the Observations, we will apply the relevant data to our Rules Engine that will determine the appropriate recommendations to achieve your objectives. All of the recommendations will be accumulated and restated in the Summary section at the end of this report.

Executive Summary

Status:

- On track
   - 5 qualified leads/mo. by EOY
   - 4% mo. over mo. traffic increase required
- Content strategy changes
   - Will help to meet or exceed revenue objectives
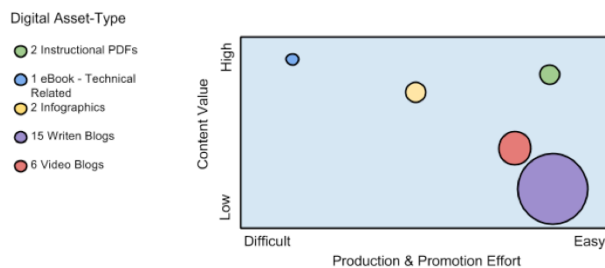- Chart shows Actual vs. Projected leads
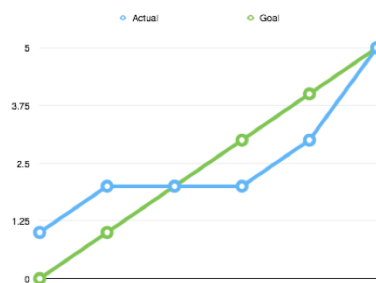
- We are on track to achieve our goal of providing sales with five (5) Qualified Sales Leads each month by the end of the year.
- To achieve this we need a 4% month over month growth rate in traffic, which we are slightly under.
- However, our content production and promotion strategy adjustments are designed to ensure we meet or exceed our objectives for qualified leads and revenue objectives.
- The following chart represents our actual compared to projected qualified sales leads passed on to the sales team.

Executive Summary

Recommendations:

- Implement adjusted content strategy
    - Digital Asset-Types shown below
    - Marketing and Technical subjects focus
- Strategy will helps social shares, SEO, traffic, lead scores and qualified leads
- Continued measurement and adjustments

Digital Asset-Type

- 2 Instructional PDFs
- 1 eBook - Technical Related
- 2 Infographics
- 15 Writen Blogs
- 6 Video Blogs

Content Value (High / Low) vs Production & Promotion Effort (Difficult / Easy)

- We have adjusted our content strategy to produce the digital asset types shown in the chart below.
- We will be producing primarily marketing related content along with technical and other subject types.
- Considering the shift to attracting development agency partners, we will continue to increase the amount of technical content.
- The content production and promotion also impacts our rate of engagement growth (social shares), pageviews, and search engine rankings which in turn has an impact on traffic and lead scores. Lead Scores will impact the percentage of contacts that transition to a lead and the time it takes for a lead to be considered a qualified sales lead.
- We are recommending changes to the type and subject matter of the content produced and changes to the social media promotion focus.
- We will continue to measure these initiatives to ensure they are achieving the desired objectives.

Conversion Volume

Observations:

- Conversions and new contacts
    - Increasing & on track
- New content strategy should result in greater increases
- Short form results in more conversions
- Chart shows Short Form vs. Long Form conversions

- Both conversion increases and new contacts are on track with our established goals. But we have identified opportunities to potentially exceed these goals.

- With new content being promoted each month we anticipate a greater increase in conversions from new visitors and current contacts. This would indicate that we are strengthening our relationship with our visitors and moving them closer to becoming a qualified sales lead.

- We are seeing a greater amount of conversions for multiple content and subject types when using the short form vs. the long form. While the long form provides more lead qualification and segmentation data, it is not overly cumbersome and should yield similar completion ratios as the short form.

Conversion Volume

Recommendations:
- A/B testing of long & short form
    - Allows for better testing of digital asset-types
- Conversions to test:
    - PDF downloads
    - Content Marketing Playbook
    - Content Collaboration Tools

- We recommend implementing A/B testing on the higher volume conversions with a 50/50 split between the standard long and standard short form.

- The results of this test will provide the basis for additional testing within digital asset types.

- We recommend running the test for a minimum of one month or until the volume of conversions provide conclusive results.

- The specific conversions to test are PDF downloads; Content Marketing Playbook, and Content Collaboration Tools.

Conversion Digital Asset-Type

Observations:

- Contact Us form
    - 40%+ of conversion traffic
    - produces only 21% of all conversions
    - Value to visitor is not obvious
- Top 2 PDF downloads
    - 21% of conversion traffic
    - produces 46% of all conversions
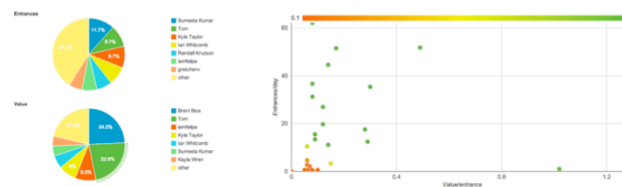
- The traffic to the Contact Us form is over 40% of all conversion forms. Yet it is producing only 21% of all conversions. There may be several factors contributing to this. The primary factor is that there is a link to the Contact Us page on the menu. But the value to the prospect is also not obvious when completing the form.

- The top two PDF downloads represent 21% of the conversion form traffic but 46% of all conversions.

Conversion Digital Asset-Type

Observations:

- Contact Us form
    - 40%+ of conversion traffic
    - produces only 21% of all conversions
    - Value to visitor is not obvious
- Top 2 PDF downloads
    - 21% of conversion traffic
   - produces 46% of all conversions

Recommendations:

- Will identify more traffic opportunities for top two PDF's
    - After A/B test completed
- Will identify value of PDF download
    - Track their progress towards qualified leads

- We will review opportunities to drive more traffic for top two PDF downloads but will wait until the A/B test previously mentioned is completed. (Note: revisit this next month.)

- We will also be reviewing the value of each prospect that completes these PDF download forms. We will track their progress to being elevated to qualified leads in comparison to the average prospect. (Note: revisit this next quarter.)

Conversion Subject-Type

Observations:

- Many technical subject-type blogs
- Very few conversions for technical subject-type content
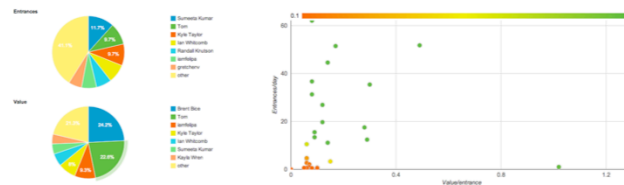
- While there are a number of blogs providing information containing technical content, there are currently very few conversion opportunities for technical related content. Considering the shift to attracting development agency partners, there is a need to acquire more technology companies.

Conversion Subject-Type

Observations:

- Many technical subject-type blogs
- Very few conversions for technical subject-type content

Recommendations:

- Produce an eBook
    - Appealing to web developers
    - Continue to use the standard long form

• Produce an eBook that appeals to web developers. Continue to use the standard long form as this is considered high-value content.

Traffic

Observations:
- Traffic is up 3%
    - Short of our 4% month over month goal
- Goal of 150% traffic increase by October
   - New initiatives should result in exceeding goal

- Traffic is up by 3% from last month but fell short of our goal for a 4% month over month increase necessary to achieve our objective of a 150% traffic increase by October.
- With some new initiatives launching this month we expect to exceed our monthly goal and our cumulative goal.

Traffic (continued...)

Observations:

- Social Media Traffic

    - Twitter represents 33% of traffic

    - Twitter traffic provides 66% of value
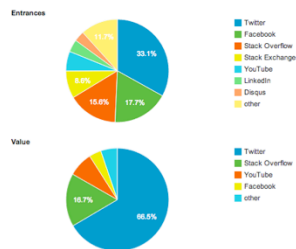
- Of the social media traffic, Twitter represents 33% and the value of that traffic doubles 66%. The initial observation is that there would be significant benefit if the use of Twitter as a promotion source is increased.

Traffic (continued…)

Observations:

- Social Media Traffic
    - Twitter represents 33% of traffic
    - Twitter traffic provides 66% of value

Recommendations:

- Create a list of approved hashtags
    - Company employees to promote
    - Align with digital asset-type recommendations
    - Align with content subject-types recommendations
    - Instruct on proper use to employees

- Create a list of approved hashtags that you want your company employees to promote.
- Align these hashtags with the digital asset types and the content subject types you want to focus on.
- Be sure the URL shortener of choice is linking to the desired landing pages and is provided to the employees to include in applicable tweets.

Content Production

Observations:

- Content production measured against goals

    - On track with most content

    - Video is lagging (only 3 / 6 published)

Digital Asset-Types Published

🟢 2 Instructional PDFs

🔵 1 eBook - Technical Related

🟡 3 Infographics

🟣 16 Writen Blogs
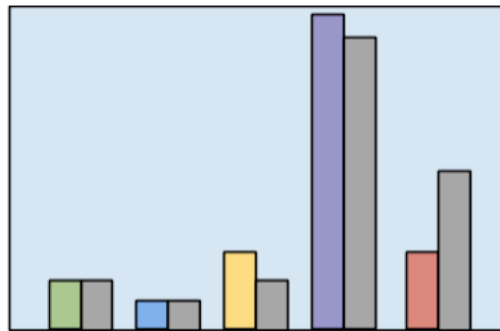
🔴 3 Video Blogs

⚫ Goals

- The volume of content production is easy to measure and compare against your goals. On average you are on track with the plan but lagging on Video Blogs (3 / 6 published)

Content Production

Observations:

- Content production measured against goals
    - On track with most content
    - Video is lagging (only 3 / 6 published)

Recommendations:

- Limit written blogs
- Increase video blogs
    - Training available to increase output

- While written blogs are good and follow best practices, it has been determined that we need to limit them and increase the number of video blogs. If producing and optimizing video blogs is difficult for your team we can provide training and processes to increase the output.
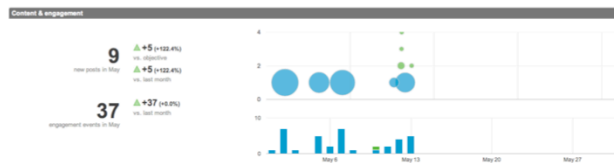
Content Engagement

Background:

- Engagement measurements
    - Social shares
    - Comments
Engagement value
    - Improves SEO
    - Increases qualified leads
- Engagement influenced by
    - Content quality
    - Content relevance to audience

- There can be hundreds of factors used to measure engagement, and OE Intel does factor many of them.
- However, for the purpose of this analysis we are focused on Social Shares and Comments.
- The greater the engagement, the greater the value to organic position and the rate and speed that visitors transition from contacts to leads to qualified leads.
- The level of engagement for most content is largely due to the content quality and the relevance of the content to the visitors.

Content Engagement

Observations:

- Engagement is improving
- Technical blogs receive 70% of all comments
- BUT Marketing blog comment ratio is better
- Commenters of marketing blogs have higher lead scores
- Marketing blog content better stimulates readers to comment
- Marketing blogs offer more conversion opportunities

- Overall, content engagement is improving. As a result of its growth it has allowed us to make the following observations regarding blog comments:

- technical blogs receive 70% of all comments

- the ratio of comments per marketing blog are significantly greater than comments per technical blog (more comments per marketing blog)

- the lead scores of those commenting on marketing blogs are higher than those commenting on technical blogs

- the marketing blogs provide more stimulus to engage commenting than the technical blogs

- there is more conversion related marketing content as compared to

Content Engagement

Observations:

- Engagement is improving
- Technical blogs receive 70% of all comments
- BUT Marketing blog comment ratio is better
- Commenters of marketing blogs have higher lead scores
- Marketing blog content better stimulates readers to comment
- Marketing blogs offer more conversion opportunities

Recommendations:

- Technical writers stimulate readers to comment
    - We can provide tips to increase comments
    - Align with digital asset-type recommendations
    - We will continue to monitor
- Conversion recommendations covered in another section

- Your technical writers need to provide more stimulus with each technical blog to induce more comments. This can be difficult for tech writers as it requires them to consider the marketing objectives but their focus is strictly on providing accurate and helpful instruction or insight. We can provide some easy tips to increase comments on all blog content and more specific tips for technical writers.
- We will be following all these observations over the next several months with the objective of increasing commenting on all blog subject types.
- The conversion related content observations relate to other areas of analyses and will be addressed in their recommendations.

Digital Asset-Type Value

Observations:

- Video content provide greatest value
    - Reinforces video production recommendations
- Ebooks are valuable
    - Production effort limits to 1 per quarter

Value of each type of content produced
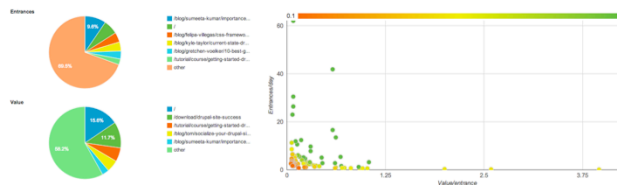
- We have limited the data measure to the last three months. There is older content that can skew the measurement of the strategy we are pursuing. However, extending the dates to the last 12 months confirms that our strategy will produce the highest value content.

- This chart presents the value of each type of content produced. As you can see, the value of video content is the greatest.

- The observation regarding video content reinforces the push to produce the recommended amount of video blogs.

- ebooks are also quite valuable but the production effort currently limits you to one per quarter

Digital Asset-Type Value

Observations:

- Video content provide greatest value
  - Reinforces video production recommendations
- Ebooks are valuable
 - Production effort limits to 1 per quarter

Recommendations:

- Find creative ways to present product information in video format
  - Video can be easy and inexpensive
  - View our resources for more information
- Implement our recommendation for 1 ebook per month
  - We can help you with a process to make this easier

- Video results indicate that any video content will provide significant value, especially when accompanied by search optimization efforts.

- Look for creative ways to present your product information in video format. There are many types of video content and ways to easily and inexpensively produce this content. Check out our resources for more information.

- Our recommendation regarding ebooks is to produce one per month. This is difficult for any company; requires a comprehensive strategy and the discipline to follow the process. We can help you define the strategy and develop a process that will enable you to produce one every month.

Digital Asset-Type Value (Continued...)

Recommendations:

- Produce digital asset-types shown below
  - We will monitor progress to validate strategy
  - Top/right quadrant is easiest and most valuable
 - Circle size represents amount of content
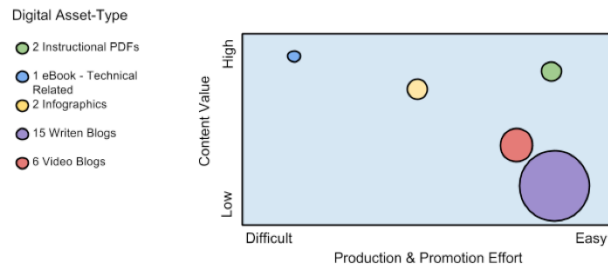
- Our recommendation for the next quarter is to produce the following digital asset-type of content. We will be monitoring the production and value each month to track your progress and validate the strategy.
- The size of the circle represents the amount of content to produce. The position represents the easy of production and value of the content.

Content Subject-Type Value

Observations:

- Marketing-type content is most valuable
- Entertainment content *appears* valuable
    - Easy to produce
    - But value is inflated by entrance traffic
    - Not resulting in conversions
- Technical content valuable
    - Aligns with your new partner strategy
    - Attracts tech companies
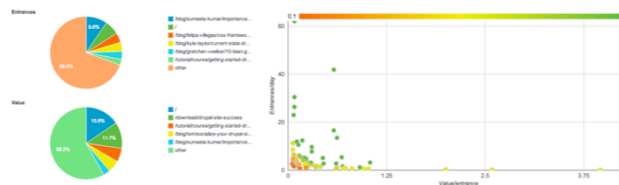
This chart presents the value of the subject matter of each type of content produced. As you can see, the value of marketing content is the greatest. Entertainment content is also quite valuable and requires the least amount of effort to produce. However, the entertainment content value is being inflated by it entrance traffic but is not leading to additional page views or conversions.

Technical content is also doing well which is positive considering your new initiative to expand your partner program with technology companies. We have adjusting the content and conversion strategy to incorporate this new initiative.

(This is a mock chart that needs to be produced by OE Intel)

Content Subject-Type Value

Recommendations:

- Continue entertainment content
    - Incorporate reference to CTA within content
    - Make CTA a digital asset relevant to content
- Produce the following subject-types
- We will monitor production and value
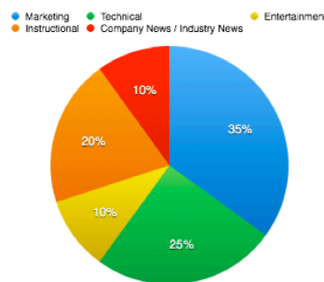
- We recommend that you continue to produce the entertainment type of content and incorporate a reference to the page's call-to-action within the content.

- The CTA needs to be an invitation to a relevant download digital asset rather than a random asset-type.

- Our recommendation for the next quarter is to produce the following subject-type of content. We will be monitoring the production and value each month to track your progress and validate the strategy.

Author Production Value

Observations:

- Xzavier's content
    - Producing lots of content
    - Fairly high value
- Alfonzo's content
    - Greatest overall value
- Edwardo's content
   - Low content production
    - Low content value
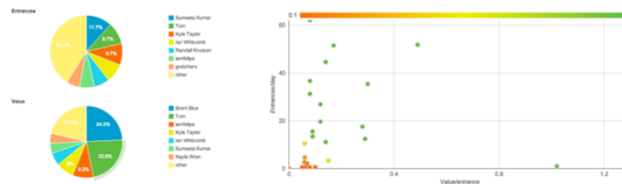
- Xzavier is producing a significant amount of content with relatively high value.

- But Alfonzo's content is yielding the greatest overall value.

- On the low-value, Edwardo is lagging, both in content volume and value.

Author Digital Asset-Type

Observations:

- Xzavier's content detailed review
    - Written blogs only
    - Blogs properly promoted
    - Receiving lots of traffic
    - Not producing engagement or more page views
        - Below average for similar content
    - Subject-type not aligned with proposed strategy
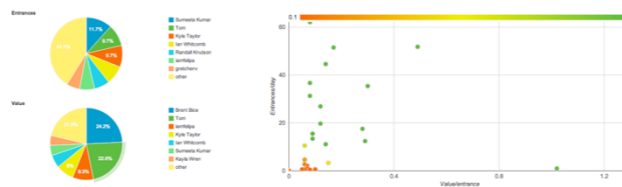
- Reviewing Xzavier's chart, we find that he is exclusively producing written blogs.
- We have reviewed each blog closely and have found they are being properly promoted and receive a lot of traffic. But even with the traffic they are not leading to the desired level of engagement or page views.
- This is fairly consistent with this type of content but is below the average.
- Further review of the subjects he is writing about indicates they are not aligned with our strategy for subject-type content.

Author Digital Asset-Type

Observations:

- Xzavier's content detailed review
    - Written blogs only
    - Blogs properly promoted
    - Receiving lots of traffic
    - Not producing engagement or more page views
        - Below average for similar content
    - Subject-type not aligned with proposed strategy

Recommendations:

- Better utilize Xzavier's content
    - Convert detailed content to infographics
    - Convert his blog series into an ebook
    - Marketing team to convert his blog posts to infographics and ebooks

- Considering Xzavier's effort to produce content, we are focusing on helping him to alter his content strategy. This will yield the greatest value in the shortest time.
- Many of his blogs contain a lot of detail, the type that can be converted into an infographic.
- He is also writing a series of blogs that could easily be turned into an ebook.
- We suggest that he continue to write the blogs but have the marketing team responsible for the conversion to infographics and ebooks.
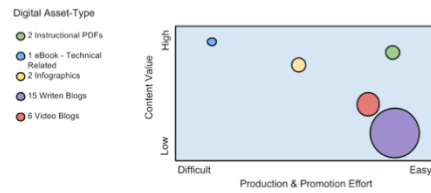
Summary of Recommendations

Recommendations:

- Produce recommended Digital Asset-Types on next slide
- Produce recommended Content Subject-Types on next slide
- Start A/B testing recommendations
- Produce ebook for web developers
- Use approved hashtags throughout company
- Limit written blogs and increase the number of video blogs
- More stimulus with technical blogs to induce more comments
- Present product information in video format
- Produce at least one ebook per month
- Reference CTA within entertainment type of content
- Turn Xzavier's content into infographics and ebooks

- Create a list of "approved" hashtags that you want your company employees to promote.

- Limit written blogs and increase the number of video blogs. We can provide training and processes to increase the output.

- Provide more stimulus with each technical blog to induce more comments.

- Look for creative ways to present your product information in video format.

- Produce at least one ebook per month.

- Incorporate a reference to the page's call-to-action within the entertainment type of content. The CTA needs to be an invitation to a relevant download digital asset rather than a random asset-type.

Digital Asset-Type Recommendations

Digital Asset-Type

- ⊙ 2 Instructional PDFs
- ⊙ 1 eBook - Technical Related
- ⊙ 2 Infographics
- ⊙ 15 Writen Blogs
- ⊙ 8 Video Blogs

Subject-Type Recommendations

- ● Marketing ● Technical ● Entertainment
- ● Instructional ● Company News / Industry News