

HOW TO MEASURE BLOGGING ROI

A COMPENDIUM WHITEPAPER



At the end of the day, we all want our marketing activities to help our business make money. To do that we track ROI. Measuring the ROI of your blogging program is no different than measuring the ROI of any other online marketing activity, including your website.

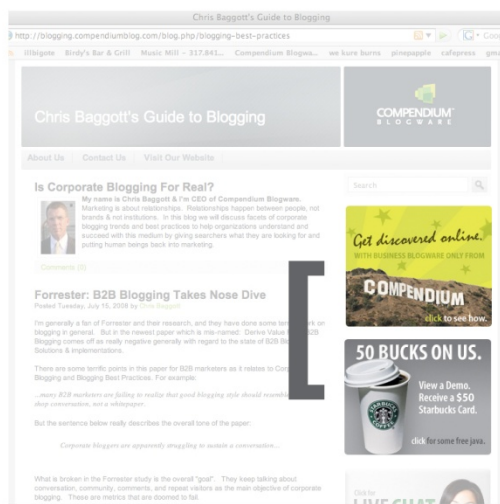
Most of us think about ROI in terms of:

- **Front-end metrics**
Includes traffic and page views. Information stored within analytics package.
- **Back-end metrics**
Includes conversions and revenue generated. Information stored within your CRM system.

When it comes to tracking your blogging program full-circle to conversion and revenue, there are two key elements:

1. You must offer a conversion point, or call-to-action on your blogs (CTA's)

Depending upon your business, this might be a newsletter sign-up, request for more information, download to a whitepaper, or even a click to purchase. In order to track the success of your program past front-end metrics, you must offer a "next step" to your blog visitors. Compendium recommends conversion points.



These are conversion points.

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2. You must separate blog program conversions from other online activities

You may want to offer the same CTA's from your website and other landing pages on your blogs. Using your best-performing conversion points on the blogs is a great starting point, but you must have a way to separate conversions from each program. You can do this by using a landing page that's unique to the blog, or by using a tracking string placed in the URL of your landing page. Here's a great example of a landing page URL unique to our blogs:

http://compendiumblogware.com/landingpages/learnhow_0703_blogs.html

Envisioning Your Blogging ROI

You should start your blogging program with some clear goals in mind. The past performance of your website is a great benchmark. In fact, the easiest way to envision your blogging ROI is to start with the conversion percentage of your corporate site or landing pages. Of course you're always pushing these conversion rates as high as possible by testing and tracking various calls-to-action (CTA's).

The same testing / tracking methods will apply to your blogging program. As a starting point, it makes sense to assume that the conversion rate on your blogs will be as good, or in most cases, better than what you have seen historically. They will likely be better because your blogs include a human voice and will build trust due to the personal aspect.

For the sake of this example, let's assume an 8% conversion rate.

Now, the front-end goals of your blogging program are to generate additional traffic from the search engines. This happens when you are found on several keyword phrases pertaining to your business. Let's assume that your blogging program will generate 1,000 unique visits per month from organic search.

1,000 unique visitors x 8% conversion rate = 80 conversions per month

How valuable would an additional 80 conversions be to your business? If each of those conversions is worth \$100, that's additional revenue of \$8,000 – in one month!

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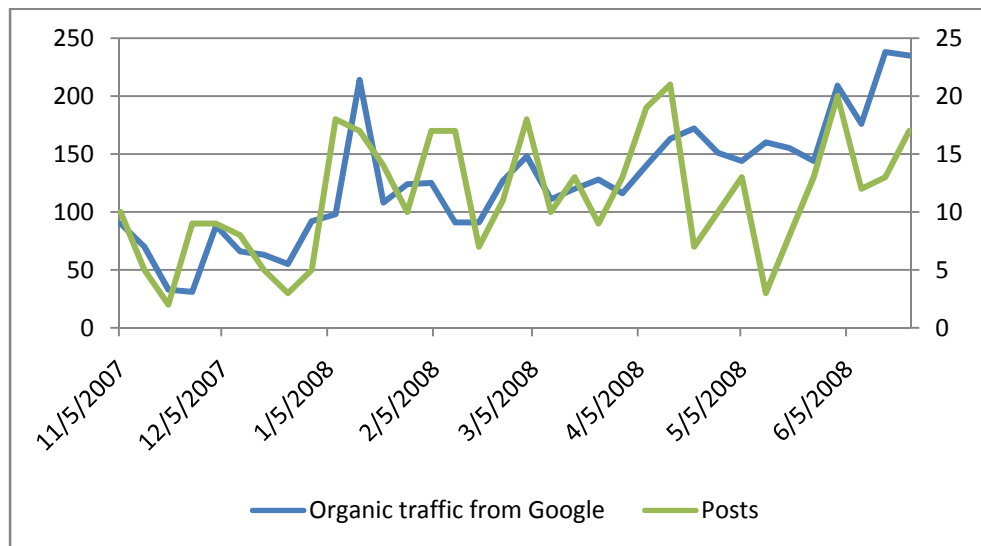
Factors That Determine ROI

#1 and Most Important: Content

Content is the fuel that will feed your blogging machine. Blogging is unique in that it is largely a quantity game; consistently generating brief content posts will do more for your program that periodically generating a long, carefully crafted post that reads more like a whitepaper.

The graph below shows a Compendium client's content creation and organic traffic over time (numbers to scale). The trend shows that spikes in content creation lead to spikes in traffic.

Increases in Content Creation Leads to Increases in Traffic



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#2 Consistency

Overnight results are unrealistic to ask of most if not all new marketing initiatives. As with any new initiative, it takes time, trial (and error) to build a great foundation that works for your company, and Blogging is no different.

Most successful Compendium clients have one thing in common, consistency. Company size and blog contributors may vary but at the core of every program is:

- Consistency of Posts
- Testing of Calls- To- Action
- Sufficient front-end tracking (Google Analytics)
- Desire to grow online presence

See for yourself, below we've included snapshots from a few clients, including ourselves. We're a small business, too. Compendium launched our own blogging program July 2007 with only 2 bloggers. We've grown this program (and the business) consistently since and now invite all 24 employees to blog and contribute. We are a perfect example of how content, consistency and desire to be found and search absolutely pays off.

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Compendium Blogware Success Snapshot

Individual Bloggers: 24 (number of contributors has grown by roughly 20% each month)

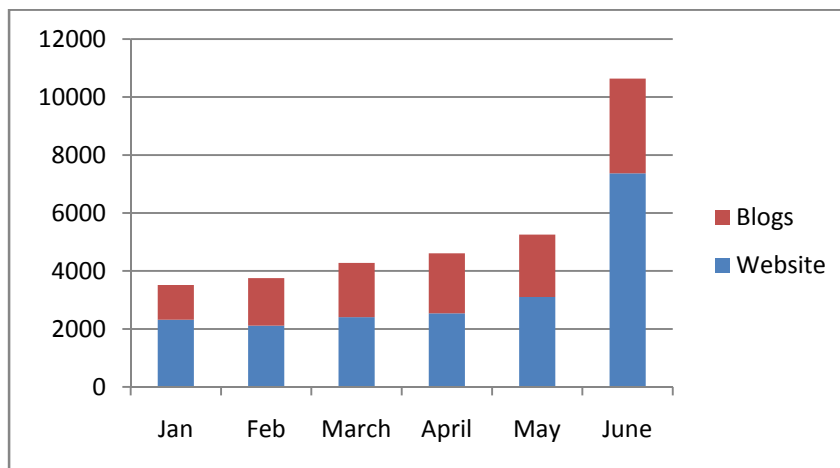
Keyword Blogs: 184

Avg. Content Created: 40-60 posts / month

Program Duration: 1 year

Results: Blog traffic has grown by approximately 20% each month. \$16,000 in sales attributed to blogging program in Q2, 2008.

Consistent Blog Traffic Growth; Program Generates \$16K Revenue in Q2



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BabyPlus Success Snapshot

Individual Bloggers: 10

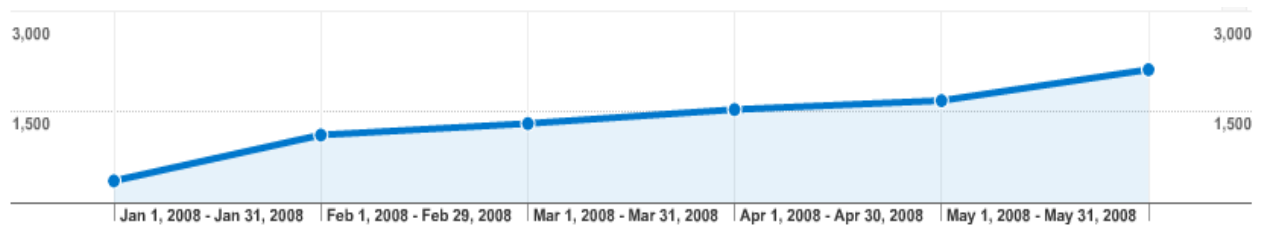
Keyword Blogs: 25

Avg. Content Created: 5-10 posts / month

Program Duration: 6 months

Results: Traffic to blogs has more than doubled since program launch in January. Email sign-up most successful conversion point to-date, but will begin experimenting with click to purchase.

Traffic to Blogs has more than Doubled since Program Launch



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Big League Tours Snapshot

Individual Bloggers: 2

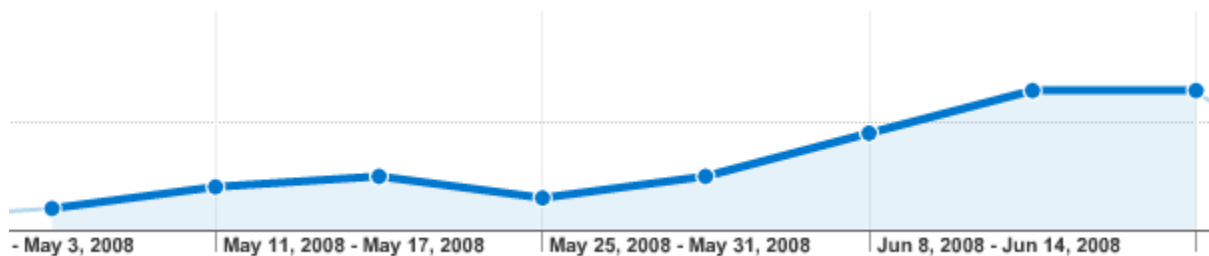
Keyword Blogs: 22

Avg. Content Created: 10 posts / month

Program Duration: 3 months

Results: Big League Tours traffic has more than tripled since May. The owner recently reported that sales for Q2 were 3x as large as the same quarter for 2007. Big League Tours attributes this growth to their blogging program as they have recently decreased their PPC spending, with blogs being their only other online marketing activity.

Traffic to Blogs has more than Tripled since May



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How Compendium Helps

Compendium's dedicated Client Success team helps you keep a continual pulse on the front-end metrics associated with your program by providing:

1. Basic analytics accessible within all user and admin accounts
2. Weekly triggered in-depth analytics reports sent directly to your email inbox
3. Monthly analytics dashboard discussed during status phone call with Client Success manager

Compendium also guides you through improving back-end metrics by offering suggestions for calls-to-action and best practices for tracking within your CRM system.

For more information about Compendium and/or measuring your Blogging ROI please contact us at info@compendiumblogware.com or give us a call 317.536.6042.