

Knotch Content Masters Playbook: 8 steps in developing a content measurement framework

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In an era of marketing efficiency and budget scrutiny, measuring the success of content marketing is not a nice to have — it's a necessity. A well-designed content measurement strategy helps to:

- Align content teams and business stakeholders.
- Baseline, prove, and continuously improve marketing efforts.
- Justify existing and new investments.

Did you know?

Only 33% of enterprise marketers rate their content marketing success as extremely or very successful.

Only 10% strongly agree that they measure content performance accurately.

Source: Content Marketing Institute, July 2022

Eight steps to developing a measurement framework

1. Start from brand strategy.

Think a step above business goals to anchor all marketing back to the brand: What is the goal of the brand, who are you serving, and in what way?

2. Understand business goals.

Next, know what corporate-level business outcomes content can support, whether it's growth, efficiency, brand, or customer experience. Speak the language of the business.

3. Align business objectives.

Now define the next level of detail. For example, if the business goal is brand building, is it awareness, trust, or consideration? If it's growth, is it conversions, leads, or revenue?

4. Identify content KPIs.

Be selective in choosing the KPIs that act as leading indicators of content's impact on those objectives. Not all metrics are KPIs.

5. Set and use benchmarks.

Start with a baseline, whether it's internal data or external industry norms. Measure performance against benchmarks and use to enhance data storytelling.

6. Determine tools & frequency.

Ensure tools, processes, and people are in place to measure and report KPIs on a set frequency, taking into consideration that data may live across multiple systems.

7. Consistently realign with stakeholders.

Align on the measurement strategy at the outset and realign regularly through reporting. Tailor reports to each audience.

8. Regularly reassess the framework.

Business or market shifts may require reassessment. For example, ask: Are these still our goals? Are these KPIs working? Measurement can't be static.

Customer story: Kaiser Permanente Mid-Atlantic

At Kaiser Permanente, the time between exposure to a message and a consumer action can span several months. Many of its audience journeys require multiple visits and pathways, making it difficult for the content team to draw a direct correlation between audience engagement and core business objectives.

However, Kaiser Permanente's content team mapped a measurement construct back to the business goal of new member enrollment. The business believed that greater understanding of Kaiser Permanente services among the non-member population was a leading indicator of business growth.

Using Knotch data, Kaiser Permanente builds tailored content and campaigns to educate consumers. For example, one campaign led to only a 9% immediate uplift in willingness to consider but 52% positive perception—the latter KPI being an important indicator of this campaign's success in ultimately driving new enrollments. When Knotch then analyzed multi-session customer journeys, it revealed that this content increased conversions 2x over time.

"When you think about measurement, you need alignment up front. For instance, if the goal is to generate leads, a measurement framework says: This is our goal, this is how we'll do it, this is what we need to do it, and this is how we're going to measure and show you how we do it."



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Franklin Parrish

Head of Brand, Marketing and
Creative Services at Kaiser Permanente

[**>> Go deeper on developing a content measurement framework:**](#)

[Watch the Knotch Content Masters session with Franklin Parrish, Kaiser Permanente of the Mid-Atlantic, and Erin Malloy, Knotch](#)

The Knotch One Content Intelligence Platform

Knotch One is used by B2B and B2C companies to drive greater business results with content, supporting content strategy, measurement, and ongoing optimization. Knotch One helps content teams do this through:

Content and audiences signals. Knotch provides a holistic view of content performance by combining three types of data: content engagement, content value & sentiment, and audience journeys.

Multi-session audience journey tracking. Knotch audience journeys track the customer journey across first, last and the elusive middle touch.

Content performance audit. Knotch's 2x2 performance dashboard acts as an always-on audit of all website content and the starting place to evaluate content's impact.