# How do I measure the success of my digital content?

*What tools should I use to measure my digital content?*

**MediaTrust**  **HERITAGE DIGITAL**

**1.**

Track your content online

**2.**

What tools should you use

**3.**

Utilise your data

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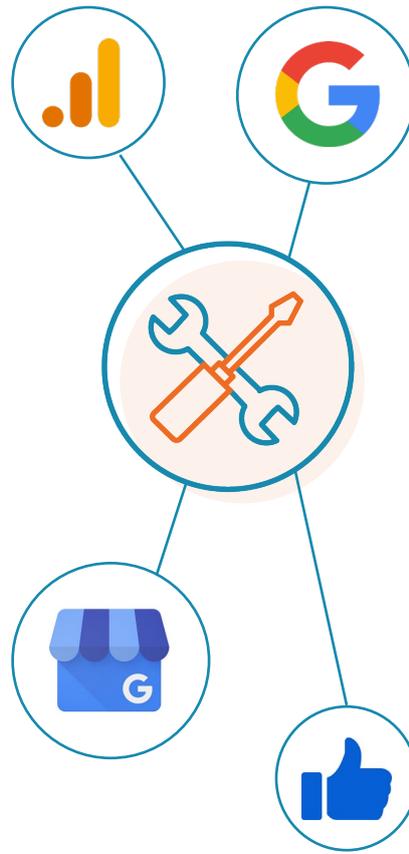**1.** Why it's important to track your content online after posting

Measure the success of your efforts and leverage the insights to help you:

- Target underperforming segments of your audience
- Know what type of content your audience enjoys
- Understand which of your marketing channels are working best, and how to improve your performance
- Understand where your traffic, clicks or leads are coming from
- Track and adjust your bids on Search ads to improve your performance

## 2. Tools to track success/failures of various pieces of content

### Google Analytics:

- Search ad performance
- Website traffic and behaviour
- Understand engagement and actions taken
- Compare to industry peers

### Google Business Profile:

- Direction or contact requests
- Website clicks
- Audience numbers
- How people find your Google Business Profile (Search and Maps)

### Google Search Console:

Focus on SEO efforts

- How your website performs in Search
- Troubleshoot issues on your website
- Discover which search terms work for you

### Social media insights:

Each social media platform like Twitter, Facebook, Instagram and LinkedIn, has its own insight tools. While they all might look a bit different, they all cover:

- Content Performance
- Ad performance
- Audience insights:
  - Demographics
  - Regions
  - Interests

## 3. Utilise this data to plan social media campaigns

Now that you have data to measure the success of the content you have posted, you can use these insights to understand how to plan better for future content:

### Define your audience:

- Who are they? - age, gender, location.
- What are they into?
- Who/what influences them?
- When are they usually online?
- Which social media do they use?

### Create your strategy based on insights:

- When should you post?
- How often should I post?
- On which social media platforms should I post?
- What calls to action work best?

Refine your content based on what your audience likes:

- Announcements - new events
- Non-promotional - behind the scenes insights
- Product or brand-related - New products in your online shop
- Recurring content - seasonal events or sales
- Operational - job openings
- Responses - engaging with a customer or influencer
- Informative - blogs or articles

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