

# Return, Rinse and Repeat

## Defining ROI for Social Media and Content Marketing

### The Problem

- Uncertainty around the right metrics to measure
- Flawed attribution models that are technically difficult to set up

55%

of B2B marketers say they are unclear on what content marketing success or effectiveness looks like.<sup>1</sup>

88%

of marketers want to know how to measure their return on investment for social media activities.<sup>2</sup>

### The Solution

- Attribution models that show leads and conversions influenced by content downloads, social media posts
- Increase social posting, content creation cadence for maximum exposure
- Metrics to look out for: % of leads influenced by content, projected revenue per content piece, dollar value per social follower/per content download



“Return on investment - in the form of newly acquired customers and projected revenue from a piece of content - helps us inform our content strategy moving forward. This allows us to make more relevant content for our audiences.”

Alex Rynne, Content Marketer

Companies with blogs produce

67%

more leads per month than companies who don't have a blog. In fact, blogs account for **434%** more of indexed pages on Google.<sup>3</sup>

Philips saw

40X

ROI with LinkedIn Sponsored Content.

66%

By spending as little as six hours per week, 66% of marketers see lead generation benefits with social media.<sup>4</sup>

“Social media is one of the most cost-effective ways to generate revenue for your business. If you can prove, through attribution, that one of your social posts influenced closed revenue, you'll never have to worry about your budget (or your job) ever again.”

Steve Kearns, Social Media Marketer



Generate brand awareness, leads and prove ROI on LinkedIn.

**Create your first ad.**

**Next up: Event Marketing**