**Digital Marketing**

**About this Course**

In this course, you will learn the basics of Digital Marketing, how to plan a marketing campaign, understand your audience, and much more.

This course is designed for insurance agents and has a lot to do with what we call inbound marketing, or the tactics you can use to attract, convert, close and delight customers on your website, social media, and blog. It’s truly these channels that should be at the heart of any digital marketing strategy.

**The Basics of Digital Marketing**

Digital marketing is a “catch-all” or what’s known as an umbrella term for all of your online marketing efforts. Insurance agencies leverage digital channels such as search engines, social media, email and other websites in their digital marketing strategies to connect with current and prospective customers.

Digital content and marketing are so common that people now expect and rely on it to learn about your business. Because digital marketing has so many options and strategies associated with it, you can get creative and experiment with a variety of marketing tactics on a budget to see what works best for your insurance agency.

Inbound marketing is all about using marketing materials to bring your customers to you, rather than having your marketing efforts fight for their attention. When you create content that is relevant, timely, and appealing – you’re creating a specific inbound marketing strategy – which can lead to brand awareness, reaching new people and bringing them into the buyer’s journey, and keep your current clients engaged.

There are major benefits for digital marketing:

1. You can focus your efforts on only the prospects who are most likely to work with you
2. It’s more cost-effective than outbound marketing methods
3. Digital marketing is measurable
4. It’s easier to adapt and change a digital marketing strategy
5. Digital marketing really can improve your conversion rate & the quality of the leads you generate
6. You can engage your audience(s) at every stage of the buyer’s journey with digital marketing

**Measuring Your Efforts**

Digital marketing can give you a comprehensive, start-to-finish view of all the metrics that might matter to your insurance agency – including impressions, shares, views, clicks, and time on page. This is one of the biggest benefits of digital marketing. While traditional advertising can be useful for certain goals, it’s biggest limitation is measurability.

Unlike most offline marketing efforts, digital marketing allows you to see accurate results in real-time!

If you’ve ever put an advertisement in a newspaper, you know how difficult it can be to estimate how many people actually flipped to that page and paid attention to your ad. There’s no surefire way to know if that ad was responsible for any sales at all, unless you’re using a trackable phone number for call-ins!

On the other hand, with digital marketing, you can measure the ROI of pretty much any aspect of your marketing efforts.

**Content Performance and Lead Generation**

Imagine you’ve created a brochure for your insurance agency and posted it through people’s letterboxes – that brochure is a form of content, albeit offline. The problem is that you have no idea how many people opened your brochure or how many people threw it straight into the trash.

Now imagine you had that brochure on your website instead! You can measure exactly how many people viewed the page where it’s hosted, and you can collect the contact details of who downloaded it by using forms. Not only can you measure how many people are engaging with your content, but you’re also generating qualified leads when people download your insurance agency’s brochure.

Perhaps the content isn’t about your insurance agency, generic educational materials generate more leads and get more views than any branded piece about your business.

Think about creating a Medicare 101 guide, or a guide to the Affordable Care Act. Any type of product-specific training or educational pieces can really help you accomplish a few things:

1. You can become a thought leader, or the go-to related to all things insurance
2. You can really segment your audience and identify who is a good fit for what products
3. You are also pushing your prospects through the sales pipeline without them even knowing!

Now, it is important to remember that any materials you’re using, from an educational or sales standpoint, especially when it comes to Medicare, should be checked by your compliance team, or submitted to a trusted source, like your FMO, for review.

The MCMGs, or Medicare Communications & Marketing Guidelines, require certain materials to be filed with CMS regardless of whether they’re traditional marketing (like a postcard or letter to consumers), or they’re digital – in the form of a social media post or an email to your customers.

To find out if your materials are compliant, it’s also a good idea to submit them to your upline for review and approval. Many uplines offer pre-approved, compliant digital marketing pieces that give you the opportunity to customize with your insurance agency’s contact information and logo.

**What is Your Strategy?**

Strategy, in spite of being a word favored by the “shiny suits of the world” – really means thinking about why you’re doing something before you do it. So, starting your digital marketing strategy is as simple as starting with “Why.”

‘Start with Why’ is the name of a book by Simon Sinek. Simon’s theory on value proposition is the Golden Circle Method and has three parts: Why, How, and What.

Take some time to reflect on your ‘why.”

Depending on the scale of your insurance agency, your marketing strategy may include several moving parts, each with different goals.

1. Is your goal to recruit agents to work in your insurance agency?
2. Is your goal to generate client leads for your agents?
3. Maybe, you’re looking to expand the markets that your agency does business in and your goal is to target those zip codes and establish your brand.

There are some basic strategies that you can utilize to accomplish those goals, things like:

* Publishing an article or blog post on your website
* Advertising on social media
* Offering free educational resources
* Create a giveaway and/or contest
* Produce a podcast

As you build your overall marketing strategy, you will include these and group them into “campaigns.” Simply put, a marketing campaign is an organized course of action to promote your business or products.

**Creating a Buyer Persona**

There have been some pretty memorable marketing campaigns over the years, and I bet if I mentioned a few of them – you could recite the jingle, hear the words – it’s forever engrained in your mind!

Here’s an example: Chili’s Baby Back Ribs. (You’re singing it, right now – aren’t you?) Or if I say ‘Got Milk’ do you instantly go to those commercials with celebrities showcasing their milk mustache?

For an effective marketing campaign, you’ll want to create a buyer persona. A buyer persona helps you know exactly who it is you’re targeting. Buyer personas represent the people interested in your business, or personas that are most likely to “buy” from you.

Most insurance agencies have a few types of people interested in their products. The more products they sell, the more buyer personas they have.

Creating a persona will help you understand each type of person, and building a strong strategy with a buyer persona can help you launch successful marketing campaigns.

If you know who your ideal customer is, you can target them in a way that appeals to them!

Base your buyer personas on your CRM and other customer data you have. Research your audience and interview them to learn more about them. You want to base your buyer persona on real data to make sure you’re not simply making assumptions about your audience’s wants, needs, and expectations.

You’ll want to document demographic information like:

* Location
* Age
* Income
* Job

You’ll also want to know more personal information, such as:

* Goals
* Interests
* Hobbies
* Challenges

From this information, you can start to form personas for your insurance agency. These personas will help you shape your strategy, target your campaigns, and determine which channels you should use to reach the right people at the right time.

Let’s create a few buyer personas as examples:

Roger Schmidt is a high-producing insurance agent in your downline. He’s self-sufficient, is always willing to help other team members, and works primarily off of client referrals. His main goal is to grow his book of business so that he can retire early and spend time with his grandchildren – one is on the way now! He enjoys playing golf, playing cards with his wife, and is a huge Bengals fan. Some of the challenges he runs into is selling over the phone with new technology (he still makes most of his sales in person) and he’d really like more leads so that he can become a ‘top’ producer in the organization.

Understanding these things about Roger helps you develop a plan and understand how to reach Roger, and target other individuals like Roger:

* Roger likes golf – consider a marketing campaign featuring golf imagery
* Roger needs help with technology – consider inviting Roger to a training on a quoting & enrollment tool

These are the same strategies you would use in person for relationship building, you put them into action with tools in a digital setting with geo-targeting or personalized the marketing campaigns for those buyer personas.

Now, let’s look at our next persona. Our next persona is a Medicare beneficiary named, Susan Rowe. Susan just turned 65 and enrolled in a Humana Medicare Supplement during her IEP. She recently retired and now has a budget she must be mindful of. Her goal is to save enough money to go to the Grand Canyon and stay healthy & fit so that she can do more traveling with her sister, Tamara. She enjoys shopping at Hobby Lobby & collecting farmhouse home décor, baking cakes, and acrylic paints. Her main challenge is worrying about her rheumatoid arthritis affecting her ability to paint, bake, and travel.

To target other individuals like Susan, there are a few items that stick out:

* Susan has a budget and may need help with this – especially since one of her hobbies is shopping at Hobby Lobby – create a free budget worksheet to help her save money for her trip to the Grand Canyon
* Feature recipe posts on your social media page from local bakers in your Community (a great co-branded marketing opportunity)

**Converting Marketing to Sales**

It’s time to explore your content, or what exactly you plan to use to capture the attention of your audience. Content is a very generic term and it really encompasses a variety of shareable material: articles, blog posts, infographics, pictures, e-books, whitepapers, and videos. Your insurance agency can use content to attract your buyer personas and help move them through the sales cycle.

Approaching content with the aim to move your prospects through the sales cycle actually helps simplify the process of development and delivery.

For example, in the Awareness stage, your content should be focused on the top concerns of your audience. Writing about their pain points, challenges, and questions gives you the best chance of engaging with them. This type of content should always be educational. Think “How-To” Advice. Save the “selling” for the consideration and closing phases.

The best content for this stage is: articles, blog posts, e-books, videos, and newsletters.

Some examples would be: Medicare 101 Guide, writing a blog post about “What’s the difference between Medicare Supplements and Medicare Advantage?”—these are types of content and marketing activities that can help you identify clients who would fit the buyer persona we created in the previous section for Susan.

Now, let’s talk about how to create content for your buyer personas that are in the Consideration phase of the sales process. In the consideration stage, content should offer a hybrid of helpful information and true marketing messaging. It should educate your audience about what features or functions to look for and how various products may address their needs.

Some examples of effective content that you can create and share in this phase include:

* Checklists
* Worksheets
* How-To Articles/E-books
* Case Studies or Client Testimonials

Don’t forget if you’re using case studies or sharing client testimonials, it’s important to follow best practices and share this compliantly by obtaining a release agreement from your client and ensuring that if products or carrier names are mentioned, you’re applying the Medicare Communications & Marketing Guidelines (MCMGs) and submit these types of materials for review.

So, now we understand that content marketing plays an important role during each of the sales cycle stages. It’s even more important when a prospect is close to buying. At this stage, you can focus on sales, and now is the opportunity for you to continue to drive home why your insurance agency is the best choice — rather than just how great your services or products are.

Your central message in this type of content and this stage should be your expertise, knowledge, and the differentiating benefits of what your insurance agency offers prospects and clients.

When you’re creating content for the final stage, think case studies, buyer’s guide, product videos, research reports or infographics. A lot of this content can come from insurance company’s – they already have pre-approved and CMS filed materials in their agent portals & the marketing materials center for you to use and repurpose. If you’re interested in creating your own content, don’t forget to follow the rules of the road for compliance in marketing & communications and be sure to work with your upline for CMS filing and approval.

**Multi-Channel Marketing**

You’re almost ready to launch your marketing campaigns: you know who you’re targeting with your buyer persona, you know what type of content and materials you should create for your audience based on the stages of the sales cycle, now – let’s figure out how and where you should launch your marketing campaigns.

The best approach is always using a multi-channel approach.

A multi-channel marketing campaign refers to a combination of communication channels – websites, direct mail, email, social media, and other mediums. When using a multi-channel approach, it’s important to create a consistent customer experience across all channels.

Customer experience is one of the most powerful competitive differentiators. And while the quality of the customer experience is important, consistency is equally important. Why? That’s because your customer experience is your brand as a whole, whether their interactions with you are online, in your agency’s brick & mortar location, over the phone, or some combination of these. What value is there in a positive in-person experience if a customer’s experience on your website or social media is negative? If you treat each channel as a distinct entity, you run the risk of brand inconsistency, confusion for prospects, and possibly a negative customer experience.

Here are some quick tips to ensure you maintain brand consistency across all of your channels:

1. Check your demographic information – make sure all channels have the same phone number, mailing address, physical address, email address, website URL.
2. Make sure your brand is consistent everywhere – use the same color scheme, the same fonts in your text communications (both print & digital), and use the same logo and tagline.
3. Remember, your brand is more than a logo! You want to take time to establish your mission statement, your vision, value proposition and ensure those messages are conveyed consistently with imagery and verbiage you choose.

Getting back to your channels, let’s dive in a bit deeper on the different channels you’ll want to consider for your marketing campaigns. Click below on our first topic ‘Websites’ to get started.

**Websites**

Let’s start with websites!

Websites are pretty crucial to your marketing campaign. Why? Because it’s ingrained in customers to turn to a website or to Google to search for your website when they want to learn more about a brand or a product.

A website is the digital version of your brick and mortar location; your 24/7 customer touchpoint, your information base, and it is an all-in-one aspect of your marketing campaign. When you create an email marketing, social, or search campaign, they all direct back to your website. So, this is the first step of deploying any marketing campaign – make sure you have a website to drive your customers and prospects!

Many insurance agents and agencies use their websites as knowledge bases to give more information about their business and the products they offer and at the same time, use web design skills or strategies to convince and help convert visitors into prospects. The capability to convert their customers through websites becomes a strong selling point. If you are building a multi-channel marketing campaign, a website is a must-have in your kit because many other channels depend on it.

The next best thing to having a website is having the website featuring regularly at the top of search engine page results (SERPs), or Google Rankings. This is known as SEO, or search engine optimization. To be honest, it’s very difficult to compete on a national level with insurance companies that spend a significant amount of money to rank high for specific products. However, you can have a competitive advantage in your local market by focusing on Local SEO and optimization.

There are many things that go into search engine optimization. The input involves optimizing each and every page with Google or any other search engine’s requirements in mind.

Then, it requires getting backlinks so that the pages start ranking on top. Understanding the basics of SEO is another topic altogether, and fortunately for you, we have an Agent Elevate Course on just that!

But more interesting is the output of SEO efforts – where you rank above your competitors and get visitors on your site from local searches!

The bottom line is, a website should be optimized for Google, which is the major search engine. So the logical step after the creation of your website is to optimize it so that it ranks higher than your local competitor. Don’t focus on a generic, or large-scale ranking.

It’s also important to keep in mind that SEO is a long-term play. SEO will not yield immediate results, that’s part of the Google algorithm and Quality Score ranking process.

Here are a few tips on getting your website started with SEO, as per Google’s “SEO Starter Guide” resource found on Google Search Central.

1. Ensure that all pages on the site can be reached by link from another findable page. Make sure the referring link includes either text or, for images an ‘alt’ attribute that is relevant to the target page. Crawlable links are <a> tags with an href attribute.Here is an example of a crawlable link: <a href = “ your page URL “>  
   (minus the spaces, of course)

*Most website builders also give you the option to include an alt-tag when you include any image on a page.*

1. Provide a sitemap file with links that point to the important pages on your site. Also, provide a page with a human-readable list of links to all of your pages (called a site index or site map page.)
2. Ask Google to crawl your pages
3. Make sure that any sites that should know about your pages are aware your site is online
4. Create a useful, information-rich site and write pages that clearly and accurately describe your content
5. Think about specific words users would type to find your pages, and make sure that your site includes those words within in (these are known as keywords – keywords would include your zip code, county name, city name, and words for your products, as well as an insurance agent and insurance agency) For example, if someone search “Medicare insurance agent in 90210” – you want your website to be the first page to show on Google. In order do to this, you need to ensure that your pages are including the words ‘Medicare,’ ‘insurance agent’ and ‘90210.’
6. Make pages for users, not for search engines: don’t create pages using or “borrowing” content from other sites that have higher rankings – in order for you to rank – your content must be original and helpful.

Google is full of amazing resources to help you get started with SEO and provides you with additional support and tools to ensure your site is being crawled regularly.

**Emails**

Every year we hear that “email marketing is dead.” And every year, those “marketing predictions” are proven wrong. Email is still alive and will always have a place in marketing campaigns. However, email marketing has changed over the years and more regulations have been put in place with email marketing platforms and email providers to prevent spam and promotional materials from consistently hitting inboxes.

If you are providing value, giving knowledge to your recipients, and emailing the right people, your emails will bypass the spam and promotions box.

When you keep your customers above you, it shows in the way you write, in the headlines you use, and even in your sign-off!

A professional email literally says –“I don’t want to take too much of your time, but I have some valuable input to provide. Knowing my previous contributions, you know the value I can bring, check me out in your own good time.” And the user will take that action.

Now, we’re not saying to use those words verbatim. That’s simply an example of how your email should be set up to trigger the action you want the reader to take!

Some examples of effective email marketing campaigns, feature a header image that is appealing to the reader and meets them where they are based on their buyer persona.

The verbiage is clean and precise – letting the reader know you understand their challenges and can offer a solution.

Next, you give them a CTA, or call-to-action. Best practice is to have three links to the same CTA, one in the verbiage, one in the form of a button or image, and the other somewhere else in the body of the email. I highly recommend A/B split testing, which is the art of changing only one variable in your email to see what helps improve your open and click-through rate.

For example, if you’re using a CTA button – send one email to a subset of your email list using a blue button, or email “A”, and the other email, or “B” with an orange button. Measure your click-throughs to see which email performs the best.

Optimizing your email campaigns will only improve your opens and click-throughs, which then will continue to push you past the promotions/spam filters and ensure you’re hitting the inboxes of your prospects.

Your CTA button should send your prospects back to your website for something: a download or a giveback. Afterall, you’re asking them to opt-in, or provide you with their information – so, it’s only fair that you give them something in return.

Email marketing platforms like MailChimp are great for helping you optimize your email marketing campaigns, create buyer journeys for your marketing campaigns, manage the compliance of your email activities (including your spam scores), and also provide valuable reporting on the interactions of your audience with your campaigns.

**Social Media**

Social media marketing is a strong vehicle that seems to be growing by the hour, and not by day! Facebook started paid promotions and you can reach your customer base if you are ready to spend a few dollars. However, the interaction level and the results totally depend on the number of followers you have as well as the quality of your ads and the frequency & need of your products/services.

There are multiple reasons that a social media campaign may work really well.

Many insurance agents and agencies have found that social media and remarketing are excellent ways to reach their prospects and convert them. However, when you move on to different segments which are more B2B oriented (like agent recruitment), you will notice that social media does not play as much of a role in its marketing campaign. At least not in the traditional social media marketing sense – we’ll get into examples of thinking outside of the box for B2B recruitment on social in a minute.

However, for B2C, or finding prospects for your insurance products, social media marketing really is indispensable.

You don’t have to spend a significant amount of money on social media for advertising, there are always other, and more organic ways of growing your following.

For starters, when you’re sharing content that is relevant on your business page, your customers will likely share your posts if it’s something they feel is important for their friends & family to know – or if it’s something they believe in.

Here are some examples of ways to engage your followers, and ensure they’re sharing the content you’re posting:

1. Highlight people in your community: a local athlete or sports team, a local student for educational achievements (e.g., scholarships or awards, etc.), post a community member spotlight. These types of posts get a huge engagement with your followers, and it’s also a great way to keep your Facebook business page active in feeds (impressions) and prevent you from flooding your followers with reminders about annual reviews or your sales pitches.

Don’t get me wrong, it’s important to keep your posts diverse. You also want to include a sales post from time to time, but you should never bog down your followers’ feed with promotional posts and information.

1. Make sure you don’t pay for followers – Facebook is a great example of where you can pay to get more followers. That’s a horrible idea! While it looks great when people come to your page and see you have 1,000 followers, it does help with your credibility. If your follower base is full of people who do not fit in your buyer personas, then the right people will not see your posts. For example, if you’re buying followers – you could end up with followers halfway across the country, or even yet – people in different countries! You want to ensure that your posts are reaching people who are interested in working with you or know that you are someone they can trust when it’s time to move into the sales cycle.

If you want to gain the right followers, include links to your social media pages in your signature line, include a ‘Follow me on social’ message on your business card or other marketing materials.

Run a contest for individuals who send the most invites to like your page, or a random drawing when you reach a certain number of followers. This will encourage your customers and prospects to invite their friends and family, which you know increases the likelihood of them fitting one of your buyer personas!

The biggest question I often get is, “Which social media platform should I use?”

That’s a great question, and honestly, it varies based on your objective for your marketing campaign, and your target audience. Let’s take a quick look at social media platforms and the demographics using them:

1. Google My Business  
   You should always, always, always have a Google My Business account. On average, a business listed on Google My Business received 317 map views and 943 search views per month in 2019. That figure comes from an analysis of 45,000 business listings. You can use GMB to release localized content – again, supporting your local SEO efforts. If you don’t have a GMB page, go to Google and claim & verify your business now.
2. Facebook  
   Facebook is an important space for your insurance agency. With over 2.70 billion users, you’re positioning yourself to be in front of your target audience! Search Engine Journal listed insurance and financial services as two of the most dominant industries on the platform, along with consumer goods, automotive, e-commerce, entertainment, gaming, retail, and technology.You’d be surprised to know how the user base’s ages stack up against one another:  
   5% of the users are 35-44, while 17% are 45-54, 11% between 55-64 and 6.7% are over the age of 65.Facebook also gives you a few other unique marketing opportunities:
   1. Creating a Facebook Group – this has been an amazing B2B recruitment tool for many insurance agents – we’ve seen organic growth and success by creating a private group for collaboration and support on product, sales & marketing strategy, and unique scenarios agents encounter. This can also be a great marketing opportunity for consumers as well – we’ve seen many agents create a private group for their clients and prospects to join and post Q&A-type posts and a ‘caregiver’ support-type theme. It encourages interaction, friendship, and helpful resources outside of insurance products. Your Facebook group doesn’t have to be themed around insurance products or your insurance agency, it can be a community helping your target audience solve problems or unite for a common purpose.
   2. Facebook Messenger chatbot – In 2011, Facebook turned Facebook Messenger into its own app, Messenger. The app is still integrated with Facebook, but it also stands solo in the app stores. Businesses can send newsletters, chatbot communications, and advertisements through Messenger. It’s also started to integrate with Instagram direct messages. Messenger chatbots can be customized for automated responses, Q&A, or information based on AI recognizing specific keywords or questions. This is a great tool to act as a virtual intake chatbot, especially if people are sending messages to your business page outside of business hours, or while you’re unable to immediately respond.
   3. Facebook Live – Many people think video production has to be professional, sleek, edited and fit for a television ad. That’s simply not the case when you’re in the social media arena. Research has shown that viewers prefer to experience ‘real’ video, like Facebook Live – raw, unedited footage of a person being themselves without scripts, without professional lighting & expensive cameras. This alleviates the pressure to use your budget on equipment or hiring a professional videographer to help you create video content for your social media. Facebook Live is a great way to connect with your prospects in real-time, they’ll get an alert that you’ve gone Live on your Page, and they have the ability to interact & comment with you while you’re live! This is a great marketing tool, and the best part, is once you’ve gone live – it is posted to your page and archived for later views. This can be repurposed and shared on other platforms, like YouTube or TikTok.
3. Instagram  
   Instagram’s 1.16 billion users love this image-based platform! Initially, Instagram used to be the space where 75% of the user base were 18-24-year-olds, the older generations have moved onto the platform to “keep up” with their younger family members. Now, the platform’s user base has evened out where 27% of the user base is 35-44, 16% is 45-54, 8% is 55-64, and 2.2% is 65+. This is a great platform for anyone marketing ACA, or under age 65 health products.

1. Twitter  
   Twitter is a smaller platform with just over 353 million users. You can share images, polls, links, and videos along with short messages. By retweeting & mentioning, you integrate with the community. Strangely enough, the average length of a tweet in 2018 was just 33 characters. It’s almost interesting to mention that over 30.7% of Twitter users are over the age of 49.While it’s great to have a Twitter account to “have one” – Pew Research identifies there is a very specific audience who use Twitter. In 2019, Pew Research posted a study entitled “Sizing up Twitter Users” and noted: a.) The median age of an adult Twitter user is 40, and are three times as likely to be younger than 50 (73%) as to be 50 or older (27%).The study also notes that Twitter users tend to have higher levels of household income and educational attainment relative to the general adult population. And not shockingly, the most active users on Twitters’ posts are related to some political ideology.

It’s safe to say that unless you’re a financial advisor targeting individuals for annuities, you’re likely not reaching your ideal buyer persona on Twitter. It’s still a great platform to have an active profile, because again, it only leads to your brand being out there and increasing your credibility, as all social platforms & pages are crawled by Search Engines.

So, while not every platform makes sense for your marketing efforts, there are 3 things you need to know regardless of which platform you choose:

1. 3 in 5 smartphone users said they take advantage of the click to call feature within Google My Business to directly contact businesses. So, make sure you’ve claimed your GMB page and updated it with your phone number.
2. Keep your information consistent across all platforms, even if another website is not linking back to you, your social media pages are and that only helps build your credibility and optimizes your business for search results.
3. Watch what your competitors are doing – what platforms are they using? How are they marketing? Knowing and monitoring your competition gives you an advantage and real-time insight into their marketing strategy.

**Optimizing and Improving ROI**

The final step to help you optimize and improve your ROI, it’s time to learn how to measure your marketing efforts.

When you create your marketing campaigns, you should be segmenting them by topic, content type, and how they’re being delivered to your audience.

Look at the content topics and content types:

What type of content is performing better? Do more people seem interested in downloading an e-book, or do they prefer to sit in on a live Q&A session you host in a virtual meeting?

What type of topics generate more interest? Is it educational topics on Medicare, or is it something that is non-product specific?

If you use tools like Hubspot to store your content, you can create landing pages and other resources to help you monitor, track, and measure the performance of the content you’re delivering.

Email marketing platforms provide you with in-depth reporting on subscriber activity, and websites have several plug-ins that provide you with visitor reporting like Google Analytics, or JetPack.

Understanding what is working well will only help you focus more on those types of content and those topics. You can leave behind topics and content types that don’t perform well to continue to improve and optimize your campaign.

Optimization really is the key in everything – it takes time and energy to test, review your measurements, re-test, measure, and refine your campaign to maximize your success.

Measuring is also important because you can see if your campaign is going off track, identify the issue and make adjustments in real-time, rather than waiting until the end of the campaign and finding out that your wasted your budget on a low-performing campaign.

Remember, small tweaks can make a big difference in performance. Something as simple as moving your header from the left to the right, changing the image, or the color of your text!