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Tactic #18

Content Marketing HealthCheck

Questions to guide your
content precision for 2024

So this is it. The final quarter push to end your Financial Year strong, and kick off the next even stronger. Time for a checkpoint-health check - and this one is all about your content.

Here are some key questions and areas to focus on as you look to refine your approach, play to strengths and make sure you smash it this year.

It all starts with alignment.



Step 01.

Strategic Alignment

To ensure content marketing success and demonstrable ROI, start by setting clear, stakeholder-approved goals that demonstrate business results. This will not only secure continued marketing funding but also ensure continued alignment to business objectives. As always goals should be specific, time-bound, and measurable.

Evaluate the resources needed for these goals, considering team capabilities and expertise - especially when exploring user trends or new emerging channels. Finally, ensure that your content marketing objectives support your overall business goals, adapting strategies to target the right customer segments prioritising those most primed for growth or success drivers.

Business Objectives Alignment:

- Does the content strategy align with your overall business goals?
(e.g; *reduce churn, grow brand*)
- Are your marketing efforts contributing to the desired business outcomes?
(e.g., *lead generation, brand awareness, customer retention*)

Target Audience Understanding:

- Are there new learnings and insights that would support more clearly defining and understanding target audiences?
(i.e: *from customer success, sales or product teams?*)
- Is your content resonating with the needs and interests of your target audience?
(e.g, *downloads, follows, recommendations, shareability etc..*)

Step 02.

Content creation and distribution

To maximize your content ROI or paid ROAS (Return On Ad-Spend) from your content, adopting a 'brand-to-demand' approach that balances brand-building for long-term growth with immediate sales activities could go a long way.

This involves revising your content plan to align with the strategy, and tailoring your distribution plan to your goals and audiences. Updating your approach for each channel along this alignment would effectively combine long-term brand growth with immediate sales outcomes. This dual strategy ensures your content has greater impact, reaches your target customers more effectively, driving both immediate and sustained growth.

Content Quality and Relevance:

- Is your content adding value? (*informative, engaging, and service a need to your audiences?*)
- Are you regularly updating your content to keep it fresh and relevant?

SEO and Online Visibility:

- Is your content optimised for search engines?
- Are you ranking well for your targeted keywords?
- Are you optimising for voice search? (*AI voice-based assistants are now 40% of search activation*)

Channels Mix Efficiency:

- Are you using the right channels to reach your audience?
- Are these channels delivering the expected KPIs? (*traffic and engagement etc*)
- Is the context of the KPI data well understood and relevant to outcomes of success? The why behind the what... (*i.e: seeming low performing campaign CTR, would be turned off - but without context it's not evident if it's high performing in brand awareness and customer retention*).

Step 03.

Performance Metrics

In assessing the effectiveness of your online marketing efforts, it's essential to adopt a nuanced approach. Look beyond immediate metrics like sales or clicks to understand the broader impact on brand awareness. High engagement levels, even in the absence of direct conversions, can signify growing brand visibility and reputation, which are invaluable for long-term success. This perspective requires balancing detailed performance analysis with an understanding of strategic brand development, ensuring a comprehensive view of your marketing's true value to the business.

Engagement Metrics:

- What are the engagement rates (e.g., likes, shares, comments on your content?)
- Are your engagement metrics improving over time?

Conversion Metrics:

- What percentage of your audience takes the desired action after interacting with your content?
- Are your conversion rates in line with your industry benchmarks?

ROI and Impact Analysis:

- Are you tracking the return on investment (ROI) of your content marketing efforts?
- Is your content marketing strategy contributing positively to your company's bottom line?



Step 04.

Integration and Innovation

Marketing can't operate in a vacuum. To optimise your content marketing strategy, it's essential to have seamless integration with your sales and product teams - and other departments where possible; to leverage insights from across the business. Simultaneously, staying on top of the latest trends and technologies, and wider content marketing ecosystem is key.

This will encourage exploration of new content types and distribution methods for learning and adaptability, whilst ensuring your strategy remains relevant, dynamic and aligned.

Integration with Sales and Other Departments:

- Is your content marketing strategy well-integrated with sales and other departments?
- Are the insights from content marketing being used effectively across the business?

Adaptation to Industry Trends and Technologies:

- Are you keeping up with the latest trends and technologies in content marketing; and in this instance specifically to the NZ tech industry?
- Are you experimenting with new types of content or distribution methods for learning and adaptability?

Step 05.

Customer Journey and Personalization

It doesn't matter how strong your content is, it will fall flat if you aren't addressing the right audience, with the right messaging, at the right time. Aligning content with every stage of the customer journey and leveraging data analytics for personalisation are fundamental for effective content marketing. Timely and relevant messages, enhance customer experience, foster engagement, and increase conversions. Addressing the unique needs and preferences of different audience segments, even within each vertical, businesses can build competitive advantages by making marketing content preference drivers, making your efforts more impactful.

Alignment with the Customer Journey:

- Is your content tailored to different stages of the customer journey?
- Do you have content that caters to awareness, consideration, and decision-making stages?

Content Personalisation:

- Are you using progressive profiling to capture data and personalisation preferences for your audiences?
- Are you effectively using data analytics to personalise content for your audience, beyond first name/last name?
- Is your content addressing the specific needs and pain points of your audience segments throughout their consideration cycles?



Step 06.

Continuous Improvement

Incorporating feedback and competitive benchmarking into your content strategy is vital for both technical optimisation and marketing success. This combined approach ensures content is technically sound, meets audience needs, and adheres to industry best practices, fostering enhanced engagement and competitive edge. It underscores the importance of agility and responsiveness in content strategy, crucial for maintaining relevance and achieving superior customer experiences in a rapidly changing digital landscape

Feedback and Iteration:

- Are you actively seeking and incorporating feedback on your content?
- Do you have a process in place for regular review and improvement of your content strategy?

Competitive Benchmarking:

- How does your content marketing performance compare to your competitors?
- Are there best practices from competitors or other industries that you can adopt?

This quick content marketing healthcheck serves as a simple strategic tool to keep your content marketing efforts on the right track, and do more of what works, and less return of what doesn't.

Remember context is key when looking at performance data, and don't be afraid to experiment and learn with new channels/tech to test and iterate, to help you stay competitive. Make your content easy to digest, these days people are short on time and attention and make it visually appealing, with clear formatting so it's easily scannable. This helps with getting to the good stuff fast, but also super SEO-friendly. Go dive in!

At SwayTech we're embracing new ways of working, uniquely suited to injecting both strategic and execution capabilities into Kiwi Tech businesses.

Whether you're a tech CEO, a visionary founder, or a senior marketing leader, we can help you sharpen marketing strategies, from prepping for that all-important raise to maintaining that post-raise momentum or powering up your next growth targets. We journey with you to define solutions that pack a punch and deliver lasting impact, even if marketing is not your happy place.



We'd love to have you as part of our professional network, follow us on [LinkedIn page](#). We're all about building and sharing knowledge, and supporting Kiwi Tech businesses to grow.

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