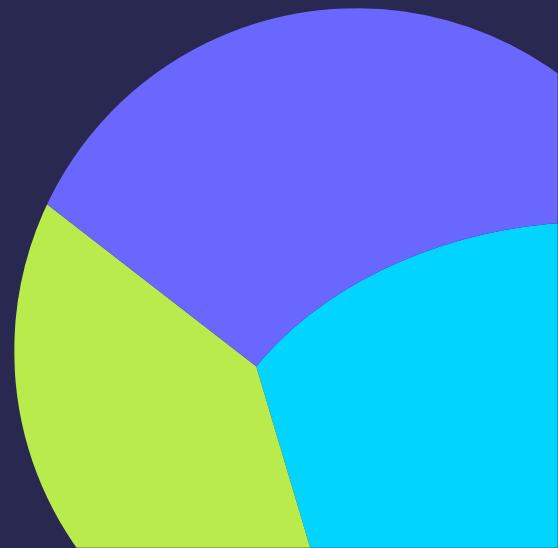




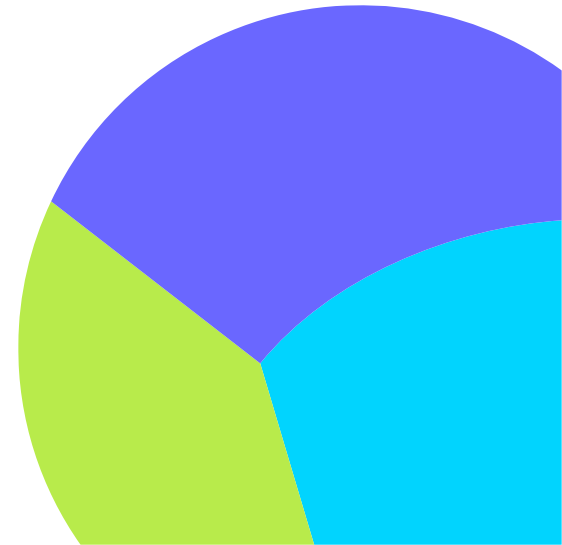
# DG Reporting & Benchmarks

Easymode content  
& SEO reporting



# In this lesson?

- How to measure narrative-led Easy Mode content
- How to measure subject matter expert content
- How to measure SEO content



# Measuring narrative content

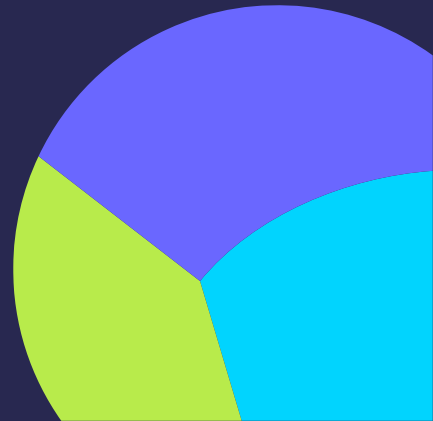
The main objective of any narrative focused content from The Easy Mode Framework is resonance and engagement - but not just from anyone. Specifically from the people you're aiming to reach.

## Part 1: Is the audience resonating with the content?

- Are your value loops growing? E.g. are more people subscribing, following and attending?
- Are you receiving positive feedback? E.g. in the DMs, comments on posts, shares and reposts and replies to emails.
- Are you getting engagement on the content? E.g. likes, comments, increasing numbers of attendees, podcast downloads, video views, average time on page.

## Part 2: Are the right people engaging?

- Of the people subscribing, liking and following - how many of them are in your ICP?
  - What percentage of your LinkedIn followers are at the right level of seniority?
  - Are the desired industries subscribed to your newsletters?
- Are you getting more mentions of narrative content in self-attribution forms after inbound requests?
- Are the number of inbounds increasing? And are they the right fit?



# Measuring narrative content

We break down our new monthly value loop subscribers (e.g. webinar attendees, newsletter subscribers, LinkedIn followers etc) into categories based on company size, and job title. It might make sense for you to categorise by other identifiers, such as industry too.

This way, it's easier to deduce if you're reaching the right kinds of profiles with your narrative content. And if you're not getting the volumes of specific job titles you want, then you can develop the content as you go to better resonate with the desired profiles.

Comp. Size	1-10	11-50	51-200	201-500	501-1000	1001-5000	5001-10000	10001+
June	33	54	100	67	21	10	4	6
July	34	56	104	48	31	15	9	11
% change	+3%	+3.7%	+4%	-28%	+47%	+50%	+125%	+83.3%

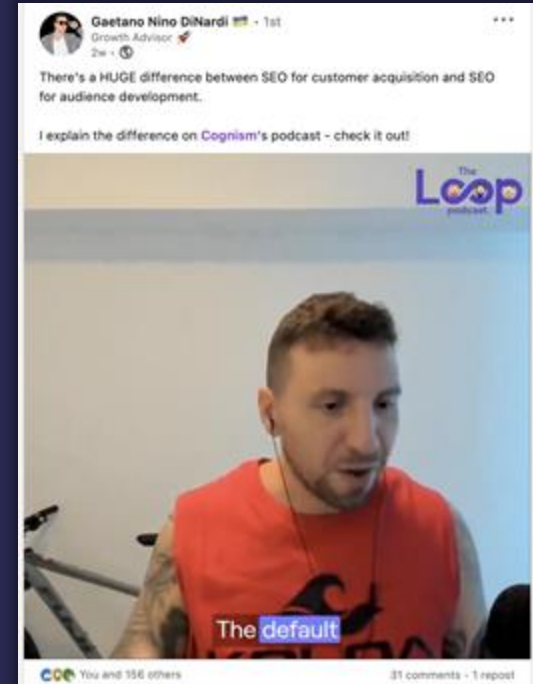
Job Title	Director	VP / Pres	C-Suite	Head of	Manager	Senior Marketer	Marketing Exec
June	38	19	14	28	67	8	10
July	43	21	16	46	95	16	4
% change	+13%	+10.5%	+14.28%	+64.28%	+41.7%	+100%	-60%

# Measuring subject matter experts

If you're working with subject matter experts - then you want to know you're getting positive signals from your ICP that they relate and resonate with the content you produce with them.

Your SME content will likely be wrapped in with your narrative content, but you can separate it out to get an overview of how it's pushing your objectives.

- Is your content using your SME getting likes, comments, views, downloads, listens?
- Where does your SME content rank against your other content and benchmarks?
- Is your SME content being mentioned in self attribution?
- If you've got your SME sharing content on their own profiles, how is it received?
- What qualitative feedback are you getting about this SME?
- Have you got positive indicators that your SME content is being shared around dark social?



Then more generally, are you seeing an uptrend in engagement metrics since working with your SME?

## Working with Gaetano

11 JUL - 51 E19 - 28 MIN

### Declared intent vs assumed intent with Pete Lorenzo, VP of Marketing at... The Loop

Play

Cognism's growth adviser, Gaetano DiNardi is joined by VP of Marketing at HYCU, Pete Lorenzo to talk all things buyer intent. If declared intent trumps assumed intent, why aren't we all optimising for declared intent?

4 JUL - 51 E37 - 21 MIN

### Death of the AIDA model with Barry Nyhan, Head of Growth at Workvivo The Loop

Play

Cognism Growth Adviser, Gaetano DiNardi is joined by Head of Growth at Workvivo, Barry Nyhan to discuss the buyer journey. Specifically, how the traditional AIDA model is no longer reflective of how modern buyers actually behave.

After Gaetano shared this guide, it got 1000+ more views than our average plus was featured in Ahrefs newsletter

Gaetano helps us find podcast guests to interview on narrative subjects.

The Loop podcast has grown 900% since Q1 into Q2.

Gaetano Nino DiNardi Growth Advisor 1mo · 1st

Marketers are building fantasy funnels -- and it needs to stop.

Here's my take, via [Cognism](#).

In this guide, you'll read:

1. Why the AIDA model is outdated.
2. In-market buyer content vs. Out-of-market buyer content.
3. Should product and social proof be for more than just "BOFU" audiences?
4. Why marketing reliant on assumed intent doesn't work.
5. What content helps drive more declared intent?

#marketing

Stop building fantasy funnels

Buyer journeys aren't linear

Declared intent trumps assumed intent

Driving high intent inbound

Find out more

Why the SaaS Marketing Funnel Doesn't Work

cognism.com · 6 min read

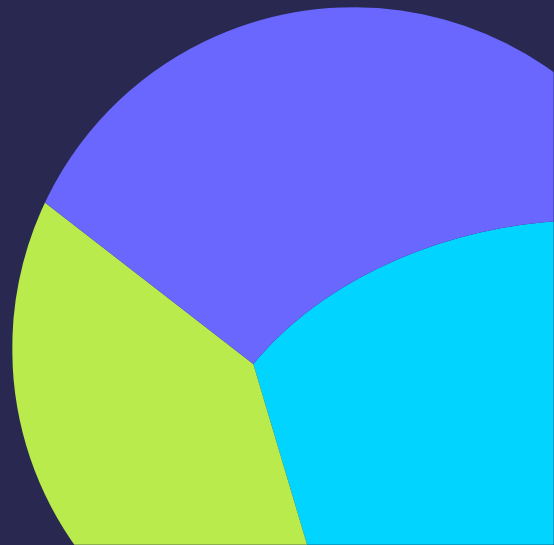
You and 202 others 52 comments · 3 reposts

# Measuring SEO content

While we have our entire media machine on the go, we also have dedicated SEO marketers making sure we are showing up in search.

But how are we measuring success?

- An overview of blog performance. E.g. overall blog views and engagement time. How does it compare to the previous period? (GA4)
- Organic traffic, traffic value, organic keywords, keyword top 10 (Ahrefs)
- Domain rating, and branded traffic.
- Money keyword rankings (in UK and US)
- Competitor keyword rankings (in UK and US)
- Blog assisted conversions. E.g. total conversions, our average blog conversion rate and individual blog conversion rates. (Salesforce)
- Demo requests, deals created, pipeline, number of deals won and value of deals won. (HockeyStack)
- We also track inbound/outbound backlinks which we do via a Google Sheet



# Money keyword rankings

## UK



## US







# Your next lesson:

Building reports, dashboards and using  
data for decision making

