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The Content Formula: Calculate the ROI of Content Marketing & Never Waste Money Again

Michael Brenner, Liz Bedor

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The Content Formula answers the biggest question currently on marketer's minds: what is the ROI of content marketing? This book provides a step by step guide for marketers, and is divided into three parts: how to build the business case for content marketing, how to find the budget to establish a new content marketing program, and how to measure content marketing success in business terms. With unused and wasted content costing B2B marketers alone a whopping $50 billion a year, the time to take a step back and identity problem areas is now so departments can focus on the areas that yield the most benefit to the bottom line. The Content Formula establishes a way for marketers to prove the exact return on investment they get from content marketing, highlighting its usefulness in any marketer's toolbox. Available in Paperback, on Kindle, as an audiobook, and soon, as an online calculator to save you even more time!

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