



How do you measure ROI on your white papers?

You have invested in generating thought leadership content in the form of white papers, but how do you go about measuring the return on investment on them?



White papers are increasingly gaining in popularity as one of the important tools in your inbound marketing strategy. While creation of the content is just the start, it needs to be leveraged well across the marketing channels, so that you can realize the true benefits of your efforts.

Here are some ways in which you can measure the effectiveness and thereby the ROI of your white papers.

1. *Number of downloads at the website*

- a. Most of the marketing promotions will direct traffic to the website URL, where the white paper is hosted.
- b. The direct downloads from the website is a great indicator of the success of whitepapers. The ratio of summary views to download views will provide the conversion rate of different whitepapers present on the website.
- c. A simple lead capture (registration) mechanism at the website can help in understanding who has consumed the content.

2. *Rankings in search engine*

- a. A whitepaper with optimized keywords will appear higher in the search results. The keywords used in the summary view of whitepapers should be researched and used optimally to improve the rankings in search engines.
- a. The number of back links to the white paper should be improved by hosting them across relevant directories. Greater the number of back links, higher will be the visibility of the whitepaper to the target market and higher is the ranking in search engines. Websites such as www.alex.com indicate the number of back links to your website.

3. *Source of clicks*

- a. Assuming that whitepaper has been marketed through emails, PPC campaigns, social media channels like LinkedIn, Facebook, etc., a unique URL association with each of these marketing channels can help in tracking the sources of clicks leading to qualified traffic. As a result the percentage conversion from every channel can be calculated. This can be done through a simple tools like www.bit.ly



4. *Conversion of prospects*

- a. The ratio of inquiries generated by the prospects compared to the number of downloads is an important indicator of the effectiveness of the whitepaper. The inquiries might be in the form of phone calls or emails or inquiry forms on the website.

These are just some of the ways of measuring the ROI on a white paper.



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