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Content Body *



Hi there,

To better serve the wants and needs of your audience through content, marketers need to know how to analyze data. As organizations begin to grow, marketers can lose track of what's most important to their audience. To keep your company sharp and focused, analyzing data is key, but knowing what data to use can be a barrier to creating great stories.

Join Skyword's Vice President of Services, Andrew Wheeler, and Managing Editor of the Content Standard, Ted Karczewski on Wednesday, May 18th from 1:00pm - 2:00pm EST to learn how they transformed their mindset to use data to drive their content creation process leading to increased efficiency, and creating stories people want.

Pulling from their experience, you'll learn:

- What data to collect and analyze
- How to use that data to improve your content strategy
- Why content marketing teams are prioritizing data collection in 2016

By [registering for the webinar](#), you will be entered to win a complimentary pass to our brand storytelling conference, Forward, from June 22nd - June 23rd in Boston.