

SKYWORD + MARKETING AUTOMATION: MARKETO

Complete the Story

Lead Analytics

As a content marketer, you know how to publish great stories. But when you're asked how they are resonating with leads, your storytelling skills are stretched to the limit. Engagement metrics like pageviews are necessary, but don't tell the whole story. Your management team wants to see how your content is driving new leads and connecting with existing ones.

If you don't have access to your marketing automation platform on a daily basis, demonstrating ROI is a hassle. When you report to management, your story is missing that aha moment and can leave stakeholders wanting more.

With Skyword + Marketing Automation, you now can complete the story.

Skyword + Marketing Automation offers a deeper level of visibility into audience engagement so you can truly understand what triggers conversions. Ensure your content is resonating with the right audiences by tracking who is coming to your site, where they came from, what story piqued their interest, what types of content are driving the most leads, and who keeps coming back for more. You can also see the content each lead is viewing to share with your sales team and help guide conversations. Start fostering personal relationships with your leads—turning them into loyal fans of your brand.

Lead Analytics + E-mail Publishing

The Analytics pages of the Skyword Platform include metrics on lead acquisitions so that you can see what content is resonating with your audiences.

Marketing Automation Reports:

- Page Program Activity Summary
- Marketing Leads Generated
- Most Active Leads
- Most Viewed Content By Leads
- Program Activity
- Lead Activity
- Individual Lead Activity
- Written Content
- Individual Written Content
- Contributors

E-mail Publishing

In addition, Skyword + Marketing Automation offers a streamlined solution for publishing content directly to your e-mail marketing campaigns. Create customized workflow for review and approvals in Skyword and then transfer approved content created in the Skyword Platform directly to Marketo. You also can tap into Skyword's freelance community to identify and manage talented writers for outbound campaigns. Ensure that your e-mail copy is aligned with the rest of your messaging to create high-quality, stakeholder-approved campaigns.

Sample e-mail template

From Name *
Lauren S. at Skyword

From Email Address *
learnmore@skyword.com

Reply To Email Address *
learnmore@skyword.com

Display Unsubscribe Message *
 Display Unsubscribe Message

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.

166

Sample lead reports

