

PERFORMANCE TRACKING

CONTENT MARKETING STRATEGY

REPORTING PERIOD
Q1 2024

CAMPAIGN NAME

STRATEGY OWNER

TARGET AUDIENCE

Content Channel	Primary Goal / KPI	Target Metric	Actual Result	ROI / Performance
Blog / Articles	Organic Traffic			Low Med High
Social Media	Engagement Rate			Low Med High
Email Newsletter	Click-Through Rate			Low Med High
Video Content	View Duration			Low Med High
Whitepapers/DLs	Lead Generation			Low Med High

KEY INSIGHTS & WINS
AREAS FOR IMPROVEMENT