

# The Measurable Benefits of a Content Marketing Program

At Huff Industrial Marketing, we take calculating your content marketing program's ROI seriously. Once you retain us, we'll set up and track at least three KPIs from the following lists.

Search Traffic	Potential Opportunities	Brand Performance
Organic vs. Paid or Social	RFQ form submissions	Referrals
New Users vs. Returning	Email inquiries	Impressions <i>e.g. Image search, Featured snippets, Google My Business</i>
Events <i>e.g. downloads, click-to-calls</i>	Call tracking	Expertise, Authority, and Trust (E-A-T) messaging

## Sustainable Content Marketing

One VP of Sales we spoke with was rewriting marketing content at 1:00 AM – the only time he had – and why he finally reached out. The negative impact on his work and personal life was unsustainable.

## Measurable Benefits

Consistently creating content over time provides benefits including:

- Improved brand performance
- Market differentiation
- Increased sales volume
- Shortened sales cycle
- Reclaimed time

Multiply the ROI over a year and you can quickly see that a Content Marketing Program by Huff Industrial Marketing is an investment in your business (and your life) – one you can't afford to put on hold.