

Create Content

Lead gen program KPIs and content formats

KPIs

Example #1 Increase from 500 to 600 website visitors each quarter

Example #2 Increase the number of article downloads from our website by +5% each month

Example #3 Increase followers on LinkedIn by 100 by year-end

Example #4 Increase opt-ins to email marketing by 20 inbound marketing leads per month

Formats	
Type	Place
blog section	website
webinars	virtual meeting
videos	website and social media
PDF	website and emails
PDF	social media posts with external link to website
article posts	LinkedIn company page
update posts	employees share company updates through their individual profile
infographic PDF	external links through social media, available through website only after lead provides contact information
white paper	external links through social media, available through website only after lead provides contact information