

IS YOUR CONTENT STRATEGY

**COASTING,
CRUISING, OR
ABSOLUTELY
CRUSHING IT?**

Put your content to the test

BARTLEY & DICK
MARKETING & CREATIVE SOLUTIONS



INSTRUCTIONS:

Content marketing is no longer just an option.

It's essential to building strong relationships with your audience and driving long-term business success. Did you know that 90% of all organizations use content marketing, yet only 29% of them say they're really nailing it?

If you're wondering how your strategy stacks up, [check out our blog](#) on the 5 "W"s of content marketing to get a refresher.

Ready to see where your content marketing stands?

Take our quick quiz to assess your content marketing strategy and find out where you can improve (and maybe even score some bragging rights).

Instructions for Scoring:

For each question, select the answer that best describes your current content marketing strategy. After completing all the questions, tally up your points based on the following values:



Once you've totalled your score, refer to the results section to see how effective your content marketing strategy is—and get some handy tips along the way.



QUIZ QUESTIONS:

8 questions to help you get to the next level

1. How well does your content strategy align with your business goals?

- A) Fully aligned—our content supports key business objectives.
- B) Sometimes we're aligned, but we could be better.
- C) We aren't driving toward a specific objective with our content.

2. How accurately do you target your audience with your content?

- A) We have well-defined personas and tailor our content to their needs.
- B) We have general audience insights but don't always use them to guide content.
- C) Our content is for everyone!

3. What types of content formats do you regularly use?

- A) A wide variety—blogs, videos, infographics, webinars, and more.
- B) We regularly create blog posts and social content.
- C) We've got one or two formats we try to keep up with.

4. How effective are your content distribution channels?

- A) Super effective—we're leveraging multiple channels like pros.
- B) Eh, we're doing okay, but there's room for improvement.
- C) Distribution? What's that?

5. Do you measure your content's performance with clear KPIs?

- A) Absolutely—we've got engagement, conversion rates, and ROI locked in.
- B) Kind of—we track some things, but it's not comprehensive.
- C) We collect metrics, but we're not confident on how to interpret them.

6. How well are your sales and marketing teams aligned on content creation?

- A) We're a dream team—sales and marketing collaborate like besties.
- B) Sometimes they work together, but not consistently.
- C) Sales and marketing run their own shows.

7. How personalized is your content for different stages of the buyer's journey?

- A) Super personalized—each stage gets its own custom content.
- B) Somewhat personalized—we've got content for some stages, but not all.
- C) Our content is generalized to work across the journey.

8. How often do you refresh or repurpose existing content?

- A) Frequently—we maximize the lifespan of each piece of content.
- B) Occasionally—we repurpose, but it's not a regular thing.
- C) Rarely—we don't often revisit or update old content.



RESULTS:

8-12 points:

COASTING

It looks like your content marketing strategy is just getting off the ground — congrats on getting started!

The early stages are the best time to get things aligned with your business goals, understand your audience better, and test out some fun new content formats.

Actionable Tips:

- Write down your content strategy and make sure it aligns with your company's mission. You've got to start somewhere!
- Get cozy with your audience personas and start tailoring your messaging to what they want to hear.
- Start tracking some basic performance metrics — after all, you can't improve what you don't measure!

13-18 points:

CRUISING

You've got a solid foundation, but there's still room to make your content marketing sing. Focus on fine-tuning your personalization efforts, trying out new content types, and getting more strategic about your distribution. You're not far from content marketing greatness!

Actionable Tips:

- Map out the buyer's journey and make sure your content matches each stage, from "who are you?" to "let's close this deal!"
- Mix up your content types—think videos, infographics, or even podcasts to keep things fresh—but don't lose sight of messaging consistency!
- Test out different distribution channels. You might find new ways to reach your audience!

19-24 points:

CRUSHING

You're crushing it! Your content marketing strategy is dialed in, and you've got a wide variety of formats and channels working for you. Keep refining what's already working, experiment with more advanced KPIs, and align even tighter with sales.

Actionable Tips:

- Time to geek out with some A/B testing—fine-tune your messaging and watch those conversions soar.
- Huddle up with sales and make sure your content is tackling customer pain points like a pro.
- Repurpose like a boss! Turn those winning webinars into blogs, infographics, and social posts to extend your content's lifespan.

Not loving your score? You don't have to fix it on your own.

Whether you're looking to boost lead generation or take your content strategy to the next level, Bartley & Dick can help you hit your goals (and then some). **Check out how we helped an industrial ingredient innovator exceed their lead generation goals by 90% in our latest case study.**



LET'S CREATE SOMETHING EXTRAORDINARY.

It starts with a conversation.

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