Template: Content ROI Forecasting Checklist

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Based on Article: "Forecasting Content ROI: Using Analytics to Prioritize Topics, Formats, and Promotion Budget"
Website: https://scaleblogger.com

A practical checklist to help content teams forecast the ROI of their content by utilizing predictive analytics and relevant metrics.

Checklist Items:

- [ ] **1. Identify Key Metrics**
  Determine which metrics will serve as indicators of content success, focusing on those that track user intent and engagement throughout the user journey.
  Reference Section: What we should measure before choosing topics and formats

- [ ] **2. Analyze Historical Performance**
  Review past content performance to understand what has worked previously and identify patterns that can inform future content strategy.
  Reference Section: A surprising number: why most content teams still guess at ROI

- [ ] **3. Assess Audience Demand**
  Utilize tools like GA4 and Search Console to gauge audience interest in potential topics, focusing on organic impressions and topic velocity.
  Reference Section: What we should measure before choosing topics and formats

- [ ] **4. Evaluate Content Formats**
  Consider which formats (articles, videos, webinars) have historically performed well and are likely to yield a higher ROI based on completion rates and engagement metrics.
  Reference Section: Scenario planning for formats: which content type is most likely to return value

- [ ] **5. Weight Metrics Appropriately**
  Apply different weights to metrics based on the content stage (awareness, consideration, decision) to ensure accurate predictions of ROI.
  Reference Section: What we should measure before choosing topics and formats

- [ ] **6. Create Forecast Models**
  Develop predictive models that estimate potential ROI based on selected metrics and historical data, allowing for informed budget allocation.
  Reference Section: How to assign promotion budget with forecast bands, not gut feel

- [ ] **7. Plan Promotion Budget**
  Allocate your promotion budget based on forecasted performance rather than gut feeling, using forecast bands to guide spending decisions.
  Reference Section: How to assign promotion budget with forecast bands, not gut feel

- [ ] **8. Monitor and Adjust Forecasts**
  Regularly review and update your forecasts based on new data and performance insights to maintain accuracy over time.
  Reference Section: The question leaders ask last: how do we keep the forecast accurate over time?