

Beyond Likes: The Real Content Marketing Numbers That Matters To Grow Your Small Business

One constantly linear factor in the small business cycle is how thinly stretched your time and marketing budget can easily be stretched. If your ultimate goal is not to be a spike on the already demoralizing graph, then you have to maximize your time and marketing to ensure it works.

That's where tracking comes in!

There is more to tracking than just the likes and followers. It delves deeper into understanding which content is growing your business and which isn't hitting the mark. You'd be shooting yourself in the foot if you aren't paying attention to the numbers that truly matter. This article covers the right approach to effectively track your content, help you figure out what your audience wants, and ultimately, how to get your desired results.

Why Does Tracking Content Marketing Metrics Matter?

Kudos for a job well done writing that blog post, making those social media posts, and sending out those newsletters, but what's next? Without tracking, how do you know what's worked? Today, it's easier to see if people are reading your content, interacting with it, heading to your website, or clicking your call to action.

Metrics are what keep you in the know by providing that feedback loop. As a small business, your primary objective is to make more sales and scale organically using content marketing. [Having the right data](#) and being able to track it is your guaranteed way to achieve that. You don't have to become an overnight data expert to understand the numbers magically. You just need enough knowledge to guide your decision-making. Over time, you can focus on what's yielding results and zero in on it to the fullest.

The Four Main Types of Content Marketing Metrics

[Content metrics fall into four categories](#): awareness, engagement, conversion, and retention. Each category gives a unique breakdown of how your content is performing.

1. Awareness

This is where you have an insight into how many people have come across your content and reacted to it. It's where you have metrics like the impressions, views, reactions, and how far it reaches on social media.

2. Engagement

Do you know what they say about what you wear on your wrist? You don't need a mirror for it. That describes engagement metrics, as you can see how people have interacted with your content. You can tell from the likes, comments, and how many people clicked the links in it.

3. Conversion

Conversion is the real deal, as that's how you find out if people followed your CTA of signing up for your newsletter, booking a call, making a purchase, or downloading your e-book.

4. Retention

Are there return customers? Do they open your emails regularly, visit your site again, or want to make more purchases? All this and more can be tracked in the retention phase.

All four categories above provide a bigger picture of how content plays a pivotal role in your customer's journey from discovery to decision-making.

Are there Really Vanity Metrics?

If you've done any form of content marketing, then you've certainly come across the term "vanity metrics." But what are they? Any numbers that don't [directly impact revenue](#), growth, or decision-making is a vanity metric.

For example, 1000 likes on a LinkedIn post might feel like a win. However, if nobody clicks your link or buys what you're offering, what purpose do all the likes serve for your business? It doesn't mean vanity metrics are useless and should be ignored, as they can still show you what kind of content grabs attention. Don't just leave it at that. Dig deeper to know if they took action.

How to Use Metrics to Get Better Over Time

Tracking is one feedback system that small business owners can depend on. It tells what's working and enables you to make smarter choices that impact your business. It's always important to pay attention to what your metrics say as they tell you what your [audience finds more value in and what platforms yield the most results](#).

What does your audience find more value in, or what platforms yield the most results? Suppose your "How-to guides" yield more results than your company updates. In that case, that indicates that your audience values hands-on practicality. And if it's your email list closing the deals, it's about time you turned in that direction.

The more you check your data, the more patterns you'll see. You have to figure out which content formats are worth repeating. These metrics will also help you learn when to post, how often, and on what channels. It's all about minor tweaks here and there that add up to significant improvements.

Common Mistakes to Avoid When Tracking Your Metrics

It's easy to get overwhelmed by all the numbers or focus on the wrong ones, and yes, it's no wonder why most small business owners make mistakes. So what mistakes are there to be watched out for? They include:

1. Tracking too much without context

Your dashboard may be full of data, but it's still useless. Until you understand what the numbers mean for your business, they'll be worthless to you.

2. Giving up too soon

Some content will always take time to build traction, especially with SEO. Just because your strategy hasn't yielded results yet doesn't mean it should be ditched. Give it some time

3. Chasing only one metric

If you care about the likes and followers, you might miss the bigger picture of it all. It's important to keep an eye on what moves the needle the most from one point to another.

4. Not tracking at all

Not tracking at all is only the beginning of the end of what awaits your business. If you aren't checking any metrics, you're already shooting yourself in the foot, as every hour counts.

How to Track Your Metrics Without Getting Overwhelmed

You don't need a marketing degree to get better at tracking your content marketing metrics, as plenty of beginner-friendly tools and resources are out there. Platforms like Google Analytics, HubSpot, Ahref, or Semrush offer free tutorials that walk you through the basics. Social platforms like Instagram, X, LinkedIn, and Facebook also have built-in insights that are easy to use.

Blogs from sites like Moz or HubSpot are goldmines of information, and you can also tune into podcasts, YouTube channels, or newsletters focused on small business marketing. If you're fired up to dive even deeper, a short online course in digital analytics might be worth your time. The more you learn, the more confident you'll feel and the better results you'll get.

The Wrap Up

Tracking your content marketing is all-encompassing as it covers the numbers and helps you understand what's working so you can go all in and maximize them. It's this kind of clarity that busy small business owners need.

Tracking your metrics helps you save time, stretch your budget, and make more intelligent choices. What could be more refreshing than seeing your hard work pay off? Do well to keep an eye on the data, and use what you learn to guide your next move because when you get the tracking part right, marketing gets a whole lot easier and more effective.