

#1 Setting and Tracking Goals

- 1. Lead Generation**
- 2. Brand Awareness**
- 3. Customer Acquisition**
- 4. Thought Leadership**
- 5. Website Traffic**
- 6. Lead Management / Nurturing**
- 7. Customer Retention or Loyalty**
- 8. Sales and/or Support**

2014 B2B Technology—North America Content Marketing Institute/Marketing Profs

