**How to Determine When Content Efforts Pay**

OptinMonster co-founder Syed Balkhi offers formulas to help determine the investment return for content marketing, including for website traffic, lead quality and social engagement. "There are concrete ways to measure the success of your content strategy, but there are also context-sensitive factors that you can assess and improve," Balkhi writes.

***Business 2 Community 5/20/21***

[*https://www.business2community.com/content-marketing/how-to-determine-your-content-marketing-roi-02406754*](https://www.business2community.com/content-marketing/how-to-determine-your-content-marketing-roi-02406754)

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