



## **Digital Marketing Agency Bliss Drive Releases Guide on Calculating Content Marketing ROI**

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January 2022: Bliss Drive releases an online guide that explains how to measure content marketing ROI. The article, published on Bliss Drive's website, was produced by the company's SEO experts. The guide was released to aid anyone looking to calculate how well their content marketing is doing.

ROI is an important measure of successful content marketing since it relates directly to revenue. Nonetheless, money is not the only measure of success in content marketing. It is unlikely that the website will generate revenue if it does not receive page views, shares, and visitors who aren't engaging. This guide was designed to provide practical tips with detailed information on content marketing ROI and other important metrics that indicate success.

According to Bliss Drive, their experts conducted thorough market research to compile the guide. The publication explained the content marketing metrics that really matter. The guide also walked readers through the basic steps to check how well their content marketing is doing in terms of ROI, so businesses can figure out the percentage of revenue gained compared to what they spent. Readers can find the full guide by visiting their page; <https://www.blissdrive.com/blogs/how-to-measure-content-marketing-roi/>.

Since the launch of their site, Bliss Drive has provided online digital marketing services, online resources, research, analyses, and guides to inform readers about all the tools and knowledge needed to boost their web traffic and increase sales. The guide was published as part of their regular research on digital marketing strategies.

"We hope to simplify the process for measuring content marketing ROI for businesses and individuals, through this guide, while also shedding light on often ignored metrics that are actually vital success indicators," said Richard Fong. He believes in providing readers with credible and authentic information on content marketing in a comprehensive and simplified form for them to understand.

In its effort to help people with their digital marketing strategies, Bliss Drive offers services and practical advice on SEO services, content marketing, web design, competitive analysis, and conversion rate optimization. It also discusses industry insights, the latest trends, and news updates in digital marketing.

?With our resources, we bring forward new ways to provide information and services to meet the different digital marketing needs of our readers,? said Fong. Readers can learn more about what digital marketing will look like in 2022 by visiting their page: <https://www.blissdrive.com/blogs/be-ahead-of-the-curve-what-digital-marketing-will-look-like-in-2022/>.

Full details of the resources available can be found by visiting Bliss Drive?s website.

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## Bliss Drive

*At Bliss Drive ? your results-driven, strategic digital marketing partner of choice ? we are inspired to provide the very best, most comprehensive web marketing service available anywhere. Many agencies make these claims, but few actually deliver.*

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