

WHY

On the premise that our collective North Star is Impact = Profit

it is important that we establish some transparent standards to differentiate impact (value) from work (time). Specific to quality content

analytics tools and industry standards exist as an objective

means to quantify performance

which can then

- inform impact measurement using data
- guide proposal development to deliver impact
- allocate fair reward based on impact vs work

Quality Content:

High-quality content is a cornerstone of brand, marketing and communication for which there is no shortage of industry standards and data-driven metrics to help quantify (direct, proxy and attributed) performance that can inform impact measurement.

Objective Measures

: Data-driven performance measures are a reliably objective signal of quality. While there may be subjective measures of quality content and impact, objective industry practices could be our starting point

Proof of Performance:

Content is one area of work where we have the analytics tools to effectively monitor, quantify and reward (future and retroactive) based on proven performance. Logically, performance data provides retroactive proof of performance.

Consistent Reward

: With a standard set of data metrics we can ensure that people are aware of, working towards and rewarded equally for impact. Whether it takes someone one week or two years to attain some x

performance

(i.e. 10k subscribers) they should receive y

.reward

HOW

I would like to open a conversation to discuss performance standards specific to content creation and performance measurement. Industry terminology and metrics can 1) help build our collective understanding of how content funnels deliver impact and 2) evolve with our learning around impact.

The case for transparency of these metrics is that even though they may evolve, people will be aware of the standards that apply to them when seeking future or retroactive grants. I recognise this reflects my personal results-driven, performance orientation and reliance on data-driven decision making so please excuse these bias'.

The terminology shared below is drawn from professional experience across in-house, agency and consultancy practices. The associated example (shown in quotes) is provided for illustration purposes only. This is minimum viable information and does not offer a complete set of performance measures for all content approaches.

My primary intent is to share my perspective as a basis for discussion, debate and constructive feedback from which to speculate <> collaborate <> learn. I hope this might broaden our collective understanding of content performance and accountability so that we effectively reward impact

WHAT

Purpose

Strategic purpose should talk to an overarching and quantifiable end result (i.e # product demos, # dapp users, # course completions). We are fortunate to have a set of [collective intents

](<https://gov.optimism.io/t/collective-intents/5874>) that clearly inform strategic purpose

Purpose: Intent 4 Governance Accessibility: Increase and/or diversify the total voteable supply through a series of podcasts designed to lead people to the Agora platform to delegate their OP

Objectives & Key Results

Strategic OKRs are not all equal in terms of impact. In terms of impact, it is helpful to think of content as a form of a funnel, a series of steps to achieving a strategic purpose. Specifically, the items at the top of the funnel would rarely if ever carry the same value as those further down. Logically, closing a sale is a strategic result and higher impact (conversion) than top-of-the-funnel awareness or lead generation. Funding should reflect impact

OKRs

- promote ease of use for the Agora delegation process to encourage delegation
- promote delegates with <0.25% voteable supply to highlight governance diversity
- baseline and measure delegated OP for participants to quantify changes and assess the impact on voteable supply

Funnel Examples

Simplified

Blended

Purchase Cycle

Sales

B2B

Led Gen

Awareness

Problem

Problem

Prospect

Problem

Attract

Acquisition

Solution

Requirements

Qualified Lead

Product

Qualify

Options

Convert

Consideration

Engage

Compare

Solution

Influence

Trial

Inspire
Facilitate
Select
Demonstrate
Buy In
Decision
Convert
Purchase
Close
Purchase
Close
Experience
Service
Evaluate
Consierge
Service UX
Support
Activate
Loyalty
Advocacy

Approach

The tactical approach describes a plan to achieve OKR through the combination of various options to publish and disseminate content.

- types

i.e video, audio, copy

- channels

owned, earned, paid

- formats

i.e AMA, podcast, course, memes

- methods

i.e. email, socials, search

Approach: Publish a series of # deleagte podcasts published [location] and repurpose content for sharing via Twitter and Linked.in to drive engagement on Call to Action

Deliverables

Describe process implementation and resulting output informed by your approach. While this is where work and time are invested, neither is a measure of impact, albeit impact should be the goal here.

Deliverables

- Draft delegate interview agenda and questions to share during delegate outreach

- Research, identify and engage # willing delegates and collaborate to finalise a tailored agenda
- Conduct, edit, publish and promote # delegate interview
- Report end of season on changes to voteable supply for participating delegates

Call to Action

Whatever level of the funnel you are targeting content deliverables should be designed to progress your audience through the funnel with a clear call to action that answer the question “Where to next?”

CTA: Delegate Today! Check out [delegate profile [link on agora]] and delegate your OP in a matter of seconds. Simply Connect Wallet > Select Delegate > Click Delegate Your Votes & Sign! Remember you can change your delegation anytime and even delegate to yourself by visiting [agora link]

Remember to use free tools like bit.ly or [google](#) to identify, track and quantify engagement on your content links.

Key Performance Indicators

Strong KPIs quantify results

and represent actions that directly achieve strategic purpose

Quantifying your purpose these KPIs should be monitored, measured and optimised for

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- lead conversion rate %
- new users #
- increase voteable supply %

Solid KPIs measure performance against OKR attributed to achieving strategic purpose

yet can be several steps higher in the funnel. These are the levers that we optimise to achieve results

- qualified leads #
- video watch time
- average view duration (hrs)
- subscriber growth %

Many KPIs can be attributed as funnel progression

measures. They either filter out or move your audience closer to achieving your strategic purpose. These can be refined to aid OKR performance.

- open rate
- link clicks
- unsubscribed / undelivered
- time on site
- forms submitted

Other KPIs provide a proxy measure only

for more qualitative actions that underpin the strategic purpose

- Trust measured as new followers %
- Authority measured as retweets/likes %
- Engagement measured as engagement/impressions %

Conversely, metrics such as impressions, likes, views and visits are rarely an effective measure of impact although they quantify visibility they are a weak link

to strategic purpose and are no substitute for more refined measures. For example;

- instead of impressions measure engagement
- instead of likes measure authority
- instead of views measure the average watch duration
- instead of visits measure time on site

Project KPI's & S4 Targets

Podcast targeting 1000 hrs total listening time with average listening duration of more than 33 % (attributed)

CTA targeting 500 clicks and a conversion rate of 15% (progression)

Participant delegated OP targeting an average 5% increase from baseline (conversion)

Voteable supply % change is to be assessed. Recognising that only new delegation will impact this (conversion)