Diversify Lead Generation Channels

Top-of-funnel marketing (TOFU) is the **biggest source of brand awareness**. For this exercise, we focus on one of the leading indicators of TOFU success: omnichannel traffic referrals.

A successful content strategy includes diverse referral sources. If all your traffic comes from one or two channels, you risk losing that traffic should something go wrong. We know referral traffic isn't the only indicator of success, but diverse omnichannel referral metrics are a strong indicator of a healthy content strategy.

Pageviews, page visits, and new visitors are also meaningful metrics to measure TOFU traffic and awareness. Once you've completed this exercise, review all your core KPI metrics, side by side.

For our purposes, the main referral channels are defined as:

- **Social:** Site traffic referred from any social media site (Facebook, Twitter, LinkedIn)

- **Search:** Both paid and organic search efforts (Google, Yahoo!, Bing)

- **Internal:** Any traffic referred by an owned platform or site (apps, main website, blog site)

- **Direct:** Dark traffic, or anything without an attributed referrer where the user clicks directly on the destination link, such as email

- **Other:** Miscellaneous, un-owned channels such as partner sites, news aggregators, and external backlinks

Traffic Performance

In the blanks below, fill in your overall referral traffic performance for the past year. In the Parse.ly dashboard, for example, this information is under the Referrers tab.

SOCIAL: _____ %	SEARCH: _____ %	INTERNAL: _____ %
DIRECT: _____ %	OTHER: _____ %	

How does your referral traffic compare to the following benchmarks*?

SOCIAL: 10-16%	SEARCH: 35-44%	INTERNAL: 10-15%
DIRECT: 15-22%	OTHER: 2-10%	

Improve your omnichannel referral diversity with the following methods:

- **Social:** Devote more time and resources to building out social profiles, share links in industry groups, and use relevant hashtags.

- **Search:** Optimize content for SEO and increase paid search efforts.

- **Internal:** Increase the number of relevant links throughout all content types.

- **Direct:** Strengthen and expand UTM tracking efforts, especially for email.

- **Other:** Establish backlinks (using UTMs) with partners or industry thought leaders, promote top-performing content on aggregate sites.

*Benchmarks based on reports from HubSpot and Conductor.

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