

## CTA Stats

by Chris, March 2009



In the last few months, we've been continuing to focus our content to fit our education-oriented inbound marketing strategy. Between our [newsletters](#), [blogs](#), [webinars](#), [LinkedIn group](#), the comments we post on other blogs, or our participation in events like the upcoming [HOW Design Conference](#) (Mark will be speaking on web strategy), our goal is to consistently share our expertise. Our philosophy is that by generating content that shares our knowledge, our site will become a hub of activity that ultimately brings us business. This is definitely what we're seeing. Above is a graph showing the number of people who either signed up for our newsletter, registered for one of our webinars, or joined our LinkedIn group each day over the last couple of weeks. Though the individual numbers aren't especially high (notice nothing over 18 in one day), the aggregate is pretty compelling. Keep in mind that these numbers reflect the people who not only come to and spend time on our site, but also take the time to fill out a form giving us information about them. No matter how popular your site is, this number will most likely always be much smaller than the number of visitors each day.

It's also interesting to see just how significantly the numbers change on the days we publish a newsletter. Our newsletter subscriber list currently carries 2,160 people, so it's little surprise to me that when we send a newsletter out, these emails are likely forwarded to other people who then end up subscribing themselves. But what interests me even more is the jump in webinar registrations. We include a call to action inviting readers to register for our free webinars on the right side of our newsletter emails, so I'm not necessarily surprised that the number would jump on the publication days. But the jump (to 18) is much bigger than the other two categories I'm tracking in this graph! This tells me two things: (1) People want to learn more and (2) are willing to give up their lunch hour to do it (we do our webinars from noon to 1pm EST). That's significant.

Finally, our LinkedIn group numbers are lower. That's not a big surprise to me either. We do include a call to action inviting readers to join our group in the newsletter email, but I know that far fewer people probably get what this is about than those that understand what either subscribing to a newsletter means, or even what a webinar is. Incidentally, when we first set up the group, we had much higher numbers. The group now consists of 152 members, and is growing at roughly 2-3 a week. That's not bad. Our job now is to continue the activity in that group so that there is reason for someone to join!

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