

	<b>Benefit</b>	<b>Metric</b>	<b>Value</b>
<i>Increased brand visibility</i>	<i>Blog traffic</i>	Number of unique visitors, page views	Cost of advertising in similar content channel
	<i>Press mentions</i>	Number of blog-driven stories by offline press, Web media, or high-profile bloggers	Cost of advertising in same publication
	<i>Search engine positioning</i>	Percentage of search results landing in the first three search pages driven by blog	<ul style="list-style-type: none"> <li>• Cost of search engine optimization to improve ranking</li> <li>• Cost of paid search for blog-driven keywords</li> </ul>
	<i>Word of mouth</i>	<ul style="list-style-type: none"> <li>• Number of blog posts in a Technorati search</li> <li>• Number of people commenting on blog</li> </ul>	Cost of hiring a buzz agent
	<i>Savings on customer insight</i>	Number of times a year that blog comments provide useful business insight	Cost of a focus group or other market research tactic
	<i>Reduced impact from negative user-generated content (UGC)</i>	<ul style="list-style-type: none"> <li>• Number of press stories that mention UGC</li> <li>• Change in Net Promoter Score or other attitude metric post-UGC</li> </ul>	Historical change in sales associated with change in Net Promoter-type metric
	<i>Increased sales efficiency</i>	Number of clients/prospects who read the blog, number of salespeople who read blog	Decrease in the cost of sales