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# Hey, everyone! 🎉

The purpose of this [monthly/weekly/biweekly] content ROI newsletter is simple — to help you see how the content [we/you] are creating is helping us drive traffic, generate qualified leads, and — *most of all!* — close deals.

(We like content that makes money, right?)

**One quick, but very important note before we dive in.** What follows is by no means a deep dive into EVERY SINGLE DEAL we've closed in the past two months.

Our sales team is busy closing deals left and right, so this short list is not reflective of the entirety of that team's INSANE revenue-generating efforts — if I were to attempt that, we'd be here forever.

Now, let's dig in!

[Update the below content ROI showcases based on how deals played out. What follows are simply some examples you can easily adapt to your deals.]

## DEAL NAME (Contract/deal value: $XX,000)

**Sales all-star:** [Name of sales rep who closed the deal]

This client signed their **first deal** with us on [DATE]. Leading up to that point, here's the content that helped get the deal over the finish line:

- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
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- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article

- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article

They've since closed $XX,000 since that first deal, and here is the subsequent content that helped close those additional contracts:

- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
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## DEAL NAME (Contract/deal value: $XX,000)

**Sales all-star:** [Name of sales rep who closed the deal]

This one closed super quickly, but there was still content in the mix. On top of that, this deal originated with a contact that came to us via a piece of content they found through ORGANIC SEARCH:

- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
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## [MONTH] TRAFFIC CHAMPS

Check out the top [5, 10, 20, 25] most-trafficked articles this month!

- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
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- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article

# [Q1, Q2, Q3, Q4] TRAFFIC CHAMPS

Typically, we see a lot of traffic growth in the months AFTER a piece is published, which is why I want to highlight the [QUARTER] content goodness that is really delivering for us.

- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
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- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article

[Include featured snippet wins, see this resource for examples.]

# [MONTH] LEAD CHAMPS

Let's give a big round of applause for the top [5, 10, 20, 25] content offers that generated the most leads for us this month!

- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
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- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article

# [Q1, Q2, Q3, Q4] LEAD CHAMPS

Let's give a big round of applause for the top [5, 10, 20, 25] content offers that generated the most leads for us this quarter!

- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article
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- **NAME OF AUTHOR/EXPERT:** Content title linked to the live article

# [MONTH/QUARTER] CONTENT ALL-STARS

These folks went above and beyond, and I want to give them special recognition for their amazing efforts.

- **NAME OF ALL-STAR/EXPERT:** Explanation why you want to shout them out. Going the extra mile, teamwork, high quality article, etc.
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## Finally, one last shout out

To [LIST EVERY SALES TEAM MEMBER NAME]! Thank you for ALL of your amazing work closing deals for [COMPANY NAME]! You're sales all-stars. None of this would be possible without you.

Have a great weekend!

xoxo, [YOUR NAME]