

MARKETING ANALYTICS AND REPORTING

for HubSpot Customers



How to
Measure &
Report on your
Marketing using
HubSpot.

A Publication of
HubSpot



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MARKETING
ANALYTICS AND
REPORTING
WORKBOOK for HubSpot Customers



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IS THIS EBOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below descriptions to determine if your level matches the content you are about to read.



INTRODUCTORY

Introductory content is for customers who are relatively new to the HubSpot software. This content typically includes instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



INTERMEDIATE

←.....● *This ebook!*

Intermediate content is for customers who are familiar with the HubSpot software and have attended the initial HubSpot Training Classes. You should have basic experience in executing strategies and tactics on the topic. This content typically reveals more complex functions and explores critical thinking. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



ADVANCED

Advanced content is for customers who are, or want to be, experts on the subject. This content walks you through advanced features of this aspect of inbound marketing and helps you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.



HOW TO USE THIS EBOOK

Use this ebook with the companion workbook.

The workbook guides you through real-life exercises in HubSpot so that you can immediately put what you learn to use.

- ✓ **Know the basics:** You should be familiar with the HubSpot tools listed to the right.
- ✓ **Use consistent date ranges:** Measure the same date range within each chapter.
- ✓ **Vary your analysis:** Select different items to analyze within each tool. Avoid selecting the same landing page for all five landing page exercises if possible.
- ✓ **Go back in time:** You should have at least six months of data in your HubSpot to get the most out of the ebook.





MARKETING ANALYTICS

By Alan Perlman and Erin McCarthy

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“

Great marketers don't just review the numbers - they understand the details that drive them. ”

It's time to put your analytics hat on. Great marketers not only know their numbers cold, they understand all of the intimate details and moving parts that drive those numbers. This ebook shows you which detailed metrics are the right ones to focus on and maps out the ten slides that result in a marketing report that you won't want to live without.

Most marketers strive to perfect that report, and rightly so. But really mastering inbound marketing analytics involves far more than producing a snapshot of current performance. Mastering this requires first stepping back and understanding exactly what drove that performance and what the next steps should be..

This ebook will take you through each step required to gain that understanding. We'll start at the beginning – closely inspecting how each moving piece is performing. We'll finish by prioritizing which items need action first, and we'll finish by building a marketing report.



You'll begin by doing an in-depth analysis of your individual HubSpot tools. A quick evaluation of each one can reveal massive opportunities. Use your observations to develop actionable steps that when implemented, will result in improved performance.



Next, use your data to set priorities and goals using a campaign approach. Identify which area of your funnel needs the most love. This will help you prioritize those actionable steps.



Wrap up with your baseline metrics. Build an amazing marketing report that reveals the big picture and celebrates success. Complete the previous two sections first, and it will be easy to present this data in a compelling way and confidently handle questions.

CHAPTER 1

DETAILED ANALYSIS

ANALYZE EACH TOOL FOR QUICK WINS



“ *Take the temperature and vital signs of your inbound marketing...* ”

We'll begin by diving into the detailed analytics available in each tool. We want to understand how to use that data to improve future performance. Doing some simple diagnosis can reveal massive opportunities – paving the way for small changes that yield big improvements in all areas of your marketing funnel. After working through this chapter, you'll know how to take the temperature and vital signs of your inbound marketing and have a solid foundation for building marketing reports and doing campaign analysis.

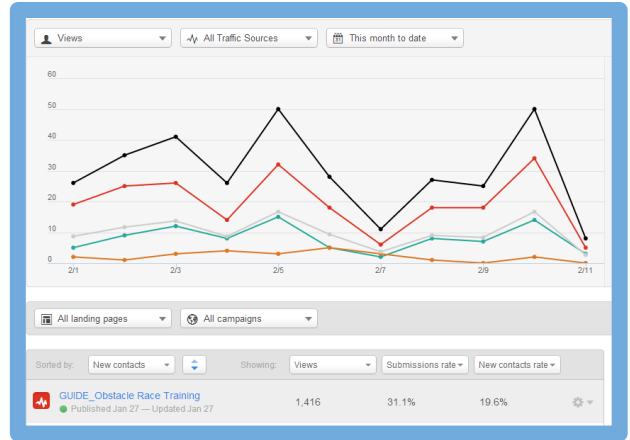




Landing Pages

Landing Pages

Look at individual Landing Page performance to find ways to increase submissions and build a solid Contacts database and sales funnel. Select a different Landing Page for each section if possible.



● **Are your Landing Pages being viewed?** Landing Pages need an audience. Explore the Landing Pages with the least number of views. Which ones need some additional promotion to get more Contacts?

● **Are your Landing Pages converting?** Are visitors taking the next step and submitting the form among the Landing Pages that are being viewed? The average submission rate is 5-15%. Where submission rates are under 15%, why are people clicking through but not submitting?





Landing Pages

● Do you have offers aimed at all stages of the buying process?

Inventory your content relative to specific stages of the buying process. A healthy database is constantly replenishing itself with Contacts who are in all phases of the buying process. Look specifically for a particular area you've been neglecting.



● **Are your landing pages generating new contacts?** The average marketing list decays by 25% each year and it needs to be constantly replenished. Is your new contact rate at least 50% among the landing pages you associated with the early buying cycle stage?

● **Is your content creation engine running smoothly?** If each landing page generates twenty new contacts a month on average, you want to keep building them. How many offers are you publishing on average each month? Look to publish one new offer per month at minimum.



Keywords

Examine your keywords, then prepare to increase your visits by strategically focusing on a core group. Find different keywords for each section if possible.

	Searches	Difficulty	Visits	Leads	CPC
	27,100	99	27,394	900	\$1.02
book for business	1,900	90	632	126	\$1.33
	1,900	92			\$1.78
business	Updating		2,276	90	
	1,600		336	57	\$0.91
for business	1,900	89			\$1.42
	22,200	86	638	19	\$8.80
business	12,100	98	109	15	\$3.07

● **Are you tracking and targeting long tail keywords?** Find long tail variations of your short tail keywords. Long tail keywords comprise 70% of search traffic*, and these versions are typically easier to target than their short tail counterparts. Plus, more specific terms tend to bring more qualified visitors.

● **Which keywords should be yielding more conversions?** It's critical to be on top of any chance to increase your website conversions. Keywords that generate visits but not submissions present an easy way to find those chances. The ranking pages either need a call to action, or one that's more focused.



Keywords

● **Which keywords can rank better with a bit more focus?** Find keywords that are close, but not quite there. Look for keywords where you have pages ranking in the top ten results. They can rank better with some additional focus.

● **Are you tracking a wide enough range of keywords?** It's really important to track a wide range of keywords – you can track up to 1,000 of them in the Keywords tool. Tracking a wide sample allows you to see changes over time, get better recommendations, and use other tools in HubSpot to track these keywords. Having lots of keywords lets you build a more complete tracking history, which presents a better, bigger picture of your SEO as a whole.

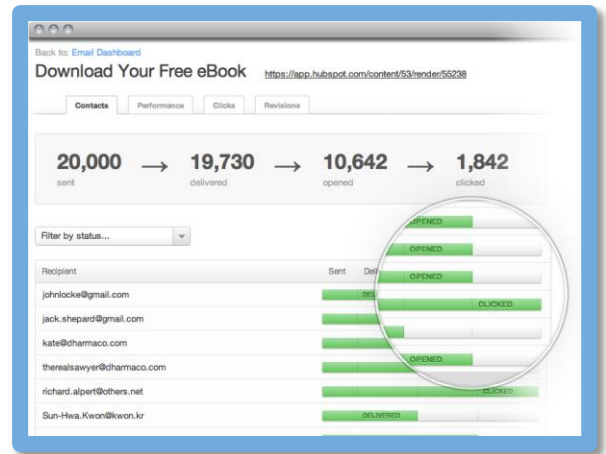
● **Are you focusing on important keywords?** While you want to track data for lots of keywords, you should take action on only a handful at a time. If you're using the workbook that accompanies this ebook, the twelve keywords you just came up should be a great starting list.





Email

Measuring email performance allows you to understand the health of your Contacts database and the relevance of your content. Select different emails for each section if possible.



● **Are email recipients clicking through?** On average, emails have a 5.5% click-through rate*. How many of your emails have a click-through rate that's under 4%? Anything lower than that indicates that the people in your lists aren't finding your email relevant.

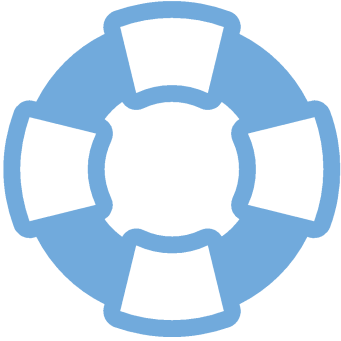
● **What click-through rates are your automated emails getting?** These emails are going out on an ongoing basis, which means you have the chance to improve click-through rates over time. By definition, these emails should be extremely targeted and should perform even better than standard, one-time email sends.

*eMarketer



● **How high are your unsubscribe rates?**

Understand how many – and which - emails have an unsubscribe rate greater than 1%. How targeted is the content to the recipient list? Very general emails sent to a large (or to an entire) list tend to perform very low in this area. The more relevant the email is perceived as being by the recipient, the more clicks it will get.



● **How are your spam report rates?** These are even worse for you than unsubscribes, and can indicate a serious problem with your database. If your spam rate is over 1% on a consistent basis, take a close look at where your Contacts are coming from. Spam reports indicate that your emails are unexpected, unwanted, and you're unknown to the recipient.

● **Are the emails you send on a recurring basis trending well?** For emails sent on a schedule, such as newsletters, measure the click-through rate and lost Contacts rate over time.



Calls to Action

Calls to Action

Improving calls to action will yield increased clicks and submissions. Without a good call to action, visitors will never even get to the landing pages. Pick different calls to action for each section if possible.

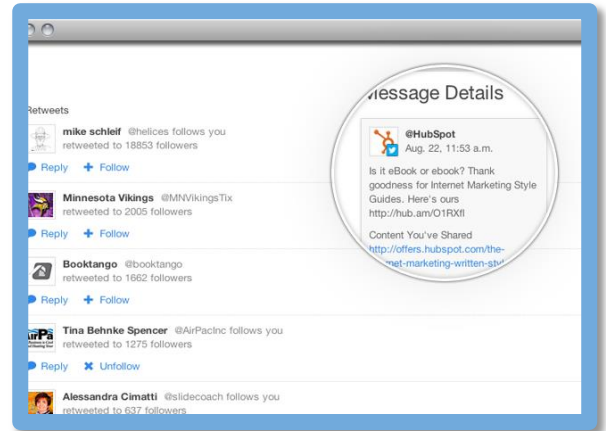
CTA	Views	Views → clicks	Clicks	Clicks → subs.	Subs.	Updated
Services PDF - Standard Training	365	7.4%	27	0%	0	Sep 17
Intro to PPC Ebook	110	0%	0	0%	0	11:02am
Marketing Surveys Ebook	1,772	2.9%	51	72.5%	37	11:02am
Marketing Surveys Ebook	2,037	4.1%	84	0%	0	Oct 31
Marketing Surveys Ebook	146	0%	0	0%	0	Oct 31

- **Which calls to action aren't being seen?** How many pages and emails are your least-viewed calls to action located on? Also look to the click-to-submission rate; promoting a call to action when the landing page is performing well is a no-brainer.
- **Which calls to action have low click-through rates?** These calls to action are getting views, but not clicks. What is it about them that's not striking a chord?
- **Are visitors following through with submissions?** Low click-to-submission rates indicate that the call to action isn't tightly aligned with what visitors see on the landing page.



Social Media

While measuring visits, leads, and customers generated from social media are the best metrics, activity and engagement levels drive those numbers.



● **Are you growing your audience over time?** Growing fans and followers is the first step to generating visits and submissions from social media. You'll also want to know which channels are yielding the best growth.

● **Are you consistently engaging your followers?** It won't matter how large your audience is if you're not posting regularly. While the right frequency depends on a number of factors, you should update at least a few times a week.



● **Is your content relevant?** How often are people engaging with the things you are posting? Look for comments, likes, favorites and such. This is a good measure of how relevant the content you're posting is to the target audience you have on each social media channel. Knowing this can help you know what they like for the future. And knowing which channels yield the most and least engagement can help you understand where your best prospects are.

● **Are people clicking through?** Knowing which content generates the most clicks is a great way to measure how remarkable your content is. Driving traffic to your site

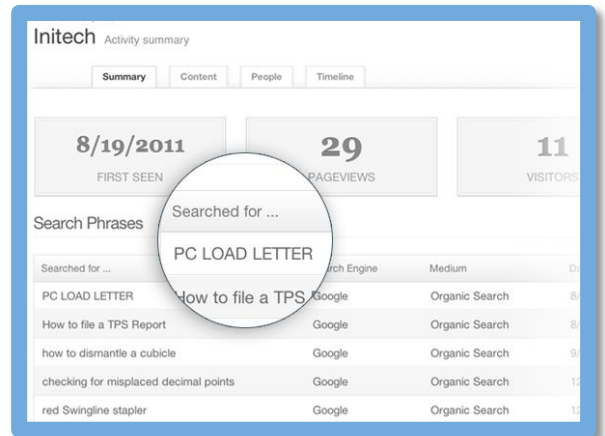
leads to the visits and conversions you're ultimately looking for. Knowing what type of content is clicked on the most can help you do more of what actually works. Don't forget to analyze by channel as well – the content that LinkedIn users find remarkable might be quite different than the content that Facebook users find remarkable.





Prospects

Find ways to turn visitors from specific companies in your database to Contacts and help your sales team understand who's engaged. Find different prospects to target for each section if possible.



● **Which companies need just a bit more coaxing?** Look for a company you could more actively solicit to become a new contact. They are interested, but haven't quite bitten yet. Find companies with a high number of visits but no submissions. Knowing what pages they viewed, how they found you, and what keywords they typed in should give you ideas for content that's custom made just for them.

● **Can you spot any existing customers?** Keep an eye out for existing customers in Prospects. If you recognize any, drill into the details. Find out where their interests lie and who from the company is looking. If it looks like there might be upsell opportunity, involve sales.



● **Are there companies in the list that are already engaged in the sales process?** Is there a company lurking in your visitors that you would just love to have as a customer, or have even already been courting? Sales should be aware of the activity.



● **Who has high levels of activity?** Drill into that company and look at the pages viewed and if there were any contacts that have converted. These companies are interested even though they haven't yet converted. Make sure sales is aware of these companies, what they're looking at and searching for, and which contacts from that company are actively interested.

● **See any trends?** You might see surprising patterns in industry or company types interested in your site. Knowing that you're generating within these specific groups can help you think about your content from a new perspective.

Workflows

Unlike one-time email sends, automated emails can be tweaked to improve performance because they're going out on an ongoing basis. Find a different workflow to target for each section if possible.

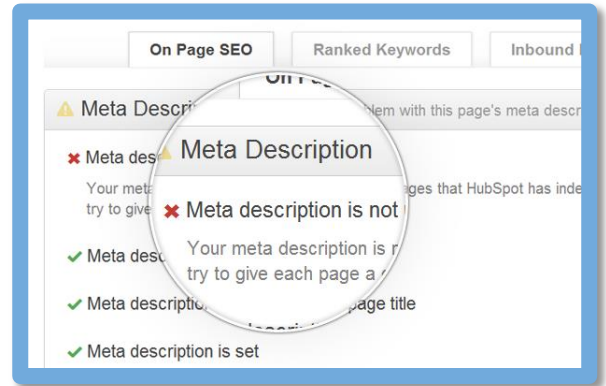


- How many Contacts are you losing?** Automated emails are based on an action, and should be highly relevant. Evaluate how relevant your contacts think they are. How many are unsubscribing or marking the emails as spam?
- Are there emails within the workflow that aren't performing as well as the others?** Look at the workflow steps to find any major dips in engagement. While it's natural for engagement to dip at each step, look for big plunges in email performance that are out of place with the rest of the graph. These emails likely have content that contacts enrolled in the workflow don't find relevant, or the email comes too soon after the one before it.



Page Performance

Learn how your individual pages and blog posts are performing. Many suggestions in this report can have a big impact.



- **On what pages can you increase submissions?** Check your most viewed pages for little or no conversion rates. Adding a call to action that's relevant to the keywords bringing visitors can make a world of difference.
- **What general SEO improvements can you make?** Scan your list of pages for suggestions and errors. Tread with caution, though – don't change what's working but rather supplement by populating missing information. And be sure you understand exactly which keyword each page is targeting before doing so. Of course, if the page in question isn't getting visits or is just plainly optimized wrong, replace away.



- **Which successful blogging trends can you repeat?** When it comes to bringing traffic to your site, blog posts are gold. You need to know what you're doing right so you can do more of it. Why are your most visited posts so popular? Is there a particular author or guest blogger that does really well? Is there a trendy or controversial topic that's netting lots of visits? A particular keyword you're using that's working really well? Identifying these trends helps you work them into your content strategy.



CHAPTER 2

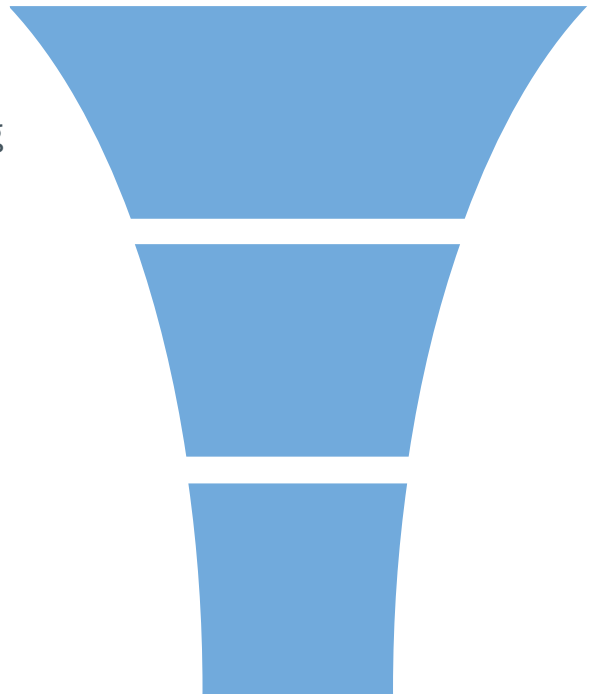
CAMPAIGN GOALS AND TIMEFRAMES

PRIORITIZE AND FOCUS



“ *Know if contacts are progressing through the funnel and where they’re stalling.* ”

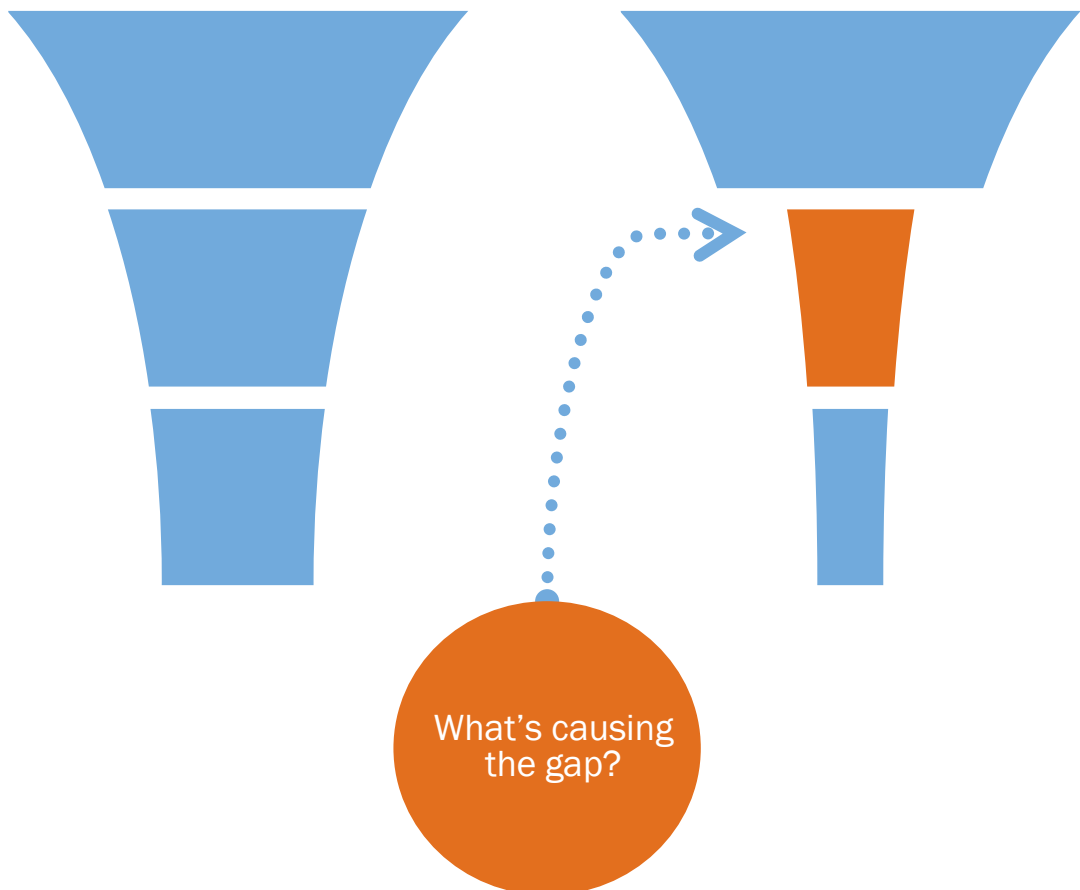
Do you know if you should be running a visits, leads, or customers campaign? While inbound marketing calls for focus in all of these areas, being able to easily prioritize is extremely helpful. Even if you’re not planning on changing your focus, you still need to know if contacts are progressing through your marketing funnel and where they’re stalling.





Campaign Goal Setting and Timeframes

What does your marketing funnel look like today? Knowing where your funnel needs help allows you to set a visits, leads, or customers campaign goal and focus specific activities around that goal. To set the right campaign goal and a reasonable deadline to accomplish it in, you'll need to know where your funnel needs the most improvement, why that area is a challenge, and how much the numbers need to change to get it where it needs to be.

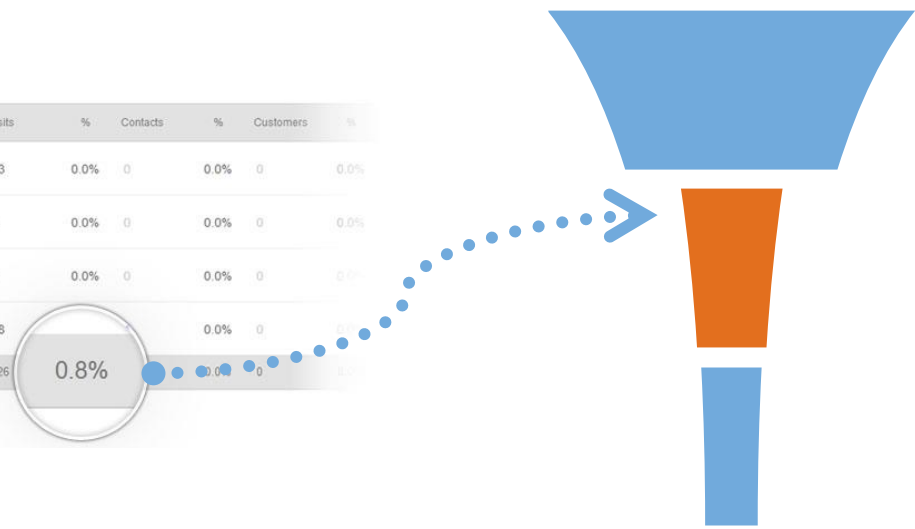




Campaign Goals and Timeframes

Your sources data is the key to analyzing the marketing funnel. Most businesses should see between 2-4% visit to contact conversion rate, and a 1-2% contact to customer rate. You can see in the example below a visit-to-contact rate that's quite low, so this marketer should focus on a leads campaign.

Source	Visits	%	Contacts	%	Customers	%
Organic Search Google, Bing, Yahoo, etc.	93	0.0%	0	0.0%	0	0.0%
Referrals Links on other sites	4	0.0%	0	0.0%	0	0.0%
Social Media Facebook, Twitter, LinkedIn, etc.	1	0.0%	0	0.0%	0	0.0%
Direct Traffic Manually entered URLs	28	0.0%	0	0.0%	0	0.0%
Total	126	0.8%	0	0.0%	0	0.0%



If your other numbers look healthy but your visits aren't increasing month-over-month, you should run a visits campaign.

CHAPTER 3

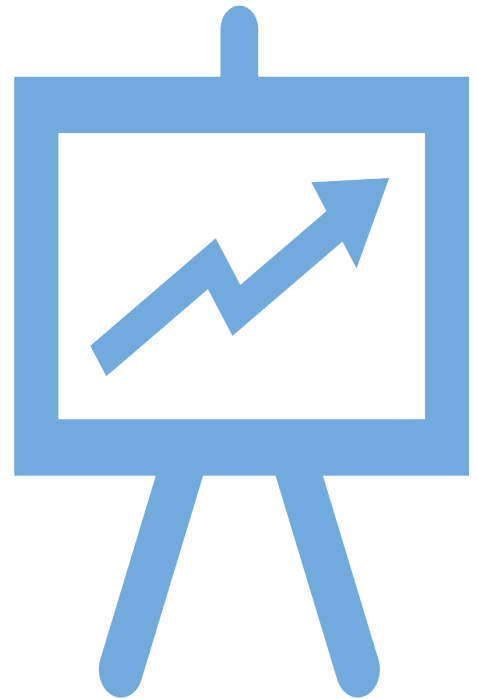
CREATE A MARKETING REPORT

10 SLIDES THAT CELEBRATE YOUR WINS



“ *Stop analyzing and start celebrating with a killer marketing report.* ”

As long as marketing has existed, marketers have struggled to prove their impact. By now, you are probably more than ready for the logical conclusion - creating a marketing report that does just that. Here are ten slides to build using HubSpot data that demonstrate ROI and show the rest of your organization the value you bring. On each slide, bring focus to your achievements by adding a bullet summarizing what you did to get there. If you've done your tool-by-tool and campaign analysis, you already know the exact activity to talk about when presenting these results to your team.





Marketing Report



Visits by source. On your sources chart by visits, what is the greatest improvement you see over time? What did you do to get it there?



Top ten blog posts by page views. Why are these your top ten? Add one bullet discussing how you accomplished this.



Marketing grade vs. competitors. Identify a trend and explain it on a bullet in your slide.



of indexed pages vs. competitors. Talk about all of the effective content you've been creating.



of linking domains vs. competitors. Talk about all of the relevant promotion you've been doing, whether through social media or other channels.



Marketing Report



Contacts by source. Which source is generating the most contacts? Talk about your best landing pages and where you're promoting them.



Top ten landing pages by submissions. Talk about why your offers are resonating and why they're so useful.



Paid vs. organic contacts. Talk about the content you're creating to divert traffic from paid keywords to organic ones.



Customers by source. Talk about the work you're doing to promote your best content out to that source.



Top ten landing pages by customers. Why are these your top ten? Talk about the why the offers bring in qualified leads that turn into customers.



EXTRA-CREDIT REPORTING IDEAS



Number of leads sales worked. How many of the leads you generated through inbound marketing did sales contact?



Top ten landing pages by customers. Why are they your top ten?



Paid vs. organic contacts. What efforts are you putting in for organic?





“

A 360 degree view of your inbound marketing makes building a marketing report much easier. ”

You've now read through the ebook and completed the workbook alongside it. You've put together your next steps based on an in depth evaluation and built a marketing report. You can go ahead and take that analytics hat off now. Good work!

Mastering the art of inbound marketing analytics isn't just about building slides. The truly great slides are the ones that demonstrate great performance. To get to that level of performance, you need to be able to perform a detailed analysis, use the information to build actionable steps, prioritize them, and take action on them.

That 360 degree view of your inbound marketing makes building a marketing report much easier. Without it, a marketing report can be quite overwhelming.

Congratulations – you've now mastered the art of reporting on your inbound marketing. Happy analyzing!



ASK THE PROFESSOR

Questions? Ask HubSpot Professor Alan Perlman via email or by attending the live class.

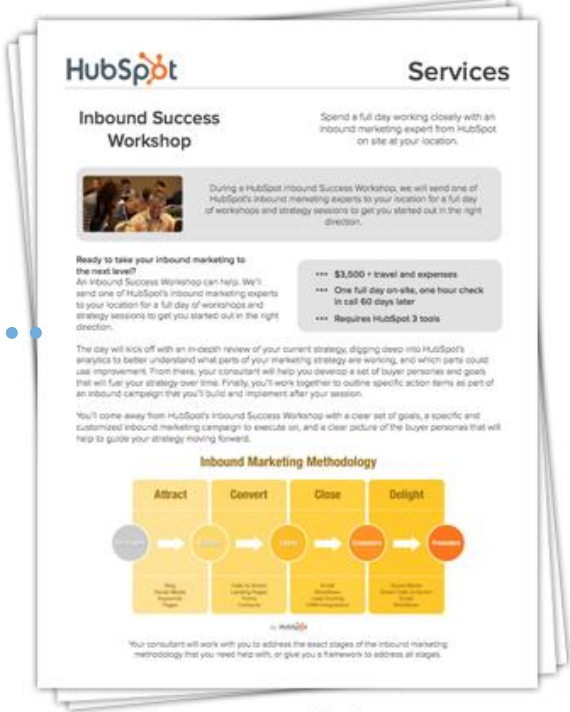


Ask the Professor

**Attend the live
workshop**

GET ON-SITE PROFESSIONAL SERVICES

Work with an expert consultant to take your inbound marketing to the next level.



HubSpot Services

Inbound Success Workshop

Spend a full day working closely with an inbound marketing expert from HubSpot on site at your location.

During a HubSpot Inbound Success Workshop, we will send one of HubSpot's inbound marketing experts to your location for a full day of workshops and strategy sessions to get you started out in the right direction.

Ready to take your inbound marketing to the next level?
An Inbound Success Workshop can help. We'll send one of HubSpot's inbound marketing experts to your location for a full day of workshops and strategy sessions to get you started out in the right direction.

- *** \$3,000 + travel and expenses
- *** One full day on-site, one hour check in call 90 days later
- *** Requires HubSpot 3 tools

The day will kick off with an in-depth review of your current strategy, digging deep into HubSpot's analytics to better understand what parts of your marketing strategy are working, and which parts could use improvement. From there, your consultant will help you develop a set of buyer personas and goals that will fuel your strategy over time. Finally, you'll work together to outline specific action items as part of an inbound campaign that you'll build and implement after your session.

You'll come away from HubSpot's Inbound Success Workshop with a clear set of goals, a specific and customized inbound marketing campaign to execute on, and a clear picture of the buyer personas that will help to guide your strategy moving forward.

Inbound Marketing Methodology

Attract	Convert	Close	Delight
1. Create Content	2. Lead Generation	3. Sales Enablement	4. Customer Success

Your consultant will work with you to address the exact stages of the inbound marketing methodology that you need help with, or give you a framework to address all stages.

Learn more about on-site services