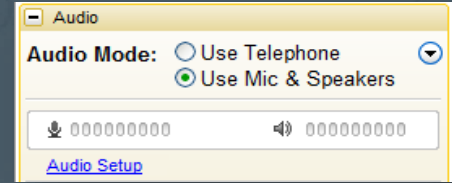


10 REPORTS YOUR BUSINESS NEEDS TO MEASURE SUCCESS



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

@HubSpotAcademy

#InboundLearning



HUBSPOT

CLASSROOM TRAINING

NEXT TRAINING: NOVEMBER 17-18, 2015 – CAMBRIDGE, MA



LEARN



GET INSPIRED



NETWORK



GROW



HubSpot

Mark Kilens

@MarkKilens

Markiesha Ollison

@Markiesha20





Rachel Sprung
@RSprung

TODAY'S GAMEPLAN



Identify the key reports that you need in order to measure your results and grow your business.

AGENDA

- 1 Introduction to reporting
- 2 10 reports your business needs to measure success
- 3 Building reports using HubSpot [workshop]
- 4 Next steps and resources

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1

INTRODUCTION TO REPORTING

~~VISITS + LEADS = CUSTOMERS~~

REPORTING IS USING DATA
TO **GATHER INSIGHTS** ABOUT
THE PROGRESS OF YOUR
BUSINESS GOALS.

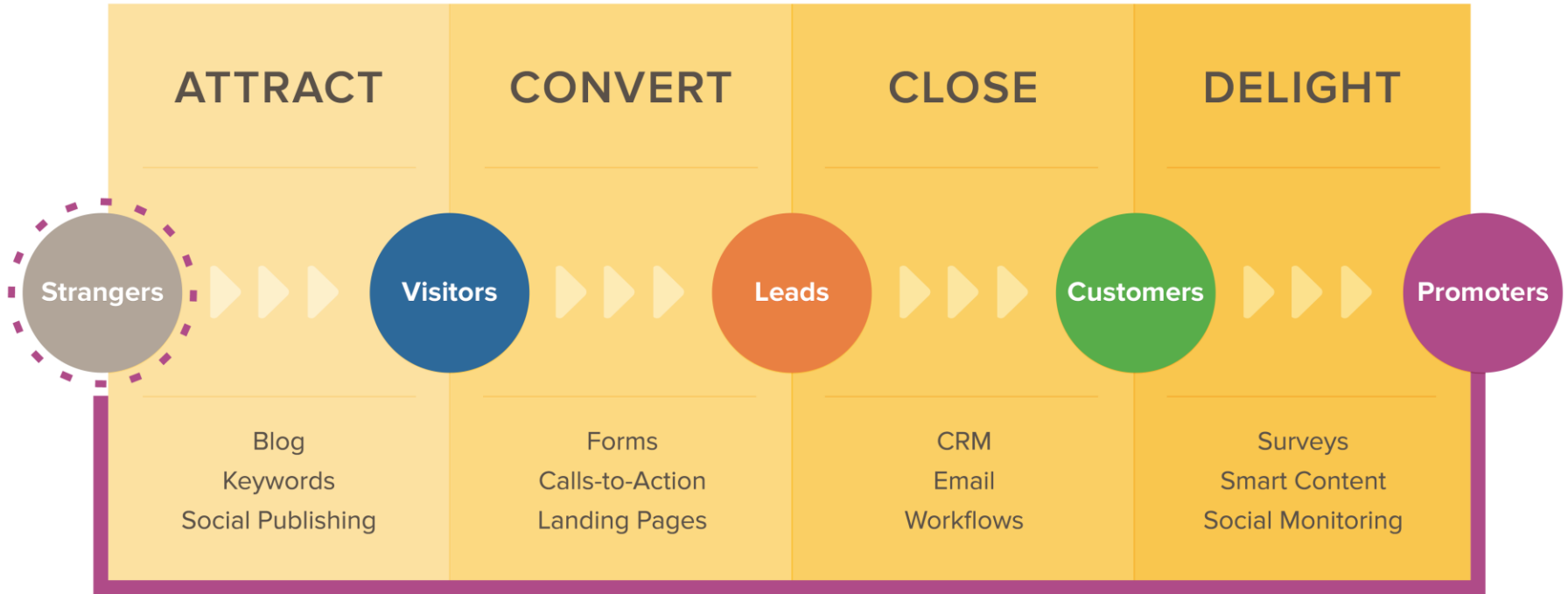
REPORTING BEST PRACTICES

- Set SMART Goals.
- Determine the question your data should answer.
- Identify the key metrics to track.
- Develop a reporting routine.

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2 10 REPORTS YOUR BUSINESS NEEDS TO MEASURE SUCCESS

Inbound Methodology



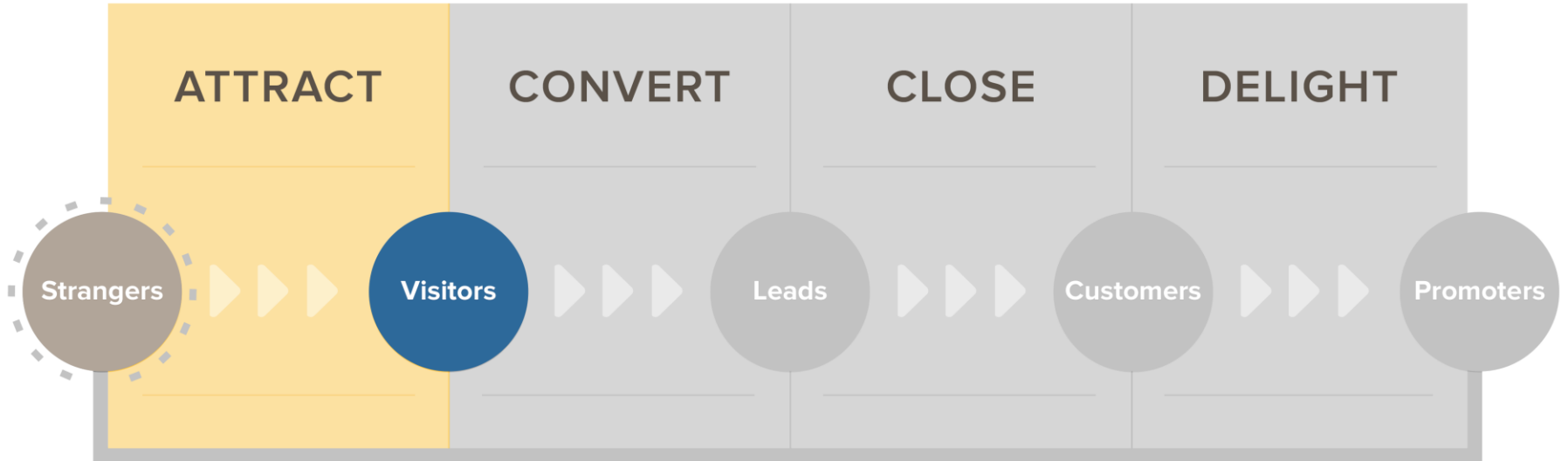
Inbound Methodology



10 REPORTS TO MEASURE SUCCESS

1. Sources
2. Visits-to-Contacts
3. Blog Leads by Source
4. Number of Contacts
5. Contact Lifecycle Funnel
6. Contacts by Conversion
7. Number of MQLs
8. MQLs by Source
9. Average Days to Close
10. Revenue

Inbound Methodology



by **HubSpot**

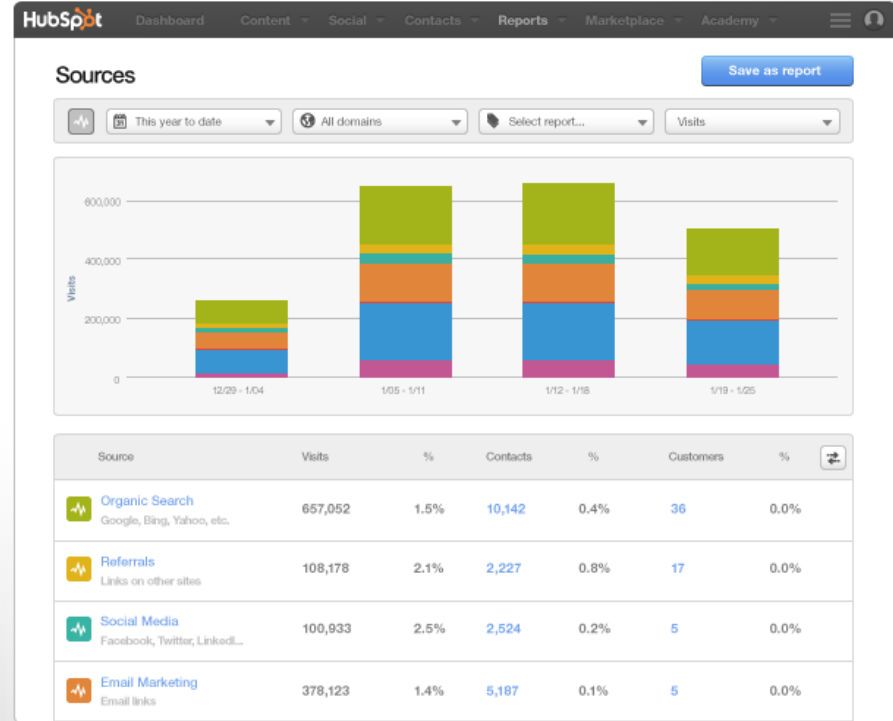
**WHAT REPORTS ARE YOU
CREATING TO HELP MEASURE
EFFECTIVENESS IN THE
ATTRACT PHASE?**

10 REPORTS TO MEASURE SUCCESS

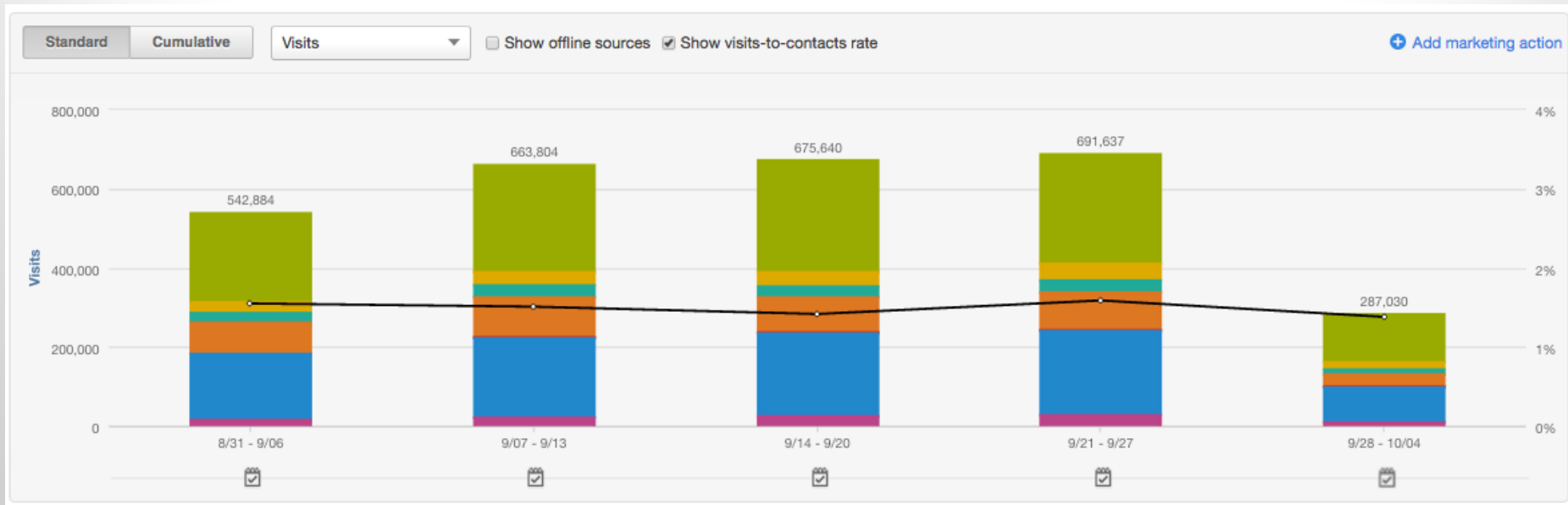
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SOURCES REPORTING

- Identifies what channels will drive the most qualified visits, leads, and customers.
- Helps businesses determine where to invest time and resources.

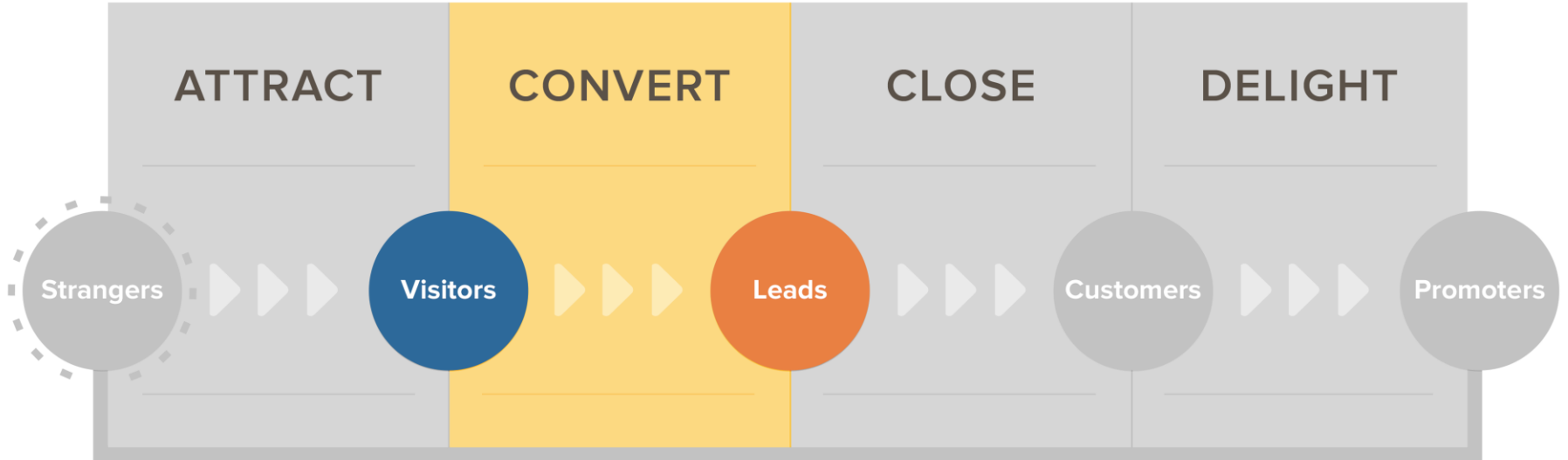


ALL CUSTOMERS VISITS-TO-CONTACTS REPORTING



Visits-to-Contacts reporting helps you analyze how well your traffic is converting into contacts across channels.

Inbound Methodology



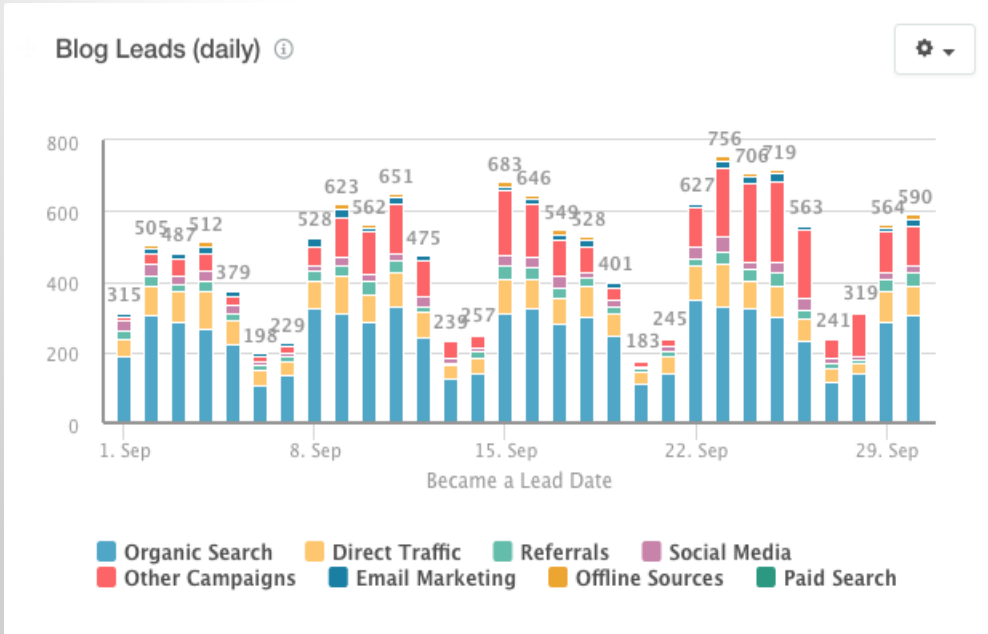
by **HubSpot**

**WHAT REPORTS ARE YOU
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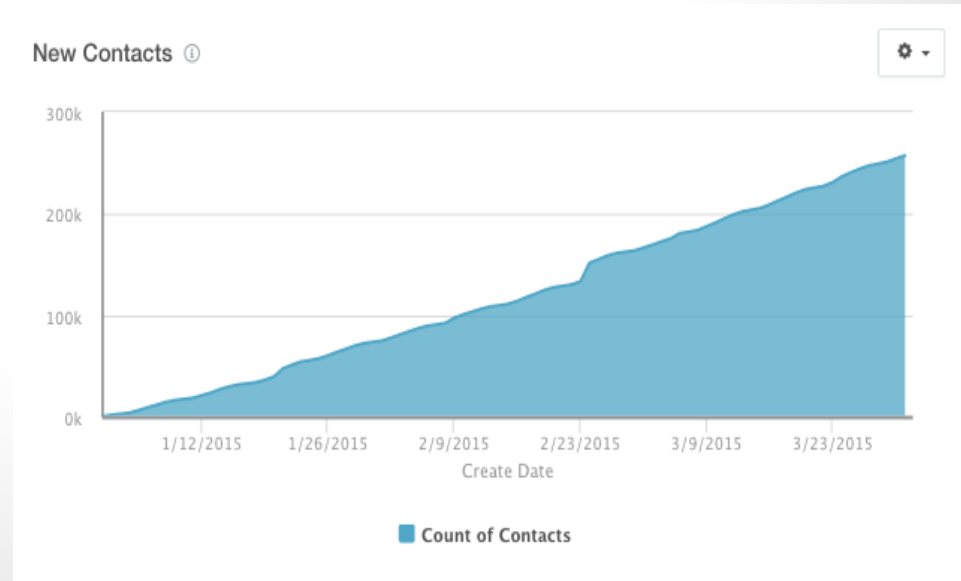
BLOG LEADS BY SOURCE



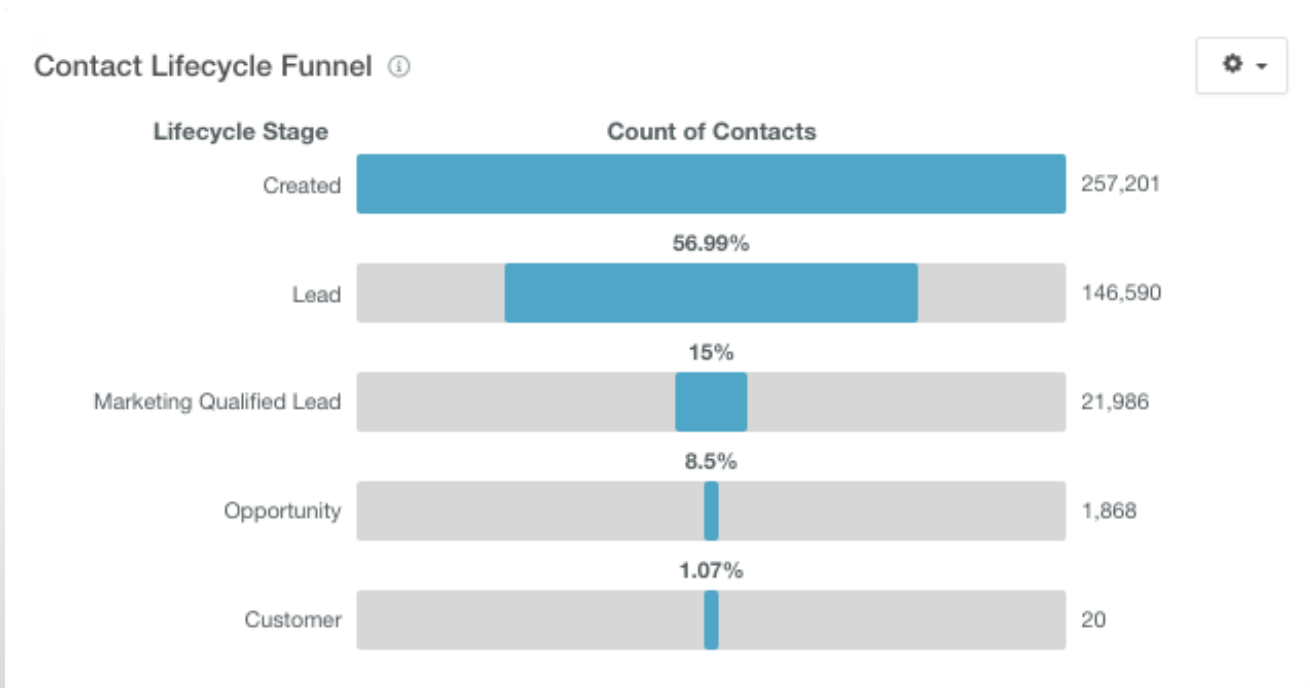
- Learn what channels are best at generating leads for your blog.
- This report will help take the guess work out of promotion.

NUMBER OF CONTACTS

- Shows the number of new contacts you are generating over a period of time.
- Monitor this number throughout the month to make sure you hit your goals.

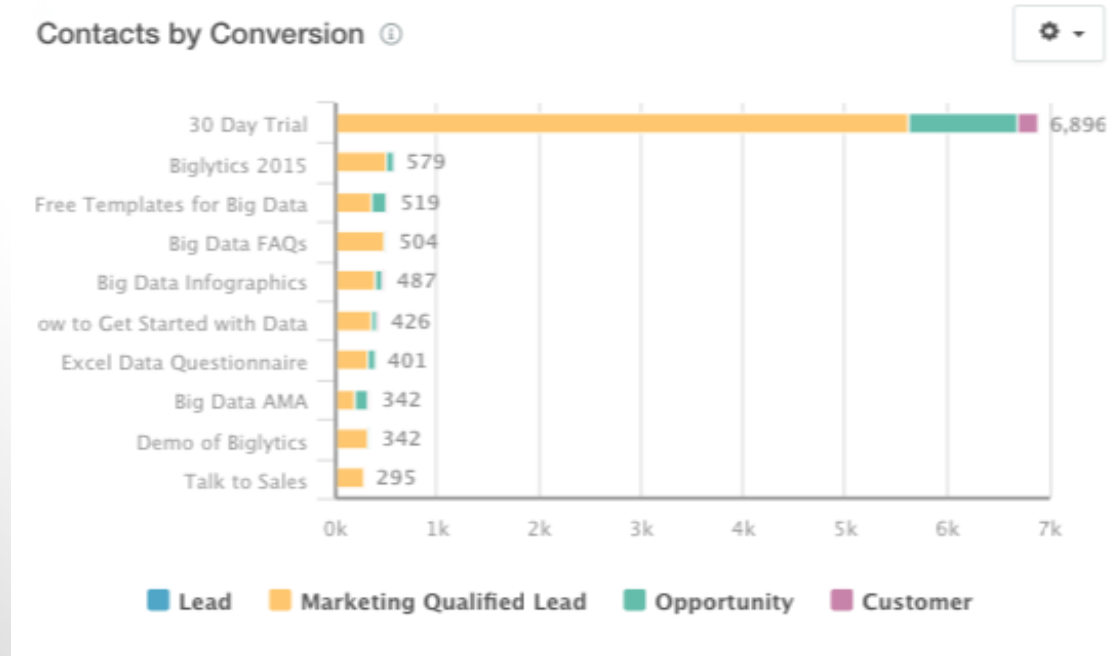


CONTACTS LIFECYCLE FUNNEL



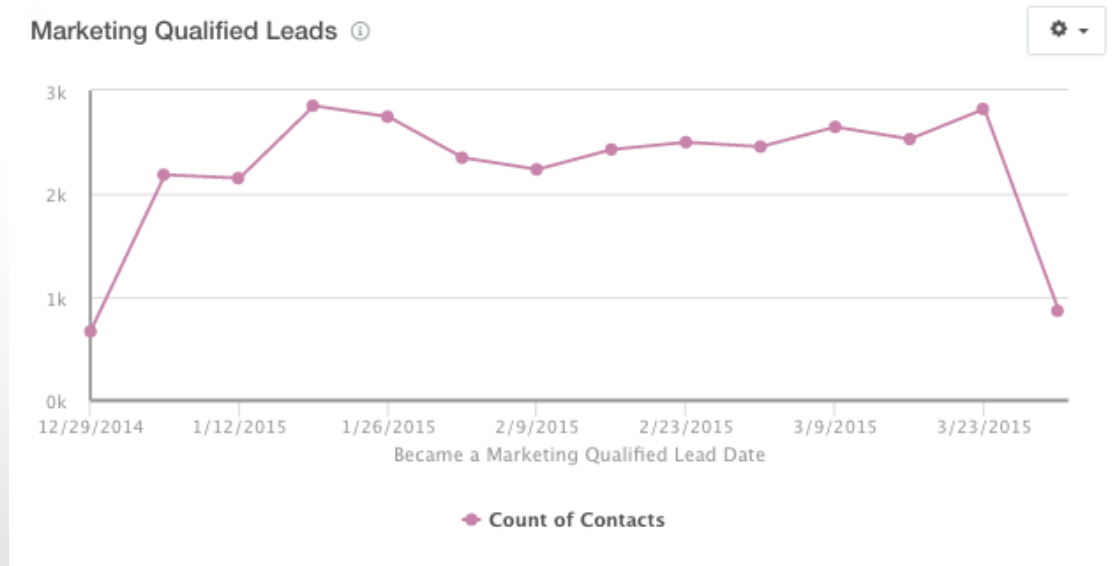
See how qualified your leads are by reporting on how your contacts move through the different lifecycle stages.

CONTACTS BY CONVERSION



Use this report to find out what types content are helping generate leads as well as the topics your audience is most interested in.

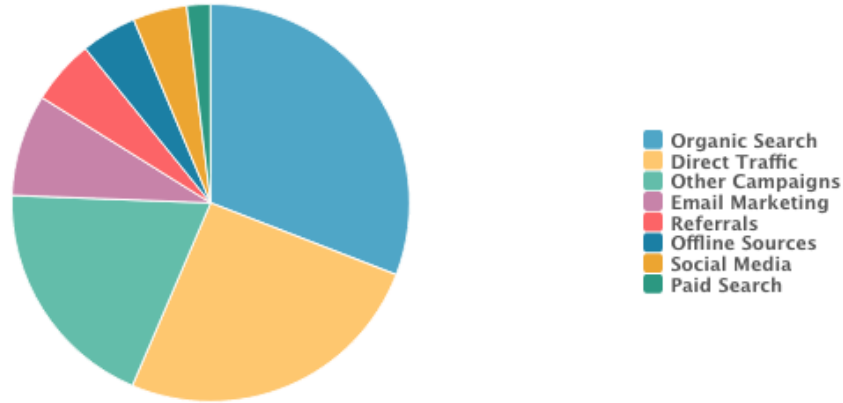
NUMBER OF MQLs



Use this report helps you keep track of the number of people who came to your site and did more than just read your content. They downloaded an ebook or attended a live webinar

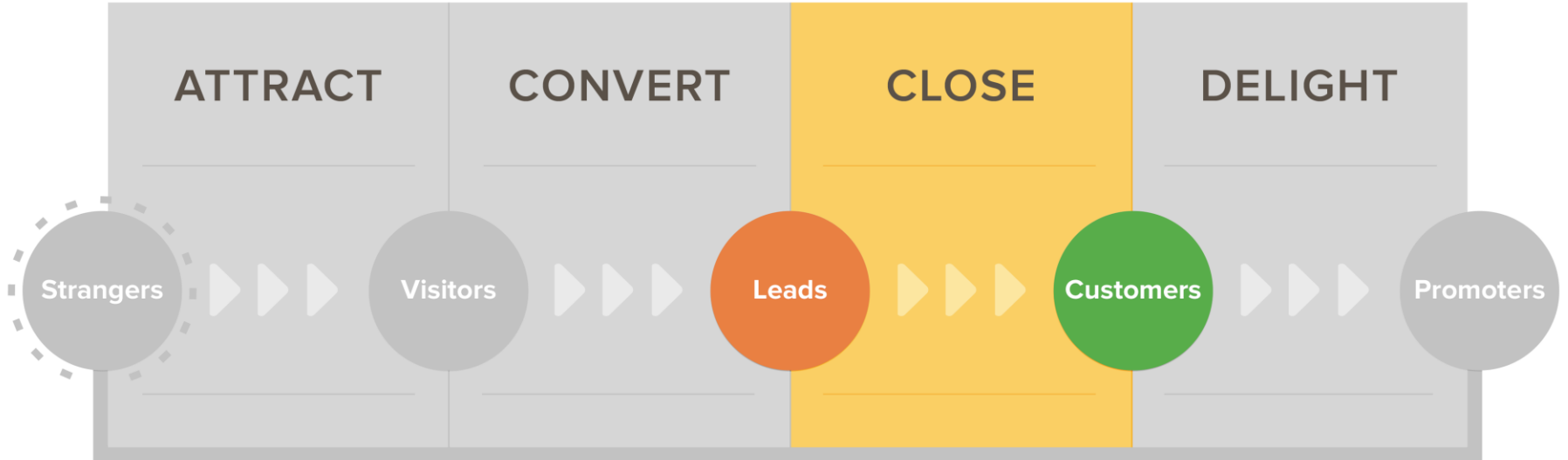
MQL BY SOURCE

Marketing Qualified Leads by Source ⓘ



Use this report to find out what types content are helping generate leads as well as the topics your audience is most interested in.

Inbound Methodology



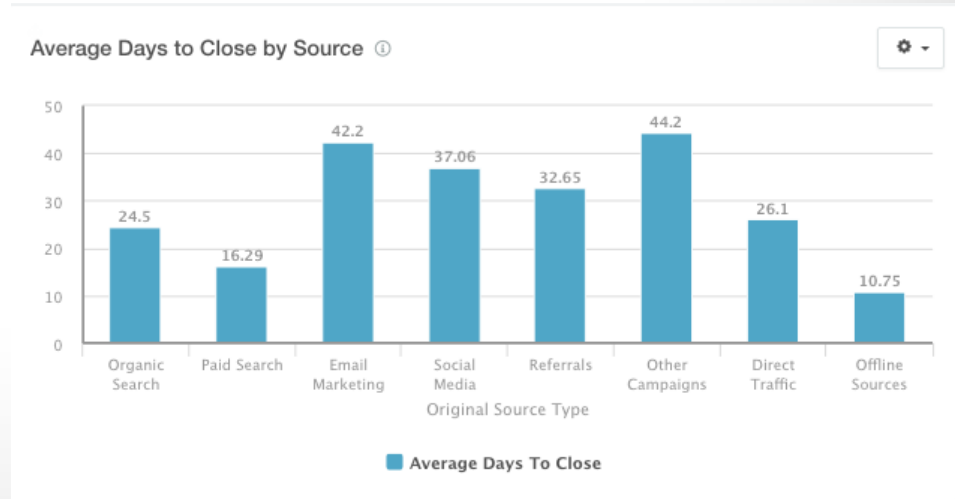
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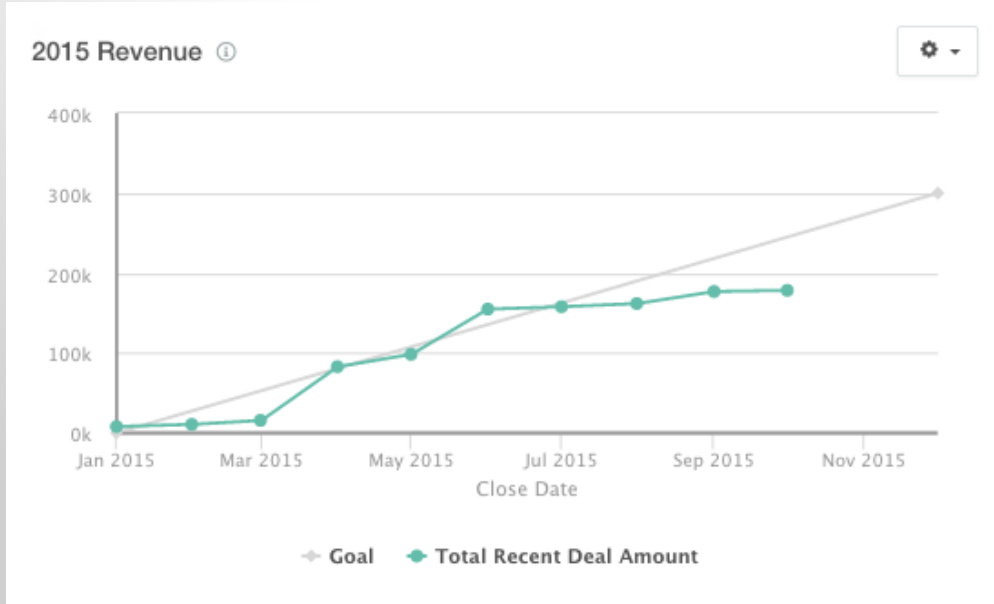
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AVERAGE DAYS TO CLOSE BY SOURCE

- Learn how long it takes to close customers from each traffic source
- Identify the sources that attract leads who are likely to close as well as identify at-risk opportunities.



REVENUE REPORTING



Monitor your revenue goals by tracking how much money your company is generating each month.

3 BUILDING REPORTS USING HUBSPOT [WORKSHOP]

NOW IT'S YOUR TURN

POLL: Which of the following reports does your company need to build in order to measure success?



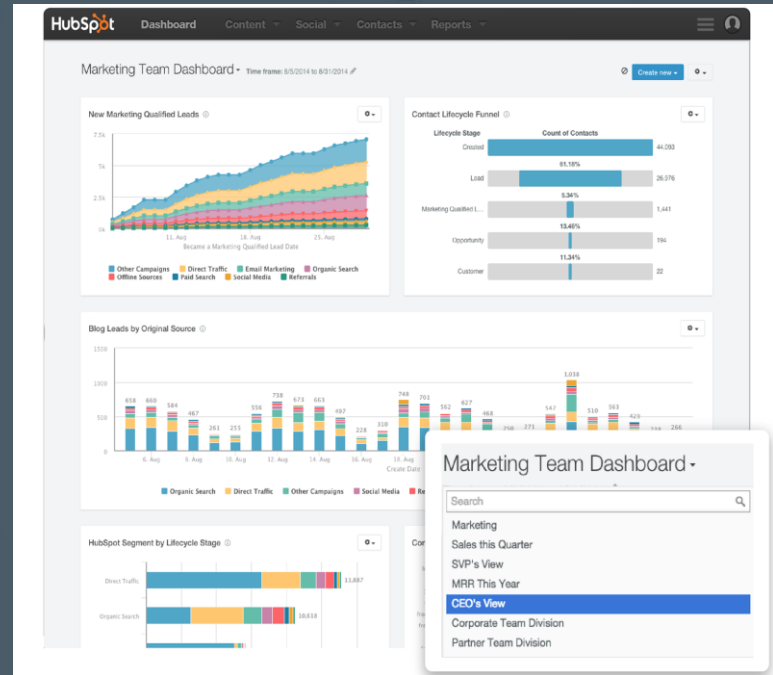
LET'S BUILD SOME REPORTS!

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4 NEXT STEPS AND RESOURCES

START YOUR FREE 10 DAY TRIAL

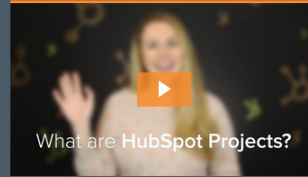
bit.ly/HSTrial



DO MORE REPORTING USING HUBSPOT

HubSpot Projects

Projects are step by step guides to help you quickly reach your goals using multiple HubSpot tools. Like any good teacher, they'll provide extra help when you need it, and basic instructions when you don't.



FILTER BY GOAL:

SELECT A GOAL

– SHOW ALL –

DELIGHT MORE CUSTOMERS

ATTRACT MORE VISITORS

BUILD A CAMPAIGN

ATTRACT MORE

CONVERT MORE LEADS

CREATE BETTER CONTENT

Blog F

CLOSE MORE SALES

DESIGN BETTER PAGES

ideas

CLOSE MORE SALES

Contact Re-Engagement

This project will walk you through optimizing your blog in HubSpot to increase visits, better target your personas and generate more leads.

GET STARTED

This project will walk you through planning and researching blog topics so that you never feel writer's block again.


GET STARTED

This project will help you identify the dormant contacts in your database, select a compelling offer to entice them toward activity and how to write a clear and compelling email to drive engagement.

GET STARTED

Overall, how useful do these projects

HOW TO REACH YOUR MQL GOALS



HubSpot Academy

READ DOCS WATCH TRAINING DO PROJECTS GET CERTIFIED BE INSPIRED

CUSTOMER PROJECTS

HOW TO SET AN MQL TARGET

🕒 SUGGESTED TIME TO COMPLETE: 2 HOURS

Please note, this HubSpot Project requires the HubSpot Reporting Add-on. [Click here](#) to activate your free trial.

This project will walk you through how to create a marketing qualified lead goal for your company and configure the reports you'll need to track your progress towards it over time.

Suggested Prerequisite: [Lifecycle Stages](#)


Completing these steps will allow you to:

- Set a Marketing Qualified Lead (MQL) goal for your organization
- Break down your MQL's by source, persona, recent conversion, and other critical properties

Step 1: Set an MQL Target [LEARN HOW](#)

Step 2: Create a dashboard for your MQL Tracking [LEARN HOW](#)

Step 3: Report on your MQL production so far this year. [LEARN HOW](#)



NEXT STEPS

- 1 Identify five reports your company needs and then build them
- 2 Choose two HubSpot reporting projects to complete
- 3 Use insights from your data to improve your marketing for 2016

RESOURCES

- [8 Myths People Believe About Reporting](#)
- [6 Basic Marketing Reports](#)
- [Getting Started With The Reporting Add-On](#)
- [HubSpot Reporting Projects](#)

HAVE A QUESTION?

Type it in the question pane, now!



THANK YOU.

HubSpot
Academy 