



Introduction to Sources

HubSpot Academy

1

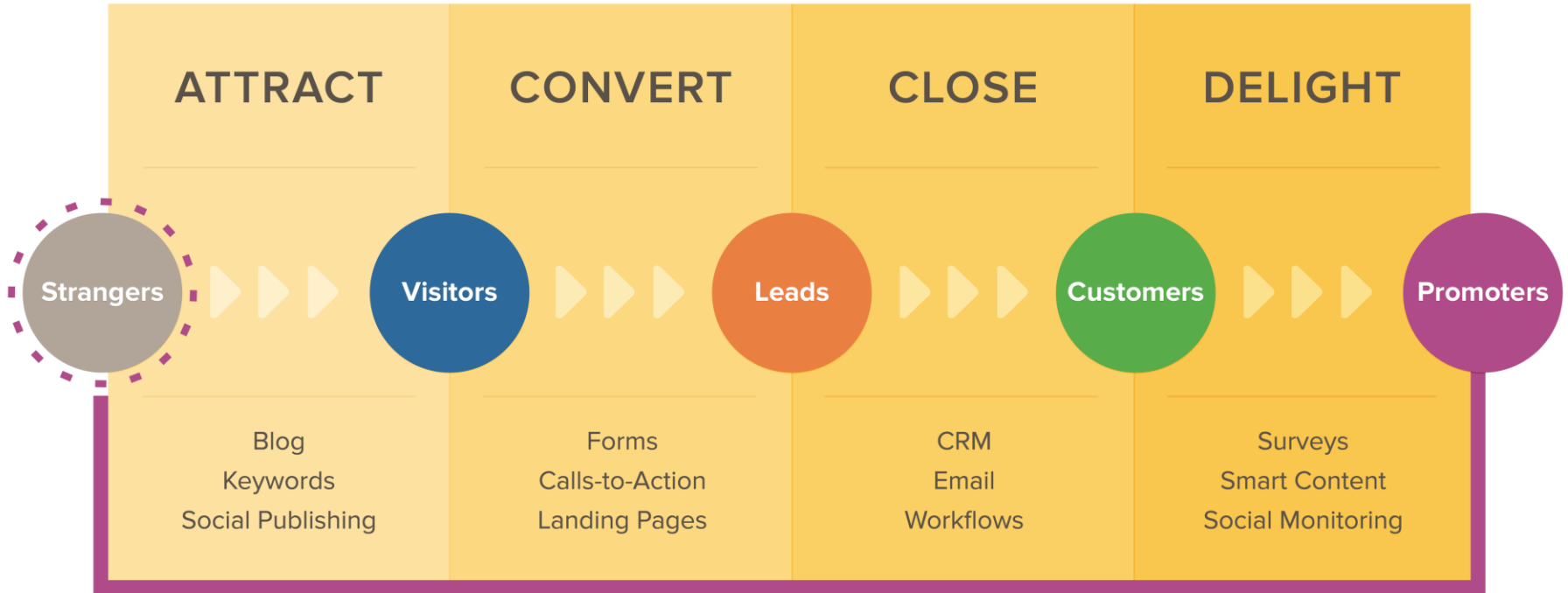
WHY REVIEW SOURCES DATA



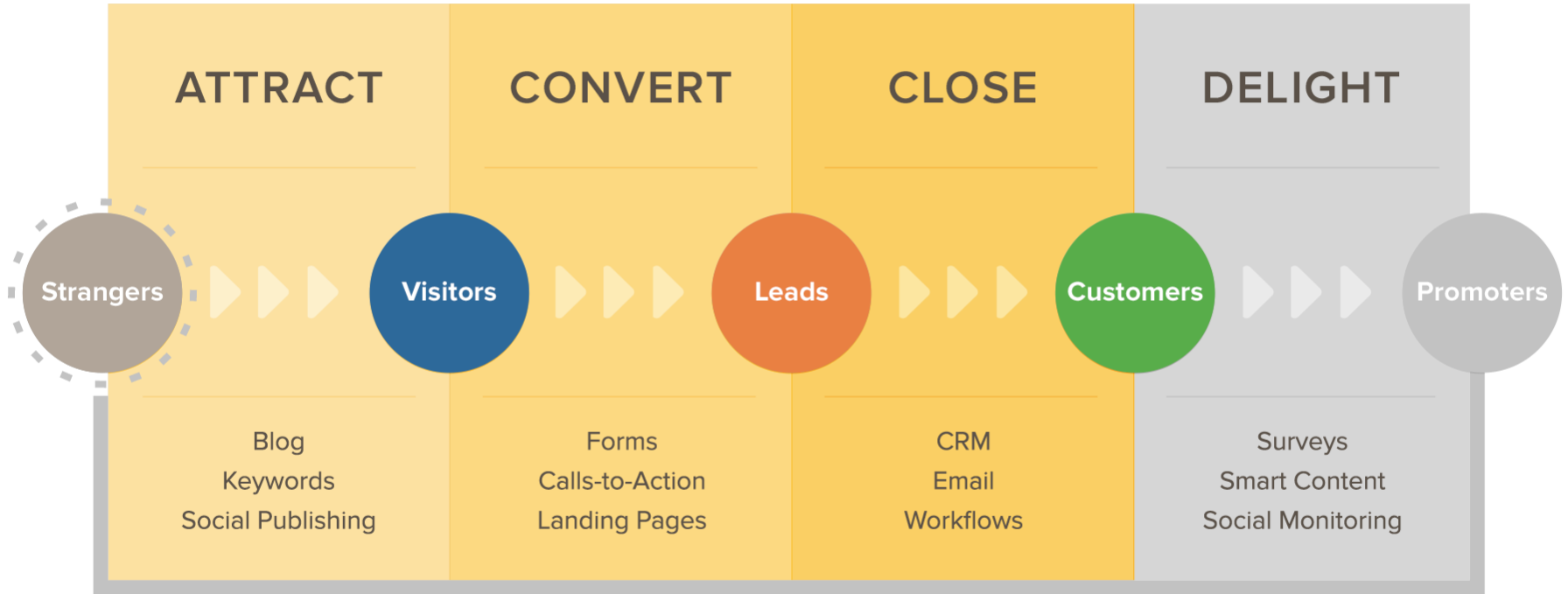
Use the Sources tool as your **marketing compass**.

It will help guide your marketing efforts so that you know what's working and what's not.

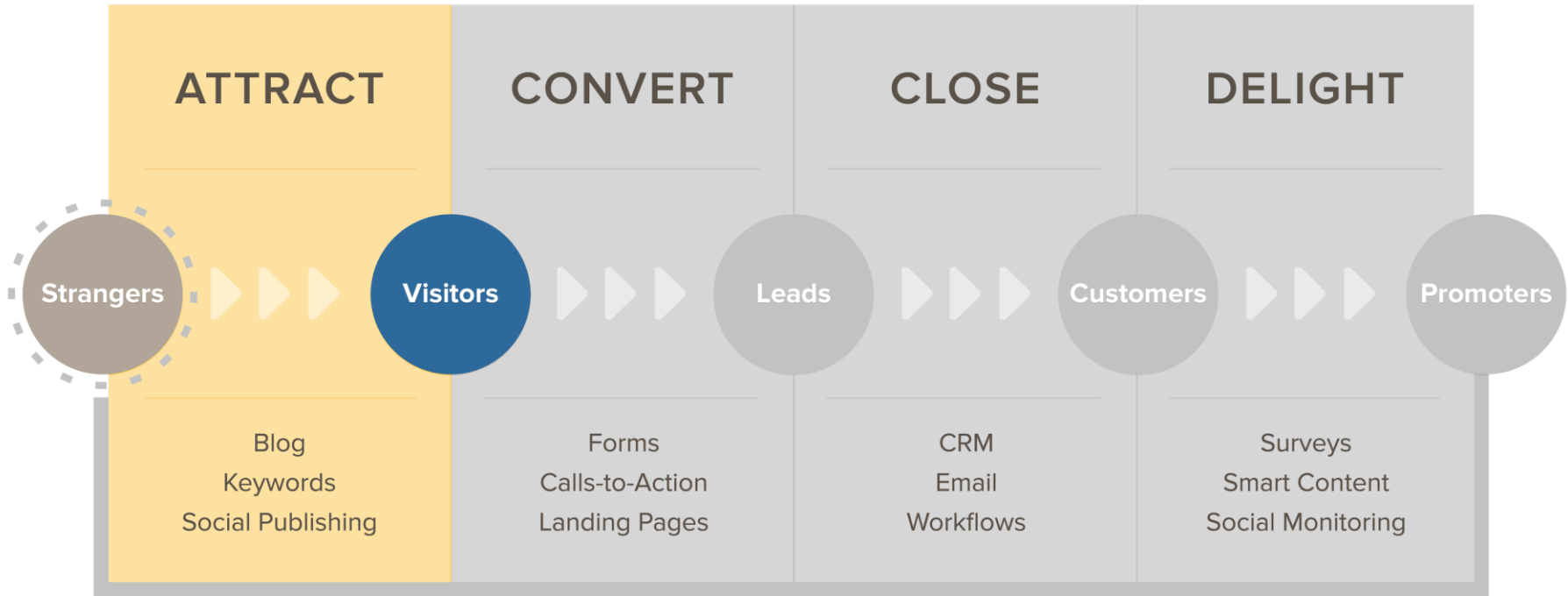
Inbound Methodology



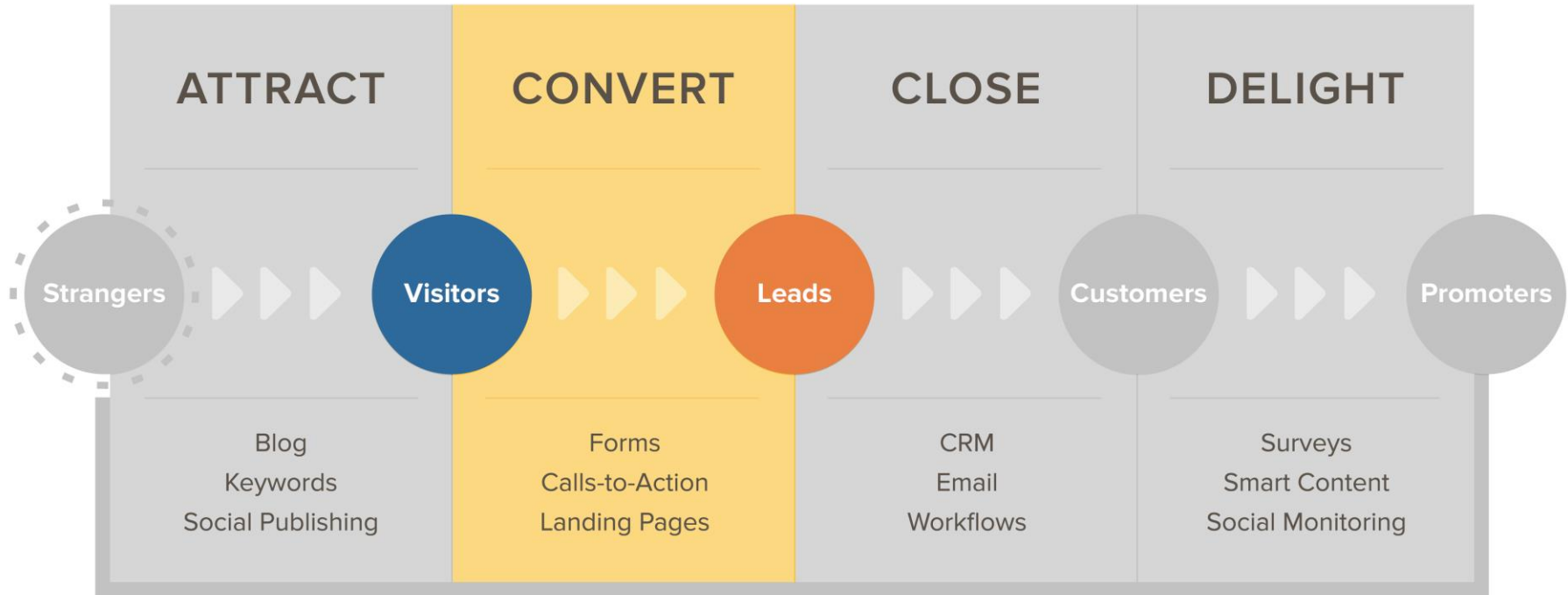
Inbound Methodology



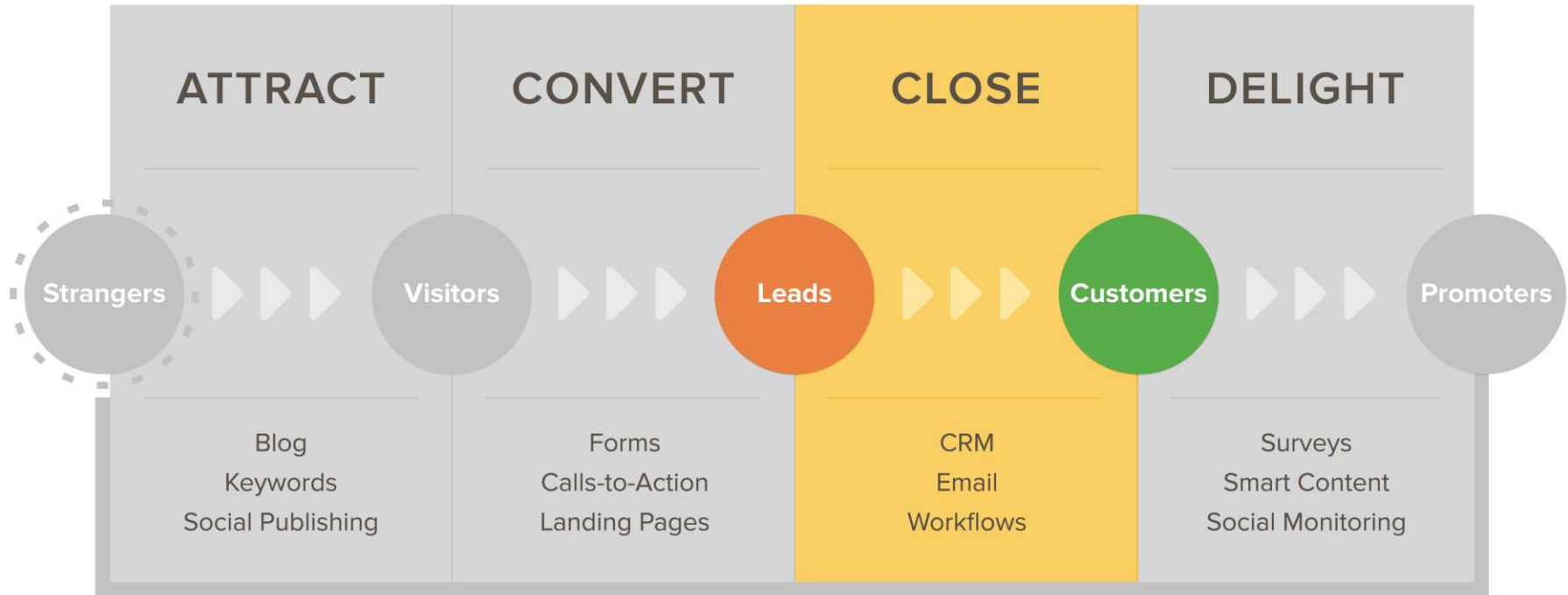
Inbound Methodology



Inbound Methodology



Inbound Methodology



The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid, with some appearing slightly more prominent than others.

2 HOW TO BEST USE SOURCES DATA

SOURCES BEST PRACTICES

- Establish benchmarks.
- Identify key metrics.
- Check progress often.
- Calculate results.

SOURCES BEST PRACTICES

Establish benchmarks.

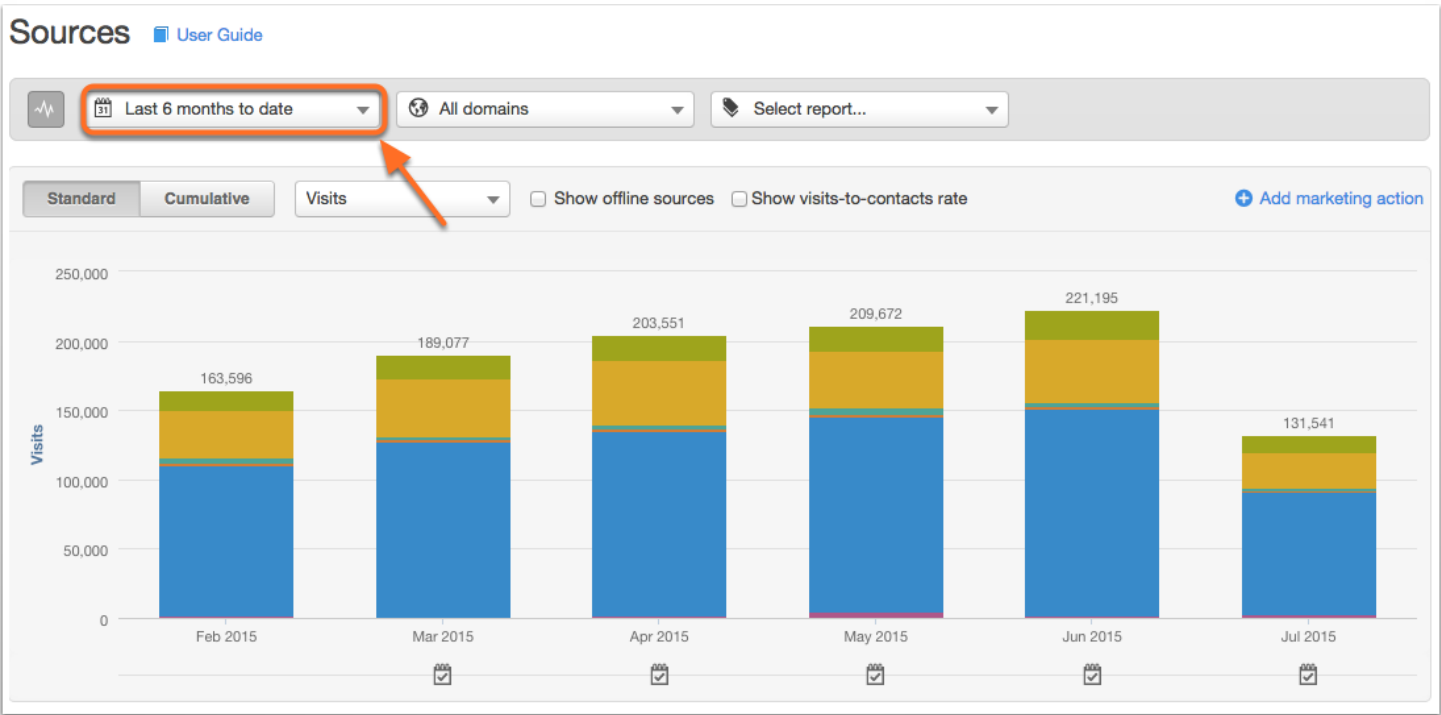
Identify key metrics.

Check progress often.

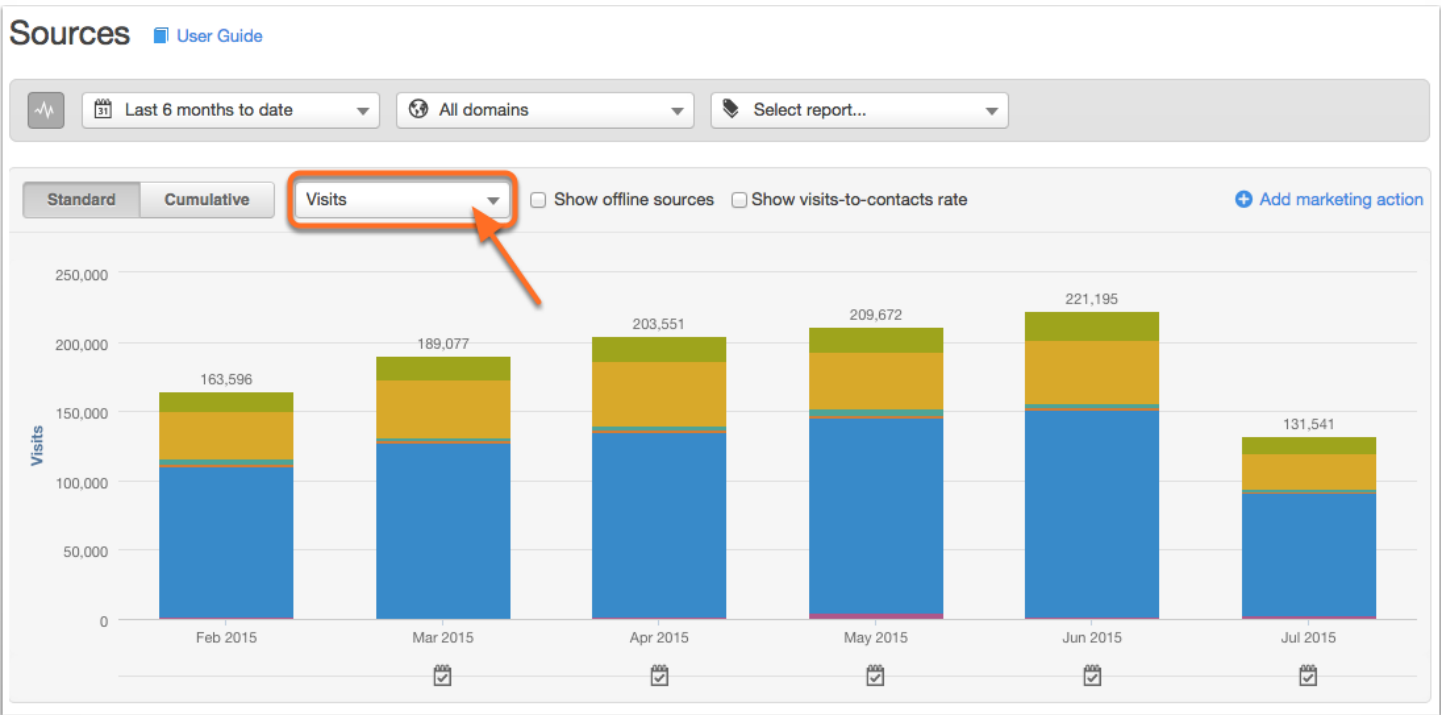
Calculate results.

WHAT IS A **BENCHMARK**?

A benchmark is a standard or point of reference against which things may be assessed or compared.












First adjust the **time range**.

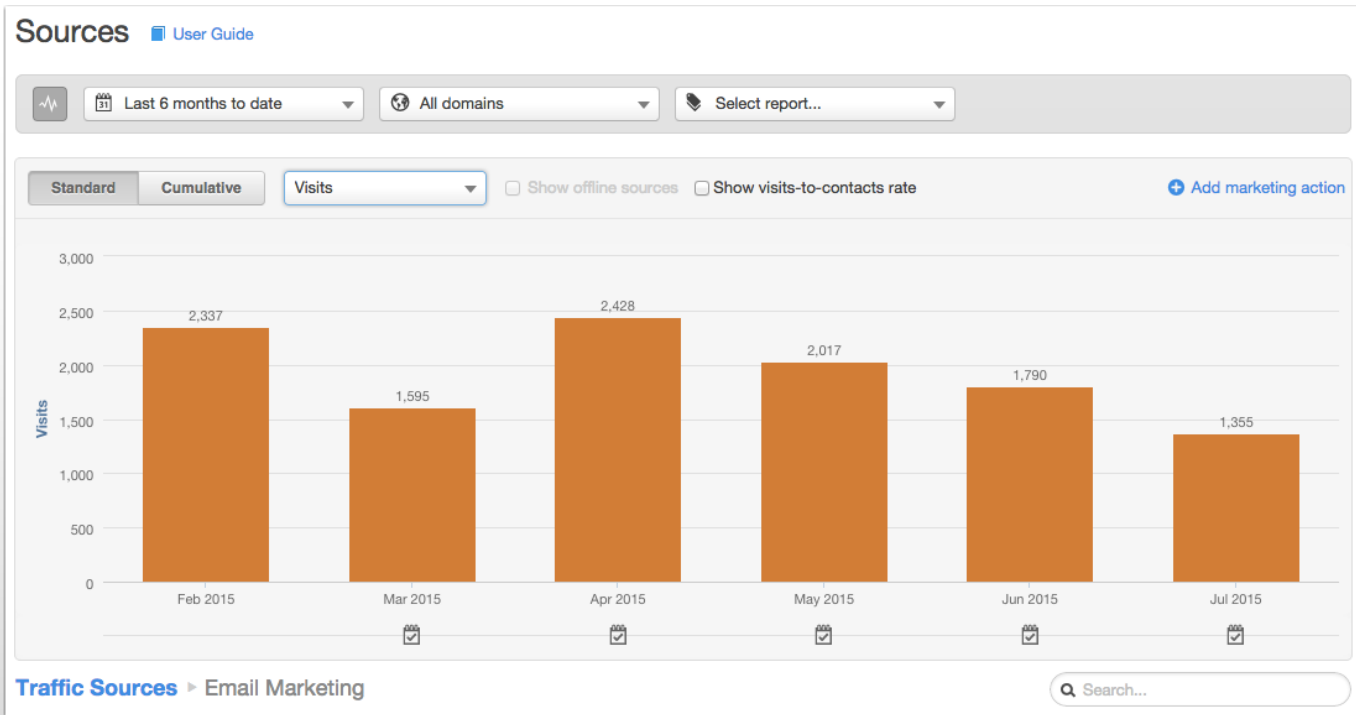


Then select **traffic type**.

You can choose from visits, contacts, or customers.

Lastly, filter by **traffic source**.

Source	Visits	%	Contacts	%	Customers	%	
 Organic Search Google, Bing, Yahoo, etc.	101,631	0.2%	217	0.0%	0	0.0%	
 Referrals Links on other sites	234,025	0.2%	382	0.0%	0	0.0%	
 Social Media Facebook, Twitter, Linked...	16,640	0.1%	16	0.0%	0	0.0%	
 Email Marketing Email links	11,522	0.6%	65	0.0%	0	0.0%	
 Paid Search Paid search advertisements	95	6.3%	6	0.0%	0	0.0%	
 Direct Traffic Manually entered URLs	746,095	0.1%	1,054	0.0%	0	0.0%	
 Other Campaigns Other sources	8,624	0.2%	19	0.0%	0	0.0%	
 Total	1,118,632	0.2%	1,759	0.0%	0	0.0%	



This is your **benchmark data report**.
You can use this data to set goals for future marketing performance.

SOURCES BEST PRACTICES

Establish benchmarks.

Identify key metrics.

Check progress often.

Calculate results.



Take time to think **critically** about key metrics.

This will make analyzing your results even easier.

HOW TO IDENTIFY A KEY METRIC

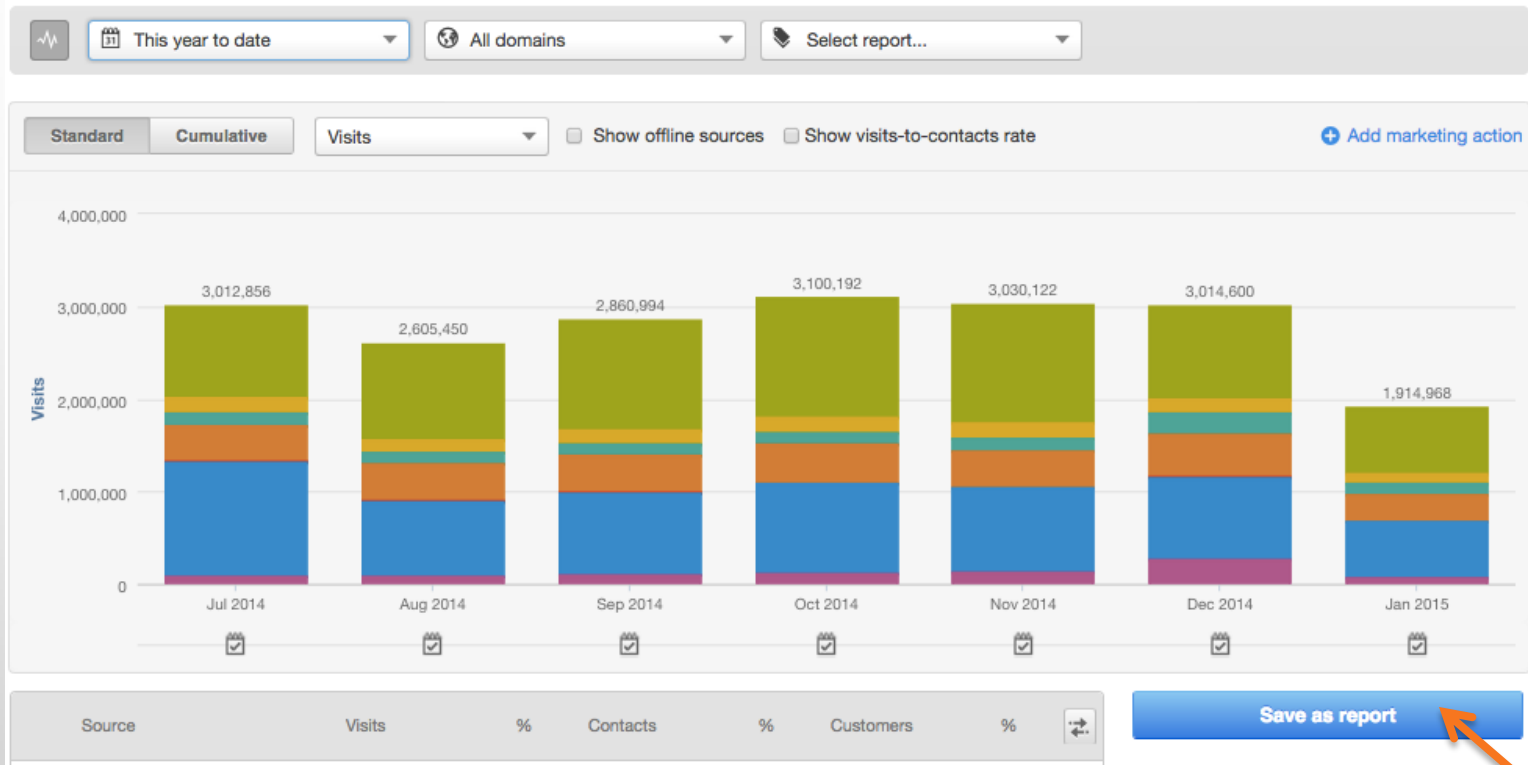
- What source of traffic am I trying to impact?
- How can I increase visitors, contacts, and customers?
- How can I improve the conversion and close rate across channels?
- What marketing action is going to affect the results?

SOURCES BEST PRACTICES

- Establish benchmarks.
- Identify key metrics.
- Check progress often.
- Calculate results.



Check your progress on a **weekly basis**.
Tracking your progress enables you to make adjustments along the way.



Use the HubSpot Sources tool to **create reports**.

Calculate your results by sending weekly reports to yourself and your team.

SOURCES BEST PRACTICES

Establish benchmarks.

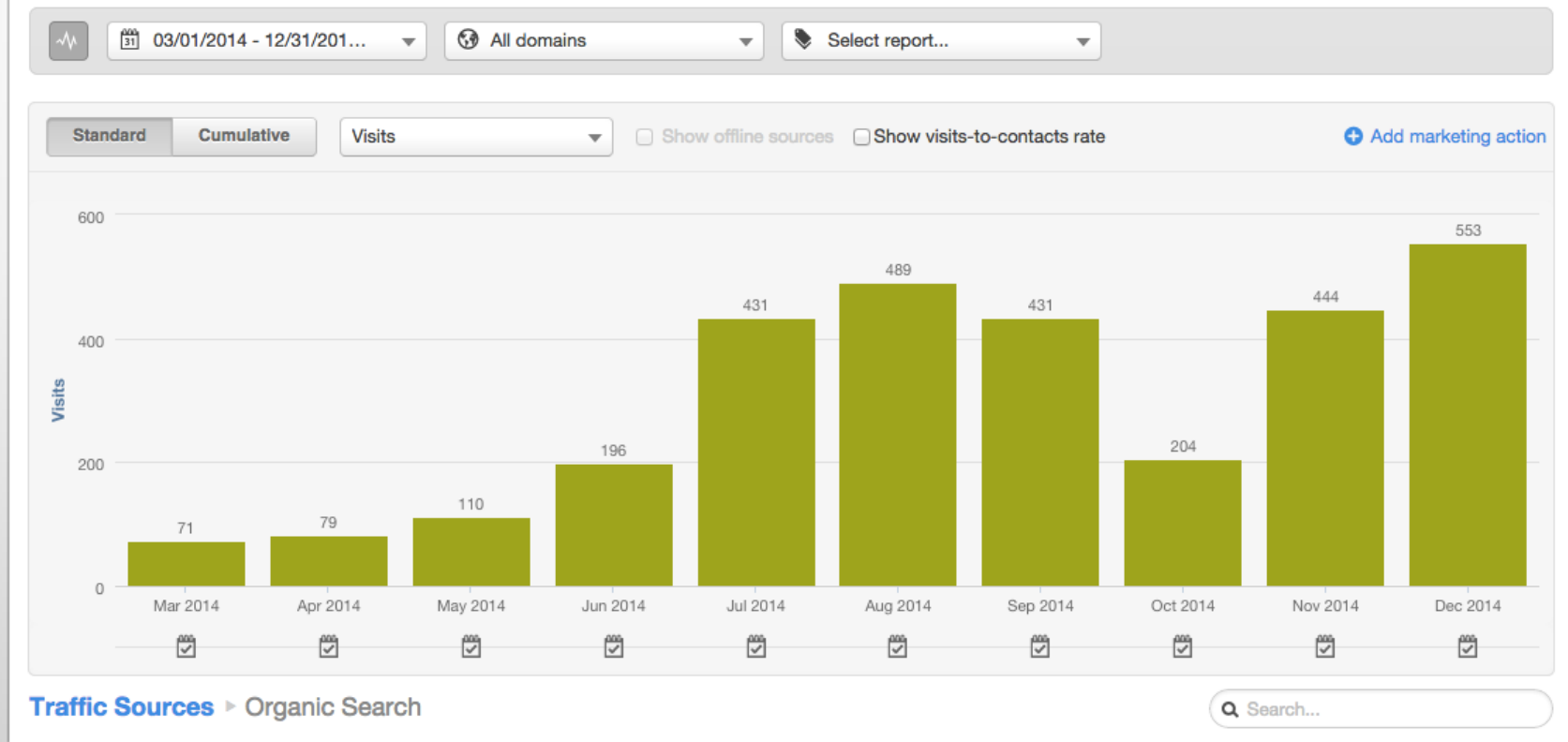
Identify key metrics.

Check progress often.

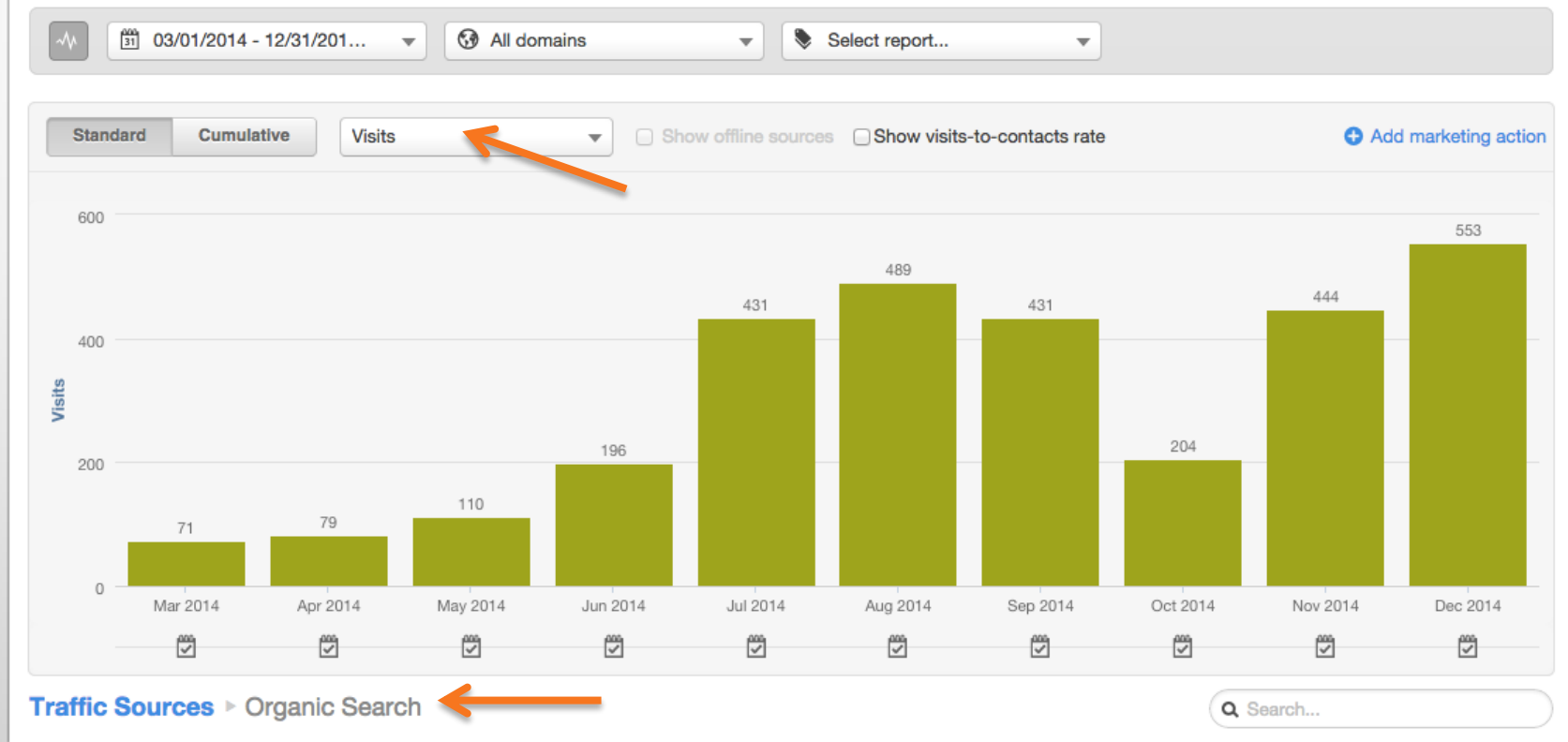
Calculate results.



Calculate your results to see if your efforts paid off.



Use the HubSpot Sources tool to **identify trends.**



Use the HubSpot Sources tool to **identify trends**.

SOURCES BEST PRACTICES

- Establish benchmarks.
- Identify key metrics.
- Check progress often.
- Calculate results.

THANK YOU.

HubSpot
Academy 