VIDEO 1: WHY REVIEW SOURCES DATA?

Hi there, I'm Markiesha from HubSpot Academy. Everyday Inbound marketers are working hard to develop marketing strategies that are sure to increase website visits, convert new visitors into contacts, and close those contacts into star customers. But how do they know if their strategies are working?

With the Sources tool in HubSpot, you're able to identify key channels that are generating traffic and evaluate conversion metrics for these channels to assess how well your efforts produce visitors, contacts, and customers.

Overtime, the Sources tool will become your marketing compass. It will help to guide your marketing efforts so that you can see the parts of your marketing funnel that are performing well and be mindful of areas that are in need of improvement. This way you'll know what's working and where you should spend your time.

By now you should be familiar with the 4 stages of the Inbound Methodology, Attract, Convert, Close, and Delight. The sources tool is used to help you understand where your visits, contacts and customers are coming from and therefore is best used in the first three stages of the Inbound Methodology.

In the attract phase, the sources tool will enable you to see the various ways you're attracting people to your site. Whether it's via the keywords that people are searching for, social media content, email marketing, even referral traffic.

The sources tool also provides conversion metric data for each traffic channel. That way, you can measure the effectiveness of your marketing funnel at converting new visitors into contacts and closing those contacts into new customers.

You've spent a considerable amount of time blogging, creating landing pages, and doing email marketing. With the sources tool, you can login in and see how it all comes together to create results.

In the next video you'll learn a few tips that will teach you how to best use sources data

VIDEO 2: HOW TO BEST USE SOURCES DATA

Hi it's Markiesha from HubSpot Academy!

A truly successful Inbound Marketer understands that analysis is a key part of any inbound strategy. Whether it's creating content or launching a new campaign, no matter the case, every marketing action you take should be analyzed. After all, how will you know what's working and what's not working?

There are four best practices to help you develop some good habits around analysis and best analyze your sources data.

The first is to establish benchmarks, then you'll want to identify key metrics. After you've started working your inbound gears, you'll want to check your progress as you go and finally, calculate your results.

Let's take a look at the first best practice... Establish benchmarks.

Predicting the future is hard, some would even argue that it's impossible. No matter your take, planning for the future requires using evidence from your past.

So, what is a benchmark? Well, a benchmark is defined as a standard or point of reference against which things may be compared or assessed. What does this mean for inbound? It means that you can rely on historical business data from your company to help you predict results for your future. If you're a new company who doesn't have any historical data, don't worry. There is no time like the present and so use your first batch of freshly minted results as your first piece of benchmark data.

You can use HubSpot to identify accurate benchmark data.

To do this in the sources tool, start by adjusting the time range of the sources report.

Then select from visitor, contact, or customer traffic type.

Lastly, filter by traffic source to display historical sources data. You can then use this historical data to set goals for future marketing performance.

Benchmarks become increasingly important as you seek to grow your business and achieve bigger results.

For example, this sources report shows the last six months of visitors that came to their website from email marketing. Based on this data, you can see that email marketing generates approximately 2,000 visits per month and so 2,000 is your new benchmark. If you are the email marketer, who is looking to grow traffic from email by 50% this benchmark can help you determine if this is a SMART inbound goal.

Once you've established benchmarks, it's important to identify key metrics, which is the next best practice.

Many marketers make the fatal mistake of jumping right into the action of creating campaigns or content offers without first identifying the key metrics that will be used to measure success.

For example, what metric will help you determine if your new campaign is increasing the close rate? What if you're trying to increase customers from referral traffic with a new offer? What metrics are important for you to measure its success? Take the time to think critically about the key metrics that will help you measure your efforts. This will make analyzing your results even easier.

Imagine that your team spent a significant amount of time optimizing your blog posts around specific keywords, aiming to increase the number of visitors from organic search. The key metric to analyze is the number of visitors from organic search.

However, if your goal is to increase the percentage of visitors who convert into leads from organic, then the key metric to measure is the visit-contact conversion rate for organic traffic. in both cases, you're analyzing the same traffic source, however you're measuring two different things.

Let's look at a few questions that you can ask yourself when identifying a key metric. First, what source of traffic are you trying to impact? Organic Search? Paid Search? Traffic from social media? What about email marketing? How can you increase visits, contacts, and customers? How can you improve the conversion rate across channels? And finally, What marketing action is going to affect the results?

By identifying a key metric to measure, you'll have the green light you need to start optimizing your marketing efforts to help you hit or exceed your goals.

The next best practice for working with sources data is to check your progress.

Hardly anything in marketing is 'set it and forget it'. After you've identified key metrics to measure, it's important to check the progress of your marketing actions on a weekly or even a semi weekly basis. Tracking your progress enables you to make adjustments along the way.

For example, if you recently launched a new social media publishing strategy and, after checking your sources data, find that traffic from social media has not increased as much as your team expected it to, you may need to adjust your publishing times or update your social media content in order to ensure that you hit your goals.

An easy way to keep up with your progress is to create a Sources report in HubSpot and have it sent to your inbox so that you and your team can review the results.

The next best practice is the final piece of the inbound puzzle, which is to calculate your results. You've invested a considerable amount of time into the process of creating a successful campaign, content offer, or even a blog post. It's time to calculate the results and see if your efforts paid off.

You can also use the sources report to identify trends. In this example, we're looking at visits coming in from organic search and notice there is a slow trend upward. Take a moment to think about what could cause this.

When we look at this graph, we can see that it represents visits coming from organic, we know that fluctuation in organic traffic could result from an increase or decrease in blogging. An important thing to note, that most people don't realize is that a decrease in traffic isn't always a bad thing. If you're getting more leads, but less traffic, it may signal that your marketing efforts are driving more qualified visitors who are actually converting. So the next time you calculate your results, be sure to consider ALL of the data.

So let's recap. Analyzing your sources data is critical to improving your inbound strategy. You want to first establish benchmarks in order to understand how you've performed in the past, then you'll want to identify the key metrics you'll use to measure your results. Always be sure to check your progress along the way and lastly, you'll want to calculate your results to see how you did.

Keep in mind analyzing your marketing efforts goes beyond knowing the numbers. It requires you to have an understanding of what's working and what isn't and know how to implement new solutions and improve your efforts as efficiently as possible. Using the sources tool can help you do just that.

VIDEO 3: TOOL WALKTHROUGH

View the user guide or additional resources on the class page for a text version and instructions on how to use the tool.