



GaggleAMP®

HubSpot

## Integration

This guide will help you locate and track the leads that are coming into your database from GaggleAMP posts.



# Connect Hubspot

Perform the following steps

1. Navigate to the “Manage” section in the lefthand menu of your Gaggle Manager view
2. Select “Integrations”
3. Once on this page you’ll see the option to “Connect Marketing Automation”
4. Select Hubspot from the drop down.
5. Make sure to click “Update Integrations” before leaving this page

Expand All Collapse All

- Dashboard
- Members 6
- Post
- Activities 91
- Reports
- Rewards
- Manage**
- Edit Gaggle Settings
- Integrations**
- Assign Managers
- Billing
- Add Another Gaggle
- GaggleAMP Labs
- Leaderboard

## Integrations

### Connect Marketing Automation

HubSpot

### Salesforce Integration

Unlink Salesforce Account (GaggleAMP)

### Send new message announcements to this Chatter Group

(none)

Announcements will be posted to the selected Chatter Group whenever new messages are available.

Update Integrations




# Enable Tracking

Now that Hubspot and GaggleAMP can communicate, you'll want to ensure that the right parameters are being applied to messages you would like to track.

Make sure that the "enable tracking" check box is selected when creating messages you would like to track in Hubspot.

Adding a campaign to your post will also allow you to further segment Gaggle traffic in Hubspot.

### New Activity ✕

 **Share Message**


**Message:**


Characters: 700 🔗 Shorten URLs Enabled

**Filter by Tag:**


\*Also Post To\* will only post the Message



**Also Post To:**


 Twitter



**Starts:** Now 

**Ends:**

09/07/2016 

12 AM  : 00 

**Points:** 5 

**Campaign:**  Social Analytics 

Allow editing?

Enable Tracking?

**Post to Gaggle**



# Locate Traffic In Hubspot









Find the reports dropdown on the top navigation in Hubspot and select “Sources.”

A screenshot of the HubSpot Marketing Dashboard. The top navigation bar is dark grey and contains the following items: Marketing, Dashboard, Contacts, Content, Social, and Reports. The Reports dropdown menu is open, showing a list of options: Reports Home, Sources, Page Performance, Keywords, Competitors, Events, and Reports Settings. A red arrow points to the 'Sources' option. Below the navigation bar, the main content area is titled 'Marketing Dashboard' and includes a 'Share' dropdown, 'Owned by team', 'Public', and 'Settings' options. There are also filters for 'This month', 'Show entire month', and 'Compared to last month'. A blue '+ Add report' button is visible on the right. The main content area shows a 'Contact Performance' report with a settings icon in the top right corner. The top right corner of the dashboard includes a search bar, a calendar icon showing '31', a graduation cap icon, a notification icon with '10+', a user profile icon, and the text 'gaggleamp.com Hub ID: 548616'.



# Locate Traffic In Hubspot

Select “Social Media” on the sources report page.

Source	Visits	%	Contacts	%	Customers	%
 <b>Organic Search</b> Google, Bing, Yahoo, etc.						
 <b>Referrals</b> Links on other sites						
 <b>Social Media</b>  Facebook, Twitter, LinkedIn, etc.						
 <b>Email Marketing</b> Email links						
 <b>Paid Search</b> Paid search advertisements						
 <b>Direct Traffic</b> Manually entered URLs						
 <b>Other Campaigns</b> Other sources						



# Locate Traffic In Hubspot

Select a network you are sending Gaggle messages to such as Twitter, Facebook or LinkedIn.

## Traffic Sources ▶ Social Media

Site	Visits	%	Contacts	%	Customers	%
LinkedIn						
Facebook						
Twitter						
HootSuite						
Quora						
Digg						
StumbleUpon						



# Locate Traffic In Hubspot

Here is where you will find traffic coming in from your Gaggle posts. Traffic from posts with campaigns attached will appear here under the campaign name. All posts with no campaigns attached will appear as “GaggleAMP.”

## Traffic Sources ▶ Social Media ▶ LinkedIn

Campaign	Visits	%	Contacts	%	Customers	%
GaggleAMP						
ebook: content creation guru						
webinar: train marketing to ...						
ebook: digital alchemy						
thompson reuters webinar						
webinar: the social selling p...						
ebook: social media budget...						