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

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   ✕

in **Share Message**

Message: **Starts:**   Now ✏

Characters: 700   % Shorten URLs Enabled

Ends:

09/07/2016   📅

12 AM ⌄ : 00 ⌄

Filter by Tag:

Points: 5 ⌄

Post only for members tagged with the above, or leave empty for all.

Campaign:

Also Post To:

☐ 🐦 **Twitter**

Social Analytics   ⌄

"Also Post To" will only post the Message

☐ Allow editing?

☑ Enable Tracking?

Post to Gaggle

Locate Traffic In Hubspot

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

Locate Traffic In Hubspot

Select "Social Media" on the sources report page.

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