

HOW TO ANALYZE YOUR MARKETING IN HUBSPOT

INTRODUCTION

Marketers that measure inbound ROI are 17 times more likely to see the same or greater ROI over the previous year. But only 53% of marketers are actually measuring ROI.

There's lots of reasons why you might be in this majority – whether it's because you're unsure how to, can't easily access the data needed, or your in a state of data paralysis, the bottom line is that measuring and analyzing data isn't easy.

That's why we've created this infographic, to provide you with a mind map to ask the right questions and use the right tools to finally report on your marketing.

To effectively analyze how your marketing is performing, this infographic will help you to answer these three questions:

- 1. WHAT IS HAPPENING?** Identify what is currently going on with your marketing – what is working well, and what isn't.
- 2. WHY IS THIS HAPPENING?** Which element of your marketing strategy is causing these upwards or downwards trends.
- 3. HOW DOES THIS IMPACT MY MARKETING?** What action items should I take based on these realizations.

Once you know which element of your marketing needs some more TLC, you'll be taken through a mind-map that guides you through the questions you should ask yourself and the actions to take.

WHO IS THIS GUIDE FOR?

Anyone looking for help on how to analyze, interpret and learn from their marketing data in HubSpot. It helps to have been using HubSpot for at least 3 months so that you have data to reference.

This is designed with the HubSpot Professional Product in mind. If you're currently using the Basic Version of HubSpot, you won't have access to all the tools listed. If you're on the HubSpot Enterprise Product, you won't see any Enterprise specific reports included.

HOW TO USE THIS GUIDE:

Consider this a “pick your own adventure” resource that guides you through the critical thinking process you should take based on your current marketing performance.

Start on the first page of this infographic – travel down the mind map to answer the first two questions. Then, based on your findings, you'll be directed to a specific page to dive deeper into your specific use case.

You won't need to reference every page each time you analyze your marketing. For example, one month you may be taken down a path to improve your organic traffic, whereas 3 months later, you'll go through a process to evaluate and improve your lead-to-customer closing rate.

Along the way you'll find pro tips and helpful resources to help you see the most success with HubSpot and your inbound marketing. **Get started! >>**

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WHAT IS HAPPENING?

- STEP 1:** Log into HubSpot and go to your [Marketing Dashboard](#). This displays the most top-level information, giving your team a quick glance at how your website is performing.
- STEP 2:** Focus on your **Visit-to-Lead** and **Lead-to-Customer** conversion rate.
- Compare your marketing performance to:**
- Your previous month
 - Your three month average
 - Your goals
 - HubSpot's Top 25% & Median
- STEP 3:** Identify which conversion rate is seeing the most success and which you need to improve upon.
- ASK YOURSELF:** Has one conversion rate been on a downward trend? Is one farther from the goals you've set? Is there one much further below the HubSpot median?
- *If you don't have any previous data to refer to, in general your website should be converting at least 1-2% of traffic into leads.*

I need to improve my visits-to-lead conversion rate.

I need to improve my lead-to-customer conversion rate.

WHY IS THIS HAPPENING?

STEP 1: Go to your [Sources Report](#). While the Dashboard gives you a high level overview, the Sources Report gives you an in-depth look at which channels are generating traffic, new contacts and customers.

- Change the time period criteria to "All Time" or "Rolling Date Range of the past 6 months"
- Check off "Show Visits-to-Contacts" rate

STEP 2: Compare conversion rates for individual sources to your overall average. We are looking for outliers.

ASK YOURSELF: Which source(s) has a below average visit-to-lead conversion rate?

WRITE DOWN: Top two sources that are generating traffic, but not converting visits into leads. Then, find that source below to learn what you can do to improve this.

**Note: If you want to improve the overall conversion rate of your website, start with [Organic Traffic](#).*

STEP 1: Go to your [Contacts](#) and [Lists](#) tools. Evaluate the quality of your leads. If you're converting visitors into lead, but not converting leads into customers, it could be that you aren't attracting the right contacts.

STEP 2: Go to your [Workflows](#) tool.

ASK YOURSELF: Do you have lead nurturing workflows set up to help move your leads down the funnel? Are your workflows converting contacts to your Goal List?

DOES ORGANIC TRAFFIC HAVE A BELOW AVERAGE VISIT-TO-LEAD RATE?

YES

GO HERE

NO

DOES SOCIAL MEDIA HAVE A BELOW AVERAGE VISIT-TO-LEAD RATE?

YES

GO HERE

NO

DOES EMAIL MARKETING HAVE A BELOW AVERAGE VISIT-TO-LEAD RATE?

YES

GO HERE

NO

DOES PAID SEARCH HAVE A BELOW AVERAGE VISIT-TO-LEAD RATE?

YES

GO HERE

NO

ARE YOU GENERATING QUALIFIED LEADS?

YES

NO

GO HERE

DO YOU HAVE NURTURING CAMPAIGNS?

YES

NO

GO HERE

ARE YOUR NURTURING CAMPAIGNS CONVERTING LEADS INTO QUALIFIED LEADS AND THEN CUSTOMERS?

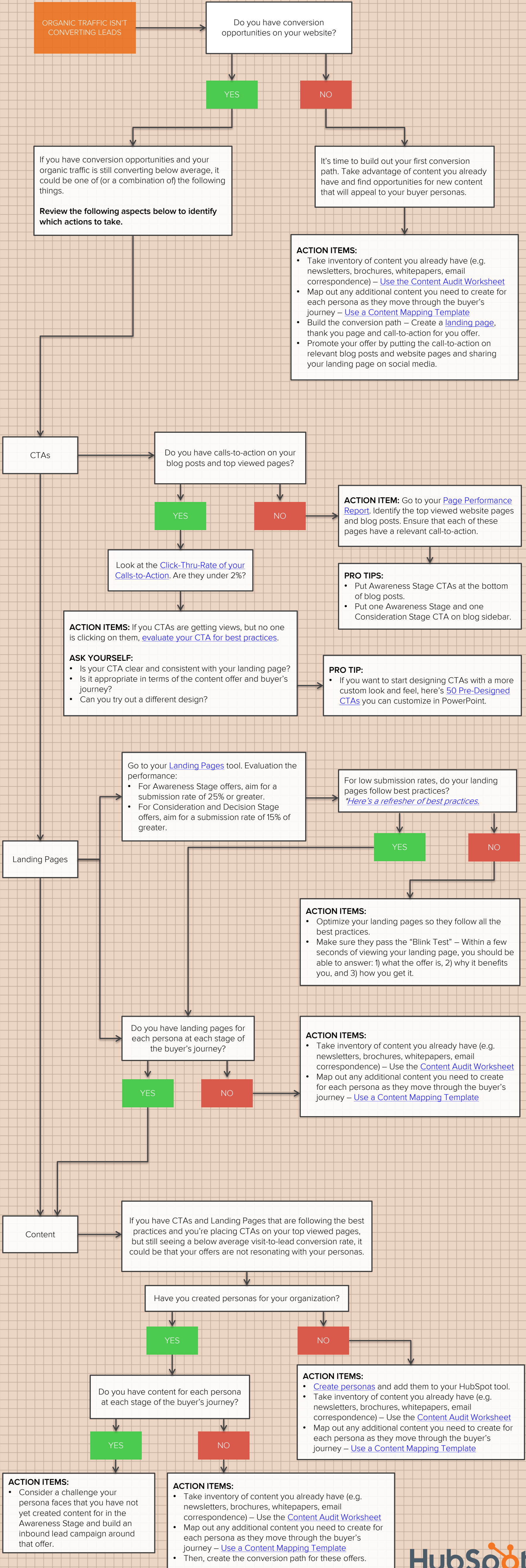
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NO

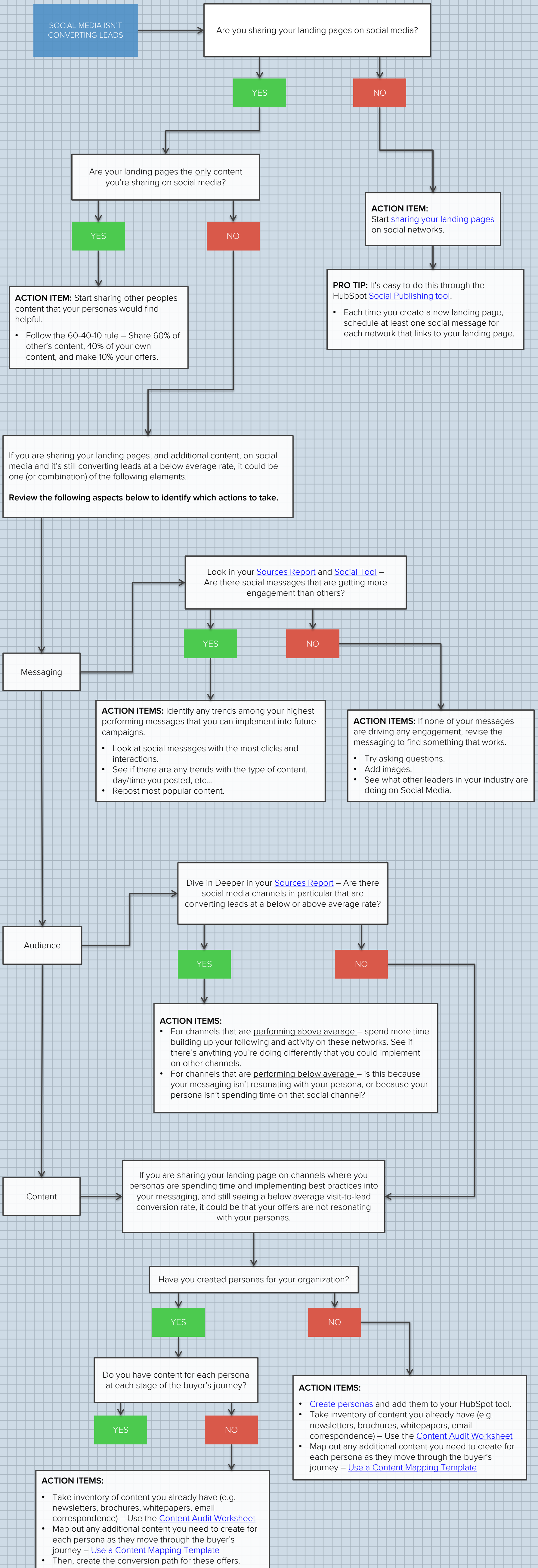
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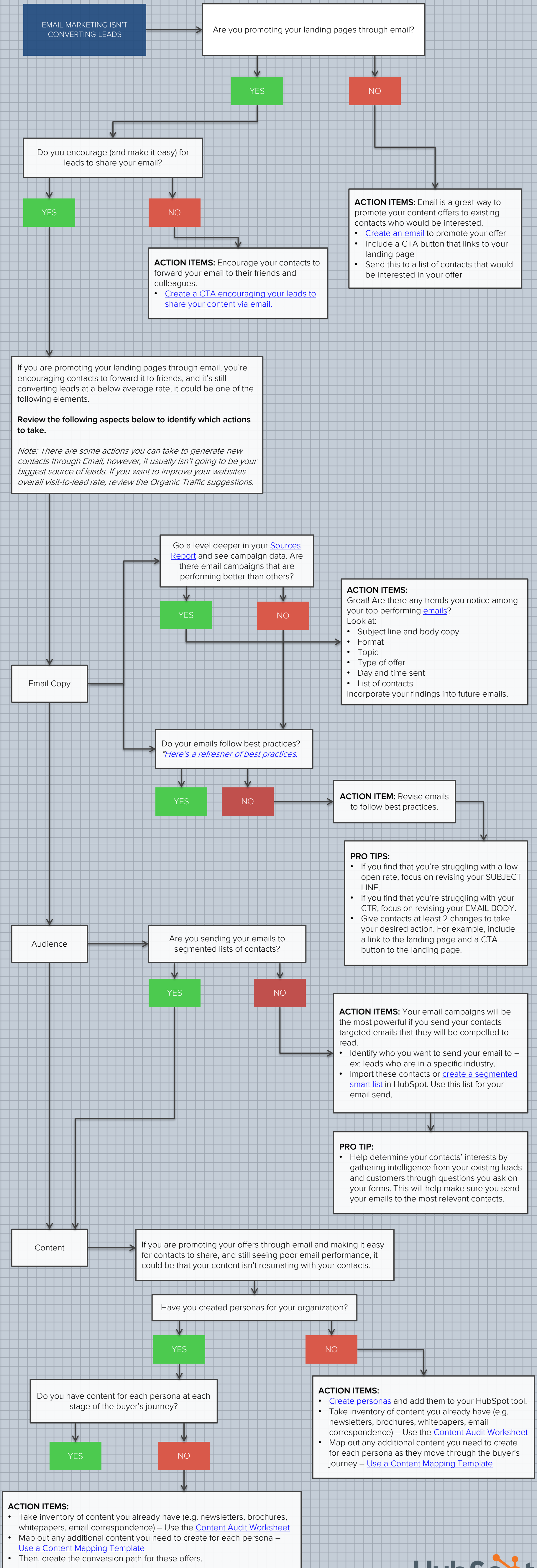
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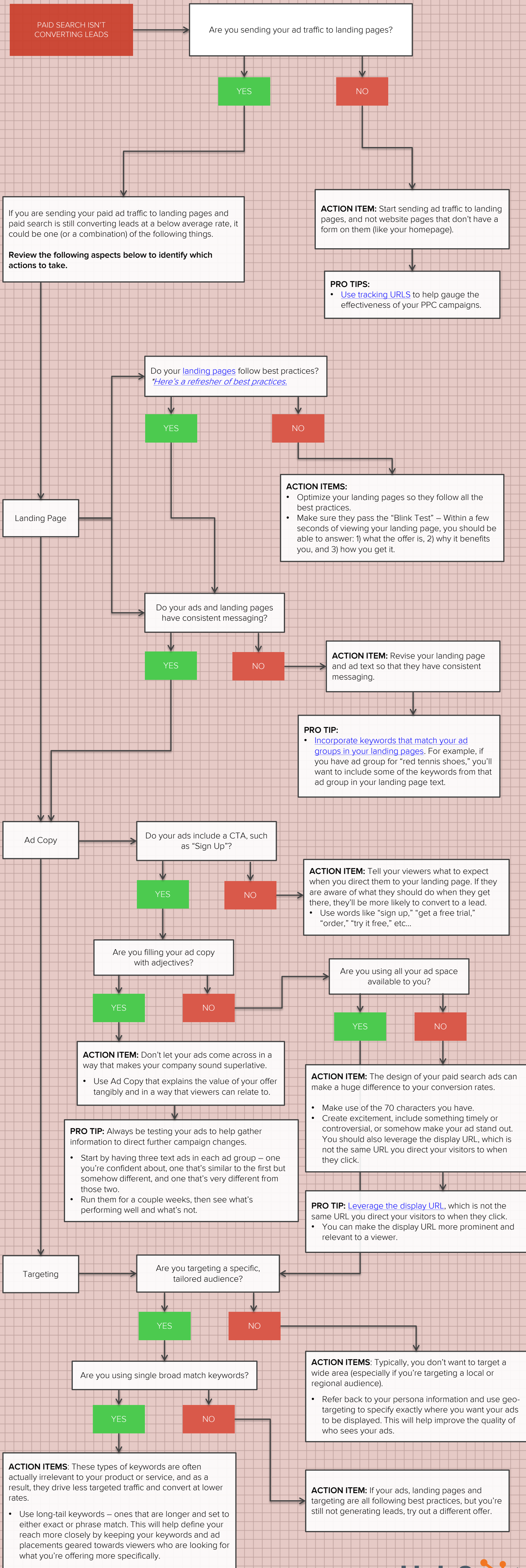
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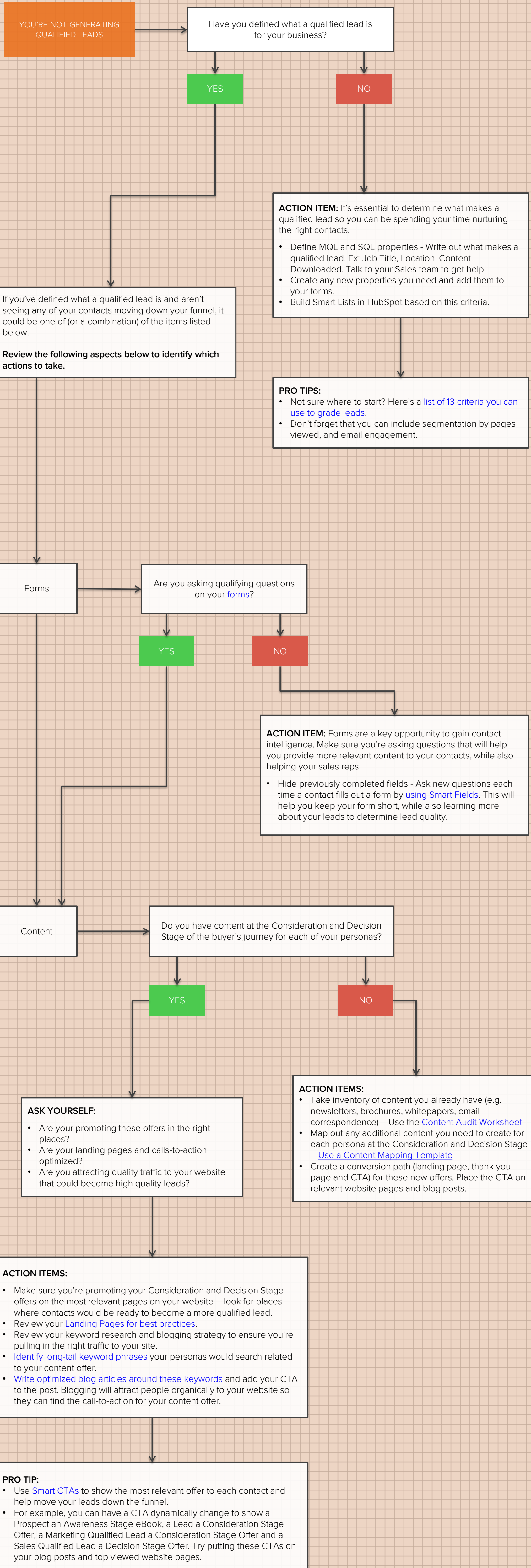
EMAIL MARKETING



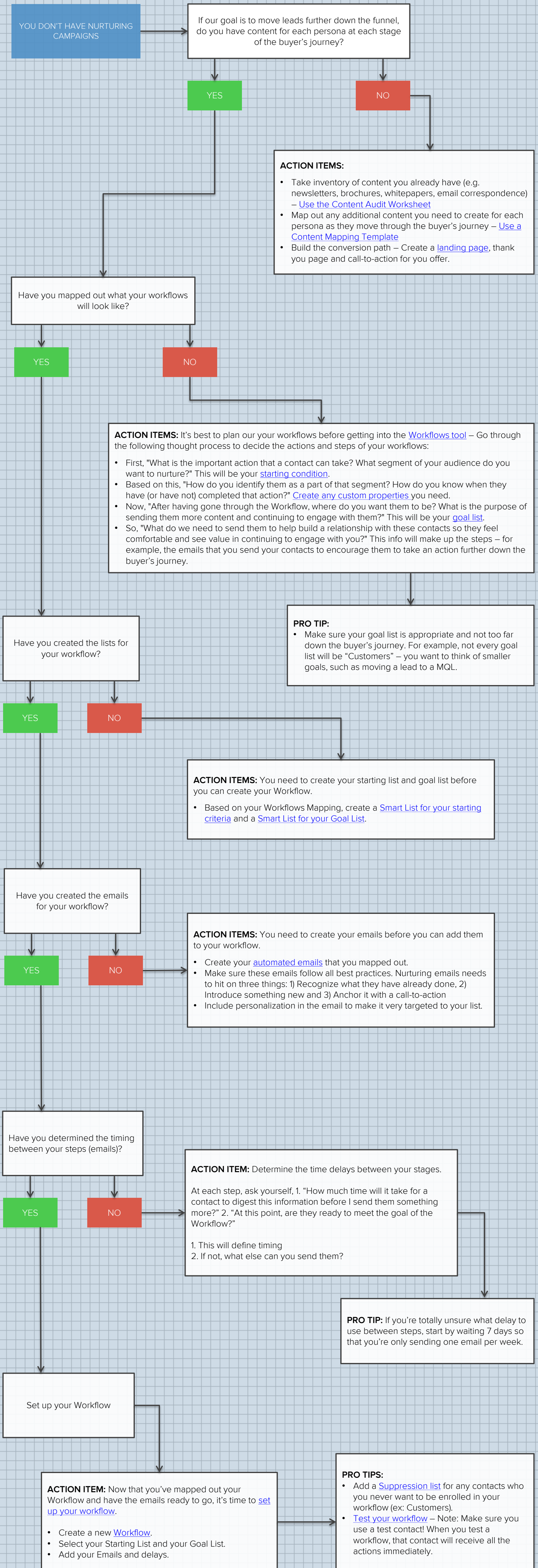
PAID SEARCH



QUALIFIED LEADS



IMPLEMENTING WORKFLOWS



OPTIMIZING YOUR WORKFLOWS

