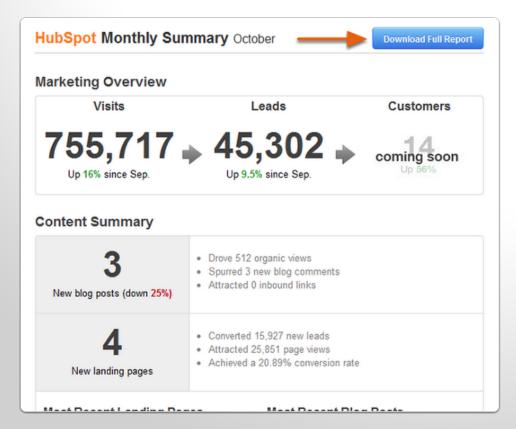
Creating an ROI Report.

AGENDA

1 The HubSpot Monthly Marketing Report2 Evaluating ROI

3 Benefits of Reporting ROI

HubSpot Monthly Marketing Report



Determine the right time interval Group marketing efforts by service you provide Make connections—progress 3 towards goals Start high-level, then go granular 41 Use HubSpot template as a 5 foundation



Evaluating ROI

INSTANT ACCOUNTABILITY for Underperformance

UNDENIABLE & QUANTIFIABLE Proof of Success

Benefits to Reporting ROI





Motivation for Client Collaboration



Path to Upselling



Maintain and Renew Your Retainer



Best practice is to report on ROI to a client monthly



All of the metrics that you share with clients should tie back to their business goals



Use the HubSpot Monthly marketing report as a template

REPORTING TRAFFIC GENERATION METRICS.

AGENDA

The tools in HubSpot for reporting on Traffic
 The Questions to ask and metrics to show

TRAFFIC GENERATION METRICS: ARE YOU GETTING THEM FOUND ONLINE?

1 Search Engine Optimization





SEARCH ENGINE OPTIMIZATION

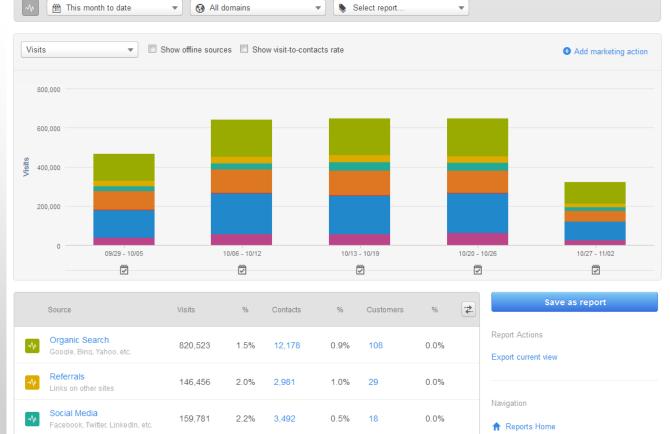
METRICS TO SHOW

- Pages that got optimized.
- Keywords specifically targeted
- Traffic from previous months for comparison



- How much did traffic increase or decrease?
- What were the main drivers?
- How much did organic traffic increase?
- Can we identify keywords that are bringing in traffic?
- Which keywords should we target?
- Have our rankings improved?
- Did key pages improve?
- Did our Cost-Per-Click increase or decrease?

Reporting Tools: Sources



View all of your saved reports

Reporting Tools: Keywords

Keywords 508 ranked in top 3	6	ywords 63 d in top 10	Impressions 517,707 from first-page search results				Savings \$39,771.76 total			
Actions Filter by Campaign			•				Q conve	erting		
Keyword	Visits	Leads	Rank 👻	Searches	Difficulty	CPC	Campaigns	Date Added	Actions	
converting more leads to customers	0	0	19	Low	16	Low	1	29-Jun-2012	Delete	



--- www.hubspot.com/free-trial-var1

-- blog.hubspot.com/blog/tabid/6307/bid/29590/how-to-generate-more-custom...

--- www.hubspot.com/how-to-convert-more-website-visitors-to-leads-product-webinar

Awesome.

This is a great keyword for you to go after.

You can boost your rank even further if you:

- · Get more quality inbound links to these pages
- · Nail the on-page SEO components
- · Link some related blog posts to this page

Compare your rank to that of your competitors for this keyword.

Show competitors

Reporting Tools: Page Performance

Page Performance ⁹ Tutorial

	1,282,410	\mathcal{S}		1,165 Keywords		89,541 Inbound Links
	All Pages 🔹 🛅 This month 💌	·				Q Search
	Page	Views	CTA %	Keywords	Links	Explore Pages without Views
~	HubSpot, All-in-One Marketing software http://www.hubspot.com	325,979	0%	73	46,497	
~	Free Ebook: 55 Brands Rocking Social Media with Visual Content http://www.hubspot.com/55-brands-rocking-social-media-with-visual-content	40,816	0%	0	30	Image Manager Manage the pages within your website
	All-in-one Marketing Software Product Versions & Pricing http://www.hubspot.com/pricing/	33,751	-	1	24	✓ Link Grader
~	Internet Marketing Software Products http://www.hubspot.com/products/	30,453	-	40	19,222	Monitor and build inbound links Blog Analytics
~	Free Ebook: 50 International SEO & Website Tips http://www.hubspot.com/free-ebook-50-international-seo-tips/?utm_medium=social& utm_source=intlhub	30,080	0%	0	9	Measure the impact of your blog

BLOGGING

METRICS TO SHOW

- Examples of blogs written.
- Keywords specifically targeted.
- Performance of blog in previous months



- Has traffic to the blog helped over all site traffic?
- Any leads from the blog?
- How many blog articles got posted?
- This month's top posts?
- Which topics performed best?
- Notable/number of inbound links?
- Any comments worth highlighting

Reporting Tools: Page Performance

Dago Dorformanco

	2,110 Email Subscribers					P0000000000000000000000000000000000000	13,659 Blog Home Page Views		
	HubSpot Blog Posts 💌 🗊	This mor	oth to date	Ŧ	🖪 Ali	Blogs	*	Add	Q Search
	Page	Author	Date 🔺	Views	CTA %	Comments	Keywords	Links	Explore Pages without Views
	New in Social Media: Upload images and export data http://www.hubspot.com/blog/bid/33717/Ne in-Social-Media-Upload-images-and- export-data	Meghan Keaney Anderson	9 days ago	228		6	0	0	☐ Page Manager Manage the pages within you website
÷	Sewickley Academy Increases Student Enrollment Using Inbound Marketing http://www.hubspot.com/customer-case- studies/bid/33710/Sewickley-Academy- Increases-Student-Enrollment-Using- Inbound-Marketing	Smit Patel	12 days ago	479	1%	0	0	0	 We usite Link Grader Monitor and build inbound lin Blog Analytics Measure the impact of your b
	Timeline Segmentation: A New Way to Segment Your Database with HubSpot Enterprise	Jeffrey	14 days						Export All Pages to Excel

SOCIAL MEDIA

METRICS TO SHOW

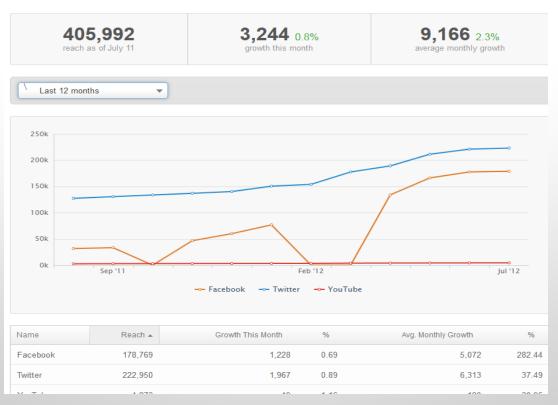
- People who participated.
- Platforms used.
- Social Reach compared to previous months



- How did social media contribute to traffic?
- How did social media contribute to leads?
- How did our social media reach grow/ shrink?
- How active were we on the different channels?

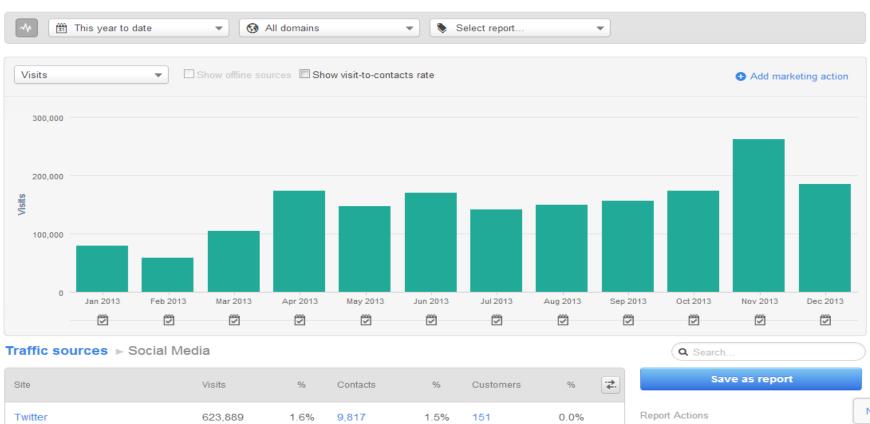
Reporting Tools: Social Reach

Social Reach



Reporting Tools: Sources

Sources



RINSE & REPEAT.



1 To report on traffic utilize the sources tool, the keywords tool, page performance, and social media tool

2 Reporting on social media in HubSpot is focused much more on visitors, contacts and customers than "likes" and "followers"

REPORTING LEAD GENERATION METRICS.

AGENDA

1 The tools in HubSpot for reporting on Lead Generation2 The Questions to ask and metrics to show

LEAD GENERATION METRICS: ARE YOU CONVERTING THEIR VISITORS INTO LEADS?

1 Landing Page Performance

2 Email Campaign Performance

LANDING PAGE PERFORMANCE

METRICS TO SHOW

- Premium Content Created
- Landing Pages Created
- Premium Content and Landing Page Results from last month

QUESTIONS TO ANSWER

- What premium content offers did we develop this month?
- How productive were these offers in terms of leads?
- How and where were these offers promoted (on –site & off-site)?
- Landing page conversion rate?
- Visits to landing pages?
- What A/B tests did we run?

Reporting Tools: Landing Pages

Landing Pages

	Viewe				
orted by: Submissions Showing:	Views	▼ Submissions rate ▼	New contacts rate -		Hubsätz Down load 75 Free Stock Pho
 LP 75 Free Stock Photos Published Oct 10 — Updated Oct 10 by Niti Shah 	146,939	44.9%	5%	\$ v	and the same and the same area for a constraint of the same area of the s
 LP SEO Template Guide Published — Updated Nov 20 by Diana Urban 	157,897	41.5%	4%	\$ v	
 LP 30 Lead Generation Tips & Tricks Published Nov 15 — Updated Nov 15 by Diana Ur 	109,389	51.9%	4.6%	\$ v	
 HSCM LP An Introduction to Facebook for Bus Published Dec 9 — Updated Dec 9 by Amanda Si 	382,103	14.1%	9%	\$ v	Published: Oct 10

EMAIL CAMPAIGN PERFORMANCE

METRICS TO SHOW

- Premium Content Created
- Landing Pages supporting these sends
- Audiences targeted
- Previous Month's email performance

QUESTIONS TO ANSWER

- How did email contribute to traffic and leads?
- How many emails were sent and to which lists were they sent?
- Performance of each send?
- Click through rate?
- Unsubscribe numbers?

Reporting Tools: Email Campaigns

Email O Tutorial

All emails VAR Leads	•				Q Search
Sorted by: Updated date Showing:	Delivered -	Open rate 🔹	Click rate 👻		Create a new email
MK VAR 20120925 Lead gen Playbook Third Send Sent Sep 25, 2012 — Updated Sep 25, 2012	17,810	18.8%	3%	\$ v	HUBSOCIE
MK VAR 20120925 Lead gen Playbook Second Send Sent Sep 25, 2012 — Updated Sep 25, 2012	4	25%	0%	$\hat{\gamma}^{b_{1}}_{2p^{1}} =$	De dieuxee name drep van de Anneel Herne Daar herne te Steamen Verstee Anneel Steamen de Anneel Anneel Anneel Marken de Anneel Anneel Anneel Marken de Anneel Anneel Anneel Marken de Anneel Anneel Marken de Anneel Marken d
MK VAR 20120920 Lead gen Playbook Sent Sep 20, 2012 — Updated Sep 20, 2012	41,673	22.4%	3.3%	\$ v	Entry Line And Annu And Annu Ang Line Agent (a ban Branchailte State and Annu Ang Line Agent (a ban Faran Brancha State and Ang Line and Annu Ang Line and Ang Li
MK VAR 20120918 Analogies followup Draft — Updated Sep 17, 2012	0	0%	0%	\$ v	Title: MK VAR 20120925 Lead gen Playbook Third Send Subject:
MK VAR 20120906 10 Awesome Stats Sent Sep 6, 2012 — Updated Sep 5, 2012	6,832	25.3%	9.8%	År ▼	[Agency Playbook] How to Generate Leads for your Clients Sent:
MK VAR 20120808 ebook kit to international Sent Aug 14, 2012 — Updated Aug 14, 2012	26,052	16%	4.5%	\$ -	Sep 25, 2012 Template Builder Create and manage the templates

RINSE & REPEAT.



1 To report on lead generation use the landing pages tool and the email tool

2

It is important to work with the client to define lead generation goals so that you can accurately share this information with them

REPORTING CUSTOMER GENERATION METRICS.

AGENDA

1 The tools to use to report on customer generation metrics includes the Workflows tool and the Sources tool

2 The Questions to ask and metrics to show

CUSTOMER GENERATION METRICS: ARE GETTING THEM CUSTOMERS?

1 Lead Nurturing Performance (Workflows)

2 Overall Website Customer Acquisition

LEAD NURTURING PERFORMANCE

METRICS TO SHOW

- Themes of lead nurturing campaigns
- Premium content serving as trigger for lead nurturing campaigns
- Landing pages and secondary offers integral to campaigns

QUESTIONS TO ANSWER

- What lead nurturing campaigns were active this month?
- How many lead reconverts did lead nurturing drive?
- Click through for each LN email?
- Unsubscribes per LN campaign?
- Which other offers were used in LN?
- How many contacts reached the goal of the campaign?

Reporting Tools: Workflows

FT - Trial Expiration /

 View all workflows 			
	Total started	Joined goal list 🔮	Use a goal list to monitor the
Workflow details	285	0	performance of your nurturing workflow. Learn more
Overview			
Edit workflow			
Performance		Started workflow 285 contacts (166 active)	Starting condition:
History		200 contacts (100 active)	FT VSB Program Leads with Trial (list)
		Waiting	
	U	23 days, 0 hours, 0 minutes	
Workflow settings			165 contacts
Suppresses contacts associated with:	\sim	Send an email FT-Trial Expiring 7 Days	
Nonprofit Step by Step Guide (workflow)		r i ma expiring i bayo	
Summer Fling (workflow)		Waiting	
N-International-Hack-International-SEO-Tips	C	29 days, 0 hours, 0 minutes	

LN-International-Hack-International-SEO-Tips (workflow)

LN-Mary-30Day-General (workflow)

LN-Enterprise-Leads-MQL-Trial (workflow)

Send an email FT-Trial Expiring Tomorrow

Completed workflow 119 contacts

. 1 contacts

OVERALL WEBSITE CUSTOMER ACQUISITION

METRICS TO SHOW

- Best performing pages
- Last month to this month
- Most impactful channels & content

QUESTIONS TO ANSWER

- How many customers did inbound marketing drive?
- What campaigns or sources were the most impactful?
- Which channels have the best visitor to contact conversion rate?
- Customers originating from organic traffic?
- Lead nurturing campaigns most effective?
- Targeted email sends most responsible?

Reporting Tools: Sources

	Source	Visits	%	Contacts	%	Customers	% 🔀
~	Organic Search Google, Bing, Yahoo, etc.	1,556,623	3.1%	47,765	1.8%	855	0.1%
~	Referrals Links on other sites	1,615,661	6.9%	111,696	0.5%	570	0.0%
~	Social Media Facebook, Twitter, LinkedIn, etc.	811,396	6.1%	49,288	0.7%	336	0.0%
~	Email Marketing Email links	3,095,595	3.4%	103,895	0.6%	636	0.0%
~	Paid Search Paid search advertisments	58,860	5.3%	3,090	2.6%	79	0.1%
~	Direct Traffic Manually entered URLs	5,194,099	1.9%	99,347	4.5%	4,420	0.1%
~	Other Campaigns Other sources	2,658,249	10.6%	281,615	0.3%	771	0.0%
	Total	14,990,483	4.6%	696,696	1.1%	7,667	0.1%



RINSE & REPEAT.



1 To report on customer generation use the workflows tool and the sources tool

2

It is important to work with the client to define customer generation goals so that you can accurately share this information with them



How will you get leads to customer information from your clients?