

# THE NEW HUBSPOT USER'S QUICK START GUIDE TO MEASURING SUCCESS

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## DRIVING TRAFFIC

ARE YOU DRIVING TRAFFIC? IS IT THE RIGHT TRAFFIC?

WHERE TO LOOK IN HUBSPOT:

SOURCES REPORT | SOCIAL REPORTING | KEYWORDS  
PAGE PERFORMANCE | MARKETING DASHBOARD



## GENERATING LEADS

MEASURE YOUR CONVERSION PATH'S EFFECTIVENESS

WHERE TO LOOK IN HUBSPOT:

LANDING PAGE PERFORMANCE | LIST PERFORMANCE  
LEAD SCORING | MARKETING DASHBOARD



## CLOSING CUSTOMERS

CLOSE THE SALE, BEGIN THE RELATIONSHIP

WHERE TO LOOK IN HUBSPOT:

WORKFLOW PERFORMANCE | EMAIL REPORTING  
CTA DASHBOARD | LIST PERFORMANCE



## CREATING PROMOTERS

BUILD LOYALTY THROUGH DELIGHTFUL ENGAGEMENT

WHERE TO LOOK IN HUBSPOT:

SOCIAL MONITORING | EMAIL PERFORMANCE  
SURVEY RESULTS (SURVEY MONKEY INTEGRATION)