



# Marketing Analytics 101

How to Measure the Effectiveness of Your Website



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VP Marketing @HubSpot  
Twitter: @mvolpe

# Outbound Marketing



# Outbound Marketing is Broken



# Marketing Has Changed

1950 - 2000



2000 - 2050



# Inbound Marketing

## Blog



## SEO



## Social Media



# Inbound Marketing

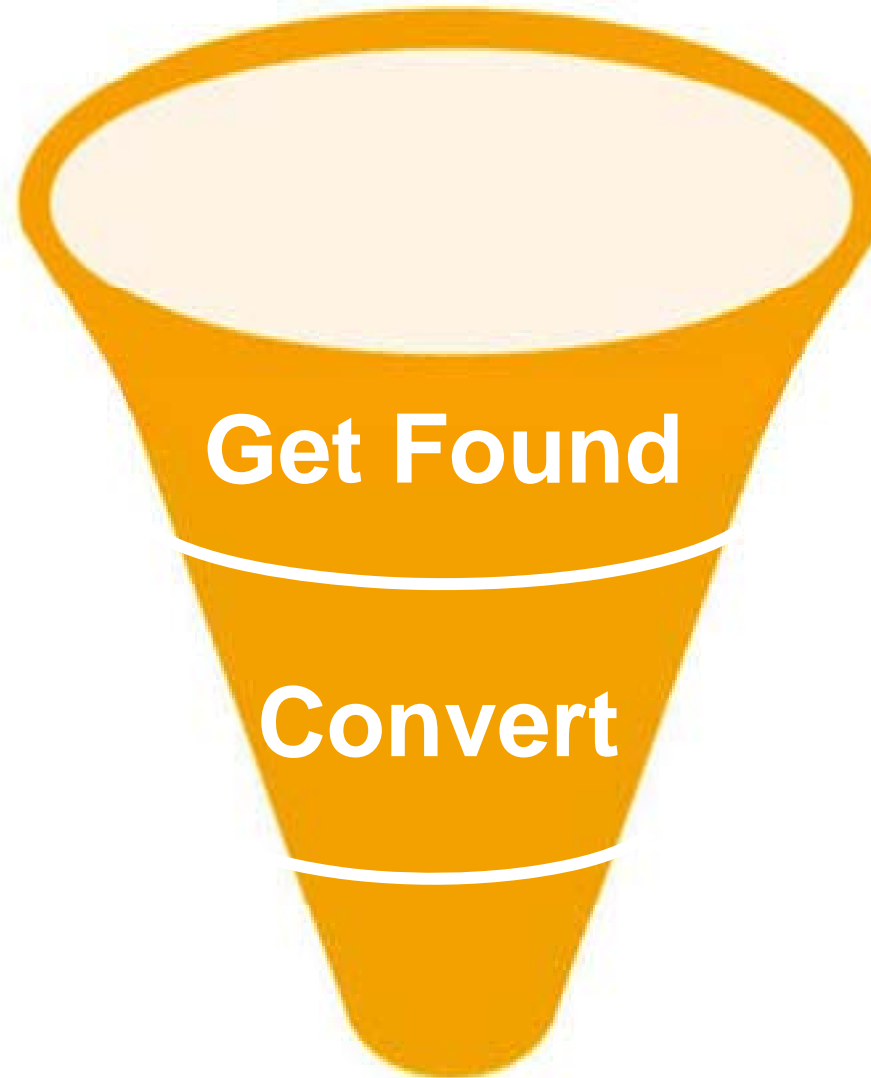
## Process

### Get Found

- Publish
- Promote
- Optimize

### Convert

- Test
- Target
- Nurture



## Tools

### Get Found

- Content Mgmt
- Blogging
- Social Media
- SEO
- Analytics

### Convert

- Offers / CTAs
- Landing Pages
- Email
- Lead Intelligence
- Lead Mgmt
- Analytics

# Why do you want to measure?

- 🔗 Understand what's happening with your marketing efforts and overall business
- 🔗 Decide which marketing programs to invest in
- 🔗 Control how fast or slow your business is growing

# Marketing Analytics vs. Website Analytics

- Website Analytics
  - Hits, Page Views, Time on Site
  - Page Load Time, Visit Geography
- Marketing Analytics
  - Leads & Customers
  - Marketing Campaigns
  - Closed Loop Marketing



# Is Your Website Performing?

1. Attract website visitors  
(Blog, SEO, Social Media)
2. Convert visitors to leads  
(Landing Pages)
3. Produce Measurable ROI  
(Leads, Sales)

# Is Your Website Performing?

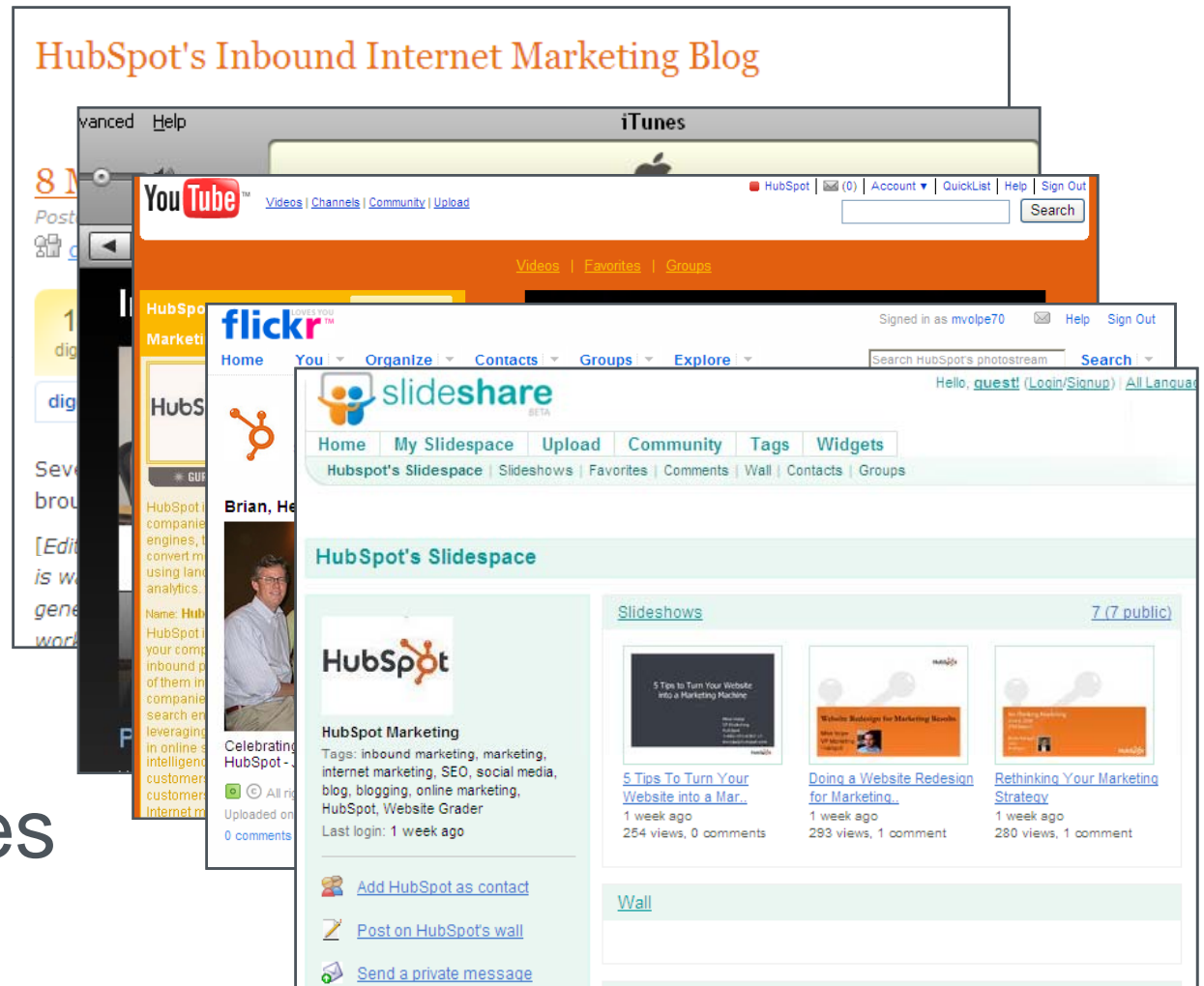
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# Attract Website Visitors: Blog



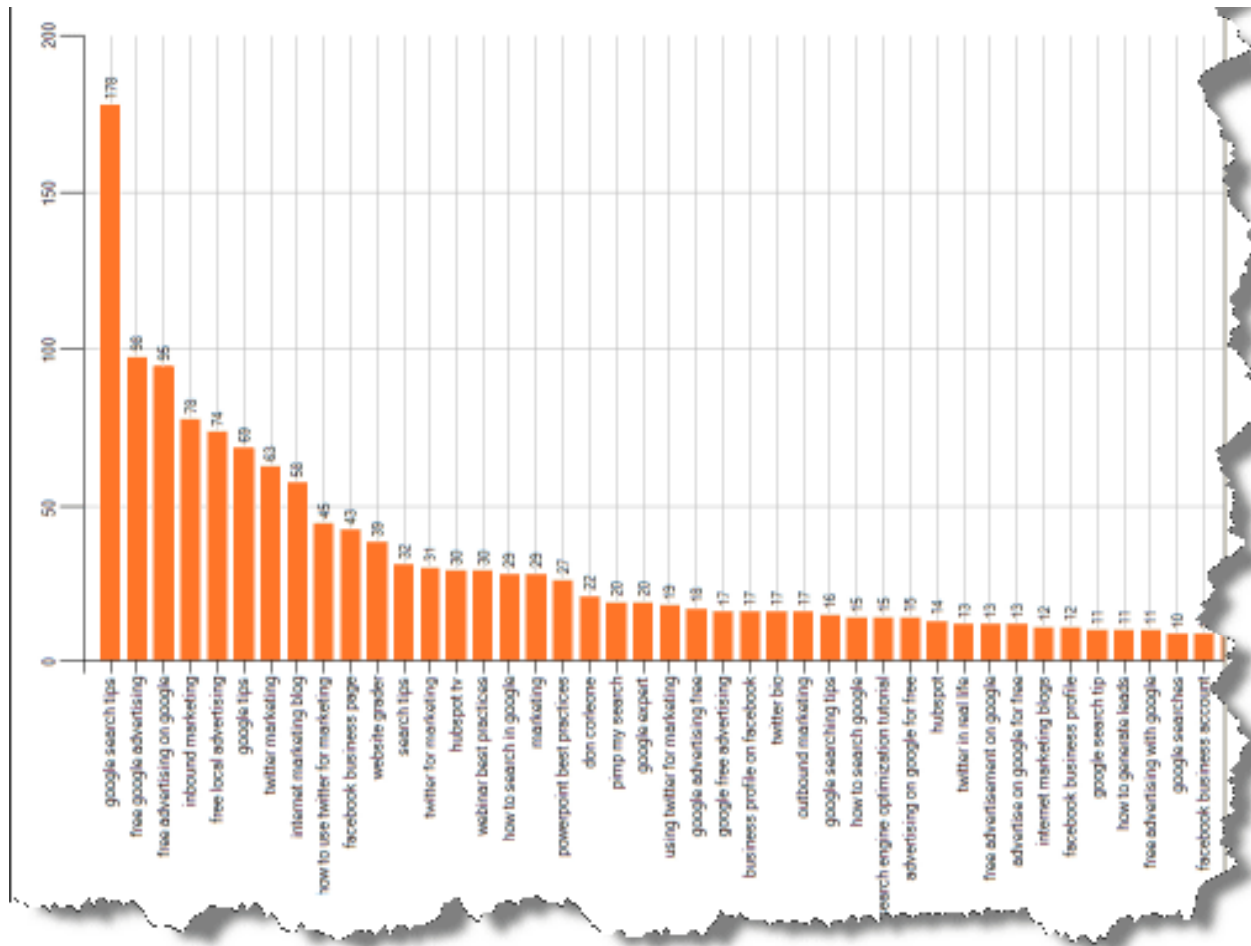
# What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases



# What to Track: Blog Metrics

- Traffic Drawing Keywords

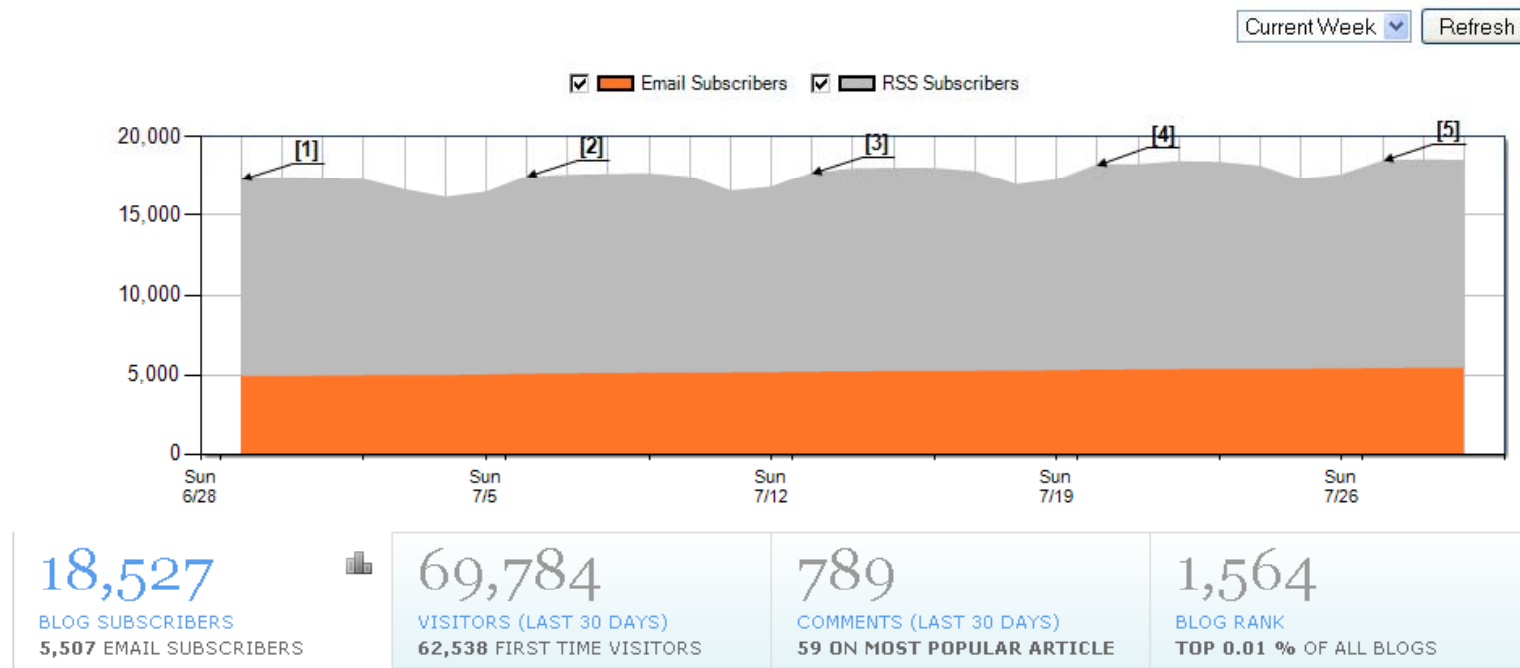


# What to Track: Blog Metrics

- Traffic Drawing Keywords
- **Subscribers**

Blog Analytics: [blog.hubspot.com](http://blog.hubspot.com)

Measure the impact of your blog



# What to Track: Blog Metrics

- Traffic Drawing Keywords
- Subscribers
- Comments

ARTICLE	PUBLISHED	AUTHOR	PAGE GRADE™	COMMENTS ▼	INBOUND LINKS	VISITORS
<a href="#">The Importance of Google PageRank: A Guide For Small Business Executives</a> ↗	1 year ago	Dharmesh Shah	52	298	34	6,210
<a href="#">12 Quick Tips To Search Google Like An Expert</a> ↗	1 year ago	Dharmesh Shah	84	198	218	9,019
<a href="#">Understanding RSS: A Quick Guide For The Insanely Busy Executive</a> ↗	1 year ago	Dharmesh Shah	30	173	1	404
<a href="#">Business Blog: Why You'll Kick Yourself Later For Not Starting One Now</a> ↗	1 year ago	Brian Halligan	1	171	0	61
<a href="#">Business Blog: Answers To Common Objections To Starting One</a> ↗	1 year ago	Dharmesh Shah	1	113	1	55
<a href="#">Free Advertising on Google</a> ↗	1 year ago	Mike Volpe	60	106	29	3,368

# What to Track: Blog Metrics

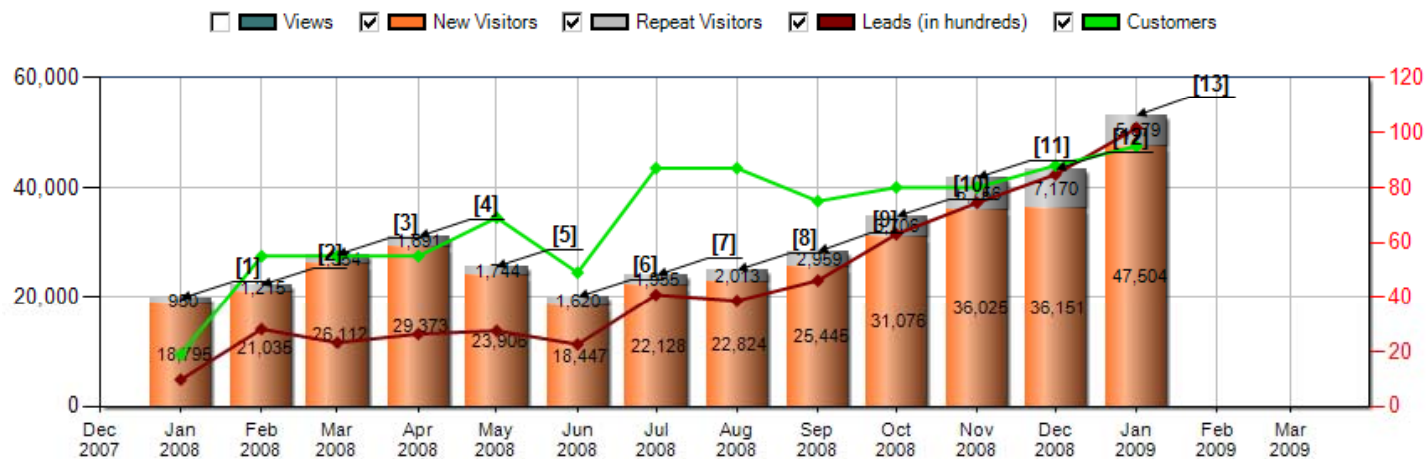
- Traffic Drawing Keywords
- Subscribers
- Comments
- Inbound Links

ARTICLE	PUBLISHED	AUTHOR	PAGE GRADE™	COMMENTS	INBOUND LINKS ▼	VISITORS
<a href="#">SEO For Small Business Executives: Understanding The Magic Of Meta-Data</a> ↗	1 year ago	Dharmesh Shah	41	88	2,821	3,191
<a href="#">Now, Any Business Can Tap 53 Million Facebook Users (For Free)</a> ↗	6 months ago	Dharmesh Shah	47	95	1,216	2,366
<a href="#">12 Quick Tips To Search Google Like An Expert</a> ↗	1 year ago	Dharmesh Shah	84	198	218	9,018
<a href="#">5 Shocking Statistics - How Junk Mail Marketing Damages the Environment</a> ↗	3 months ago	Mike Volpe	3	21	97	354
<a href="#">28 Tips To Make You a StumbleUpon Superstar</a> ↗	3 months ago	Dharmesh Shah	1	29	89	359



# What to Track: Blog Metrics

- Traffic Drawing Keywords
- Subscribers
- Comments
- Inbound Links
- Traffic, Leads, Customers

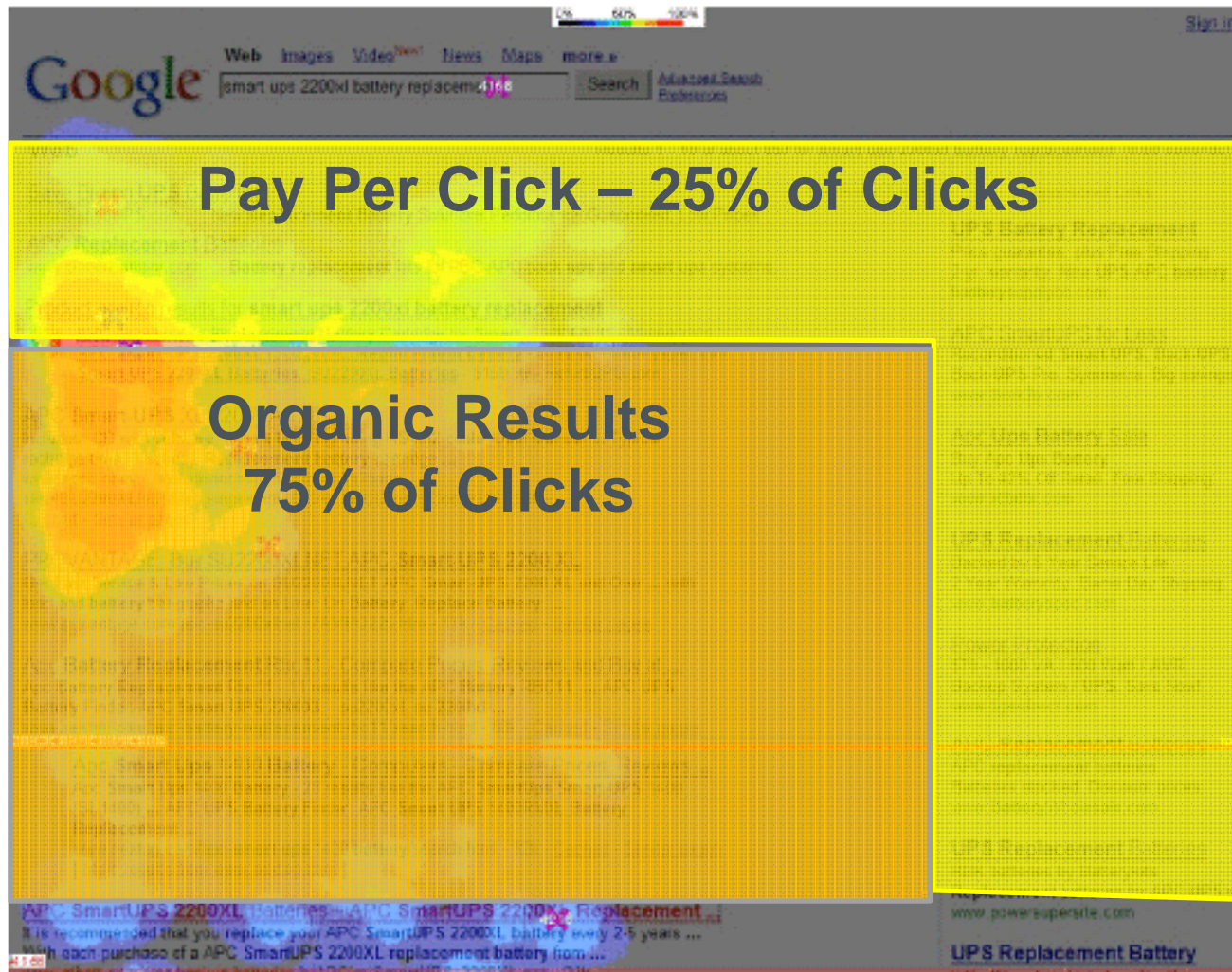


# Attract Website Visitors: SEO

## Search Engine Optimization



# Organic Search is Better



Source: Marketing Sherpa and Enquiro Research

# How Does Google Decide?



**On-Page**  
**25%**



**Off-Page**  
**75%**

# Build a Long Lasting Asset



Google™

inbound marketing

Search

[Advanced Search](#)  
[Preferences](#)

Web [Video](#)

## [Inbound Marketing vs. Outbound Marketing](#)

An overview of new internet marketing strategy, **inbound marketing**, and its differences from old strategy, **outbound marketing**.

[blog.hubspot.com/blog/tabid/6307/bid/2989/Outbound-vs-Inbound-Marketing.aspx](http://blog.hubspot.com/blog/tabid/6307/bid/2989/Outbound-vs-Inbound-Marketing.aspx) - 137k - [Cached](#) - [Similar pages](#)

## [Internet Marketing Blog](#)

Jan 21, 2009 ... The HubSpot **Inbound Internet Marketing** blog covers all of **inbound** ... Want to share your **Inbound Marketing** advice with the community? ...

[blog.hubspot.com/](http://blog.hubspot.com/) - 118k - [Cached](#) - [Similar pages](#)  
[More results from blog.hubspot.com »](#)

# More Content = More Visitors & Power

## Traffic After Increasing Blog Frequency



### MikeVolpe.com Blog Traffic

<http://blog.hubspot.com/blog/tabid/6307/bid/4602/Want-More-Web-Traffic-Blog-More-Often.aspx>

# What to Track: SEO Metrics

- Keywords in Google top 10

## Keywords Summary

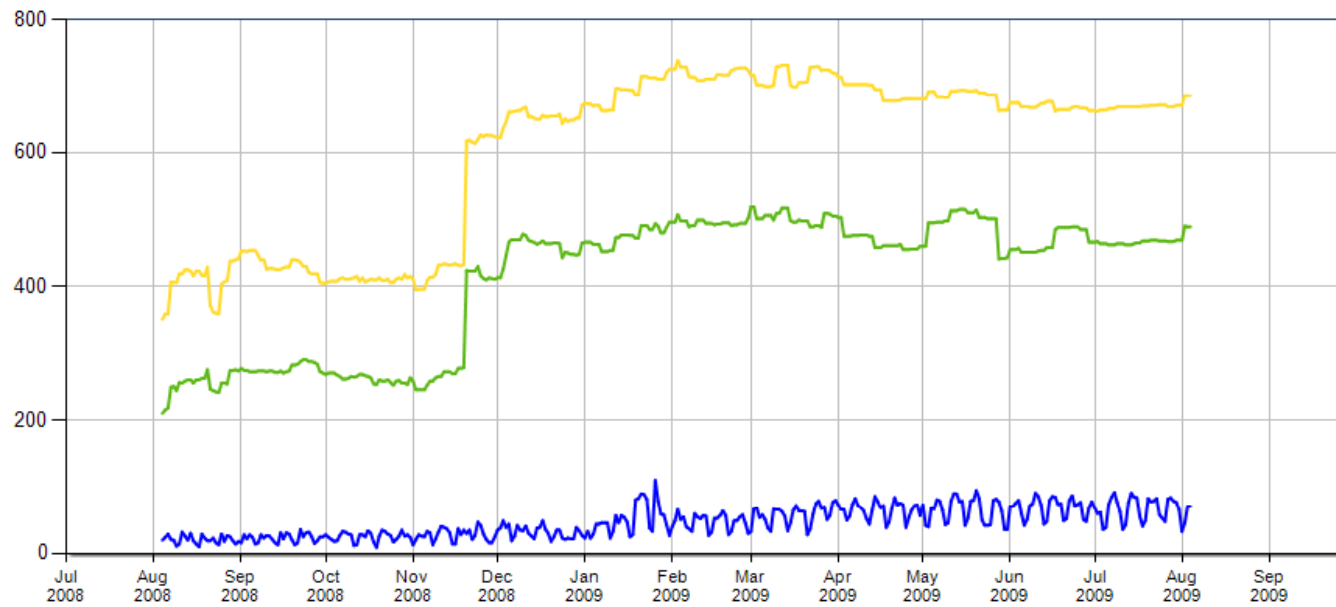
Quick summary on how your keywords are doing

1 Year

[< back to Keyword Grader](#)

Keywords Summary

Keywords in top 10  Keywords in top 100  Traffic-producing keywords



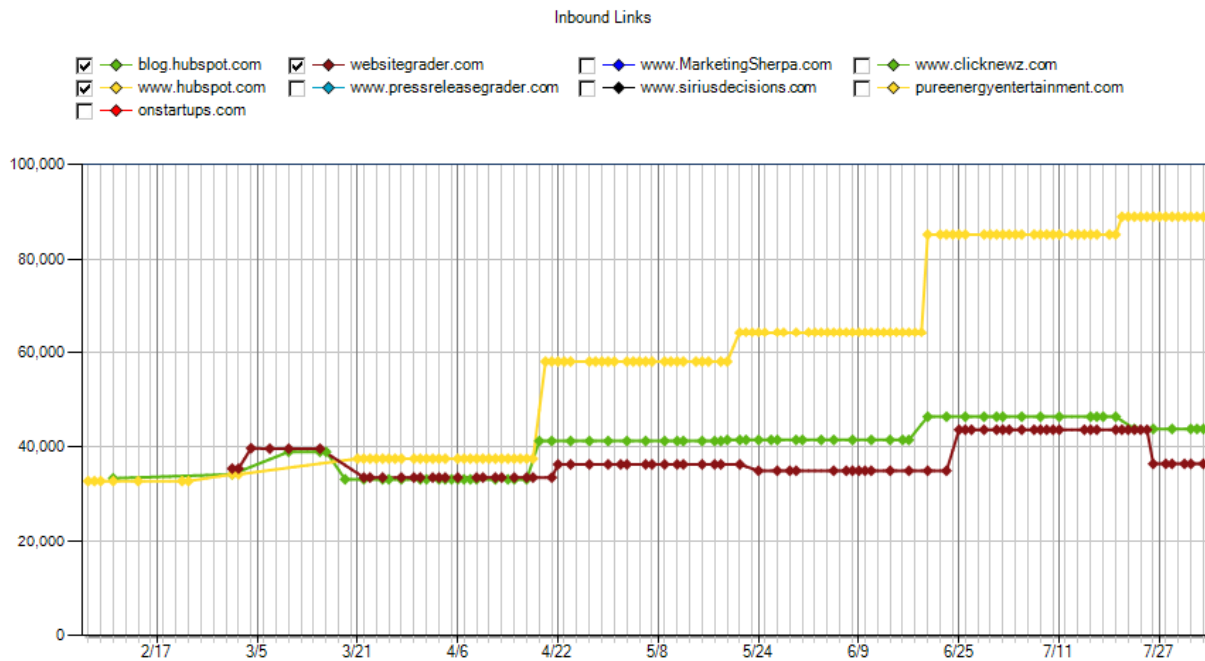
# What to Track: SEO Metrics

- Keywords in Google top 10
- Keyword Rank (vs. Competition)

## Competitors

How are your competitors doing on key marketing metrics?

Date Range



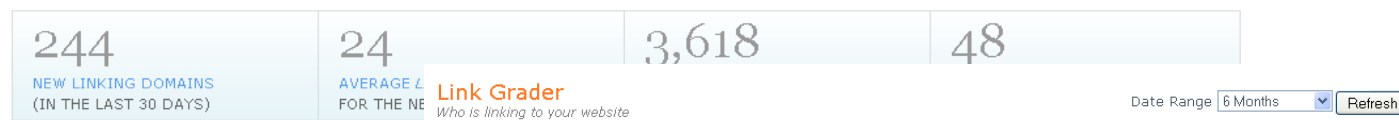


# What to Track: SEO Metrics

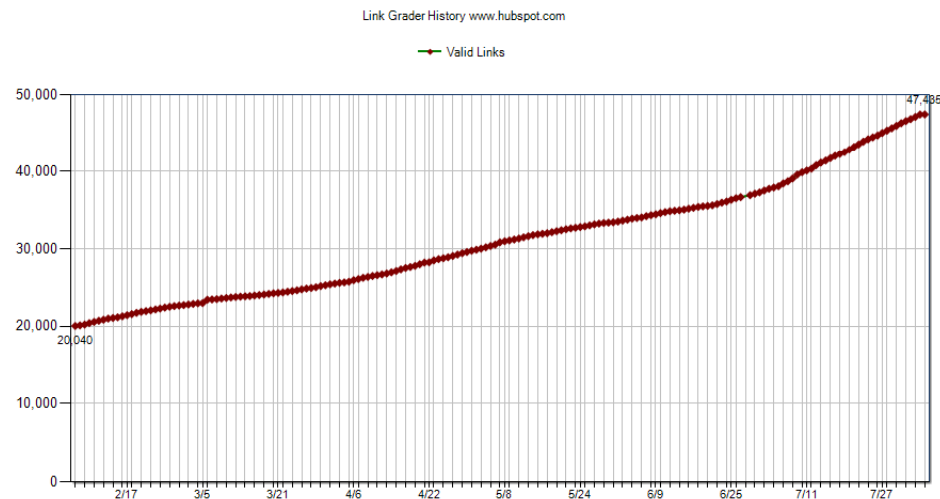
- Keywords in Google top 10
- Keyword Rank (vs. Competition)
- Inbound Links

## Link Grader

Monitor & build inbound links

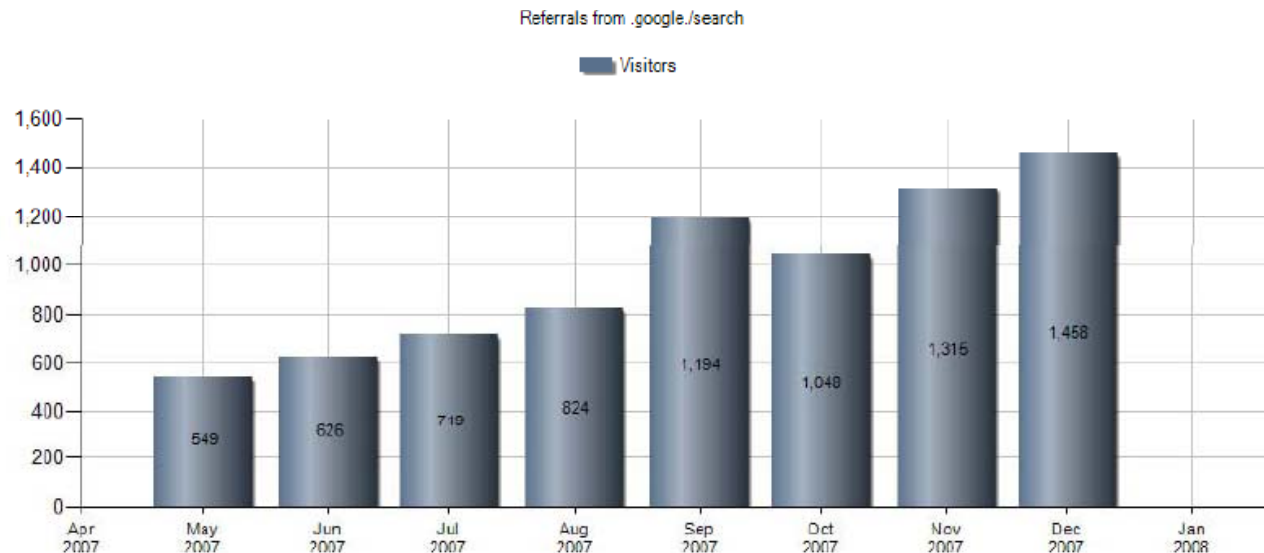


Inbound Links	Internal Links	Con
DOMAIN		
<a href="#">buscador.terra.com.mx</a>		
<a href="#">fastvideodownload.org</a>		
<a href="#">website-development-services.blogspot.com</a>		
<a href="#">personalweb.about.com</a>		
<a href="#">blog.shoeboxed.com</a>		
<a href="#">www.seobicol.com</a>		
<a href="#">blog.outright.com</a>		
<a href="#">revtwit.com</a>		



# What to Track: SEO Metrics

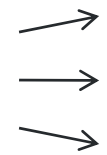
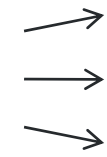
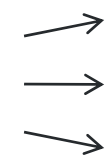
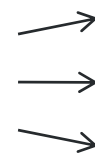
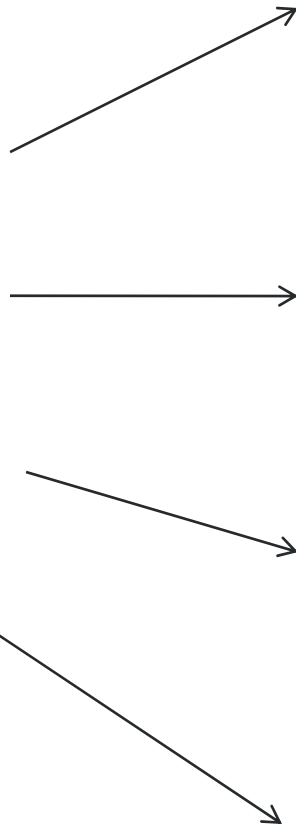
- Keywords in Google top 10
- Keyword Rank (vs. Competition)
- Inbound Links
- Traffic, Leads, Customers from SEO



# Attract Website Visitors: Social Media

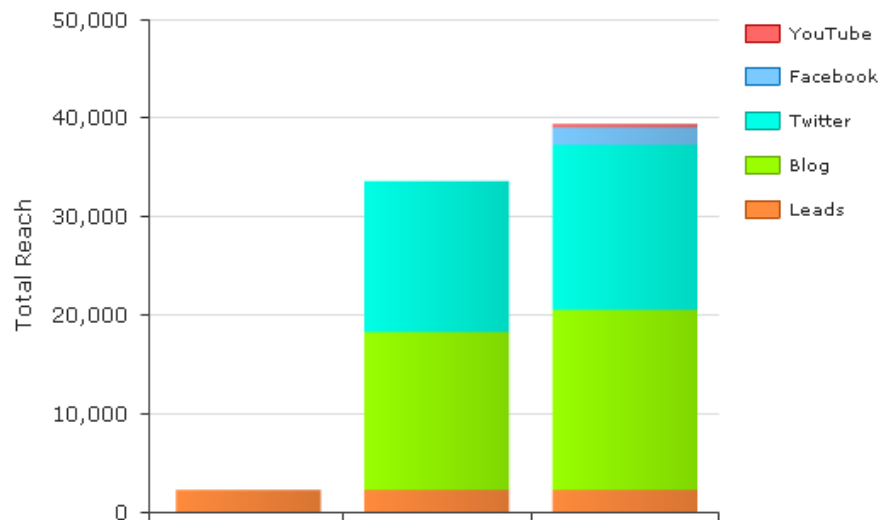
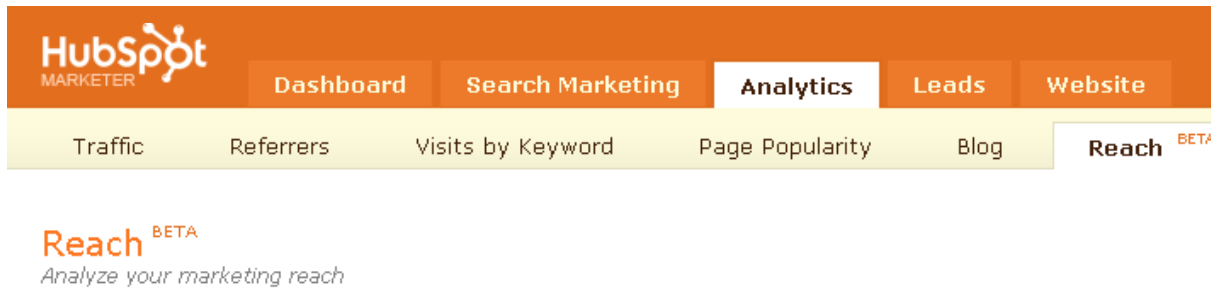


# Good Content Spreads



# What to Track: Social Media Metrics

- Reach



# What to Track: Social Media Metrics

- Reach
- Influence

The screenshot displays the grad=r analytics interface. At the top, there are navigation tabs for 'Home', 'Elite Pages', 'Grade User', 'Elite Users', and 'Search Users'. The main header includes the grad=r logo and a 'powered by HubSpot' badge. Below this, there are additional navigation options: 'Home', 'Twitter Elite', 'Search', 'Tools', 'Blog', and 'Login'. A prompt states: 'To access all features, [connect to your Twitter account](#)'.

The central focus is the profile for 'mvolpe'. It features a profile picture, a 'Grade' badge showing a score of 99.98 out of 100, and a table of metrics:

Metric	Value
Rank	549 out of 2,337,531
Followers	9,580
Following	4,610
Updates	3,932

A 'How It Works' link is located below the metrics table. Below the profile information is an 'Account Summary' section with the following details:

- Full Name: [Mike Volpe](#)
- Bio: VP Inbound Marketing @HubSpot + Marketing Speaker - B2B, lead generation, blog, social media, SEO, analytics, golfer, Patriots, Red Sox.
- Location: Boston, MA [\[BOSTON\]](#) [\[Massachusetts\]](#) [\[United States\]](#)
- Website: <http://www.mikevolpe.com/marketing-speaker/>

On the left side of the dashboard, there is a sidebar for 'The Facebook Grade' showing a score of 14,572 out of 47,682. Below this is a 'SUMMARY' section with fields for 'Page Name', 'Fans', and 'Type'.

# What to Track: Social Media Metrics

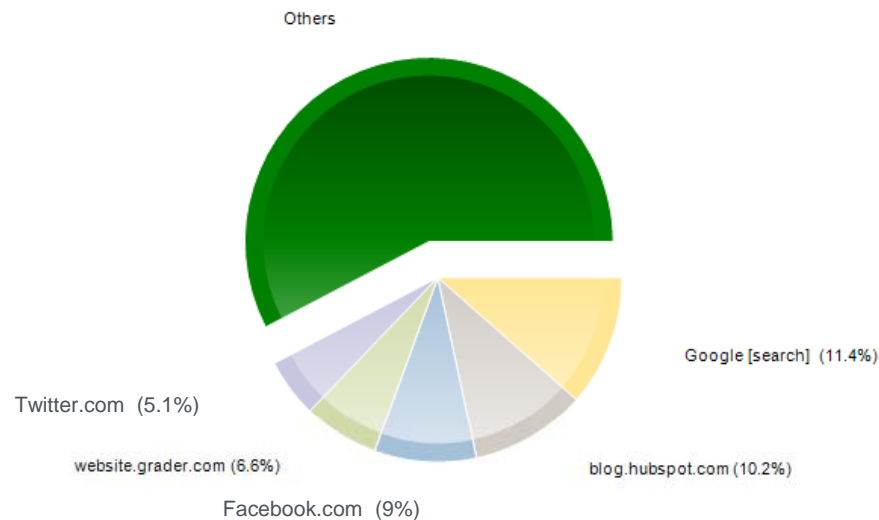
- Reach
- Influence
- Referrals from Social Media

## Referral Sources

What other websites are driving visitors to your site

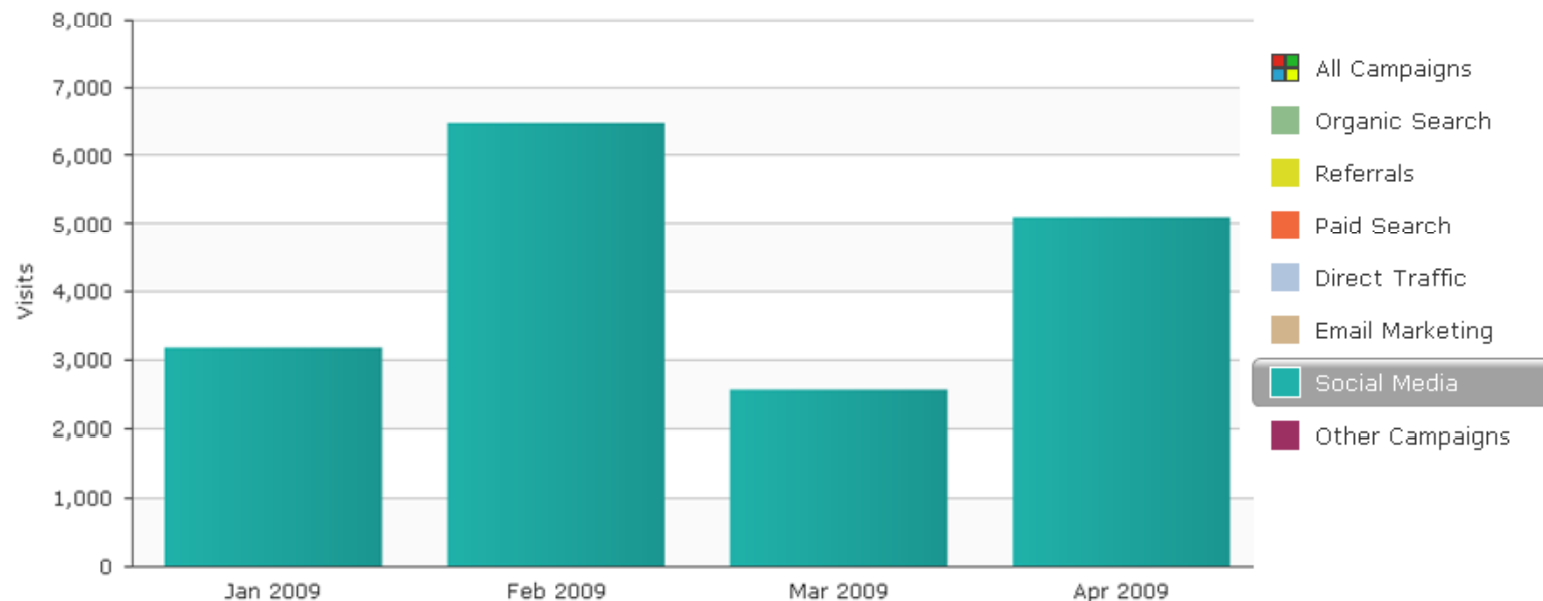
1 Month

Refresh



# What to Track: Social Media Metrics

- Reach
- Influence
- Referrals from Social Media
- Traffic, Leads, Customers





# Is Your Website Performing?

1. Attract website visitors (Blog, SEO, Social Media)
2. Convert visitors to leads (Landing Pages)
3. Produce Measurable ROI (Leads, Sales)

# Convert with Landing Pages

Conversion is where we take what we have spent time and money to get (visitors) and change it into something valuable to marketing (leads).

**A cost becomes a benefit.**

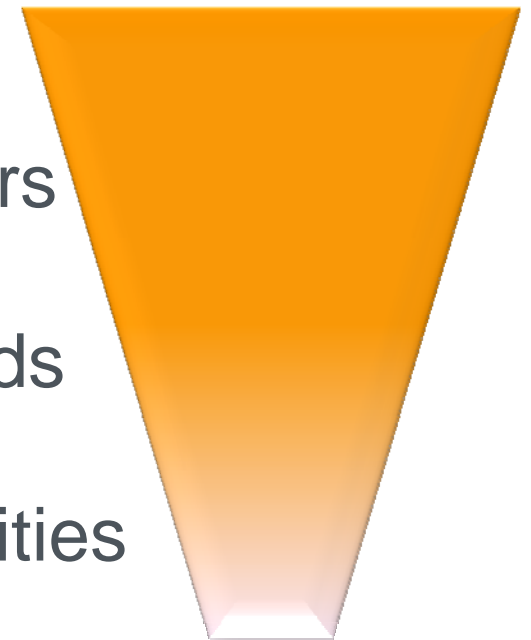
Target Market

Website Visitors

Leads

Opportunities

Customers



# Landing Page Uses

- Call to action on website homepage
- Links in all email newsletters / emails
- Use for all pay-per-click ads
- Next step after tradeshow or events

# Which Offers Convert Better?



## Landing Pages

Build and analyze landing pages

200 NUMBER OF LANDING PAGES	820,024 TOTAL PAGE VIEWS	226,928 TOTAL FORM SUBMISSIONS	27.67% TOTAL CONVERSION RATE
--------------------------------	-----------------------------	-----------------------------------	---------------------------------

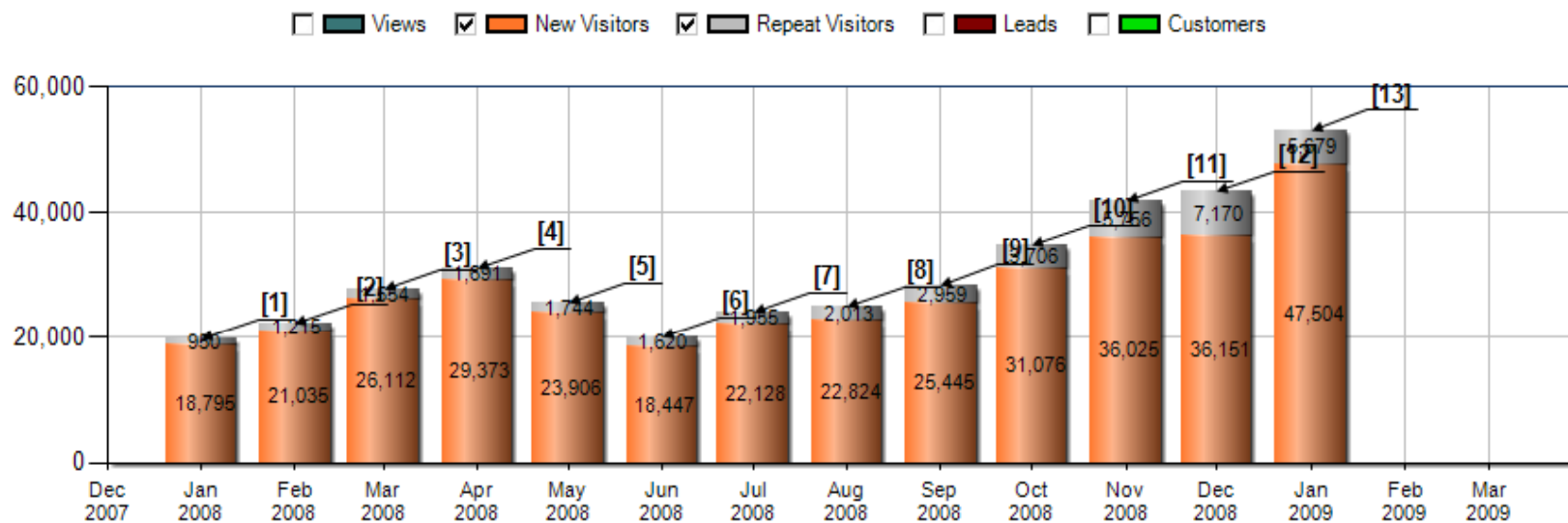
Create New Landing Page

PAGE NAME	PAGE VIEWS	SUBMISSIONS	CONVERSION RATE			
Marketing Analytics 101 Webinar	2551	1297	50.84%	<a href="#">Duplicate</a>	<a href="#">Get URL</a>	<a href="#">View/Edit Page</a>
Marketing Detox: Getting Off Google AdWords PPC Cr	6399	2614	40.85%	<a href="#">Duplicate</a>	<a href="#">Get URL</a>	<a href="#">View/Edit Page</a>
Marketing eBook	523	34	6.5%	<a href="#">Duplicate</a>	<a href="#">Get URL</a>	<a href="#">View/Edit Page</a>
Marketing in a Recession Webinar	6092	3200	52.53%	<a href="#">Duplicate</a>	<a href="#">Get URL</a>	<a href="#">View/Edit Page</a>

# Is Your Website Performing?

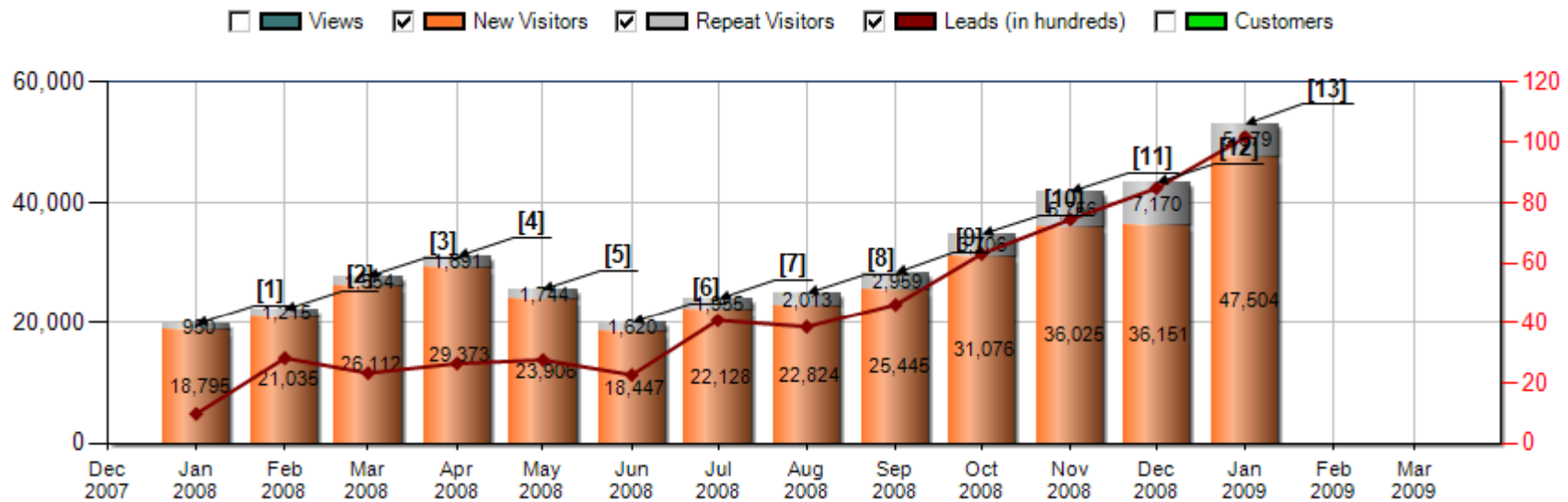
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# How to Track Your Funnel



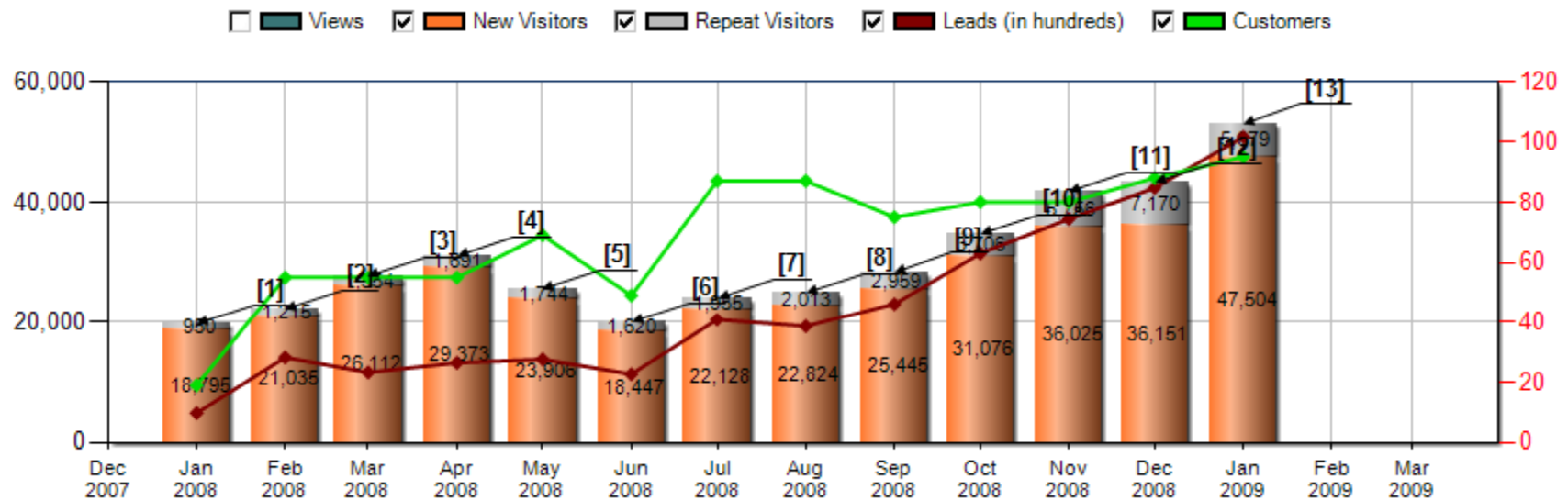
Track visitors.

# How to Track Your Funnel



Track visitors. Track leads.

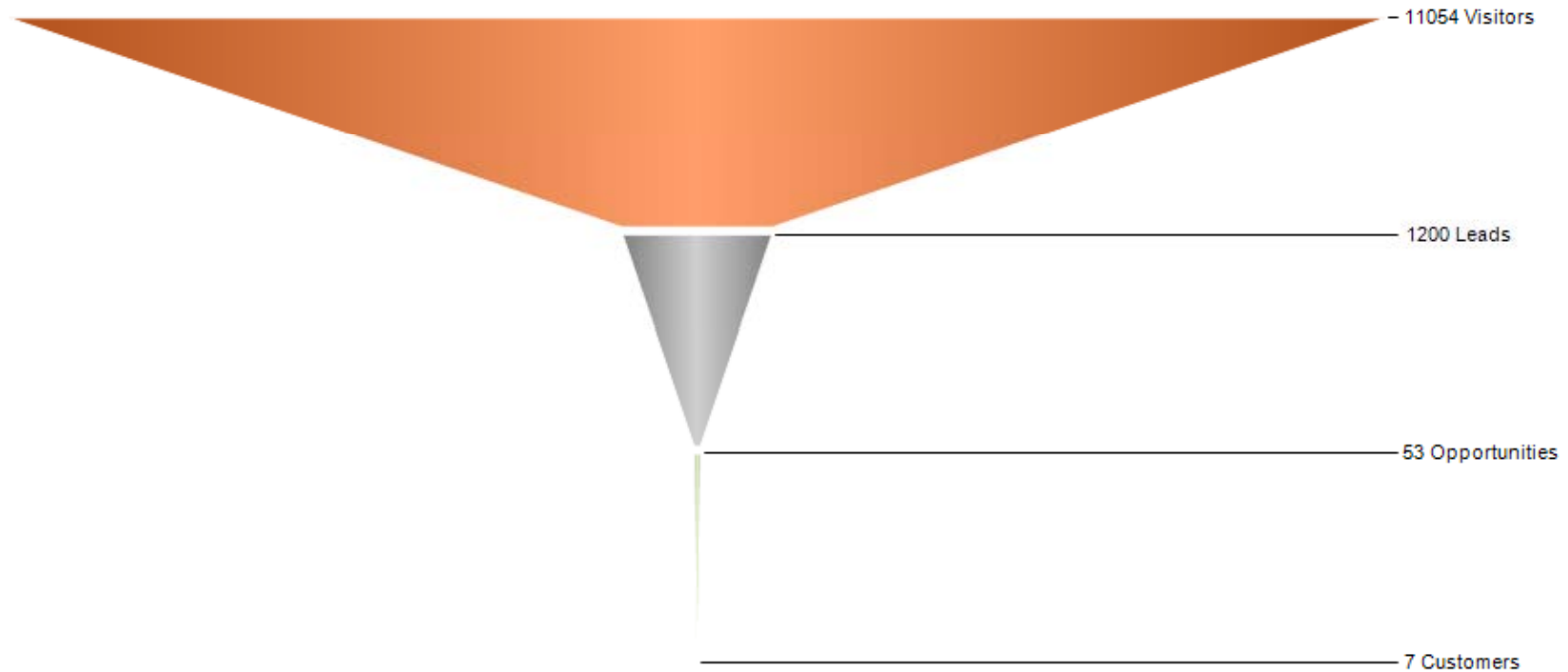
# How to Track Your Funnel



Track visitors. Track leads. Track customers.

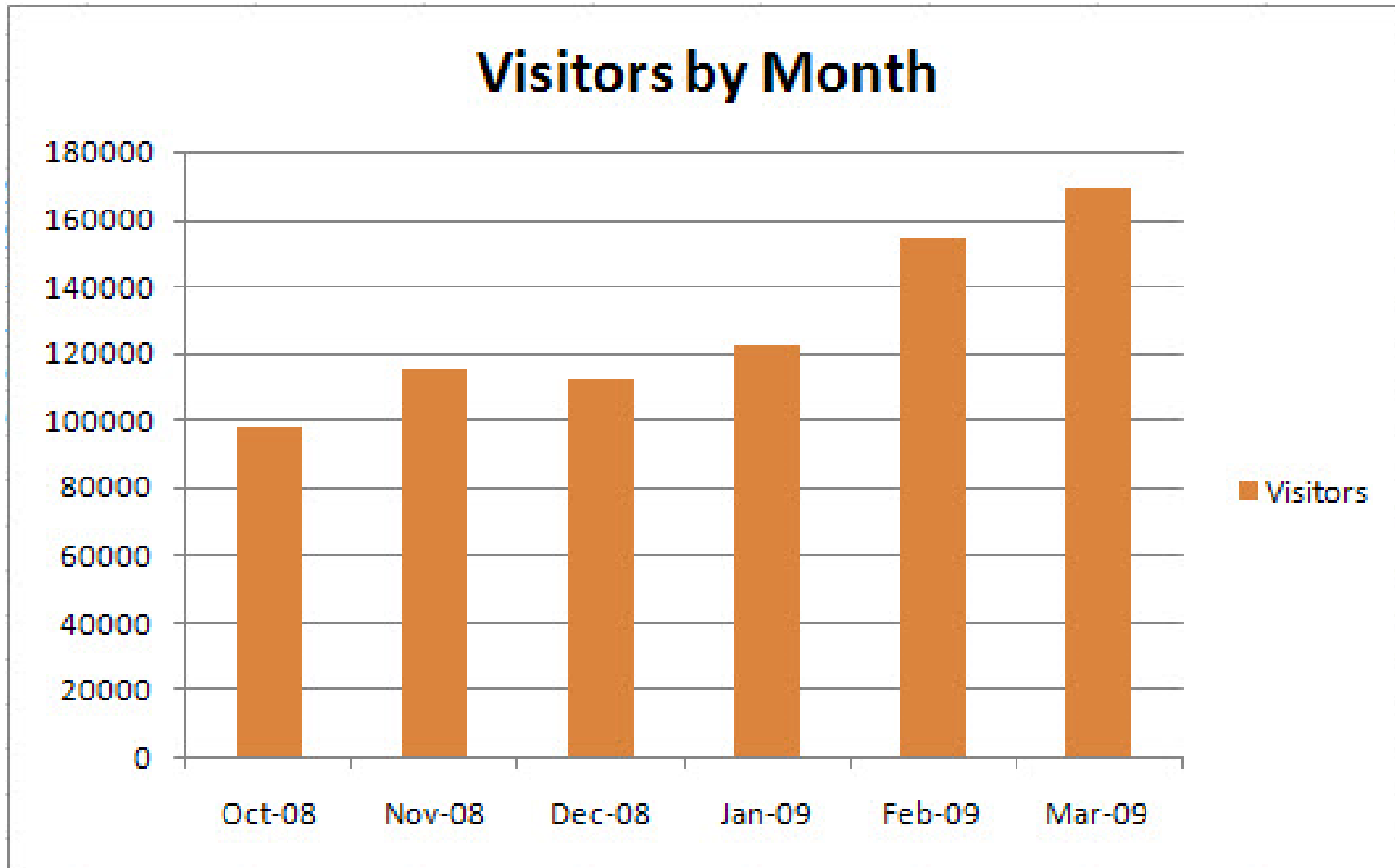


# How to Track Your Funnel

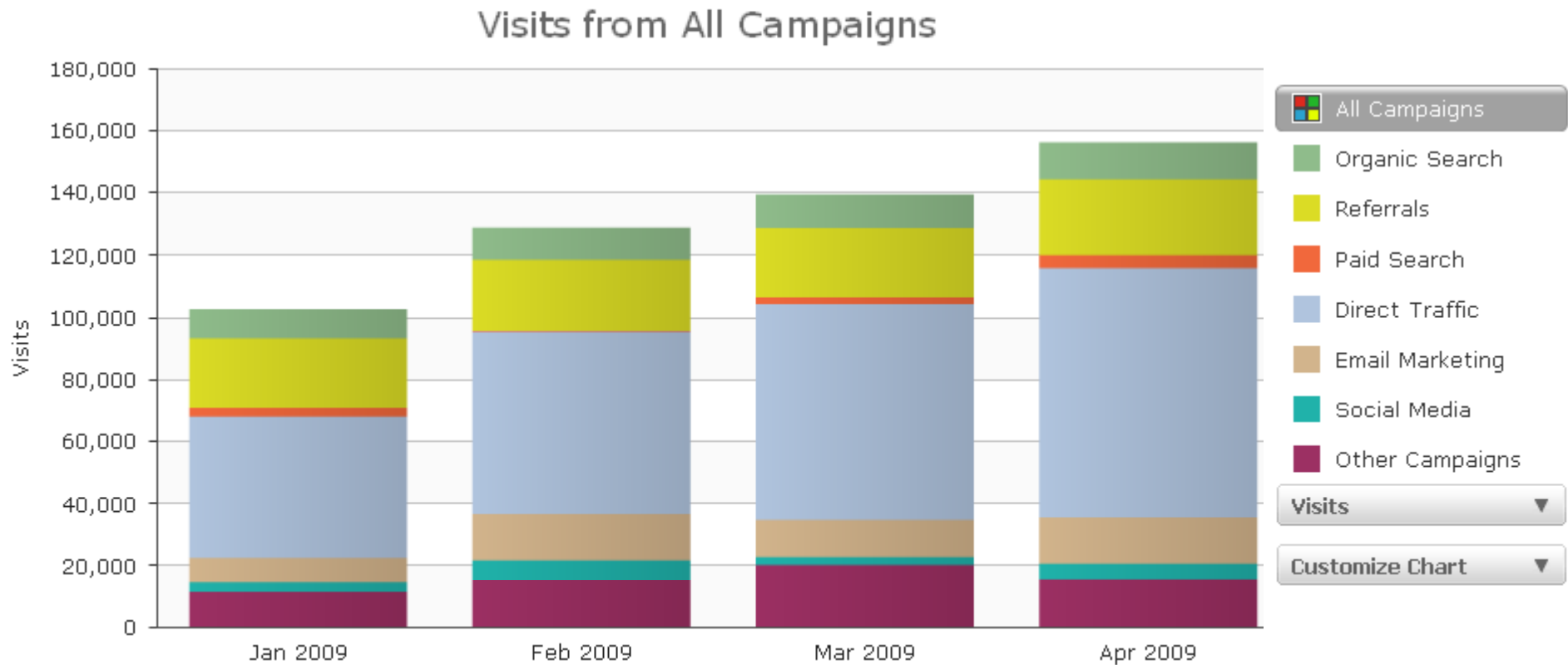


Type	Count	Conv. %
Visitors	11,054	
Leads	1,200	10.86 %
Opportunities	53	4.42 %
Customers	7	13.21 %

# What does this tell us?

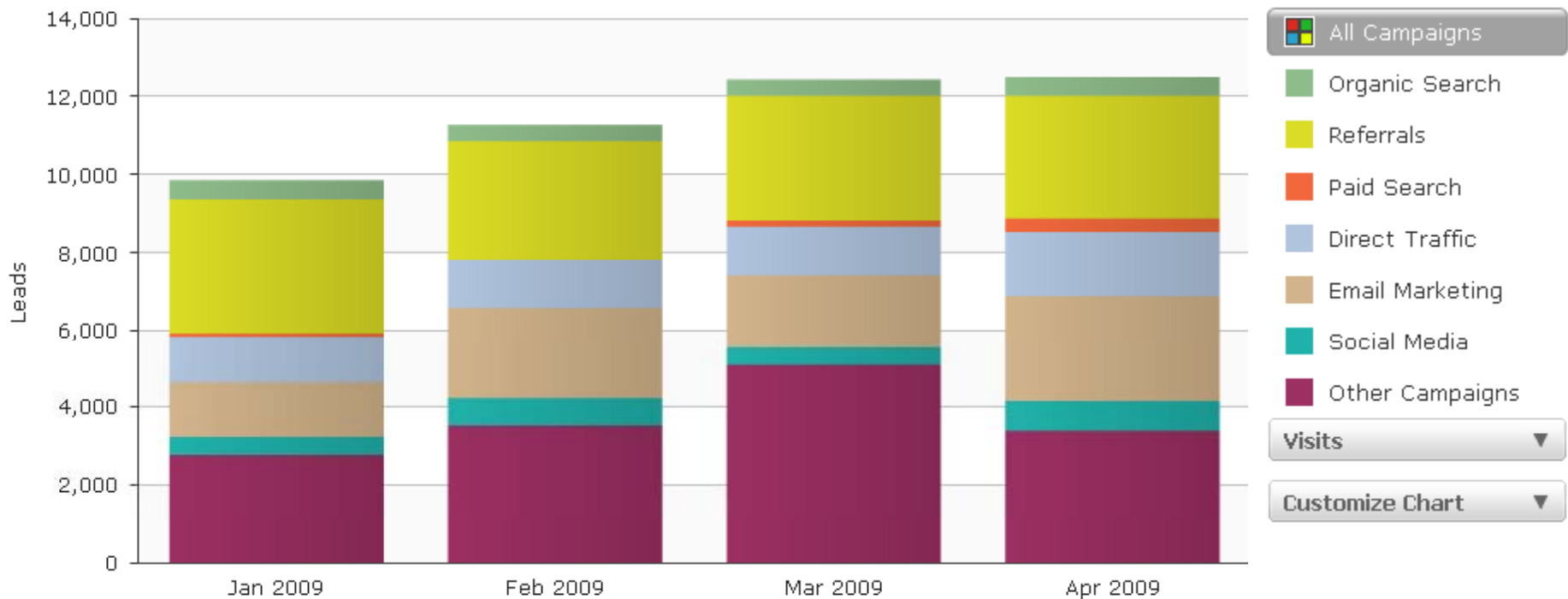


# Analyze Each Channel



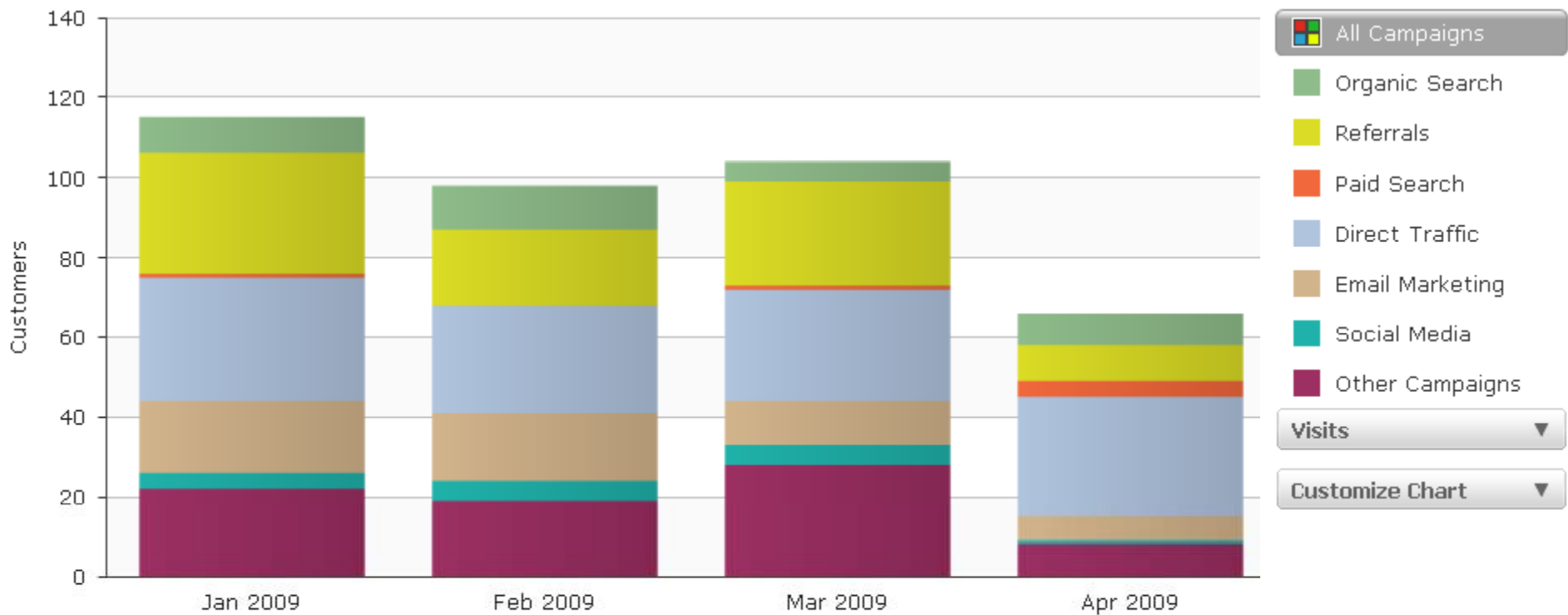
# Analyze Each Channel

## Leads from All Campaigns



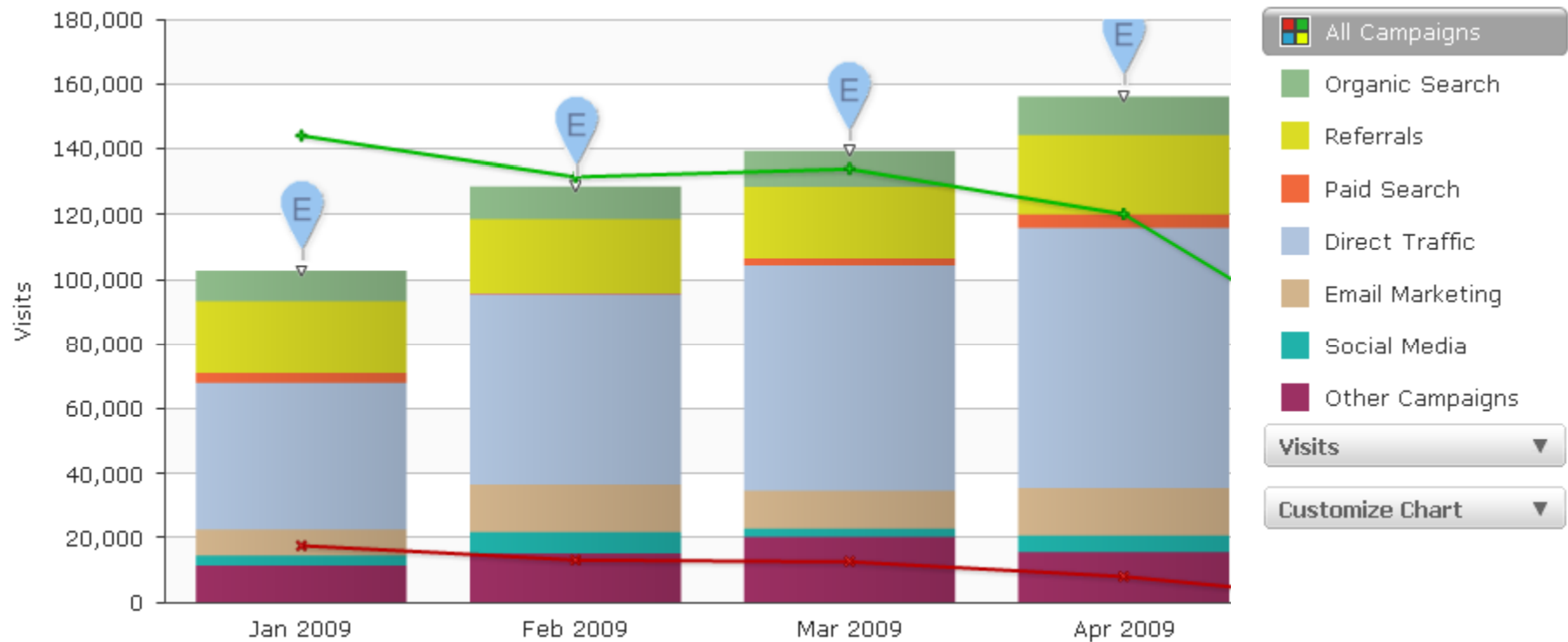
# Analyze Each Channel

## Customers from All Campaigns



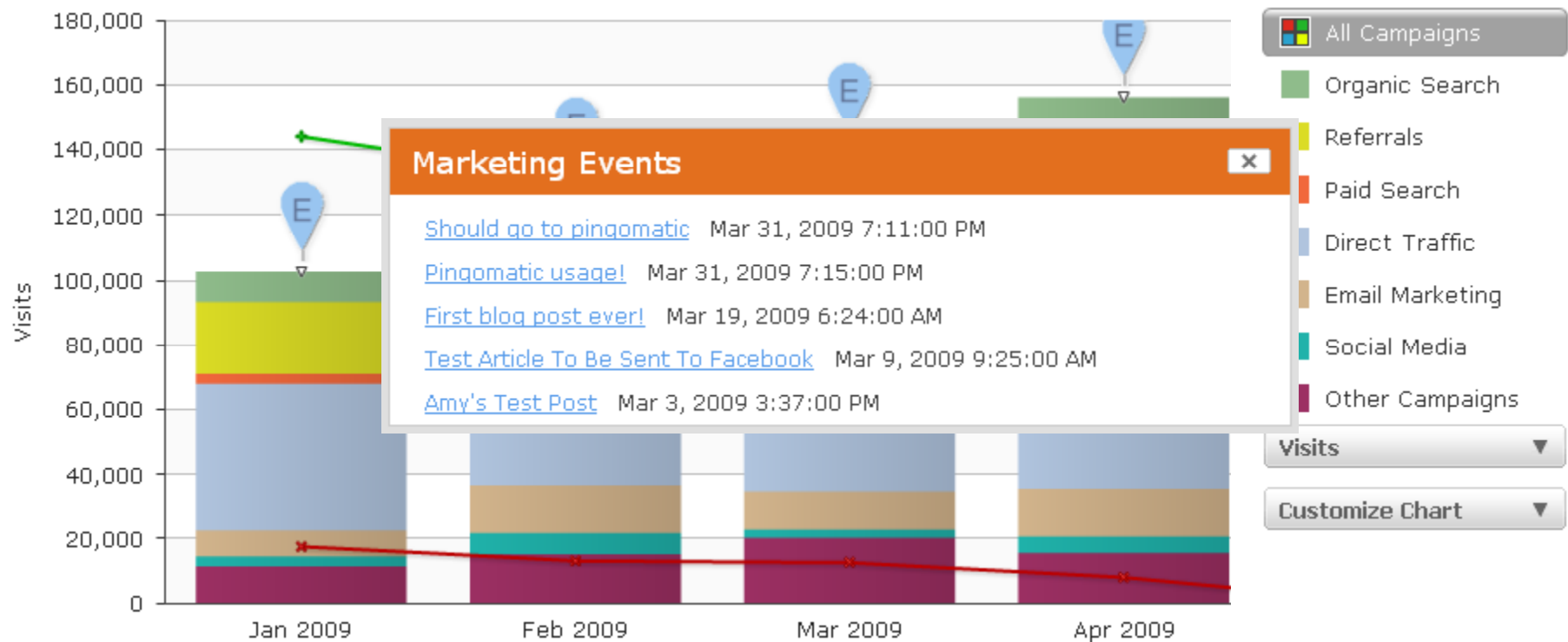
# Analyze Each Channel

## Visits from All Campaigns



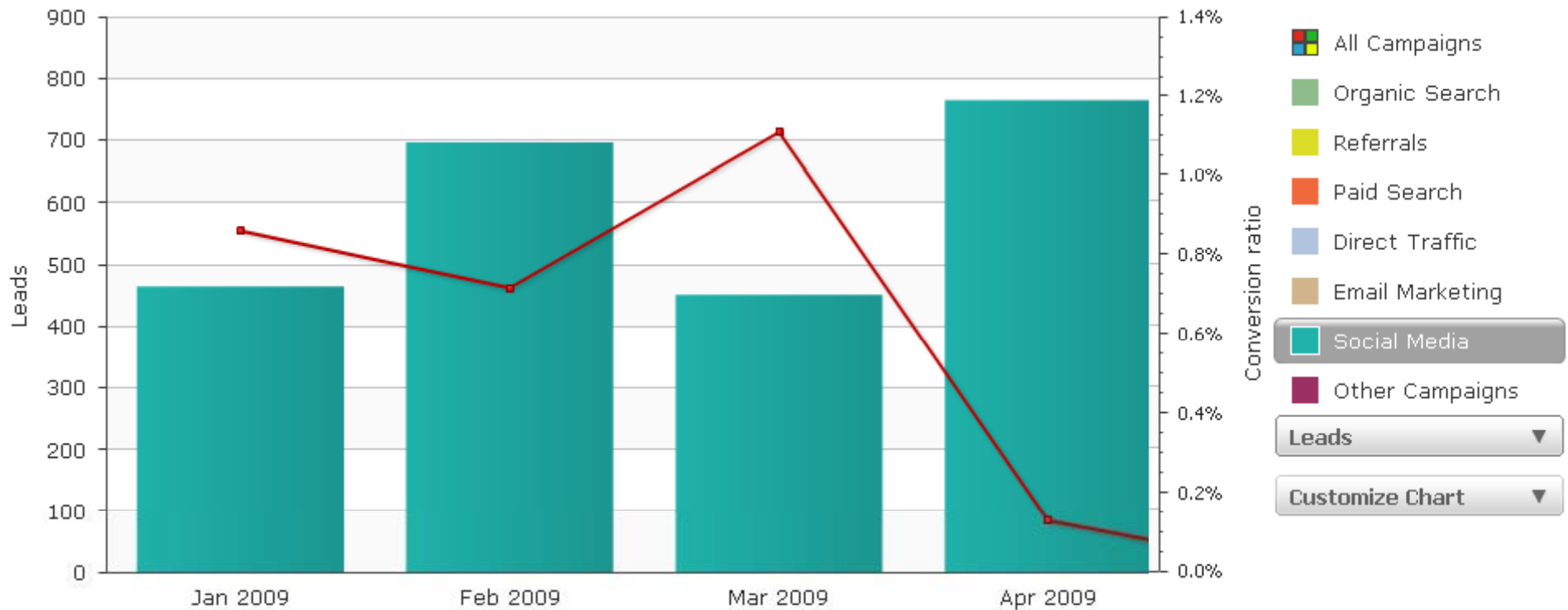
# Analyze Each Channel

## Visits from All Campaigns



# Analyze Each Channel

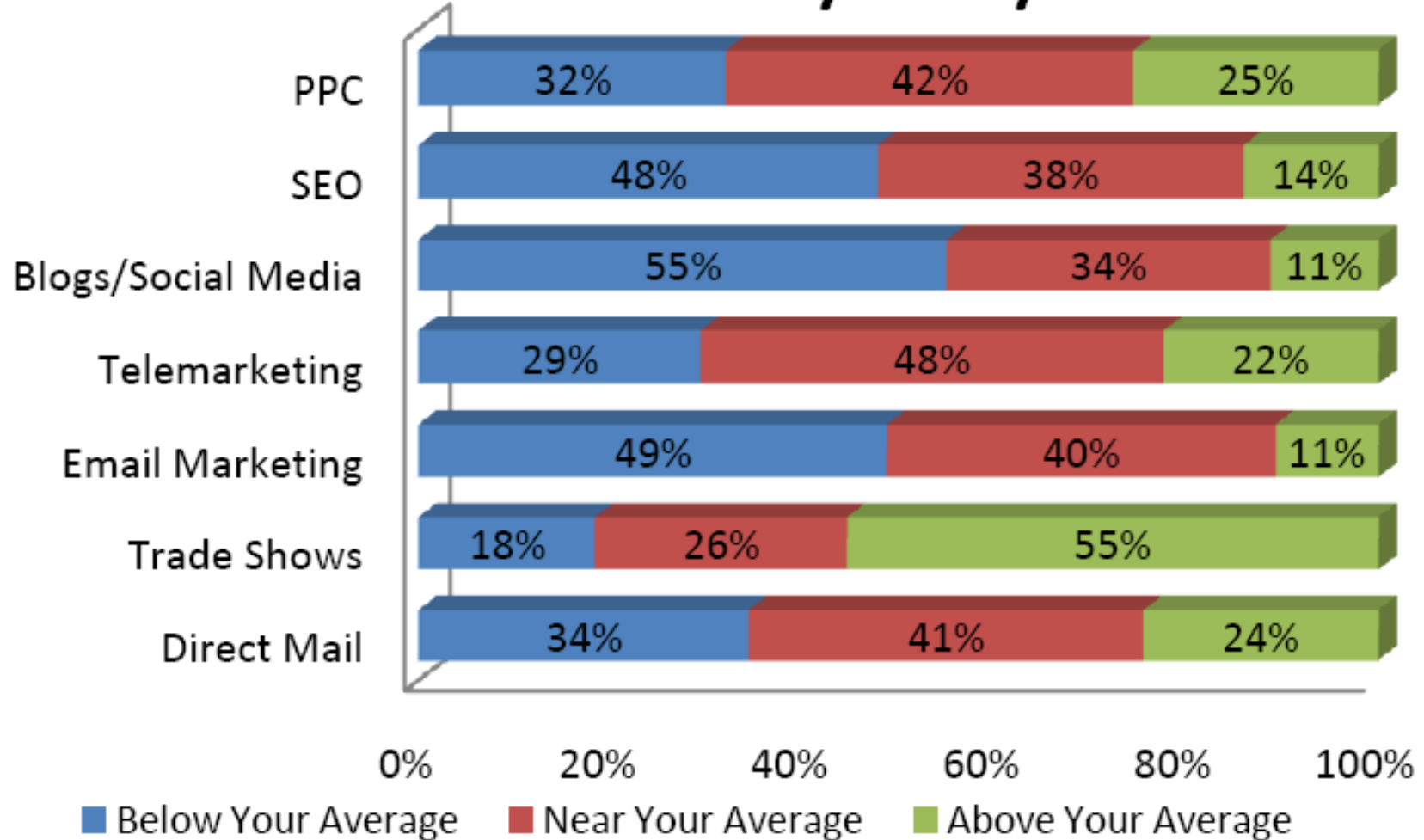
## Leads from Social Media





# Relative Cost/Lead for SMBs

## Estimated Relative Cost/Lead/Channel



Source: Survey of 100's of SMBs - [www.HubSpot.com/ROI](http://www.HubSpot.com/ROI)

# Inbound Marketing ROI

- Inbound marketing focused companies have a **61% lower cost per lead**
- Active HubSpot customers get an **average of 6 times more leads in 6 months**
- [www.HubSpot.com/ROI](http://www.HubSpot.com/ROI)

# Summary

## Questions you should be able to answer:

- How many visitors, leads and customers am I getting?
- What is driving those visitors, leads and customers?
- What are my best and worst sources of leads and sales?
- **How can I grow sales?**
- **How can I lower marketing costs?**

# Who is HubSpot?

# Who's HubSpot?



- Founded in July 2006 from research at MIT
- Cambridge, MA
- 1,500+ customers, 95+ employees

# HubSpot Awards



OFFICIAL HONOREE



OFFICIAL HONOREE



2008 AWARDS FINALIST



# HubSpot Buzz

TechCrunch

 Practical Case Studies & Know-How  
MarketingSherpa

The New York Times  
ON THE WEB

The Boston Globe

San Francisco Chronicle

Seattle Post-Intelligencer

 ZDNet

 PC WORLD

 PC  
MAGAZINE

 Read/WriteWeb

 MarketingProfs™  
Smart thinking ... pass it on.

THE WALL STREET JOURNAL.  
ONLINE

 abc NEWS

 Mashable  
The Social Media Guide

 FAST COMPANY

# Inbound Marketing Software



Home

Products

News

Resources

Marketing Blog

Company

Careers

Demo

Free Trial

Get Found

- + SEO
- + Blogging
- + Social Media

+

Convert

- + Landing Pages
- + Lead Tracking & Intelligence
- + Lead Management

+

Analyze

- + Marketing Analytics
- + Competitive Analysis
- + Lead Scoring

=

HubSpot  
Software





# HubSpot Customers' Proven ROI



**Cilk Arts Increases Leads 500%**



**Makana Solutions 3x Leads, 2x Conversions**



**Vocio Pays for HubSpot 30x Over with New Leads**



**Objective Management Group Grows Leads 360%**



**Bridge Group Doubles Online Leads**

[www.HubSpot.com/ROI](http://www.HubSpot.com/ROI)



[www.HubSpot.com/Free-Trial](http://www.HubSpot.com/Free-Trial)



**Mike Volpe**

**VP Marketing @HubSpot**

**Twitter: @mvolpe**