

GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

Live Q&A at [sli.do](#) event name **GatorCon2020**



**THE ROAD FROM OPENS AND CLICKS
TO HITS AND CONVERSIONS.**

REPORT ON WHAT ACTUALLY MATTERS.

ANDREW WILKS.

TOPICS

- Traditional approaches
- Sales Process
- KPIs
- Campaign Reporting
- Website reporting

INTRODUCTION.

WHERE ARE YOU NOW?

- Lead Generation or Customer Comms?
- What do you report on?
- How often?
- What format?

TRADITIONAL APPROACH.

By Marketing Channel

- Email
- Social
- Paid

TRADITIONAL APPROACH.

By Marketing Channel

EMAIL

Campaign Results

1,411

Sent

1,400

Delivered

689

Opens

71

Clicks

2.86%

Engagement

Campaign Activity Reporting

Activity reports is a comparison tool for campaigns and surveys. The results are returned to an easy to read grid, that shows the key results for your campaigns or surveys. You can also create scheduled notification of the report to send it to you at a set time. This can be done daily, weekly, monthly, or a one off specific date and time.

+ Add New Activity Report			▼ Show Filter	* Clear Filter	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z *	
Name	Description	Date Created				
test		02/11/2018 10:34:43			✘	
3 Month Report		18/07/2018 10:17:28			✘	
AM Monthly Report		11/05/2018 10:57:49		📧	✘	
Monthly Activity Report		11/05/2018 10:56:37		📧	✘	
12 Month Report		09/04/2018 16:59:17			✘	

Campaign Industry Comparison

Open Rate



Current Monthly Rate ↓ 10.28%

Industry Rate 11.13%

Click Rate



Current Monthly Rate ↑ 1.2%

Industry Rate 0.65%

Bounce Rate



Current Monthly Rate ↓ 2.15%

Industry Rate 4.52%

Unsubscribe Rate



Current Monthly Rate ↑ 0.39%

Industry Rate 0.39%

TRADITIONAL APPROACH.

By Marketing Channel

SOCIAL

LIKES

SHARES / POSTS

RETWEETS

FOLLOWERS

TRADITIONAL APPROACH.

PPC

By Marketing Channel

- Google Adwords

Overview

Ad group status: All; Campaign: 2005 Campaign ADD FILTER

Clicks ▾	Impressions ▾	Avg. CPC	Cost
0	0	£0.00	£0.00

TRADITIONAL APPROACH.

By Marketing Channel

- Number of Enquiries ...
- Opportunities
- New Customers
- New Business Value

EVENTS



SALES PROCESS.

What's your pipeline model?

- Visitor
- Lead
- MQL
- SQL
- Opportunity
- Won / Lost



CONVERSION RATES.

How well is your pipeline working?

You might want to track:

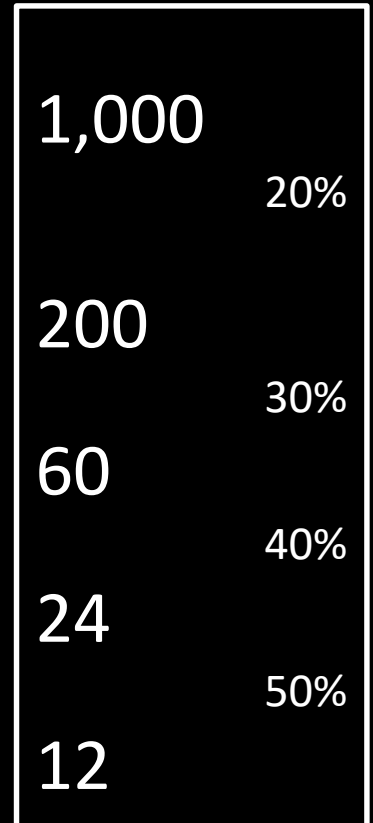
- No of unique website visitors (from the right countries) (Google Analytics)
- No of named contacts (GatorLeads)
- No of valid companies identified (GatorLeads)

- MQLs

- Appointments

- Opportunities

- New customers



KPIs.

What should you be reporting on?

Who are you reporting to?

How many MQLs created in the month?
How many new customers? What is the additional revenue generated?

Which Marketing Channels did they come from?

CAMPAIGN REPORTING.

How well have your campaigns performed?

Track this in GatorLeads using UTMs

LEAD CONTACT COMPETITOR CUSTOMER PARTNER SUPPLIER QUALIFIED OUT GATORLEADS CUST

← Solo Press


WEBSITE VISITS CAMPAIGN & KEYWORDS EMARKETING CONTACTS COMPANY & PEOPLE PROFILE

←Back

Total Score ⓘ

68

Page Views : 14



Date Score ⓘ

68

Page Views : 14

First Utm Campaign	First Utm Term	First Utm Content
The Cure for Crumby Copy ...	Your Copy is Crumby	839288
Firt Utm Source	First Utm Medium	
GatorMailLZ	email	

First Visit

30 January 2020

Last Visit

31 January 2020 08:42

Traffic Medium	Count	%age
Organic	1345	35.10
email	849	22.16
Direct	687	17.93
Web	593	15.47
social	122	3.18
GatorPopup	53	1.38
esig	45	1.17
product_homepage	34	0.89
PPC	33	0.86
SSO login	17	0.44

1 2 3 4

CAMPAIGN REPORTING.

How well has your social media campaign performed?

Track this in GatorSocial

Dashboard

Your account performance in the past 30 days.

207

Posts Sent ⓘ



318

Link Clicks ⓘ



27

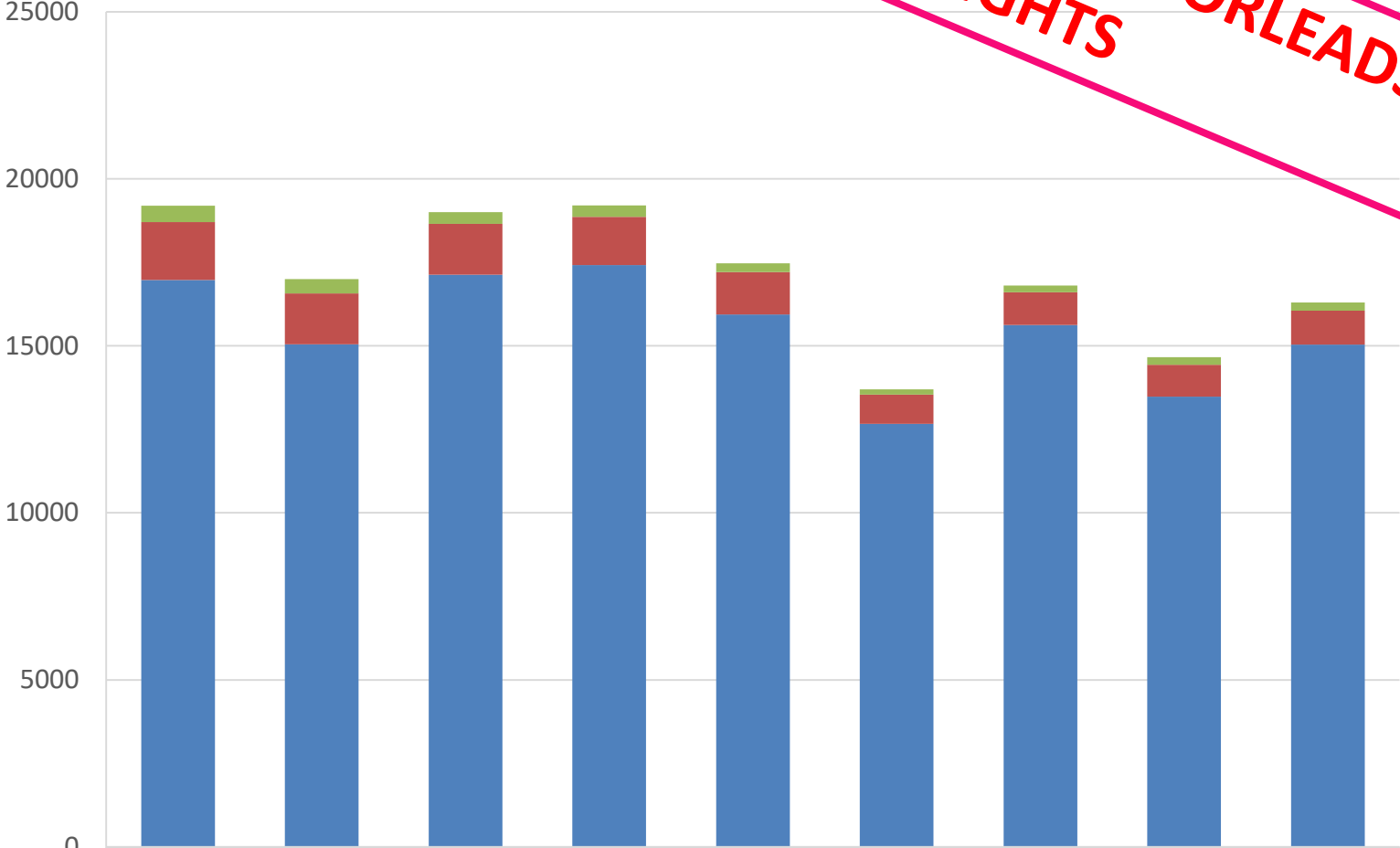
Conversions ⓘ



WEBSITE REPORTING.

**FROM GATORLEADS
INSIGHTS**

WEBSITE VISITORS



	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
Net New Leads	492	426	348	338	262	158	203	224	249
Total Leads	1726	1526	1526	1450	1273	874	980	954	1014
Visitors	16973	15043	17124	17414	15934	12667	15620	13480	15033

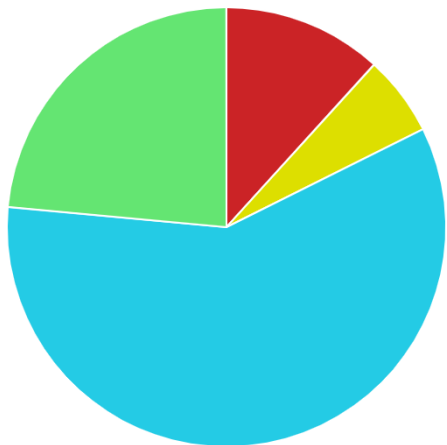
WEBSITE REPORTING.


How well have your forms performed?

Track this in SmartForms

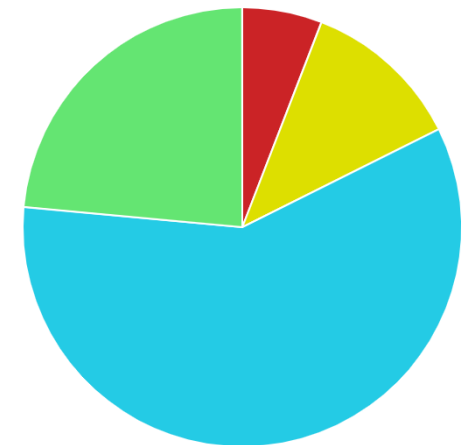
Total Submissions: 17  

Submissions by UTM Source



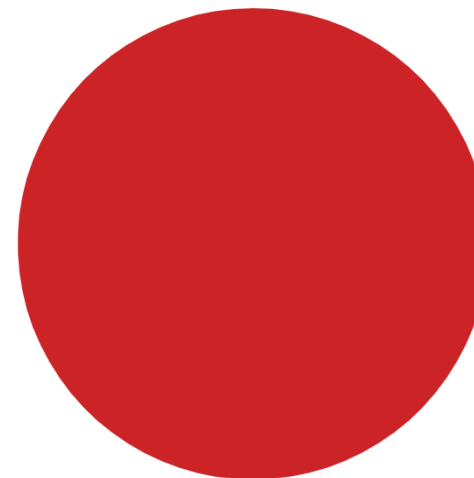
Unique Submissions: 16  

Submissions by UTM Medium



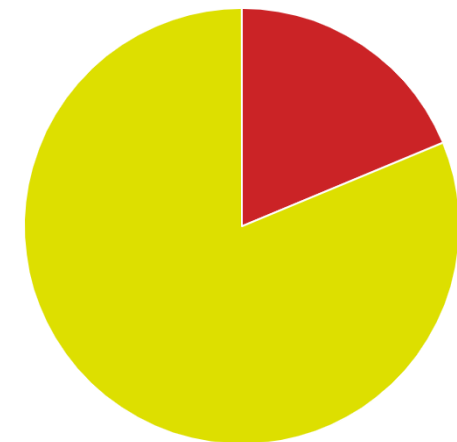
Captured Data: 68  

Submissions By Submit Rule



New Contacts: 3  

Existing Contacts vs New Acquisitions

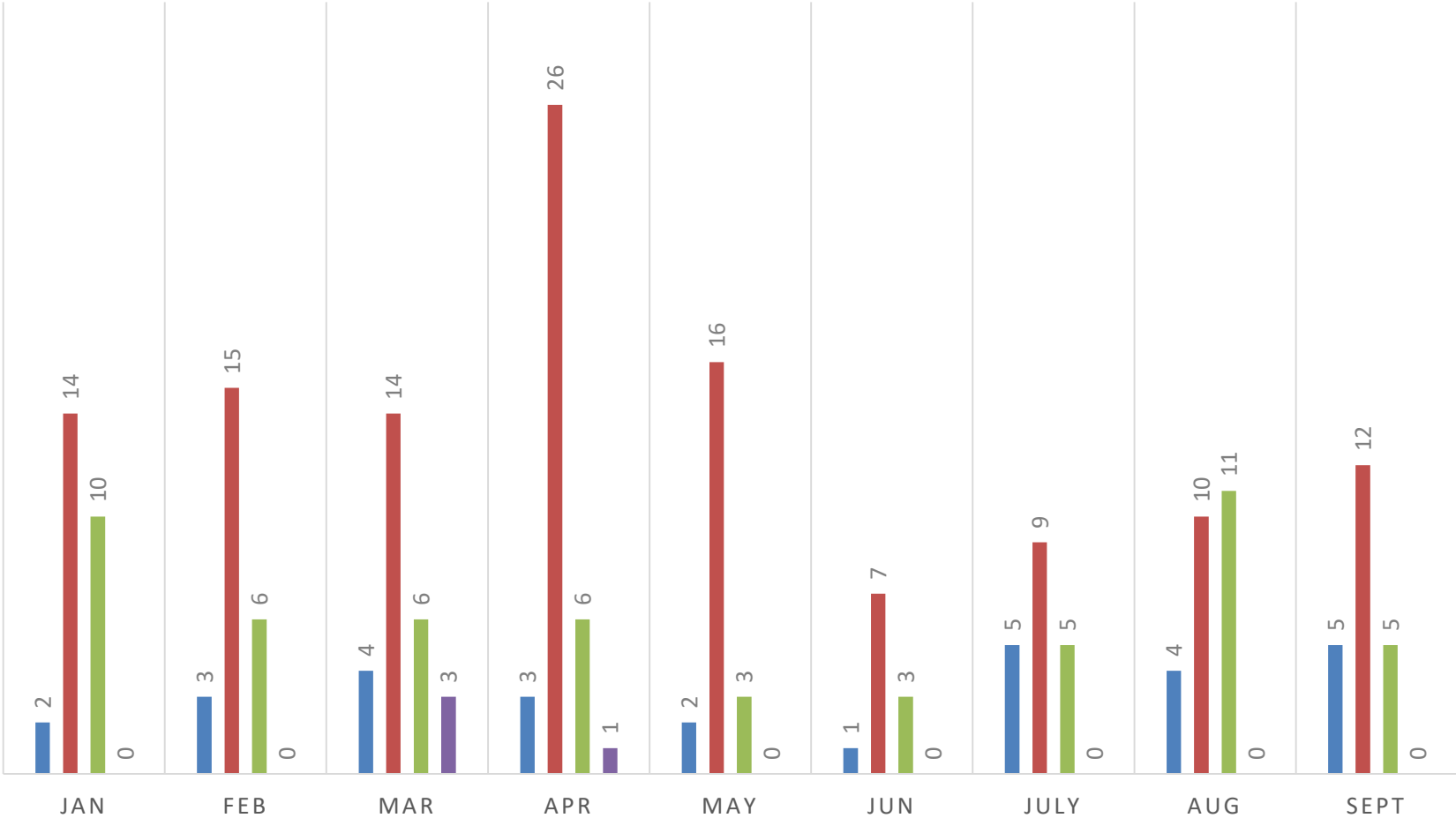


gatorleads GatorMailLZ
linkedin Organic
email product_homepage
social Organic
Default
Acquisitions Existing

WEBSITE REPORTING.

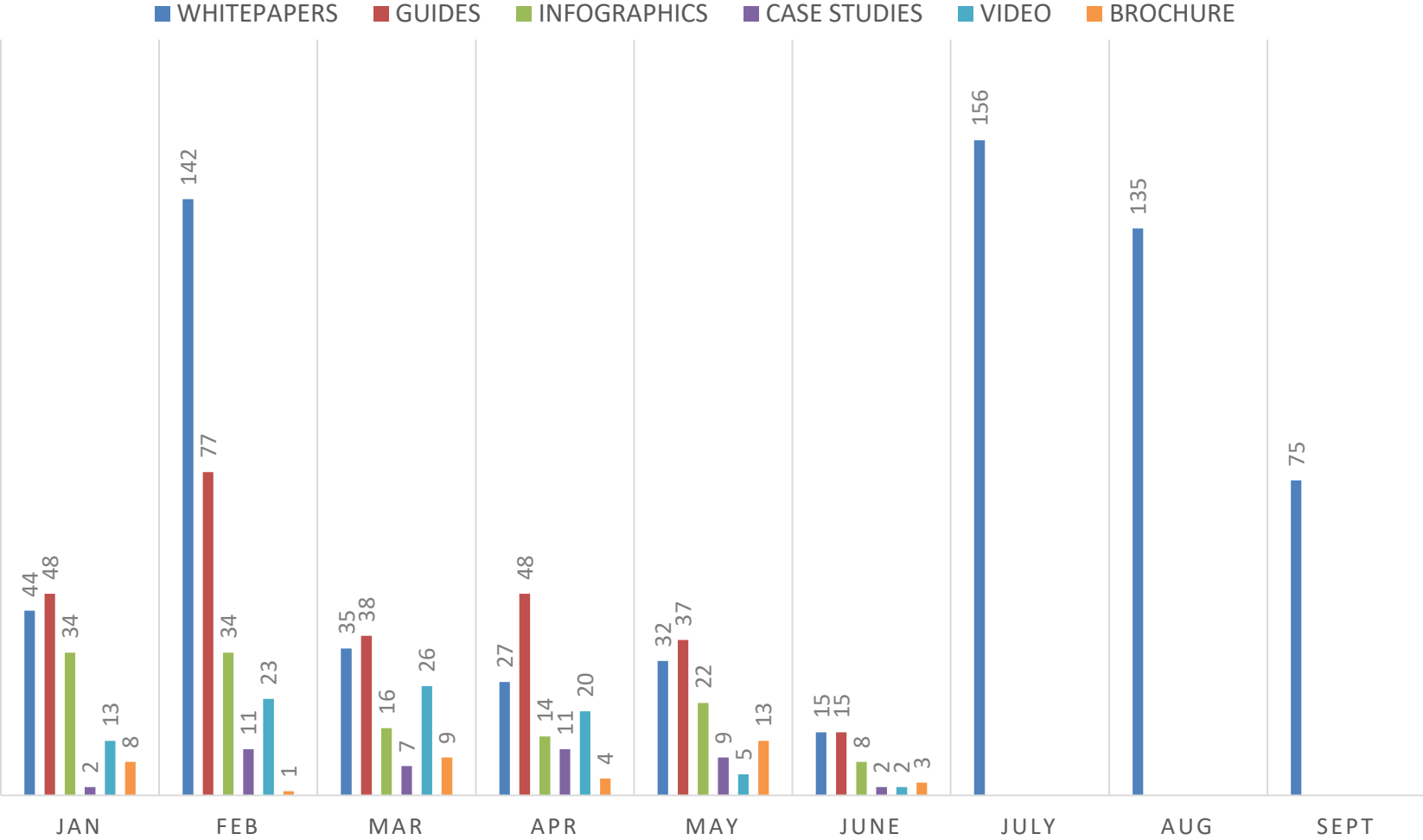
FORM FILL (SALES) REQUESTS

■ TRIAL ■ DEMO ■ PRICING ■ MEETING



WEBSITE REPORTING.

ASSET REQUESTS



QUESTIONS & ANSWERS

**Check out Christelle's KPI
for CEOs presentation**

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