

MARKETING OPERATIONS NEWSLETTER

DECEMBER 2022

Getting more out of your #MarTech stack

Designed uniquely for Demand Gen and RevOps leaders.

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HOW TO BUILD AND USE UTM PARAMETERS IN HUBSPOT?



Which source is bringing in the most traffic to your website? You can track it with any Marketing Automation Platform(MAP). We are using HubSpot and the knowledge of UTM parameters. Here's a quick read on how to build and use UTM parameters in HubSpot.

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5 AND ½ WAYS MRKETING OPERATIONS CAN HELP GROW YOUR BUSINESS



According to McKinsey, marketing operations provide a 15% to 25% improvement in marketing effectiveness, as measured by ROI and customer engagement. Here are 5 and a ½ ways marketing operations can help grow your business.

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8 BEST PRACTICES TO IMPLEMENT LEAD ROUTING LIKE A BOSS.

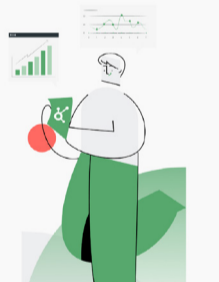


According to HBR, businesses that respond to inbound leads in less than 5 minutes, have a 100x higher chance of connecting and converting them. With lead routing, you can be sure not to miss any leads. Know the 8 ways to implement fail-proof lead routing.

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7 HUBSPOT REPORTS THAT HELP YOU TRACK PAID ADS PERFORMANCE.



Imagine spending hundreds of dollars on paid ad campaigns every week. One day, you realize that the leads are coming from geography you don't market in! Here are 7 HubSpot reports tracking the performance of your paid ads to identify what's working and what's not.

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fractional CMO has completed the HubSpot data cleansing and enrichment project timely. Their technical team is extremely knowledgeable which allows them to answer any client questions.

- Kerry Globe, Medicus IT

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