

10 Steps to Creating a Monthly Marketing Report

This Monthly Marketing Report Guide will help you create a marketing report that will help you track how your marketing campaigns and strategies are performing. Make sure you create the report **every 30 days** in order to have accurate and consistent data.

[Download the Monthly Marketing Report Worksheet to track each data point.](#)

Goal: To create a summarized report that shows how your marketing efforts are producing results.

Step 1: Linking Domains

Under the Analyze tab, go to Competitors, and click on the View Historical Trends button in the top right of your screen. Select Linking Domains from the drop down menu and track how many links you generated during the last month. If the number of links decreased then you should start building relationships with relevant websites and blogs.

[Read: Did You Graduate From Link Building High School Yet?](#)

Step 2: Leads Generated From Keywords

Under the Analyze tab, go to Sources, and change the date range to one month. In the table below the graph, look at the organic search data and note how many leads you generated from organic search. If your lead volume for organic search declined then you should start blogging more during the next 30 days.

[Download the 11 Step Guide to Writing a Blog Post](#)

Step 3: Leads Generated From Referring Websites

Under the Analyze tab, go to Sources, and change the date range to one month. In the table below the graph, look at the number of leads created from referring websites (referrals). If there is a decrease then you should examine your website calls to action.

[Read: 7 Tips for Effective Calls to Action](#)

Step 4: Leads Generated From Social Media

Under the Analyze tab, go to Sources, and change the date range to one month. In the table below the graph, look at the number of leads created from social media sites. If there is a decrease then you should start being more active in relevant social sites during the next month

[Read the Tutorial: How to use the social media tool to engage in conversations](#)

Step 5: Landing Page Conversion Rates

Under Create, go to Landing Pages and track the conversion rate for each of your landing pages. Keep track of the conversion rates for all your landing pages. If conversion rates are decreasing you should examine why that might be and test new variations of specific landing pages.

[Read: 3 Tips for Building an Effective Landing Page](#)

Step 6: Blog Analytics

Go to Blog Analytics and track the number of blog home page views for the last 30 days. Select one month in the drop down on the right and click “refresh graph. “ Note the increase of new blog subscribers (email and RSS) for last 30 days. If there is a decline then you should start promoting your blog over the next month.

[Read: 5 Ways to Promote Your Blog Content](#)

Step 7: Visits by Page

Under Analyze, go to Visits by Page, and change the date range to one month. Identify your top ten most visited pages for that month and track the number of visits for each page. Note if the top ten most visited pages changed from the previous month. Go to each page to make sure the pages have at least one relevant call to action.

[Tutorial: How to create a Call to Action using HubSpot](#)

Step 8: Marketing Reach

Under Analyze, go to Reach, and in the table below the graph note the percent change for each source. Take a screen shot of the graph to include in your Excel workbook. If your reach is declining then you should spend more time that month in your relevant social media sites and creating blog content.

[Read: 5 Tips for Creating, Promoting and Managing a LinkedIn Group](#)

Step 9: Paid Search Campaigns

You only need to complete Step 9 if you are using paid search in your marketing strategy. Go to Sources, change date range to one month, and filter by Paid Search. Note the visit to lead ratio of each campaign. If some ratios are decreasing then you should adjust your paid search keyword strategy, change the ad, or modify the landing page.

[Learn about the best practices of running paid search campaigns](#)

Step 10: Source Conversion Rates

Under Analyze, go to Sources, and change data range to one month. Then in the table below note the Visit to Lead and Lead to Customer conversion rates for each source. Take a screen shot of the graph and table to include in your Excel worksheet. If your conversion rates are decreasing then you should reexamine your content and landing page strategies

[Read: 25 Ways to Increase Sales and Lead Generation](#)

Create this report every month on the same day. Please add or change anything in this report to accommodate your company's specific reporting requirements.