

## GaggleAMP®



### Integration

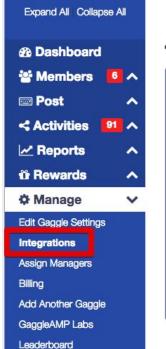
This guide will help you locate and track the leads that are coming into your database from GaggleAMP posts.



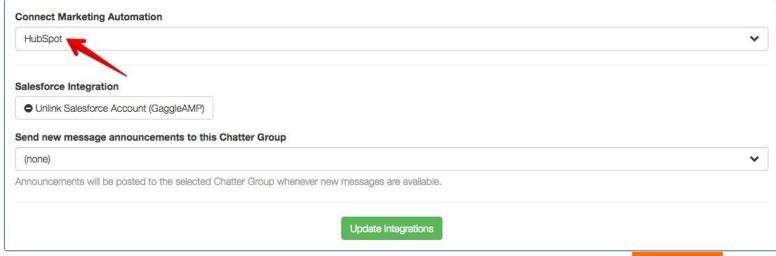
### Connect Hubspot

#### Perform the following steps

- 1. Navigate to the "Manage" section in the lefthand menu of your Gaggle Manager view
- 2. Select "Integrations"
- 3. Once on this page you'll see the option to "Connect Marketing Automation"
- 4. Select Hubspot from the drop down.
- 5. Make sure to click "Update Integrations" before leaving this page



### **♥**<sup>\*</sup> Integrations



Support



### **Enable Tracking**

Now that Hubspot and GaggleAMP can communicate, you'll want to ensure that the right parameters are being applied to messages you would like to track.

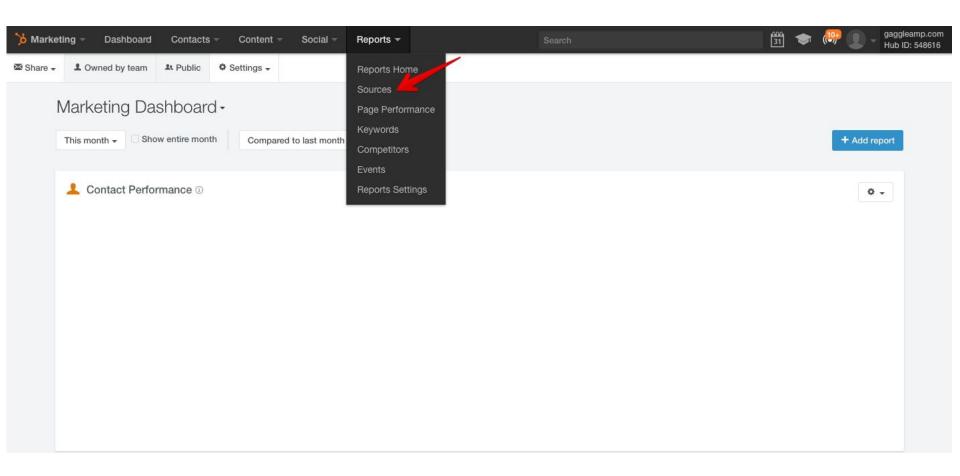
Make sure that the "enable tracking" check box is selected when creating messages you would like to track in Hubspot.

Adding a campaign to your post will also allow you to further segment Gaggle traffic in Hubspot.

in Share Mess	sage
Message:	Starts: Now 🎤
	Ends:
	09/07/2016
Characters: 700 % Shorten URLs E	nabled 12 AM 🗸 : 00 🗸
filter by Tag:	
	Points: 5 V
ost only for members tagged with the above, or leave empty for	all.  Campaign:
Iso Post To:	Social Analytics 🗸
Nso Post To" will only post the Message	Allow editing?
	✓ Enable Tracking?

## Locate Traffic In Hubspot

Find the reports dropdown on the top navigation in Hubspot and select "Sources."



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### Locate Traffic In Hubspot

Select "Social Media" on the sources report page.

	Source	Visits	%	Contacts	%	Customers	%
<b>*</b>	Organic Search Google, Bing, Yahoo, etc.						
*	Referrals Links on other sites						
<b>*</b>	Social Media Facebook, Twitter, LinkedIn, etc.						
<b>*</b>	Email Marketing Email links						
*	Paid Search Paid search advertisements						
<b>*</b>	Direct Traffic Manually entered URLs						
*	Other Campaigns Other sources						

## Locate Traffic In Hubspot

Select a network you are sending Gaggle messages to such as Twitter, Facebook or LinkedIn.

#### Traffic Sources ▶ Social Media

Site	Visits	%	Contacts	%	Customers %
LinkedIn					
Facebook					
Twitter					
HootSuite					
Quora					
Digg					
StumbleUpon					

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### Locate Traffic In Hubspot

Here is where you will find traffic coming in from your Gaggle posts. Traffic from posts with campaigns attached will appear here under the campaign name. All posts with no campaigns attached will appear as "GaggleAMP."

#### Traffic Sources ▶ Social Media ▶ LinkedIn

Campaign	Visits	%	Contacts	%	Customers	%
GaggleAMP						
ebook: content creation guru						
webinar: train marketing to						
ebook: digital alchemy						
thompson reuters webinar						
webinar: the social selling p						
ebook: social media budget						