

See all your Marketing Activity Reporting in one place





MARKETING HUB

Index

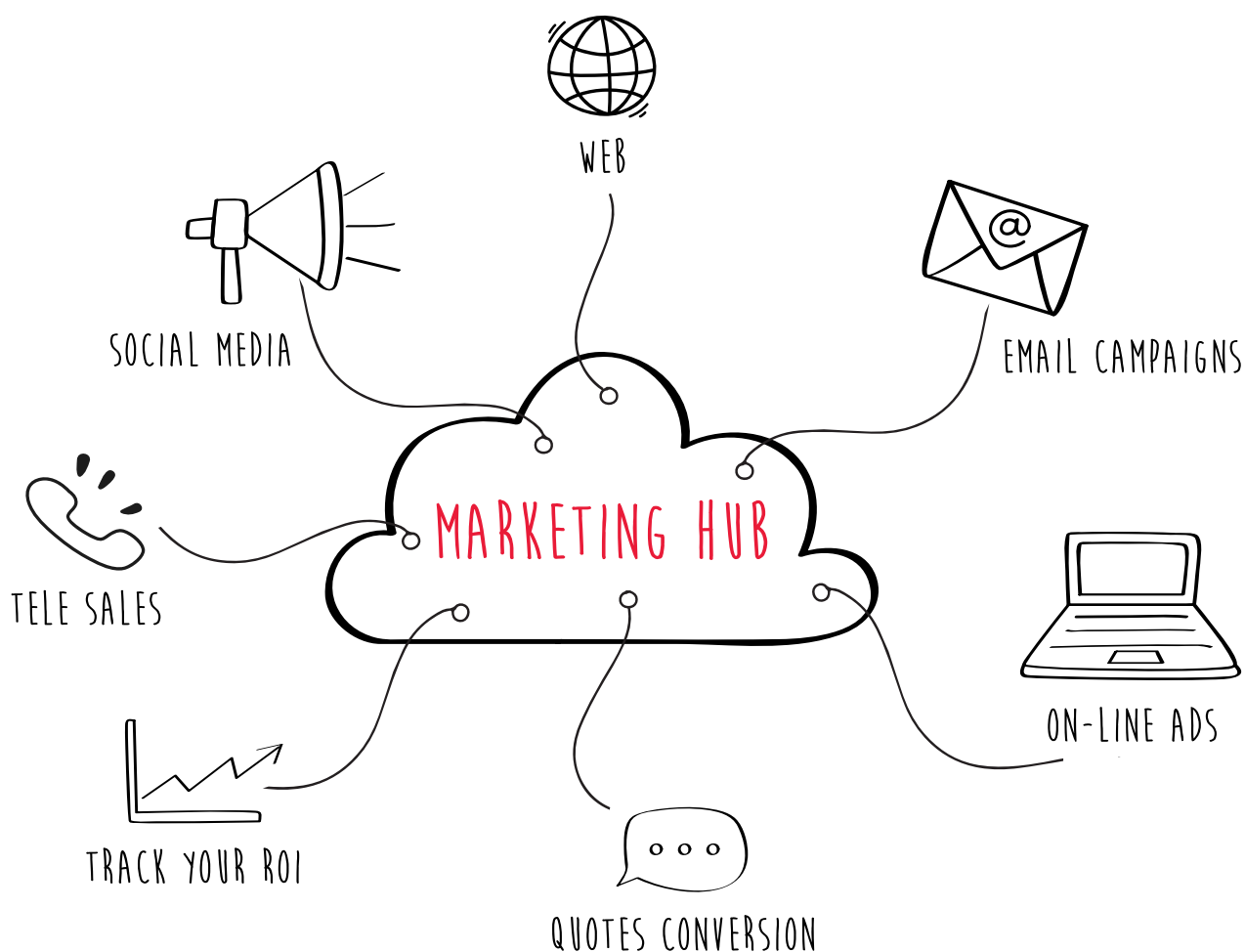


- Track your ROI / Online Ads
- Email Campaigns / Social Media
- Web
- Tele Sales / Quotes Conversion
- Further Information / Pricing

Marketing Hub

The DNA Marketing Hub tool will enable business owners to see the real results for their marketing investment.

See all your activity in one place >



Set up by our team means you can soon be up and running, so right from the start you know what's going on and how well it's going. We can import your contacts, so email campaigns can be directed to groups and you can separate these in to different customer types, so campaigns are targeted.

There are several levels of package which you can opt for. Whatever level you start, you can choose to upgrade to the next level at any time.

Marketing Hub

See your activity all in one place

Track your ROI / Online Ads >





Ads Integration

To the Marketing Hub enables transparent reporting of your campaigns and the results – so you have visibility of your ROI

Linking Your Social Apps. To The Marketing Hub Enables Accurate Reporting And ROI Analysis



Facebook

Includes ads placed on all of Facebook, Instagram, Messenger, and the Audience Network



Google Ads

Includes ads placed on all of Google Search, Display, YouTube, and Google Shopping. Does not include Google Smart Campaigns.



LinkedIn

Here's how your reporting looks for a paid campaign to evaluate ROI

Ads Linked To The Marketing Dash Provide ROI Information

Ads

Campaigns

Audiences

Create audience

Create ad campaign

Accounts: 3 accounts selected Attribution Reports: First form submission Date: Last 30 days Status: Active

IMPRESSIONS

342

Across all networks

CLICKS

27

\$0.13 each

CONTACTS

1

\$3.56 each

AMOUNT SPENT

\$3.56

ROI

Calculate

Your ad has been running for a couple of days now and you've already started to see results. Let's see who has filled out the form on your ad. Click the '1' contact number.

6 of 8

NAME	AD ACCOUNT NAME	IMPRESSIONS	CLICKS	TOTAL CONTACTS	COST PER CONTACT	AMOUNT SPENT
Ice Cream Offer Lead Gen Ad Active	Ice Cream U.S. Ad Account	342	27	1	\$3.56	\$3.56
Totals		342	27	1	\$3.56	\$3.56

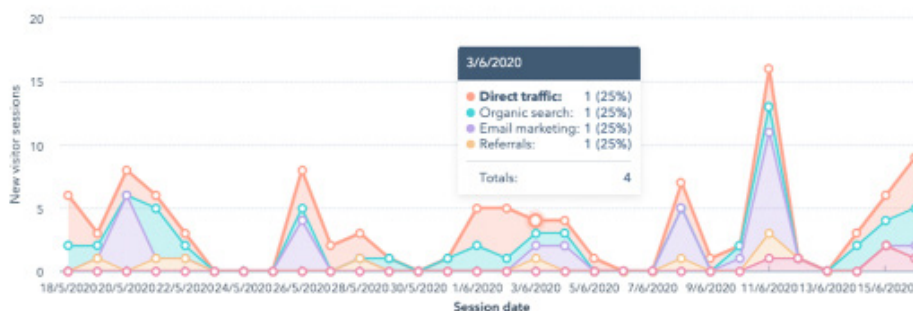
Website Analytics

New visitor web sessions by source

Actions

Date range: In the last 30 days Frequency: Daily Report settings

Direct traffic Organic search Email marketing Referrals Social media



Marketing Hub

See your activity all in one place

Email Campaigns / Social Media >





Email Campaigns

You can even see what people did with your emails when opened and which pages of your website they have visited.

Linking Your Social Apps. To The Marketing Hub Enables Accurate Reporting & ROI Analysis

READ ⓘ

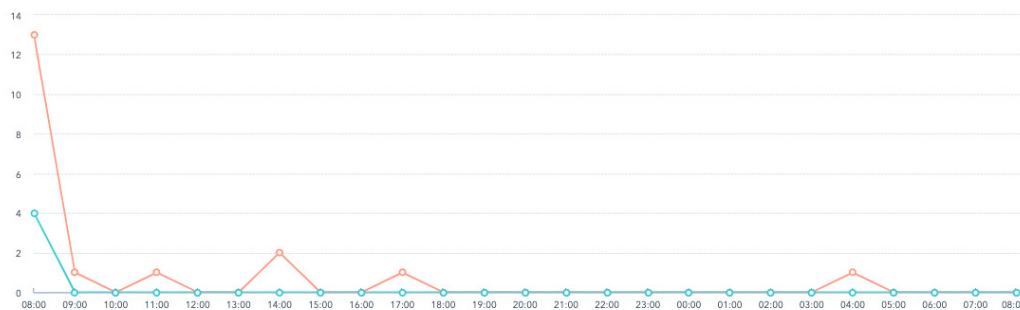
58.3%

SKIMMED ⓘ

41.7%

Engagement over time

First 24 hours ▾



Integrating Apps

Whether you want to link accounts to orders, or add social media there are many API links we can use to integrate your sales and marketing workflow.

Link Apps

App Marketplace > Finance > Accounting/book-keeping > Sage Accounting



Sage Accounting ⓘ

Keep Sage Accounting data in 2-way sync across your apps

[View setup guide](#) ⓘ

[Connect app](#) ⓘ

Overview

Pricing

Data & Permissions

Reviews



More ▾



More ▾



UPDATE AVAILABLE

Reconnect

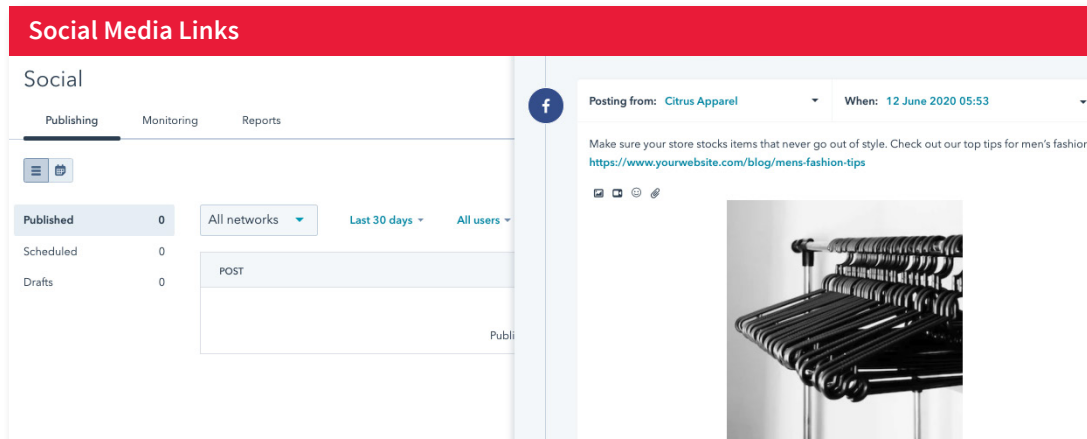
More ▾



Social Media Integration

To help your ROI analysis, our team integrate your social platforms into the Marketing Hub. This way all your analysis is in one place and you can compare different channel performance.

This will also help ensure there is an integrated message and approach to your campaigns.



Marketing Hub

See your activity all in one place

Web >





UX

A component of UX is engaging your visitors. You've got between three and eight seconds to engage a web visitor, after this they're gone. If they are wondering where to start on your website, a dynamic prompt can keep them hooked to your site. Visitors are great, but engaged visitors are best. You may have invested in an SEO campaign, or Google Adwords to get them there, so now you want them to enquire or buy.

A chat can be automated with a BOT. We can design your BOT to engage a prospect, helping them to search for the services or products they need.

Web Forms

Top forms by views

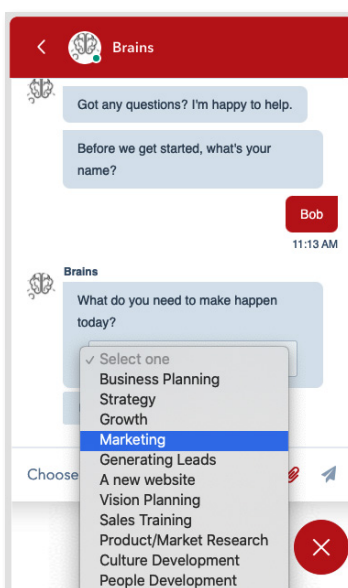
Date range: In the last 30 days

FORM	FORM TYPE	VIEWS	SUBMISSIONS	CONVERSION RATE
Grant Funding	Regular	58	1	1.72%
Collected form: #wpforms-...	Non-Hubspot	0	1	-
New form (4 June 2020 14...	Regular	2	0	-
DNA Web Services	Regular	11	0	-
New form (4 May 2020 09:...	Regular	0	0	-

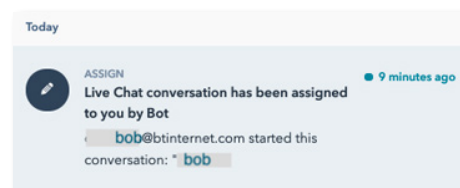
< Prev 1 2 3 4 5 Next >

Chat BOTS

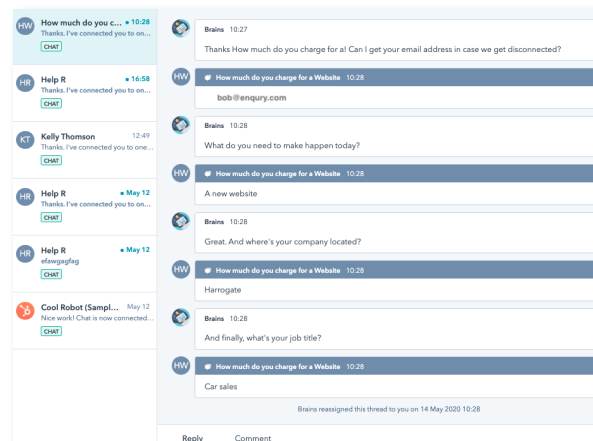
1. Chat BOTS – enable visitors to engage with the business when an expert is away or out of hours



2. Expert receives a notification new conversation has come in from Bob



3. After the Chat bot conversation a designated expert will receive a notification to action the conversation and provide any follow up





Search Engine optimisation

Linking your site to Google analytics means we can evaluate your websites performance. With the Marketing Hub we can attribute web visits to contacts.

By adding code from the Marketing Hub into your website we can track who has visited certain pages and capture user engagement to your site.

Our software is GDPR compliant and comes with standard wording which can be edited if you choose.

Reports Analysis

Reports & Analytics Tracking

Tracking code

Advanced Tracking

Cookies

Target domain

Domain ⓘ

www.dnabusinessengineering.co.uk

Tracking code installation

Copy and paste this tracking code into every page of your site, just before the `</body>` tag.

Embed code

Marketing Hub

See your activity all in one place

Tele Sales / Quotes Conversion >



All your contact actions stored in one location > email campaign opens > calls > social media actions.

Sales Performance Analytics

Sales performance

Date range: In the last 30 days

CONTACTS CREATED
182

CONTACTS ASSIGNED
36

CONTACTS ROLLED
100

NEW DEAL CREATED
8

DEALS CLOSED/WON
3

Most recently created contacts

Date range: In the last 30 days

EMAIL	FIRST NAME	LAST NAME	LIFECYCLE STAGE	CREATE DATE
x.pot@illegentgroupengineering.co.uk	Chris	Peters	Subscriber	10/01/2020
admin@whiteworthrealisation.co.uk	Admin	Account	Subscriber	10/01/2020
London@illegentgroupengineering.co.uk	Mrs	Redwood	Subscriber	10/01/2020
james@illegentgroupengineering.co.uk	James	Goodwin	Subscriber	10/01/2020
d.cooper@illegentgroupengineering.co.uk	Darren	Cooker	Lead	10/01/2020

Deal snapshot

Date range: In the last 30 days

Count of Deals

Deal stage	Count of Deals
Suspense/Call	3
Decision Maker Identified	1
Contact Sent	2
Closed/Won	2

Deal stage funnel

Date range: In the last 30 days

Deal stage	Count of Deals	Conversion Rate
Suspense/Call	3	0%
Qualified to Buy	0	0%
Personalized Meeting Schedule	0	0%
Decision Maker Bought In	0	0%
Common Goal	0	0%
Closed Won	0	0%
Game Code	0	0%
Closed Lost	0	0%

Tele Sales / Quotes Conversion



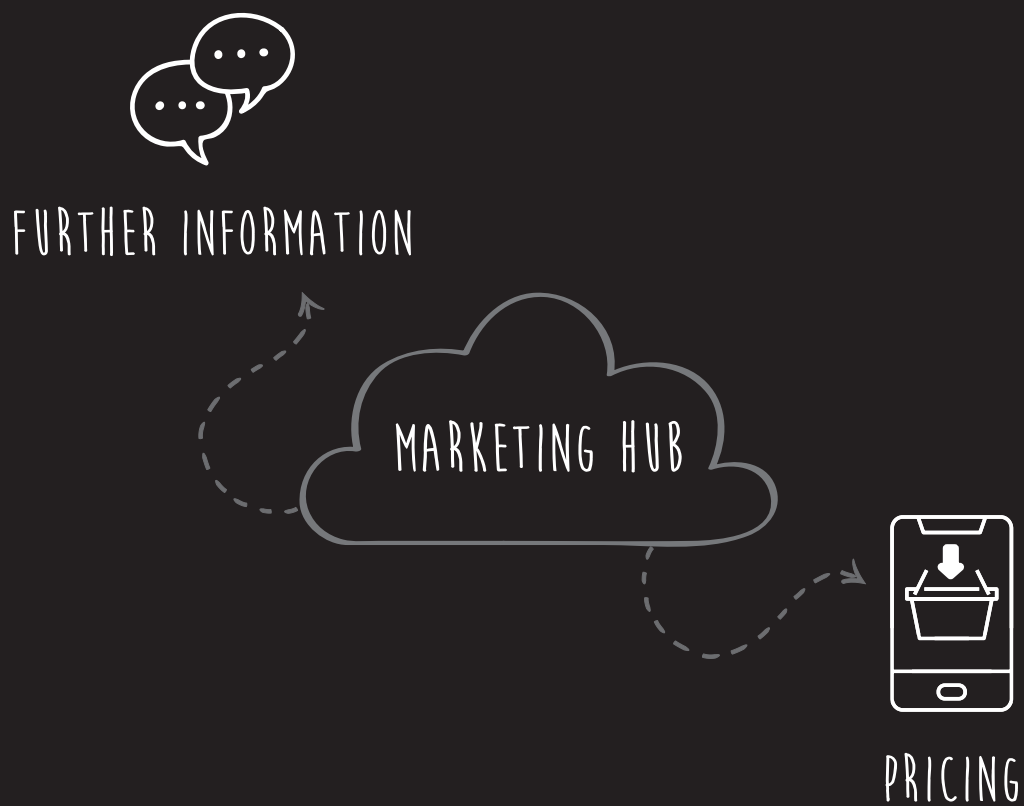
Sales Pipeline Overview

SUSPECT CALLED	8	QUALIFIED TO BUY	5	PRESENTATION MEETING SCHEDULED	1	DECISION MAKER BOUGHT-IN	2	CONTRACT SENT	6	CLOSED WON
Evance - website HQ Close date: 30 June 2020 ●●		Tesco Lighting - website re-brand Campaign Close date: 31 May 2020 ●●		University of Huddersfield - Website Amount: £8,000.00 Close date: 11 March 2020 www.etc		Mytutor - booklet Close date: 31 May 2020 ●		Clarity Ltd Amount: £9,750.00 Close date: 30 June 2020 ●		Feedbox Ltd - relay/photography Amount: £1,785.00 Close date: 30 June 2020 ●
Bustros - Eilat Import Close date: 31 May 2020 ●●		Prostatecure - e-commerce website Close date: 31 May 2020 ●				Splasher & Sals Ltd - New Deal Amount: £5,000.00 Close date: 17 March 2020 ●●		Reveal Doors and Windows - Strategic Plan Amount: £4,500.00 Close date: 30 June 2020 ●		R.A.ANDERSON (metal recycling) Ltd - website Amount: £5,500.00 Close date: 10 June 2020 ●●
Close date: 31 May 2020 ●●		Reveal Doors and Windows - website Close date: 31 May 2020 ●						R.A.ANDERSON (metal recycling) Ltd - metal recycling Amount: £1,875.00 Close date: 5 June 2020 ●		Tesco Lighting - Strategic plan Amount: £1,900.00 Close date: 29 May 2020 ●●
Deland Innovation - B2B Teacher for teachers Close date: 30 April 2020 ●●		POS - website re-brand Close date: 30 April 2020 ●●●●								
Feedbox Ltd - Referral of a company site Amount: £3,380.00 Close date: 30 April 2020 ●●		WTS SEO web pages Close date: 31 January 2020 ●●						Touchscreen glazing solutions Ltd - Data Consult Close date: 31 January 2020 ●●●		High Risk Drivels - re-education Amount: £10,000.00 Close date: 18 May 2020 ●
Supermarket Properties - RSD rule Close date: 31 March 2020 ●								Martin Perry Callflow - Wares website Amount: £1,050.00 Close date: 29 January 2020 ●●●		Springfield (recovered) Database work Amount: £1,700.00 Close date: 23 April 2020 ●●
Doc Automation - re-brand ●										Paribus Ltd - SEO for e-commerce site ●
Total: £3,380		Total: £0		Total: £8,000		Total: £5,000		Total: £22,945		Total: £37,900

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Further Information / Pricing >



To start your journey of integrating your sales and marketing contact our office on 01423 501161

We can discuss the size of your business, number of seats and the requirements you have for sales, marketing and reporting

