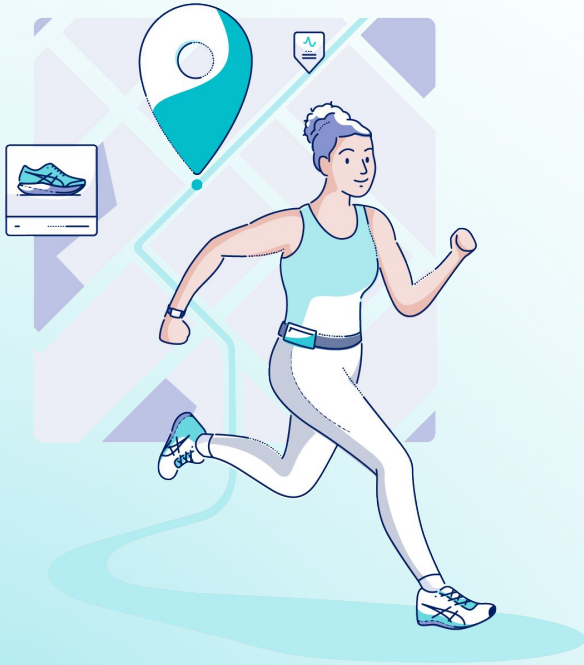


Campaigns & Emails

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- 001.** [What is a Campaign](#)
Learn when to use campaigns
- 002.** [How to Create a Campaign](#)
Learn how to create a campaign and add assets
- 003.** [Campaign Analytics](#)
Learn how to see how specific emails are performing
- 004.** [Marketing Calendar](#)
See how all emails are performing

What is a Campaigns?

Campaigns
4 campaigns

Manage Calendar Tasks

All campaigns × Starting this quarter Recently crec

Campaign owner ▾ ⋮ Advanced filters (0)

Search campaigns 🔍

<input type="checkbox"/>	CAMPAIGN NAME	CAMPAIGN OWNER	COMMENTS	CREATED ON (MDT)
<input type="checkbox"/>	ASICS Running Event	--	0	July 16, 2024
<input type="checkbox"/>	5 K Runner Engagement Campaign	--	0	May 13, 2024
<input type="checkbox"/>	ASICS May Promo Campaign	Julia Trovato	0	April 23, 2024
<input type="checkbox"/>	Email drip campaign	Julia Trovato	0	March 19, 2024

1. A campaign is an organized, strategic effort to promote a specific goal
2. Or a grouping of assets you want to see and report on together
3. Use Case: Each Event will be a Campaign, each email, social, etc. for that Event will be included in that Campaign
4. Can track additional information like dates, budget, spend
5. Can consolidate into a Marketing Calendar

Create campaign >

[Edit this form](#)

Campaign name *

Campaign color

Campaign owner

No owner

Campaign start date

Campaign end date

Campaign goal

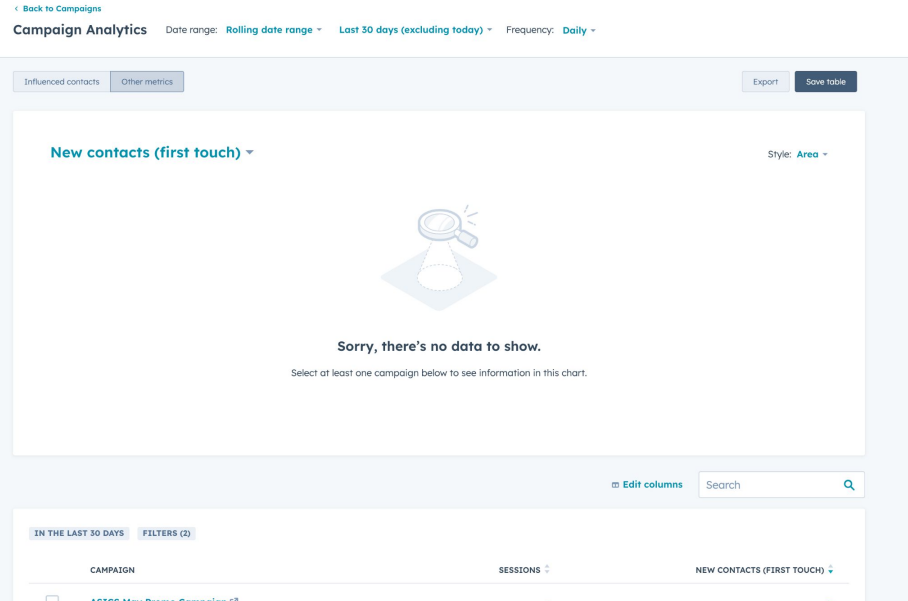
Campaign audience

Campaign notes

How to Create a Campaign

1. You can create a campaign by navigating to Marketing > Campaigns in the upper right hand corner
2. You can create them from scratch or from a template
3. Creation includes
 - a. Name
 - b. Color (used on calendar)
 - c. Owner
 - d. Dates
 - e. Goal
 - f. Audience
4. Add Assets
 - a. Social
 - b. Emails
 - c. Lists
 - d. Landing pages
5. Clone
6. Compare

Campaign Analytics



1. Performance tab (Individual campaign)
2. Attribution tab (Individual campaign)
3. Need content and engagement with content to populate
4. Additional reporting will be covered during the Reporting session

Analyze:

1. Compare campaigns
2. Campaign analytics (all campaigns)

Marketing Calendar

Campaigns

Manage **Calendar** Tasks

July 2024 View: All calendar events - | Campaigns: All campaigns - Type: All -

< > Month week Day List Today

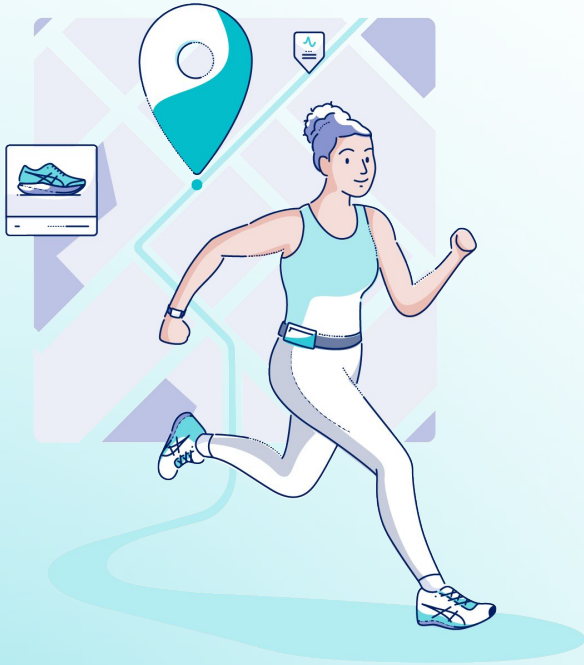
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	2	3	4	5	
6	7	8	9	10	11
12	13	14	15	16	17
18	19	20	21	22	23
24	25	26	27	28	29
30	31				

Task to create email 1 for send

ASSCS Running Event Email 1

1. Navigate to Calendar
2. Filter by Views, Campaigns or type of assets
3. Color coding based on colors indicated in campaign
4. Create views based on type and campaign filters
5. View by month, week, day or today
6. Can view in list as well

Table of Contents



- 001.** [Creating An Email Template](#)
Learn how to create a new email template in HubSpot
- 002.** [Creating An Email](#)
Learn how to create a new email in HubSpot
- 003.** [Review Email Performance](#)
Learn how to see how specific emails are performing
- 004.** [Review Overall Email Performance](#)
See how all emails are performing
- 005.** [Additional HubSpot Resources](#)
Helpful Knowledge Base Articles

Company logo

Welcome friend, thank the reader for signing up to your newsletter and welcome them on board. Below your introduction, add a few links to some popular pages or posts on your website to give the reader an idea of what's to come.

1. Showcase your best stories

Give an overview of an existing blog post or a popular story from a previous newsletter. Be sure to add a [link](#) so the reader can learn more.

2. Help people get to know you

Share a link to your website's [about us](#) page where the reader can learn more about you and your community.

3. Keep the conversation going

Tell your reader how they can get in touch if they have questions.

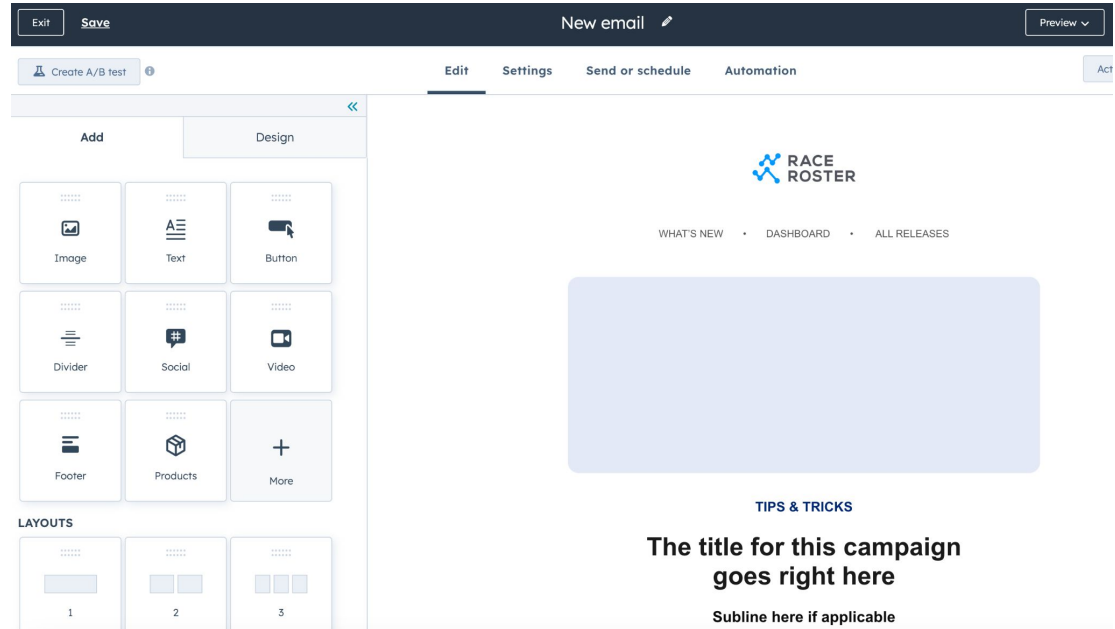
Thanks,
The Your Company Name team

Creating An Email Template

1. Navigate to “Marketing” > “Email” in the left-hand sidebar
2. Click “Create Email” near the top right, and select the type of email you’d wish to create
3. Click “Create New Template”
4. Name your template, and use the template editor to build your new template
5. Once complete, click “Save and Update” to save your new template

Creating an Email

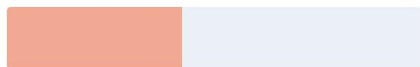
1. Navigate to “Marketing” > “Email” in the left-hand sidebar
2. Click “Create Email” near the top right, and select the type of email you’d wish to create
3. Select the email template you wish to use
4. Use the email editor to build out your email through the use of layouts, sections, etc.
5. Go to “Settings” to update the general settings of the email, such as subject line and preview text
6. Go to “Send or Schedule” to either send the email instantly or send it at a specific time
7. Go to “Automation” to create simple automated processes for the email
8. Once complete, click “Review and Send” / “Review and Schedule”



Sent to 11,359, delivered to 11,296

Open rate 42.32% ⓘ

Excluding bots



Including bots, this open rate would be 57.19%



Unique reliable opens ⓘ 4780

Total opens ⓘ 21514

DESKTOP 84% MOBILE 9% OTHER 7% ⓘ

HubSpot's adjusted open rate

Removes unique bot opens from the total delivered, to give a better estimate of the percentage of emails opened by humans. [Learn more](#) ⓘ

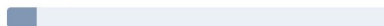
Calculate adjusted open rate

Click rate 7.01% ⓘ

Excluding bots



Including bots, this click rate would be 7.05%

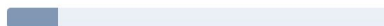


Click-through rate 16.57%

Excluding bots



Including bots, this click-through rate would be 12.3%



Unique reliable clicks ⓘ

Total clicks ⓘ

DESKTOP 41% MOBILE 59% OTHER 0% ⓘ

Delivery

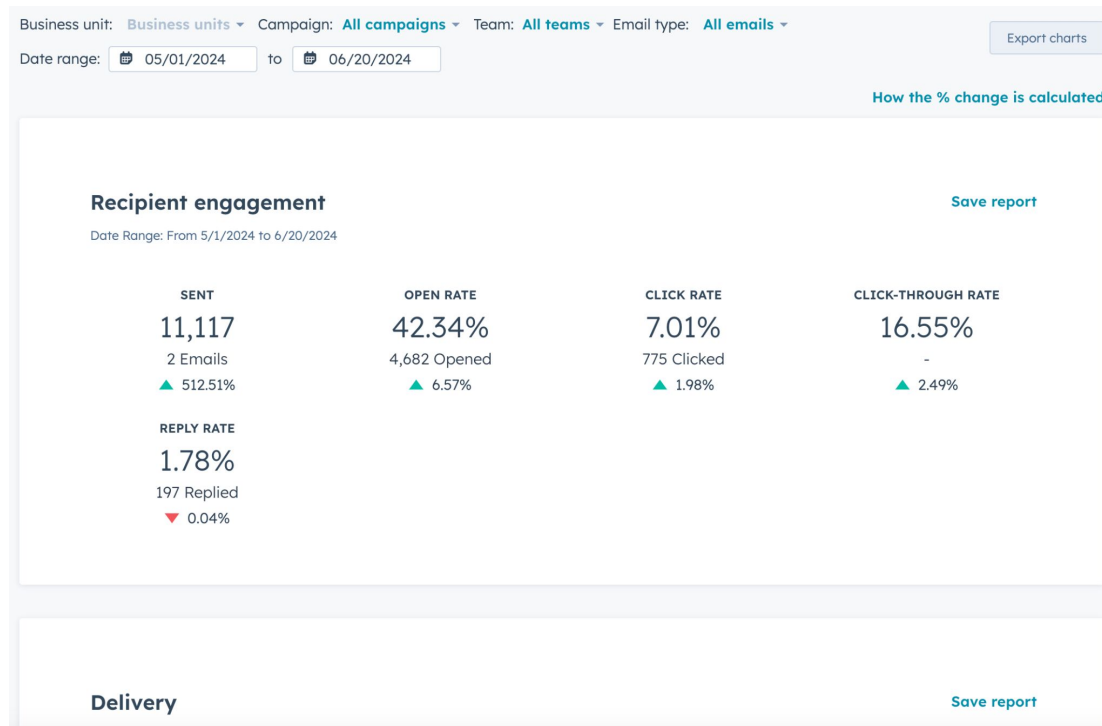
Revenue

Review Email Performance

1. Navigate to “Marketing” > “Email” in the left-hand sidebar
2. Search for the email that you wish to view data on via the search bar near the top left of the list of emails
3. Once you’ve found the email, hover over it and click “Actions” > “View Performance”
4. Use the “Performance” tab to view such information as:
 - a. Delivery Rate
 - b. Open Rate
 - c. Click Rate
 - d. Bounces
 - e. Unsubscribes
 - f. Spam Reports
5. Use the “Recipients” tab to see which specific contacts are associated with one (or more) of the stats listed above

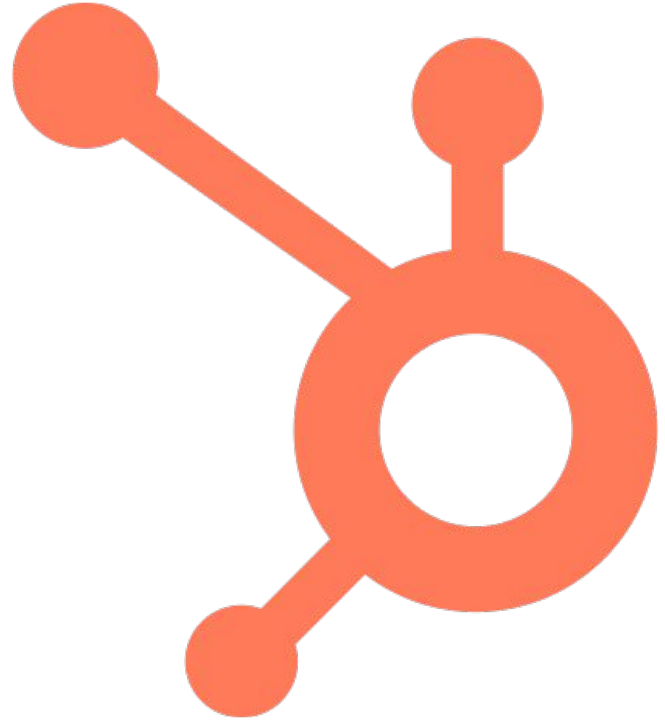
Review Overall Email Performance

1. Navigate to “Marketing” > “Email” in the left-hand sidebar
2. Click the “Analyze” tab near the top of the page
3. Filter which data you’d like to see for all reports via the filters at the top



Additional HubSpot Resources

- [Understand Campaigns](#)
- [Create campaigns](#)
- [Associate assets and content with a campaign](#)
- [Analyze campaigns](#)
- [Manage campaigns](#)
- [Create marketing emails in the drag and drop email editor](#)
- [A/B test your marketing email](#)
- [Send a test marketing email](#)
- [Create a web version of your marketing email](#)
- [Use automation with emails](#)
- [Monitor your email sending reputation with the email health tool](#)
- [Manage your default marketing email settings and tracking preferences](#)



Questions?

Next Learning Session

HubSpot Admin and Property Creation Tools



Thank you