

HUB GOALS

CHOOSE 1 - 3 GOALS TO FOCUS ON AT A TIME. START WITH THE GOALS IN THE COLUMN ON THE LEFT AND WORK YOUR WAY TO THE RIGHT. ONCE YOU TROUBLESHOOT RESPONSE RATES, YOU'LL GET A BOOST IN ENGAGEMENT, AND SO ON.

RESPONSE	GOAL	ENGAGEMENT	GOAL	PARTICIPATION	GOAL	NOTES
Email open rates		Hub traffic		Likes post		
Click-throughs		Return visits		Comments		
Unsubscribes		Posts viewed per visit		Activity participation		
Reengaged passives		Time spent		Activity completion		