

HOW TO RUN AN
INBOUND MARKETING
CAMPAIGN

Inbound Marketing Campaign Checklist

Ready to hit the “GO” button on your campaign? Before you dive in, make sure you’ve dotted your i’s and crossed all your T’s. New to the world of inbound marketing altogether? No worries, this list will give you a better understanding of the essential tactics

| | TASK | DUE | IN PROGRESS | DONE |
|--|---|-------|--------------------------|--------------------------|
|  | IDENTIFY YOUR CAMPAIGN AUDIENCE Who are we talking to here? Understand your buyer persona before launching into a campaign, so you can target them correctly. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | SET YOUR GOALS AND BENCHMARKS Having SMART goals can help you be sure that you’ll have tangible results to share with the world (and your boss) at the end of your campaign. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | CREATE YOUR OFFER(S) AND LANDING PAGES Don’t forget to optimize your landing page for SEO, have a clear value proposition and call to action (usually a form for the user to complete.) | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | NURTURING FLOWS AND EMAIL CAMPAIGNS Your campaign doesn’t end when leads convert on your landing page. Plan and build your follow up campaigns to nurture leads down your funnel. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | MARKETING AUTOMATION Using a marketing automation software such as HubSpot allows you to run, track and monitor your campaigns all in one place. This can save time and resources. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | SET UP AN EDITORIAL CALENDAR AND BEGIN WRITING CONTENT Creating a calendar will allow you to consistently publish content. Use your blog posts as an opportunity to introduce readers to valuable content they’ll find in your offer. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | SHARE IT ON SOCIAL MEDIA Promote your blog post and offer through social media to drive traffic into the top of your funnel. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | ADD IN LONG TAIL KEYWORDS Make sure your campaign is SEO friendly-that way, interested prospects will find your campaign long after you stop actively promoting it. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | CONSIDER PAID SEARCH AND OTHER CHANNELS Other channels can be a part of your inbound campaign, too- just be sure that you are measuring the effectiveness of these channels. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | OFFER OTHER UNIQUE CONTENT Video, infographics and other visual content can be extremely effective. What would your prospects like to see? | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | REPORT YOUR RESULTS Hard work shouldn’t go unmeasured. You set goals at the very beginning; now it’s time to celebrate your success. Organize and show off your numbers at the end of the campaign. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |

Don’t have the time or resources to implement an effective campaign? You’re in luck! Inbound marketing is our specialty and our team of experts would be happy to answer your questions or help with one or many of the tactics above. Give us a call today!

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