



FREE CHECKLIST:

How to Run an Inbound Marketing Campaign

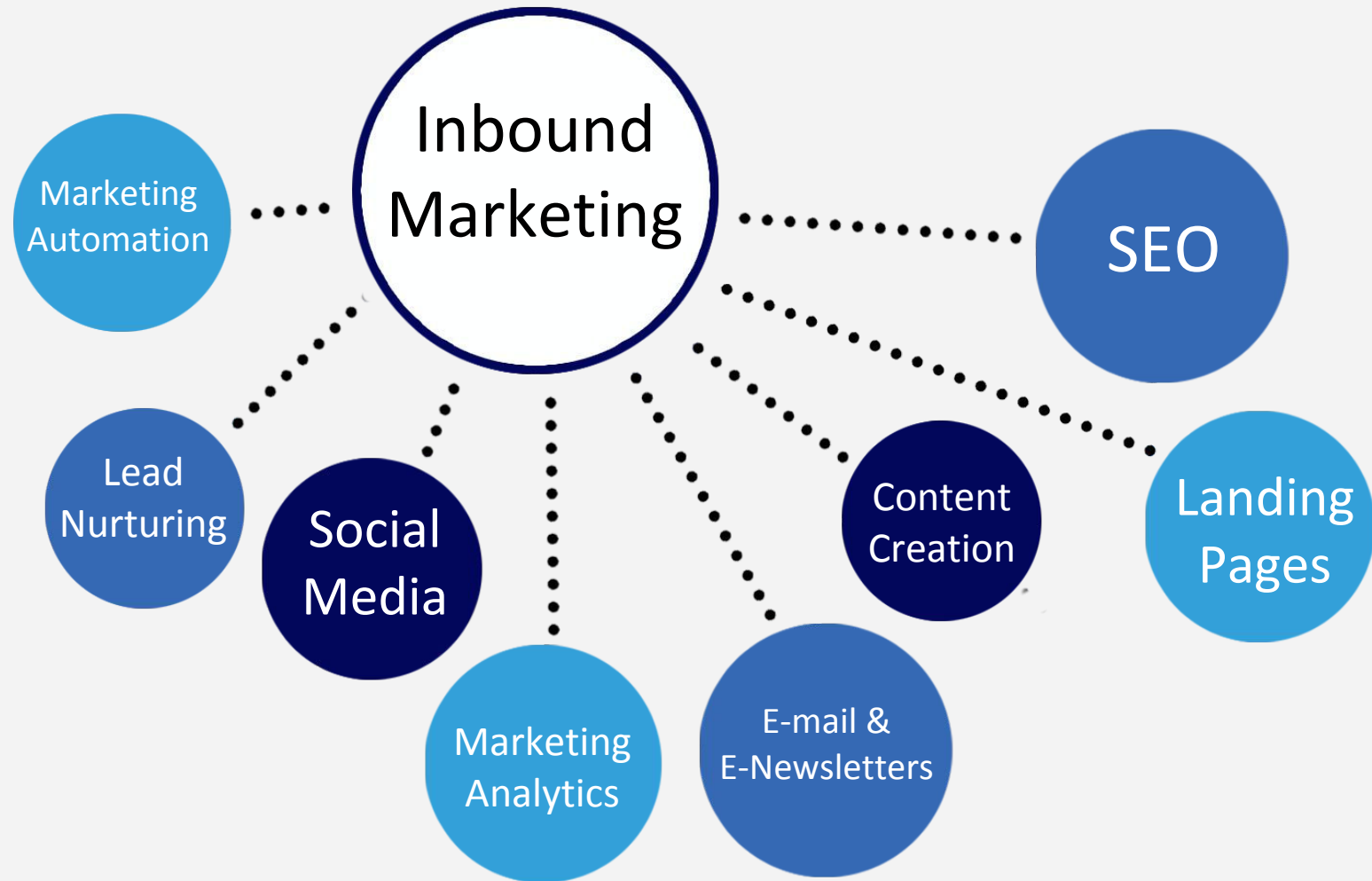
Create a new framework for campaigns that solves common marketing problems.















Inbound Marketing Campaign Checklist

How to run an INBOUND MARKETING CAMPAIGN

Ready to hit the “GO” button on your campaign? Before you dive in, make sure you’ve dotted all your I’s and crossed all your T’s. Here’s a checklist to make sure you’ve covered all your bases.



	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 + benchmarks. Having SMART goals can help you be sure that you'll have tangible results to share with the world (or your boss) at the end of your campaign.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Create your offer(s). Your offer should be compelling enough to make the visitor want to take the action you desire which can be anything that prospects would find valuable.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Create landing pages. Make sure your landing page is clean, focused, self-explanatory, and have a clear value proposition and call to action (CTA - usually a form for the user to complete).	_____	<input type="checkbox"/>	<input type="checkbox"/>
	SEO optimization. Don't forget to optimize your landing page for SEO. Keep in mind emerging trends, algorithmic changes, technological advancements, and your audience.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Plan + build your automation + nurturing flows. 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"/>

	TASK	DUE	IN PROGRESS	DONE
	Write a blog post. Your campaign is awesome – don't hide it from the world. Use your blog post as an opportunity to introduce readers to the 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. Social Media Marketing through LinkedIn and Facebook retargeting.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Consider 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"/>
	Track your URLs. Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.	_____	<input type="checkbox"/>	<input type="checkbox"/>

TASK

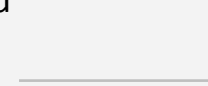
DUE

IN PROGRESS

DONE



Report on your results. Hard work shouldn't go unmeasured. Organize and show off your numbers at the end of the campaign with tools such as analytics and actionable analytics dashboard.



ABOUT US

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