

HOW TO RUN AN INBOUND MARKETING CAMPAIGN



INBOUND MARKETING CAMPAIGN CHECKLIST

TASK	DUE	IN-PROGRESS	DONE
 <p>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.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>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.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Create your offer(s) + 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).</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>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.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>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.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Share it on social media. Promote your blog post and offer through social media to drive traffic into the top of your funnel.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>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.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>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.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Track your URLs. Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Report on 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.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>