




FREE CHECKLIST







HOW TO RUN AN INBOUND MARKETING CAMPAIGN

Create a new framework for campaigns that solves common marketing problems

INBOUND MARKETING CAMPAIGN CHECKLIST

Ready to get started on your content marketing campaign?
First

	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.			
	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.			
	Create your offer(s) + landing pages. Don't forget to optimise your landing page for search engines, have a clear value proposition and call to action (usually a form for the user to complete).			
	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 into customers.			

TASK	DUE	IN PROGRESS	DONE
 <p>Write blog posts. Your campaign is powerful – don't hide it from the world. Use your blog posts as an opportunity to introduce readers to the valuable content they'll find in your offer.</p>			
 <p>Share it on social media. Promote your blog posts and offer through social media to drive traffic to your offer page.</p>			
 <p>Write naturally using using researched keywords. Make sure your campaign is search engine friendly – that way, interested prospects will find your campaign long after you stop actively promoting it.</p>			
 <p>Consider paid search and other channels. Other channels such as Google Ads can be a part of your inbound campaign, too – just be sure that you are measuring the effectiveness of these channels.</p>			
 <p>Track your URLs. Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.</p>			
 <p>Report on Your Results. Hard work shouldn't go unmeasured. You set goals at the very beginning so measure the outcomes against them. Organise and show off your numbers at the end of the campaign.</p>			

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HELP YOU GET MORE BUSINESS
FROM YOUR WEBSITE.**

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