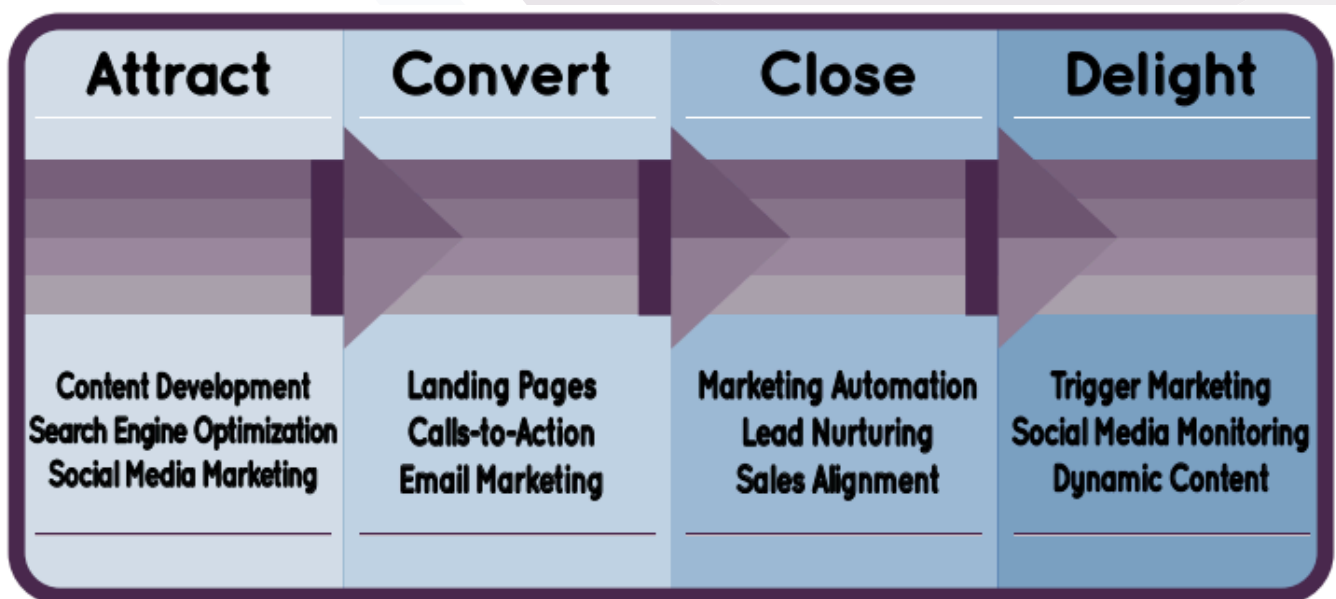


## 10-Step Checklist:

### Evaluate & Strategize Your Inbound Marketing Strategy



## Evaluate & Strategize Your Inbound Marketing Strategy

1. Analyze your website design, responsiveness & navigation
2. Optimize your website content for long-tail keywords
3. Start a blog and/or update your blog at least once per week
4. Develop offers for your website visitors including calls-to-action and thank you pages
5. Evaluate your current or future social media strategy
6. Determine how frequently and what types of content you should be posting online
7. Engage & interact with your followers on social media
8. Nurture your leads with email marketing and marketing automation
9. Determine at what point a lead becomes qualified to be transferred to your sales team
10. Analyze your data and make recommended changes to ensure the greatest results



Elyse Meyer  
Prism Global Marketing Solutions  
(480) 720-8552  
[elyse.meyer@prismglobalmarketing.com](mailto:elyse.meyer@prismglobalmarketing.com)  
[www.prismglobalmarketing.com](http://www.prismglobalmarketing.com)