

CHECKLIST:

How to Run an Inbound Marketing Campaign

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













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 all your I’s and crossed all your T’s. Here’s a checklist to make sure your campaign is set up for inbound marketing success.

	TASK	DUE DATE	IN PROGRESS	COMPLETE
	Identify your campaign audience. 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 your peers at the end of your campaign.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Create your content offer(s) + landing pages. Don’t forget to optimize your landing page for SEO, have a clear value proposition, and a form for the user to submit.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Plan + build your automation 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 DATE	IN PROGRESS	COMPLETE
	Write a blog post. Use your blog post as an opportunity to introduce readers to the valuable content they will find in your marketing content offer.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Share it on social media. Promote your blog post and content 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. Interested prospects will then be able to 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"/>
	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"/>
	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.	_____	<input type="checkbox"/>	<input type="checkbox"/>

GET IN TOUCH

If you have any questions on your inbound marketing strategy, and setting up your campaigns for inbound marketing success, feel free to connect with us.

 www.prismglobalmarketing.com

 info@prismglobalmarketing.com

 (480) 720-8552

