

How to Run an Inbound Marketing Campaign

A free checklist for businesses getting started with Inbound

What is Inbound Marketing?

Inbound marketing is customer-oriented and customer-driven marketing. Historically, customers had to rely on businesses to provide all the information they needed. Now, thanks to the internet, customers can easily search for businesses online and do their own research. Inbound marketing aims to capture people while they're doing their research and gently guide them toward becoming your customers.

It focuses on **attracting** strangers to your site with valuable content that speaks to their needs (such as blogs, eBooks, videos, etc.), **converting** those strangers into leads by offering them specific content in exchange for an email address, **closing** the sale by putting them into your workflow for follow-up and then **delighting** them continuously after they become customers with more content related to their interests.

In this document, you'll find a checklist of everything you need to get your own inbound marketing campaign up and running.

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 you’re covered all your bases.

TASK	DUE DATE	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 and 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) and landing pages. Don’t forget to optimize your landing pages for SEO and have a clear value proposition and call-to-action (CTA) (usually this is a form for the user to complete).			
Plan and build your automation and 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.			
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.			

CHECKLIST: HOW TO RUN AN INBOUND MARKETING CAMPAIGN

TASK	DUE DATE	IN PROGRESS	DONE
Share it on social media. Promote your blog post and offer through social media to drive traffic into the top of your funnel.			
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.			
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.			
Track your URLs. Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.			
Report on your results. Hard work shouldn't go unmeasured. You set goals at the very beginning; now it's time to celebrate you success. Organize and show off your numbers at the end of the campaign.			



Contact us for more help with your Inbound Marketing Campaign or with questions you have for your company!