

CHECK LIST TO RUN AN EFFECTIVE INBOUND MARKETING CAMPAIGN

START HERE



#10. 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.

#9. Track Your URLs.

Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.

#8. 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.

#7. 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.

#1. 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.

#2. 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.

#3. 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).

#4. 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.

#5. 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 will find in your offer.

#6. Share it on social media.

Promote your blog post and offer through social media to drive traffic into the top of your funnel.



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Inbound methodology will increase your return on marketing investment and the number of qualified sales opportunities for your brand.

Go for Inbound Marketing because it really works.

