



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’ve covered all your bases.

	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. Developing Your Buyer Personas [Blog] Mapping Your Personas [PPT]	_____	<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 the world (or your boss) at the end of your campaign. How to Set Up Marketing Goals [Blog] SMART Goal Setting Templates [XLS]	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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.) Elements of High Converting Landing pages [Blog] Marketing Offer Task List [DOC]	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Plan + build your automation + nurturing flows. Your campaign doesn’t end when leads convert on your landing page. Plan and build your follow up emails + campaigns to nurture leads down your funnel. Marketing Automation Planning Worksheet [PDF]	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Kick off your campaign with targeted email. A targeted email to a segment of your database is a great way to engage your existing audience of leads. 10 of the Best Subject Lines You’ve Ever Read [Blog]	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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. 100 Pro Blogging Tips [Blog] Blog Editorial Calendar [XLS]	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Share it on social media. Promote your blog post and offer through social media to drive traffic into the top of your funnel. Social Media Publishing Schedule [XLS]	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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. Pick the Right Keywords [Blog] Keyword Research 101 [Blog]	_____	<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. Managing Your AdWords Campaign [XLS] Creating PPC Ads That Work [Blog]	_____	<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. Tracking Online Campaigns [Blog] Breaking Down Your Traffic Sources [Blog]	_____	<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. Monthly Reporting Spreadsheet [XLS] Monthly Reporting Presentation [PPT]	_____	<input type="checkbox"/>	<input type="checkbox"/>