

# How to Run an Inbound Marketing Campaign

## A Checklist for VARs

*A framework for campaigns that solves common marketing problems*



# What's an *Inbound* Marketing Campaign?

Buyer behavior has changed. Modern buyers want to work with companies that **help and teach** them before selling is even discussed.

HubSpot's inbound marketing methodology attracts prospects through a buyer-friendly approach to sales and marketing, leading them through the buying cycle at their pace.

Inbound marketing campaigns provide content that helps buyers learn about their industry and solve everyday problems, leading them to make informed purchasing decisions.



**Buyers get 57% through the buyer's journey before they talk to sales**

*Source: Corporate Executive Board*



# Why should VARs run inbound campaigns?



**Inbound tactics generate 54% more leads than traditional paid marketing.**

*Source: HubSpot*

Inbound marketing is a more cost effective lead generation strategy than traditional paid marketing.

Channel organizations must adopt inbound to stay current with modern marketing practices that will grow their business.

That's why [every VAR should be an inbound marketer](#).

Use this checklist to help you execute your first **inbound marketing campaign**. Lean on the brands you work with for assistance as you go. Brands can:

- Help you identify buyer personas and set campaign goals
- Provide templates for emails and landing pages
- Offer customizable content and social media marketing tips



# Inbound Marketing Campaign Checklist for VARs

Ready to hit the "GO" button on your campaign? Before you do, here's a checklist to make sure you've covered all your bases.



## TASK

## DUE

## IN PROGRESS

## DONE



**Identify your campaign audience.** Who are you trying to reach? Go to the brands you work with to understand your buyer personas before launching a campaign, so you can target prospects correctly.

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**Set your goals + benchmarks.** Having **SMART goals** helps you ensure tangible results to share with your boss and the brand at the end of your campaign. Work with the brand to set these objectives.

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## TASK

## DUE

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## DONE



**Create your offer(s) + landing pages.** Ask the brand for landing page and email templates. Include a clear value proposition and call to action (usually a form to complete) on your landing page.

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**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.

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**Write a blog post.** Your campaign is awesome, so share it! Brands may already have blog copy for you to customize; just ask. In your blog post, introduce readers to the valuable content they'll find in your offer.

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**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 promotion is critical to a successful inbound strategy.

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## TASK

## DUE

## IN PROGRESS

## DONE



**Add 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.

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**Consider paid search and other channels.** Other channels can be a part of your inbound campaign, too – just be sure that you're measuring the effectiveness of these channels.

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

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**Report 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.

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## Ready for more inbound marketing tips?



[Get Social Media Prospecting for VARs →](#)

