



Engineering & Professional Services **Marketing Campaign Checklist**

Best Practices in Configuring
Your Inbound Marketing Campaign
for Automated Lead Nurturing

POTENTIAL CLIENTS FIND YOU.

What is Inbound Marketing?

Inbound Marketing is a fundamental shift in marketing strategy focused on engaging and helping prospective clients solve important business problems when they need you, instead of when you want to speak to them.

THE RIGHT CONTENT FOR THE RIGHT PROBLEM

One of the fundamental assumptions of inbound marketing is that your prospects have different needs, and insights about their problems at each stage of the buying cycle. At the earliest research stages, prospects may be unaware of solutions that your firm offers, but they are searching for solutions to their day-to-day problems and challenges. As they progress through the buying cycle, searching for knowledge or partners who can help them with their evolving problems, they interact and engage with your strategic content.

Inbound marketing, combined with automation and personalization technologies, helps connect and nurture your prospects through deeper stages of your business development funnel - advancing them to a sales ready offer, such as a request for a proposal. Intelligent, data-driven insights about the kind of content your prospect is viewing, provides business development leaders, sales-intelligence about when and how to reach out to a prospect.

The process of inbound marketing starts with research-driven insights about your target prospects and stakeholders. By understanding their questions, pain-points, language, and potential-objections, you can develop and promote relevant, compelling content that reflects your deep knowledge and expertise, and then positions you as a solution-provider to their business problems.

BENEFITS FOR B2B COMPANIES

In an industry driven by referrals and “word of mouth,” your online brand is more important than ever because a recommendation simply isn’t enough. Your prospects, even though referred by a trusted colleague, are still vetting your capabilities against likely competitors.

- Laser-focus your marketing efforts to target your ideal prospects
- Help you embrace your unique capabilities and set you apart from your competition
- Enhance your lead generation by automating repetitive tasks and nurturing prospects
- Leverage artificial-intelligence to “present” relevant content to your prospects
- Build your business development pipeline through thought-leadership
- Focus your business development resources on the highest qualified opportunities

MAPPING THE BUYING CYCLE

A prospective customer develops an evolving set of needs, and as a result, their pool of candidate solution-providers gets expanded as well. This is how we buy in complex environments with teams of stakeholders involved in the decision-making process.

PHASE	JOURNEY	OBJECTIVE	ACTIVITY	ADVANCE WHEN
Identification	Awareness	Identify problem requiring attention or resolution	New opportunity, business change, or evaluation of the current performance of existing solution providers.	Substantial pain or opportunity defined among key decision-makers.
Requirements		Define high-level requirements and business needs.	Define key stakeholders who will be responsible for evaluating, selecting or defining and documenting the key business requirements.	Decision-makers agree that both change is required and limited specifications can be defined.
Search	Consideration	Develop list of potential solution providers from referrals or primary search initiative.	Asking for referrals, initial searches and reviews of past performers to address base, initial requirements.	Initial list of potential solution providers is consolidated among recommending stakeholders or entire decision-making team.
Evaluate		Review and select a group of potential solution providers based on an existing understanding of the business needs and requirements.	Deepen knowledge based on potential solution providers to refine and expand requirements and criteria for solutions.	List of requirements and potential solution options are defined, based on evaluation or interactions with solution providers.
Expand		Identify additional providers who can meet the expectations of new requirements and better insights about the problem.	Expanded search through network of colleagues, professional resources, channels or other sources of "search."	Sufficient options are available to meet the revised and evolved requirements of the business case.
Prioritize		Select a shortlist of providers to consider for a proposal.	Initial consultations, assessments and preview of different working-frameworks that potentially meet business requirements.	Manageable group of solution providers is shortlisted for the decision-making stakeholder team.
Negotiate	Decision	Select the best offer that meets both the financial considerations and the business performance requirements.	Proposal and performance evaluation of solution providers and internal evaluation with decision-making team.	A&B proposals are formally or informally-considered by the decision-making team.
Contract		Execute the agreement with the final, selected solution provider and rollout the project, program, etc...	Present final recommendation to internal decision-maker or economic buyer, matching performance capabilities to business requirements.	Operational team, decision-making team, and economic buyer are all in agreement about the transaction and the longer-term steps moving forward.

AE FIRMS: INBOUND CAMPAIGN SUCCESS 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
	<p>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.</p> <p>Developing Your Buyer Personas [Blog] Mapping Your Personas [PPT]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p>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.</p> <p>How to Set Up Marketing Goals [Blog] SMART Goal Setting Templates [XLS]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p>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.)</p> <p>Elements of High Converting Landing pages [Blog] Marketing Offer Task List [DOC]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p>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.</p> <p>Marketing Automation Planning Worksheet [PDF]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p>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.</p> <p>100 Pro Blogging Tips [Blog] Blog Editorial Calendar [XLS]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p>Share it on social media. Promote your blog post and offer through social media to drive traffic into the top of your funnel.</p> <p>Social Media Publishing Schedule [XLS]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p>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.</p> <p>Pick the Right Keywords [Blog] Keyword Research 101 [Blog]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p>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.</p> <p>Managing Your AdWords Campaign [XLS] Creating PPC Ads That Work [Blog]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p>Track Your URLs. Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.</p> <p>Tracking Online Campaigns [Blog] Breaking Down Your Traffic Sources [Blog]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p>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.</p> <p>Monthly Reporting Spreadsheet [XLS] Monthly Reporting Presentation [PPT]</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>

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Right Business Partner
is One of the Most Important
Choices You Can Make.**

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