How To Run An

INBOUND MARKETING CAMPAIGN

For Your Business

Use this checklist to create a new framework for marketing campaigns that solves common marketing problems.

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Inbound Marketing Campaign Checklist

Time to hit the "GO" button on your campaign? Before you do, make sure you've dotted all your I's and crossed all your T's. Our checklist below ensures 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.	_____	☐	☐
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.	_____	☐	☐
Create your offer(s) + landing pages. A discount coupon or package deal pricing could be enough for a prospect to turn into a lead.	_____	☐	☐
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.	_____	☐	☐
Kick off your campaign with targeted email. A targeted email to those seeking help is a great way to engage your existing audience of leads.	_____	☐	☐
Write a blog post. Your company is awesome - don't hide it from the world. Use blog posts to introduce readers to what distinguishes you from others like you.	_____	☐	☐
Share it on social media. Promote your blog posts and events 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 your success. Organize and show off your numbers at the end of the campaign.	_____	☐	☐

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HOW WE HELP YOU

MORE TRAFFIC.
MORE LEADS.
MORE CUSTOMERS.

That's what it really boils down to.

Neon Goldfish has been helping businesses increase traffic, leads and conversions since 2007.

Learn how you can increase the amount of potential clients seeking your services. Our team of growth specialists will review your current website and marketing efforts and provide suggestions for improvement.

Our clients typically see:

Increased Traffic 3.15x
Increased Leads 4.77x

We'll provide you with a **FREE, No-Obligation Marketing Audit** detailing opportunities for improvement and tips on what to do... even if you don't decide to work with us.

WHAT DO YOU HAVE TO LOSE?

GET YOUR FREE MARKETING AUDIT

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