

# Trello Board Walkthrough: Writing a Blog Post for The State of Inbound 2016

This document will show you how to utilize [the Trello board](#) when writing a launch post for the State of Inbound 2016. Let's get started!

## Step 1: Join the Board

Because you filled out the form to participate in the exclusive sneak peek for the State of Inbound 2016, you get access to the [Trello board](#). If you're having any issues accessing the board, please email [abby@hubspot.com](mailto:abby@hubspot.com).

## Step 2: Read the draft of the State of Inbound 2016 report.

Take a look at the document so you can read up on all the remarkable data! It's found on the Trello board under the "Blog Post Assets" card on the far left. Click on the card and download the zip file to get access.

## Step 3: Pick a Blog topic (or pitch your own)

We have over 100 blog post ideas to write about. They separated into 4 columns by theme: Ads, Content, Sales and Search.

Once you've picked a topic, assign yourself to that card so we know you're the one writing about it. To do this, click on the card, click on the "Members" button and then click on your name. Voila! You're now assigned to the card. You should then drag the card to the "In Production" column so we know you're writing it. NOTE: If you don't want to select one of our proposed topics, you can always create your own card, assign yourself to it and place it in the "In Production" column.

## Step 4: Write Your Post & Use the CTA

Go back to the State of Inbound 2016 report for reference and write an awesome blog post!

**IMPORTANT:** Don't forget to include the CTA to the full State of Inbound report at the end of the post. The CTA embed code can be found in the "Blog Post Assets" card of the Trello board, also here:

```
<!--HubSpot Call-to-Action Code -->  
<span class="hs-cta-wrapper" id="hs-cta-wrapper-78852d55-2b16-4f83-bd2d-4de5702d7649">  
<span class="hs-cta-node hs-cta-78852d55-2b16-4f83-bd2d-4de5702d7649"  
id="hs-cta-78852d55-2b16-4f83-bd2d-4de5702d7649">
```

```
<!--[if lte IE 8]><div id="hs-cta-ie-element"></div><![endif]-->
<a href="http://cta-redirect.hubspot.com/cta/redirect/53/78852d55-2b16-4f83-
bd2d-4de5702d7649" target="_blank" ></a>
</span>
<script charset="utf-8" src="https://js.hscta.net/cta/current.js"></script>
<script type="text/javascript">
hspt.cta.load(53, '78852d55-2b16-4f83-bd2d-4de5702d7649', {});
</script>
</span>
<!-- end HubSpot Call-to-Action Code -->
```

Once you feel your post is complete, move your card into the “Finished” column and paste the link to the post (even though it won’t be live yet) in the card’s comment section. This is so we can keep track of your post, help promote a few on social, and so we know to give you the whitelabeled report in a few weeks.

**IMPORTANT: Don’t publish anything before September 12, 2016 at 9AM EST!**

**Step 5:** Schedule Your Post to Publish for September 12, 2016 at 9AM EST

You don’t want to break the embargo or have your readers viewing a dead link! We’re launching the full report then, so ensure that your blog doesn’t go live before that time.

That’s it! Once you’ve written a post, we’ll be sure to send you the whitelabeled State of Inbound in a few weeks. If you have questions about this process, please send a note to [abby@hubspot.com](mailto:abby@hubspot.com).