



## 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
	<p><b>Identify your campaign audience.</b> Who are we talking to here? Understand your buyer persona before launching into a campaign, so you can target them correctly.</p> <p><a href="#">Developing Your Buyer Personas [Blog]</a>   <a href="#">Mapping Your Personas [PPT]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Set your goals + benchmarks.</b> 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><a href="#">How to Set Up Marketing Goals [Blog]</a>   <a href="#">SMART Goal Setting Templates [XLS]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Create your offer(s) + landing pages.</b> 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><a href="#">Elements of High Converting Landing pages [Blog]</a>   <a href="#">Marketing Offer Task List [DOC]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Plan + build your automation + nurturing flows.</b> 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.</p> <p><a href="#">Marketing Automation Planning Worksheet [PDF]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Kick off your campaign with targeted email.</b> A targeted email to a segment of your database is a great way to engage your existing audience of leads.</p> <p><a href="#">10 of the Best Subject Lines You’ve Ever Read [Blog]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Write a blog post.</b> 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><a href="#">100 Pro Blogging Tips [Blog]</a>   <a href="#">Blog Editorial Calendar [XLS]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Share it on social media.</b> Promote your blog post and offer through social media to drive traffic into the top of your funnel.</p> <p><a href="#">Social Media Publishing Schedule [XLS]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Add in long tail keywords.</b> Make sure your campaign is SEO friendly - that way, interested prospects will find your campaign long after you stop actively promoting it.</p> <p><a href="#">Pick the Right Keywords [Blog]</a>   <a href="#">Keyword Research 101 [Blog]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Consider paid search and other channels.</b> 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><a href="#">Managing Your AdWords Campaign [XLS]</a>   <a href="#">Creating PPC Ads That Work [Blog]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Track Your URLs.</b> Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.</p> <p><a href="#">Tracking Online Campaigns [Blog]</a>   <a href="#">Breaking Down Your Traffic Sources [Blog]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
	<p><b>Report on Your Results.</b> 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><a href="#">Monthly Reporting Spreadsheet [XLS]</a>   <a href="#">Monthly Reporting Presentation [PPT]</a></p>	_____	<input type="checkbox"/>	<input type="checkbox"/>