



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>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"/>