



HOW TO RUN

A SUCCESSFUL INBOUND MARKETING CAMPAIGN

How to Run a Successful Inbound Marketing Campaign

Ready to hit the “GO” button on your campaign?

Before you dive in, make sure you’ve dotted all your I’s and crossed your T’s. Here’s a checklist to make sure you’ve covered all the bases.

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.

Due _____ In Progress Done

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 the campaign.

Due _____ In Progress Done

Create your offer(s) + landing pages

Don’t forget to optimise your landing page for SEO, have a clear value proposition and call to action (usually a form for the user to complete).

Due _____ In Progress Done

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.

Due _____ In Progress Done

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 in your offer.

Due _____ In Progress Done

Share it on social media

Promote your blog post and offer through social media to drive traffic into the top of your funnel.

Due _____ In Progress Done

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.

Due _____ In Progress Done

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.

Due _____ In Progress Done

Track your URLs

Where is your traffic coming from and how are visitors finding you? Tracking URLs can help you understand this data.

Due _____ In Progress Done

Report on your results

Hard work shouldn't go unmeasured. You set goals at the very beginning; now it's time to see your success. Organise and show off your numbers at the end of the campaign.

Due _____ In Progress Done

About Inbound Marketing Agency

Since 2007, we've learnt that the online marketing world is always changing.

You can't just rely on a few marketing activities. We help businesses grow their online sales each and every day.



Get your assessment with an Inbound Marketing Specialist

Like what you read? Why not [sign up for a free Digital Marketing Audit](#) today?