



Inbound Marketing Campaign Checklist

	TASK	DUE	IN PROGRESS	DONE
	Define your target audience. You've got to understand the people you're trying to engage with for your campaign to be effective.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Define your success metrics. With SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) goals in place, you can share tangible results from your campaign.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Develop effective landing pages for your offers. Be sure to tell visitors how they'll benefit from an offer and encourage them to take an action like completing a form.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Develop a lead-nurturing strategy. Getting people to visit your landing page and convert is just step one. You've got to move them all the way down the sales funnel, ideally leveraging automation for efficiency.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Blog about your campaign. Get free exposure for your campaign by writing one or more blog posts about your offer and its value to your readers.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Create some buzz on social media. Use your social channels to promote both your offer and your blog posts as a way to get more people into the funnel.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Leverage long-tail keywords. If you take the time to ensure your campaign is SEO-friendly, people will continue to find it even when you're no longer promoting it.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Capitalize on other channels if appropriate. Paid search and other channels can be important elements of an inbound campaign, provided you monitor and measure their effectiveness.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Pay attention to your inbound traffic sources. Tracking visitor URLs and knowing where your traffic is originating is essential.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Measure your results and savor your success! Create a post-campaign summary and provide a "debrief" to everyone who will benefit from the great results you've generated!	_____	<input type="checkbox"/>	<input type="checkbox"/>

