

The Inbound Marketing Campaign Checklist





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Building an inbound marketing campaign? Awesome. We're psyched to help! As you begin creating the different components, use this handy checklist as a guide to ensure you've covered all your bases. Good luck!

TASK	DUE	WORKING	DONE
 <p>Identify your campaign audience. Who is your ideal customer? Create your target buyer personas, so you can provide them with relevant information.</p> <ul style="list-style-type: none">· Here's the Last Article You'll Ever Need on Buyer Personas· But Seriously... Do Buyer Personas Really Lead to Greater ROI?	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Set your goals and benchmarks. Defining goals ensures you'll have tangible results to share with the world (or your boss) at the end of your campaign.</p> <ul style="list-style-type: none">· It's Time to Get Real about Your Communication Goals· How to Set Marketing Goals with Brilliant Budgeting	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Select your priority keywords. Identify phrases and terms that resonate with your prospects. Then integrate them into your campaign to make it SEO-friendly!</p> <ul style="list-style-type: none">· How to Create & Implement a Keyword Strategy That Actually Works!· Content Optimization Still Matters: 7 Tips for Success	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Create your offer(s) and landing pages. What will motivate visitors to convert into leads via your landing page forms? Leverage offers your prospects find useful!</p> <ul style="list-style-type: none">· 10 Techniques for Boosting Your Landing Page Conversion Rate· The B2B Lead Generation Techniques You Haven't Tried Yet	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Plan and build your lead nurturing workflows. Nurture leads down your sales funnel with follow-up emails, case studies, and other valuable offerings.</p> <ul style="list-style-type: none">· Context Marketing: Personalizing a Prospect's Journey Down Your Funnel· 8 Ways to Warm Up Prospects with a Personalized B2B Marketing Strategy	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Write a blog post. Use your blog as a platform to introduce readers to the great content they'll find in your offer – and to show off your company's personality!</p> <ul style="list-style-type: none">· Tackling the Corporate Blog: Top 5 Blog-Writing Secrets Revealed· Bacon Makes This Blog Title WAY Better... and So Do These 10 Tips!	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Share it on social media. Promote your blog post and offer through your social channels in order to drive traffic into the top of your funnel.</p> <ul style="list-style-type: none">· Instagram for B2B Marketing: 4 Awesome Lead Nurturing Ideas· 13 Monster Mistakes Haunting Your Facebook Marketing Strategy	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Consider paid search and other channels. Other channels can support your campaign, too. Just be sure you're able to measure the contributions they make.</p> <ul style="list-style-type: none">· 4 Steps to Successful Paid B2B Advertising on Facebook· B2B Lead Generation: 3 Ways Recent Google Changes May Impact You	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Analyze your results. Where is your traffic coming from? Was your campaign effective? Make practical improvements for next time, and celebrate your success!</p> <ul style="list-style-type: none">· How to Leverage Your Analytics: Expert Website Assessment Tips· Website Redesign Strategy: Translating Metrics into Magic	_____	<input type="checkbox"/>	<input type="checkbox"/>

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