



HOW TO RUN AN **INBOUND MARKETING** CAMPAIGN CHECKLIST



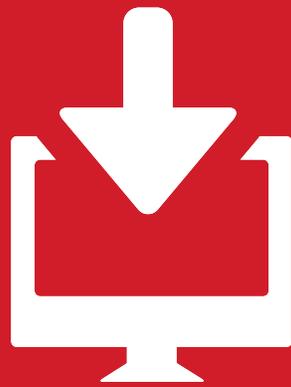
Inbound Marketing Campaign Checklist

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 |
|---|---|-------|--------------------------|--------------------------|
|  | 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. Mapping Your Buyer Personas [PPT] | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | 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. S.M.A.R.T. Goal Setting Template [XLS] | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | 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.) Marketing Offer Task List [DOC] | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | 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. Marketing Automation Planning Worksheet [PDF] | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | 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. Blog Editorial Calendar [XLS] | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | Share it on social media. Promote your blog post and offer through social media to drive traffic into the top of your funnel. Social Media Publishing Schedule [XLS] | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | 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. | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | 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. Managing Your AdWords Campaign [XLS] | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | Track Your URLs. Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help. How to Setup and Install Google Analytics [Link] | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | 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. Monthly Reporting Spreadsheet [XLS] Monthly Reporting Presentation [PPT] | _____ | <input type="checkbox"/> | <input type="checkbox"/> |

ABOUT P3

Founded in 1990, the P3 Agency is a brand development and marketing services agency dedicated to helping our client's achieve top-tier success. Over the years of service we have developed a proprietary methodology for helping our clients develop a Powerful Brand Images and Marketing Systems that creates an endless flow of new business. We encourage you to contact us today to see what could be possible for your business!



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