

Free Checklist

How to Run an Inbound Marketing Campaign





Create a new framework for campaigns
that solves common marketing problems.









How to Run an Inbound Marketing Campaign

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 in, so you can target them correctly. Develop a list of target companies if necessary.		<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.		<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).		<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.		<input type="checkbox"/>	<input type="checkbox"/>

	TASK	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 they'll find in your offer.		<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.		<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.		<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.		<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.		<input type="checkbox"/>	<input type="checkbox"/>



Your Technology Marketing Agency

Serving IT Vendors, Distributors, and the Channel

We've been building B2B inbound and outbound marketing programs for technology vendors and the IT partner community since 2006. Our principals have 20 years of experience working within the high tech industry, developing lead generation and content marketing campaigns. GamePlan Marketing was founded and is located in the heart of Oakville, Ontario, Canada.

Get Your Assessment with an Inbound Marketing Specialist

Liked what you read? Why not sign up for a free Inbound Marketing Assessment?

905-648-1331 | contact@gameplanmarketing.ca | 1155 North
Service Rd W #11, Oakville, ON L6M 3E3 | www.GamePlanMarketing.ca

Contact Us