FREE CHECKLIST

HOW TO RUN AN INBOUND MARKETING CAMPAIGN

Inbound Marketing Campaign Checklist

Are you ready to hit “GO” and generate some leads for your next inbound content marketing campaign? Before you do, make sure you’ve dotted your I’s and crossed you T’s. Use this checklist to make sure all your bases are covered.

PREPARE	TASK	DUE	IN PROGRESS	DONE
	Identify your campaign audience. Who are you talking to here? Make sure you know upfront which persona you’re intending to reach in this campaign so everything can be tailored accordingly.		☐	☐
	Set goals and benchmarks. Having SMART goals can help ensure tangible, measurable results to share with the world (or for your boss) at the end of the campaign.		☐	☐
	Create your offer(s) and supporting landing pages. Put yourself in the shoes of your persona and work to solve their problems. Include calls to action, SEO keywords and links to existing content.		☐	☐
	Plan an ongoing nurture campaign. Plan an automated workflow that shares related offers or blog posts over the course of a few weeks to help nurture them through the Buyer’s Journey.		☐	☐

PROMOTE

TASK	DUE	IN PROGRESS	DONE
Write a blog post. Use your blog post as an opportunity to tease readers about the valuable content in your offer. Don't forget a CTA to the offer itself!		☐	☐
Share it through your existing channels. Whatever channels you use to communicate to the campaign's target persona, leverage those to let them know about the offer.		☐	☐
Layer on paid tactics. Consider boosting awareness to your target personas by adding a few ad dollars into the mix. Make sure when you build out your ads that you add tracking parameters to help with reporting.		☐	☐

REFLECT

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.		☐	☐
Tweak, refine and repeat. Now that you've run through a full campaign, debrief and figure out what worked, what didn't work, and as you plan your next campaign and offer, adjust accordingly.		☐	☐

ABOUT US

The Hodges Partnership is a strategic communications firm in Richmond, Va. We focus on helping our clients tell their stories through traditional and digital channels.

Looking for help completing your checklist?
Schedule a free assessment with one of our Inbound Marketing experts.