

# FREE CHECKLIST:

## How to Run an Inbound Marketing Campaign



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

A Publication of







 Whitehat









## Inbound Marketing Campaign Checklist

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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                     |
|--|--|-------|--------------------------|--------------------------|
|   | <b>Identify your campaign audience.</b> Who are we talking to here? Understand your buyer persona before launching into a campaign, so you can target them correctly.                                | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|   | <b>Set your goals + benchmarks.</b> 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"/> |
|   | <b>Create your offer(s) + landing pages.</b> 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"/> |
|  | <b>Plan + build your automation + nurturing flows.</b> 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<br>PROGRESS           | DONE                     |
|--|--|-------|--------------------------|--------------------------|
|   | <b>Write a blog post.</b> 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"/> |
|   | <b>Share it on social media.</b> Promote your blog post and offer through social media to drive traffic into the top of your funnel.   | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|   | <b>Add in long tail keywords.</b> 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"/> |
|   | <b>Consider paid search and other channels.</b> 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"/> |
|   | <b>Track your URLs.</b> Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.   | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
|  | <b>Report on Your Results.</b> 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"/> |

## ABOUT US

Whitehat Inbound is an ambitious and expanding inbound marketing agency based in London. We focus on building brands and narratives that nurture leads, turning prospects into customers and customers into advocates.



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