

# HOW TO RUN A SUCCESSFUL INBOUND MARKETING CAMPAIGN



## FREE CHECKLIST

Start bringing leads into your site with this easy-to-follow guide to creating inbound marketing offers for your business







# HOW TO RUN A SUCCESSFUL INBOUND MARKETING CAMPAIGN



## Inbound Marketing Campaign Checklist

Ready to make this your best campaign yet?  
This checklist will ensure you've covered all your bases...

TASK	DUE	IN PROGRESS	DONE
 <p><b>Identify your campaign audience.</b> Who are you wanting to reach? A buyer persona can help you correctly target your ideal audience. Want to take it to the next level? Build a persona, map your buyer's journey and then think about three different intent paths this persona might have.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p><b>Set your goals + benchmarks.</b> Clearly defined goals will help you identify tangible results, while benchmarks will assist in tracking your progress during the campaign. We recommend spending some time here and making sure this is done before every thinking about launching your campaign.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p><b>Create your offer(s) + landing pages.</b> Landing pages and free offers (content downloads) show your target audience that you're committed to educating and offering value. ( Make sure you use CTA's and form signups)</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p><b>Plan + build your automation + nurture emails workflows.</b> Fuel interest with follow-up emails and deeper dive educational content. Nurture your leads from attract &gt; engage &gt; delight. Start out with holding their hand and sending additional, personalized content and then move on to selling.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>



## TASK

DUE

IN PROGRESS

DONE



**Write a blog post.** Tie everything back into your blog. The more connections you have to your valuable content the higher chance of visibility. You should be writing a minimum of three blog posts for every content offer and also feature a newsletter signup/lead capture on your blog to maximize results.

\_\_\_\_\_



**Share it on social media.** It's time to promote your hard work on this content offer via social channels. Be sure to include links to content downloads or other entry points. Use UTM codes if you want to dig into Google Analytics and promotion for this content offer.

\_\_\_\_\_



**Add in long tail keywords.** You've created this campaign so people will see it — give it the best chance to reach others by optimizing with SEO strategies built around intent and keywords.

\_\_\_\_\_



**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. It might be worth putting out ads or boosting social posts to spread the word of your new content offer.

\_\_\_\_\_



**Track your URLs.** Where are seeing a spike in traffic? How are these new leads finding you? By incorporating tracking URLs you can begin to understand where you're converting. You should be able to track this within your marketing automation platform and within Google Analytics using UTM codes.

\_\_\_\_\_



**Report on Your Results.** Measure results against your goals and benchmarks. Celebrate the wins and take note of any areas to improve. Now you can test variations and optimize for future campaigns.

\_\_\_\_\_



Want to take your inbound marketing to the next level? First Page can help.

We are a global inbound marketing collective — a group of remote experts focused on data-driven growth marketing for companies looking to increase online revenue.

We're so confident in our inbound marketing skills, we're willing to show you for free how we do the work we do. Get our [complimentary SEO + Content Audit and Analysis](#) and let us show off our inbound skills.

Inbound marketing is a unique combo of search engine optimization (SEO), content (email, blogs, lead generation) and social media. By leveraging our First Page Experts' deep knowledge in these marketing channels, we've accomplished the following for other brands within one year:

- Increased organic channel traffic by 400%
- Increased organic channel revenue by 300%
- Grew first page keywords from TWO to 200
- Increased total ranked keywords from 4,700 to 18,000
- Grew backlinks from 300 to 7,000
- Gathered 8,000+ leads in six months



# THANK YOU!

Jeanna Barrett

Chief Marketing Expert | First Page

[FirstPageStrategy.com](https://www.FirstPageStrategy.com)

*Your completely remote marketing team*

