

# FREE CHECKLIST:

## How to Run an Inbound Marketing Campaign



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





## 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
	<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"/>	<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"/>	<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"/>	<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"/>	<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.



**Share it on social media.** Promote your blog post and offer through social media to drive traffic into the top of your funnel.



**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.



**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.



**Track your URLs.** Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.



**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.

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