

# 10 Steps to Running an Inbound Marketing Campaign

Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored specifically to them. While outbound marketing interrupts your audience with content they don't always want, inbound marketing attracts, informs and converts your audience into qualified leads. Here are 10 steps to setting up your inbound campaign.

## STEP 1



**IDENTIFY YOUR CAMPAIGN AUDIENCE.** Build your buyer persona. Really get to know who you are talking to. Understand your buyer persona before launching into any campaign. Who are they? What is their pain point? How can you solve it?

## STEP 2



**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. Remember these are Specific, Measurable, Attainable, Realistic and Timely goals.

## STEP 3



**CREATE YOUR OFFER(S) + LANDING PAGES.** Don't forget to create and optimize your landing page for SEO. Have a clear value proposition and call-to-action (usually a form for the user to complete) for leads generation. Ensure that you have a relevant offer for every point in the buyer journey, including the Awareness, Consideration, and Decision stages. This can be a download of an eBook, or success story, or a link to a blog post or webinar.

## STEP 4



**PLAN + BUILD YOUR AUTOMATION + NURTURING FLOWS.** Your campaign doesn't end when leads convert on your landing page. Plan and build your follow up email campaigns with new content offers to nurture leads down your funnel.

## STEP 5



**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 will find in your offer. It's also great for SEO.

## STEP 6



**SHARE IT ON SOCIAL MEDIA.** Promote your blog post and offer through social media to drive traffic into the top of your funnel.

## STEP 7



**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. This gives your content a longer shelf life.

## STEP 8



**CONSIDER PAID SEARCH AND OTHER CHANNELS.** Other channels can and should be a part of your inbound campaign, too – just be sure that you are measuring the effectiveness of these channels and optimizing them as needed.

## STEP 9



**TRACK YOUR URLS.** Where is your web traffic coming from, and how are visitors finding you? Tracking URLs can help monitor where your conversions are coming from.

## STEP 10



**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. Manage, monitor and report on your analytics after each campaign to optimize results.

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

DUE DATE	ACTIVE	DONE
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>