

**10 TIPS
TO RUN AN
INBOUND
MARKETING
CAMPAIGN**



TABLE OF CONTENTS

4
IDENTIFY YOUR
CAMPAIGN AUDIENCE



5
SET YOUR GOALS
+ BENCHMARKS



6
CREATE YOUR OFFER(S)
+ LANDING PAGES



7
PLAN +
BUILD YOUR
AUTOMATION
+ NURTURING
FLOWS



8
WRITE A
BLOG POST



9
SHARE IT ON
SOCIAL MEDIA



10
ADD IN LONG
TAIL KEYWORDS



11
CONSIDER PAID SEARCH
AND OTHER CHANNELS



12
TRACK YOUR URLs



13
REPORT ON
YOUR RESULTS



14
FREE CHECKLIST



15
ABOUT WSI



Ready to hit the



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.



IDENTIFY YOUR CAMPAIGN AUDIENCE

Who are we talking to here? Understand your buyer persona before launching into a campaign, so you can target them correctly.

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.





CREATE YOUR OFFER(S) + LANDING PAGES

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.)

PLAN + BUILD YOUR AUTOMATION + NURTURING FLOWS

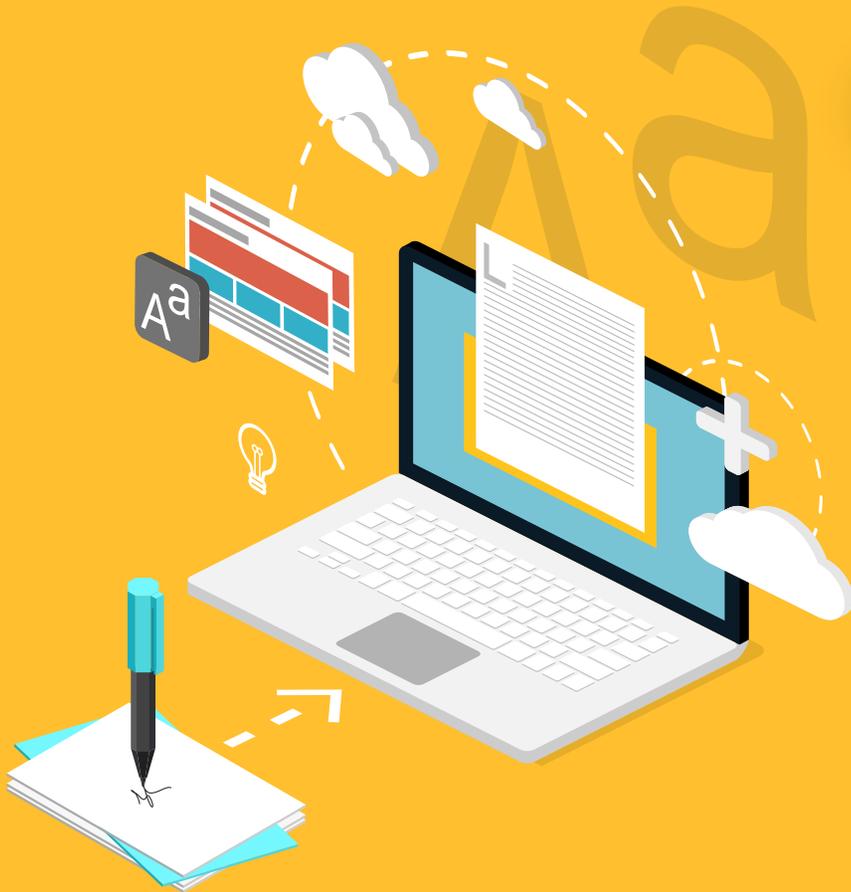
Your campaign doesn't end when leads convert on your landing page. Plan and build your follow up campaigns to nurture leads down your funnel.

7



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.





FREE CHECKLIST: HOW TO RUN AN INBOUND MARKETING CAMPAIGN

1. IDENTIFY YOUR CAMPAIGN AUDIENCE

Who are we talking to here? Understand your buyer persona before launching into a campaign, so you can target them correctly.

DUE _____ IN PROGRESS _____ DONE _____

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.

DUE _____ IN PROGRESS _____ DONE _____

3. CREATE YOUR OFFER(S) + LANDING PAGES

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.)

DUE _____ IN PROGRESS _____ DONE _____

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 campaigns to nurture leads down your funnel.

DUE _____ IN PROGRESS _____ DONE _____

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'll find in your offer.

DUE _____ IN PROGRESS _____ DONE _____

6. SHARE IT ON SOCIAL MEDIA

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

DUE _____ IN PROGRESS _____ DONE _____

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.

DUE _____ IN PROGRESS _____ DONE _____

8. 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.

DUE _____ IN PROGRESS _____ DONE _____

9. TRACK YOUR URLS

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

DUE _____ IN PROGRESS _____ DONE _____

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. Organize and show off your numbers at the end of the campaign.

DUE _____ IN PROGRESS _____ DONE _____

ABOUT WSI

WSI is a digital marketing company with a strong international presence. Our Digital Marketing Consultants use their knowledge and expertise to make a difference for businesses all around the world.

Headquartered in Toronto, Canada, we also have offices in over 80 countries. We're a powerful network of marketers who strive to discover, analyze, build and implement digital solutions that win digital marketing awards and help businesses succeed online. Over the last 20 years, WSI has won multiple digital marketing awards for our solutions by adapting to the constantly shifting landscape of the Internet. We take pride in helping businesses make the most of the dollars they spend on digital marketing.

Ready to move ahead and discuss a project with a local Digital Marketing Consultant?

Get in touch with one of our experts now by visiting:

www.wsiworld.com



Copyright ©2016 WSI. All rights reserved.
Each WSI Franchise is an independently owned and operated business.