

# FREE CHECKLIST: HOW TO RUN AN INBOUND MARKETING CAMPAIGN.

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

# 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 & crossed all your T’s. [Here’s a checklist to make sure you’ve covered all your bases.](#)

	TASK	DUE	IN PROGRESS	DONE
	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.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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.)	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Share it on social media. Promote your blog post and offer through social media to drive traffic into the top of your funnel.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Track Your URLs. Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	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.	_____	<input type="checkbox"/>	<input type="checkbox"/>

# ABOUT US

RPM Strategic is a digital consultancy that works with CXO's to develop and implement customer acquisition strategies that accelerate traffic, leads and sales. Our focus as trusted advisors and change-agents to the C-Suite is driving the evolution of digital business, innovation, and modern marketing for businesses eager to catch up with the consumer. We are a new breed of digital strategists, technologists, business model innovators and modern marketers. We are in the revenue generation business.

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