



Free Checklist:

How to plan & run an omnichannel inbound marketing campaign

Ready to create your next inbound marketing campaign?

Before jumping into the actual work, make sure you have all the steps laid down so you have a good overview of the assets and resources you need, and don't leave anything important out.

Here's a checklist to make sure you've covered all your bases.

Planning phase

| Task | Details | Done |
|--|---|------|
| Identify your campaign's goal | Think in terms of SMART goals: eg. get 20 good fit leads to book a demo | |
| Identify your campaign's audience | Identify the right segment of buyers you want to reach with this campaign | |
| Decide what your content offer will be | This can be a guide, industry report, webinar, or free tool. The sky is the limit. Think of how your content offer is attractive to your audience and the value it provides. | |
| Determine the needed resources to create the content offer | Determine if you need to involve experts in your company (or outside of it) to help with building the content offer. Do you have existing content or research you can use? | |
| Determine on what channel you will be promoting the campaign | On which channels can you reach your audience? Social paid and organic, your blog, your Youtube channel, etc. | |
| Decide how you'll capture and nurture leads | Will your content be open or gated? What is the next step your audience should take? If gated, how do you plan to nurture the leads? | |
| Budget & timeline | Establish your budget and timeline to run the campaign | |

Implementation phase

| Task | Details | Done |
|---|---|------|
| Do keyword research | Make sure your campaign is SEO friendly – that way, interested prospects will find your campaign long after you stop actively promoting it. | |
| Create the content offer | Research, write and get feedback on your content offer. Create the content offer's design (if it's a written one such as an eBook). | |
| Build the landing page | Create the structure, design and copy for the landing page you will use to promote the content offer. | |
| Create supporting blog articles | Use your blog post as an opportunity to introduce readers to the valuable content they'll find in your offer. | |
| Create and test the form to capture leads | For gated content, add a form to your landing page and set it up correctly (to send a Thank you email to leads etc.). | |
| Create an automated nurturing email sequence | Select the content you'll send to nurture leads, build the nurturing emails and automation using a marketing automation tool. We recommend HubSpot or ActiveCampaign. | |
| Create supporting visual assets | eg. images for blog posts, visuals to use in organic or paid posts. | |
| Build your ads | Create the copy of your ads and set them in the different channels you plan to use. | |
| Build social posts | Extract content from the content offer and create a social posting calendar. You can also ask your team to help distribute the posts (sales, C level). | |
| Track your URLs | Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help. | |
| Test your campaign before going live | Test that the landing page works OK, that the form works, that you receive a Thank you email, the email automation is triggered. | |

Post campaign launch

| Task | Details | Done |
|-------------------------------|--|------|
| Report on your results | Pull in data from the channels (blog, website, social channels, paid channels) to report on your campaign performance. | |
| Identify areas of improvement | How can you improve your campaign? Document all changes you made and keep a list of things that worked and things that didn't to use it as a learning opportunity. | |

About STOICA.CO

We are a digital marketing, web design and development agency specialised in building B2B websites and inbound marketing programs for technology services and SaaS companies.

We are the marketing & technical partner of our clients, enabling them to build the right marketing assets for long term growth.

If you need help planning & running inbound marketing campaigns to help you grow online, we're offering a [free strategy call](#).

Learn more about what we do [here](#).

