**Inbound Marketing Campaign Checklist**

We developed this checklist for ourselves to help keep all the elements of an inbound campaign organized and focused. We know that Marketing is about attention to detail – this checklist should help you to focus on the things that matter.

Each section is designed to cover the most common activities, but there’s room for additional elements for each section.

This is not exhaustive but should help you to ensure that the most common activities are handled.

We have also included a help notes area beneath each section.

We would appreciate feedback on the contents and the format so we can keep updating it for the use of everyone.

There is a web version of this available at http://reservoirdigital.co.uk/inbound-marketing-campaign-checklist/

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# PART 1 - CAMPAIGN

|  |  |  |
| --- | --- | --- |
| **No.** | **Element** | **Description** |
| 1 | Campaign Name |  |
| 2 | Date | From: To: |
| 3 | Owner: |  |
| 4 | Buyer Persona: |  |
| 5 | Title of Campaign: |  |
| 6 | Purpose: |  |
| 7 | Call To Action: |  |
| 8 | Primary Content: |  |
| 9 | Review Date |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| HELP NOTES  By campaign we normally mean a short quick marketing event, which is targeted at one specific buyer person and normally will only have one serious objective – to increase website visitors or to deliver Marketing Qualified Leads. The complexities of this can be great, but this worksheet is designed to help you stay on track for say the email and social media elements of a campaign, where you need to know what content is being offered. | | |

# PART 2 - OBJECTIVES

|  |  |  |
| --- | --- | --- |
| **Tick if Applicable** | **Objective** | **Target** |
|  | Increase website visitors | From: To: |
|  | Conversions - subscribers | Current: Target: |
|  | Conversions - Leads | Number: |
|  | Brand development | Measure: |
|  | Marketing Qualified Leads | Number: |
|  | Attendees - Exhibition | Number: |
|  | Attendees - Webinar | Number: |
|  | Attendees - Seminar | Number: |
|  | Visitors - Trade Show | Number: |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| HELP NOTES  Ensure objectives can be measured through Google Analytics/Marketing Automation System  Ensure there is a method for handling leads  Ensure Definition of a Marketing Qualified Lead is agreed with Sales | | |

# PART 3 – CONTENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Content Type** | **Topic** | **Date** | **Responsibility** |
| Blog |  |  |  |
| E-Book |  |  |  |
| Other Premium Content |  |  |  |
| Video |  |  |  |
| Offer |  |  |  |
| Webinar |  |  |  |
| Seminar |  |  |  |
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|  |  |  |  |
| HELP NOTES  Content is obviously vital in any Inbound Marketing. This section is all about ensuring that you get the content in a timely manner. | | | |

# PART 4 - COMMUNICATIONS

|  |  |  |  |
| --- | --- | --- | --- |
| **Media** | **Content** | **Date(s)** | **Resp.** |
| Email |  |  |  |
| Linkedin |  |  |  |
| Facebook |  |  |  |
| Instagram |  |  |  |
| Pinterest |  |  |  |
| Twitter |  |  |  |
| Images |  |  |  |
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| HELP NOTES  Instead of just labeling this as ‘Social media’ we widened it to mean any form of communication of your content – it could even be non-digital if you want, but it would still have to be measured. We include here any images that you may need to include in the content. | | | |

# PART 5 - TECHNICAL

|  |  |  |  |
| --- | --- | --- | --- |
| **Page Type** | **Description** | **Done** | **Resp.** |
| Landing Page |  |  |  |
| Form |  |  |  |
| Call To Action |  |  |  |
| Content Media Loaded |  |  |  |
| Thank You Page |  |  |  |
| Additional Form on TYP |  |  |  |
| Additional Navigation |  |  |  |
| Testing |  |  |  |
| Links |  |  |  |
|  |  |  |  |
|  |  |  |  |
| HELP NOTES  This is the mechanical part of the programme. Ensuring that Landing Pages are built with forms and thank you pages. All the media – images and content need to be loaded on to the website as does testing of emails, links etc | | | |