

LAIRE®

CHECKLIST:

How to Run an Inbound Campaign



Ready to take your inbound campaign live?
Before you dive in, make sure you've hit all the important points that many marketers miss. Here's a checklist to double-check that you've covered all your bases.

Identify Your Audience:

DUE DATE: / / DONE ☐

Who are you talking to? Get clear on your buyer personas and understand them fully so you can target them more effectively.

Buyer Personas: Discovering and Talking to Your Ideal Clients

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5 Tips for Updating Your Buyer Personas

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Set Your Goals and Benchmarks

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Having specific, measurable goals can help ensure that you'll have tangible results to share with the world (and your boss) at the end of your campaign.

7 Inbound Marketing Best Practices to Spark Real Growth

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5 Dos and Don'ts When Making a SMART Goal

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Create Your Offers and Landing Pages

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Don't forget to optimize your landing pages for search engines, highlight a clear value proposition, and include a call to action (CTA) — usually a form for the user to complete.

The Ultimate Checklist for Landing Pages That Convert

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3 Landing Pages All Businesses Need

[READ MORE >](#)

Create Nurture Flows and Build Your Automation Plans:

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Your campaign doesn't end when your leads convert. Build a loyal customer base by creating follow-up campaigns to nurture your leads down your funnel.

How to Create an Effective Email Workflow Strategy

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Problems (and Solutions) with Lead Nurturing

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Write a Blog Post

DUE DATE: / / DONE ☐

Now, it's time to share your campaign with the world. Use your blog as an opportunity to introduce readers to the valuable content they'll find in your offer.

What Makes a Great B2B Blog?

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6 Blog Templates to Boost Traffic, Engagement, and Rankings

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Share It on Social Media

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Promote your blog post and offer on your social media channels to engage with your audience and drive traffic to the top of your funnel.

10 Top Social Media Marketing Tips to Grow Your Business

[READ MORE >](#)

How to Use Social Media to Generate Leads

[READ MORE >](#)

Incorporate Keywords

DUE DATE: / / DONE ☐

Make sure your campaign is SEO-friendly. This way, interested prospects will find your campaign long after you stop actively promoting it.

The Definition of SEO in Less Than 40 Words

[READ MORE >](#)

Understanding Keyword Cannibalization

[READ MORE >](#)

Consider Paid Ads

DUE DATE: / / DONE ☐

Paid ads help you reach your target audience, increase your brand's visibility, and drive measurable results in a shorter time compared to organic methods.

Everything You Need to Know About Paid Advertising

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Organic Search vs Paid Search

[READ MORE >](#)

Track Your Campaigns

DUE DATE: / / DONE ☐

Where is your traffic coming from? How are visitors finding you? Tracking URLs can help you analyze how your content is performing and where you can improve.

Tracking Online Campaigns

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Website Traffic Sources Breakdown: What's the Difference?

[READ MORE >](#)

Report on Your Results

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You set goals at the very beginning. Now, it's time to celebrate your success. Gather the numbers, and show off your results at the end of the campaign!

How to Avoid Being Misled by Superficial Data

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What to Include in Your Quarterly Marketing Report

[READ MORE >](#)

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Want more than a self-guided checklist to get you through an inbound campaign? Get in touch with our team and we'll run a no-strings-attached assessment of your marketing tools and processes, with suggestions on how it can be improved.

SCHEDULE YOUR ASSESSMENT



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