

CHECKLIST

Marketing Campaign Planning & Execution

Getting ready to launch a marketing campaign for your B2B company? Use this checklist to make sure you've dotted all your I's and crossed all your T's. Need specific examples and definitions for each checklist item? Dive deeper into the cheat sheet section of this checklist. It will ensure your strategy and promotion plans are on point and give you the confidence you need to successfully execute your campaign.

COMPLETE



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



Set your goals + benchmarks. Having SMART goals will ensure tangible and measurable performance 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 and have a clear value proposition and call-to-action (usually a form for the user to complete).



Plan + build your automation + nurturing workflows. Your campaign doesn't end when leads convert on your landing page. Plan and build your follow-up campaigns to nurture leads through their buyer's journey.



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 content 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 + other channels. Other channels can be a part of your inbound campaign too—just be sure that you're measuring the effectiveness of these channels.



Track your URLs. Where's 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 success metrics at the end of your campaign.



CHEAT SHEET

Identify your buyer personas.

Buyer personas are detailed profiles of your ideal clients that inform all aspects of your campaign, including the channels you choose to focus on, the types of content you produce, and the ways you communicate with your audience. Determine what issues your ideal clients struggle with, what answers they seek, and what resources they need to move them closer to a final decision.

PRE-PURCHASE

- 1 Identify Needs (Awareness)
- 2 Specifications & Funding (Consideration)
- 3 Vendor Selection (Decision)

POST-PURCHASE

- 4 Implementaion
- 5 Management
- 6 Renewal

Set your goals + benchmarks.

We've all heard about making business goals SMART, but what makes a marketing goal SMART?

SPECIFIC
MEASURABLE
ATTAINABLE
REASONABLE
TIMELY

1. **It Has KPIs:** With Key Performance Indicators (KPIs) as appropriate benchmarks for your business to achieve, you can make smart business decisions and set clear goals for the future.
2. **It Stays On-Brand:** Stay true to what defines your brand. Your visual design, wording, products, and services should cohesively reflect the values you want to be known for.
3. **It Fits in a Tactical Plan:** Make a tactical marketing plan to pinpoint opportunities to prepare for and execute tactics monthly to manage potential changes or adjustments that arise.

Create your offer(s) + landing pages.

- Use on-brand visual elements, such as colors, typography, and images
- Have minimal site navigation so visitors focus solely on your primary offer
- Make lead-generation form fields minimal for quick and easy submissions
- Create clear calls-to-action (CTAs) that match the ad and the page's intent

Get the report now!

First Name*

Last Name*

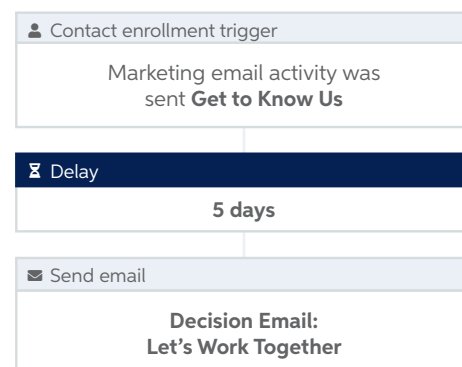
Email*

I would like to receive more great content from Sagefrog

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Plan + build your automation + nurturing workflows.

Workflows are sets of sequential actions triggered by preexisting conditions. With automation software behind the scenes, workflows can nurture prospects with personalized, useful content. Automate your marketing to easily send the right content to the right people at the right time, and carefully segment your contact database to develop tailored experiences.



CHEAT SHEET

Write a blog post.

- Plan your post with an outline for a quick and easy writing process
- Keep a consistent tone to avoid going off-brand or confusing readers
- Help your Google SERP ranking by not overloading your content with keywords
- Don't be overly self-promotional; you don't want your blog to sound like an ad
- Provide helpful links to your other relevant posts and resources

Share it on social media.

- Create videos to attract users and provide a lot of info in a few seconds
- Tag people and companies when appropriate and make use of hashtags
- Ask questions and engage with followers to build better connections

Add in long-tail keywords.

Long-tail keywords are phrases made of three or four words that are specific to needs, products, or services. Customers use long-tail keywords when they know exactly what they want and are ready to make a purchase. Conduct thorough research about what your audience is searching for and ensure that your website and content are clear reflections of that.

Consider paid search + other channels.

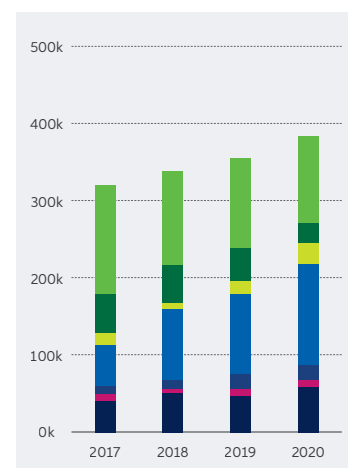
- Establish a budget and duration for your ad campaign
- Create lists of desired-match keywords and negative keywords
- Design clear ads that fit the look and feel of your other assets
- Ensure digital ads lead to the right page and have info users expect
- Target ads to geographic locations to pull in preferred audiences
- Install website tracking codes to view SEM performance

Track your URLs.

Tracking URLs help you measure the effectiveness of your marketing campaign. They function as a web address, the same as regular URLs, but have additional parameters that send data to marketing systems. When a visitor lands on your content through a tracked link, it gets recorded, which can help you analyze the avenues that are the most successful for your audience.

Report on your results.

With a reporting system such as HubSpot, you have more flexibility in analyzing audience activities and campaign results. You may also want to create custom reports that speak directly to specific teams. Good reporting should show data for every aspect of campaign performance, including blogs, landing pages, emails, automated systems, SEO, and social media.



Are you ready to leap ahead?

Contact us to put this checklist and cheat sheet into action for your company.

