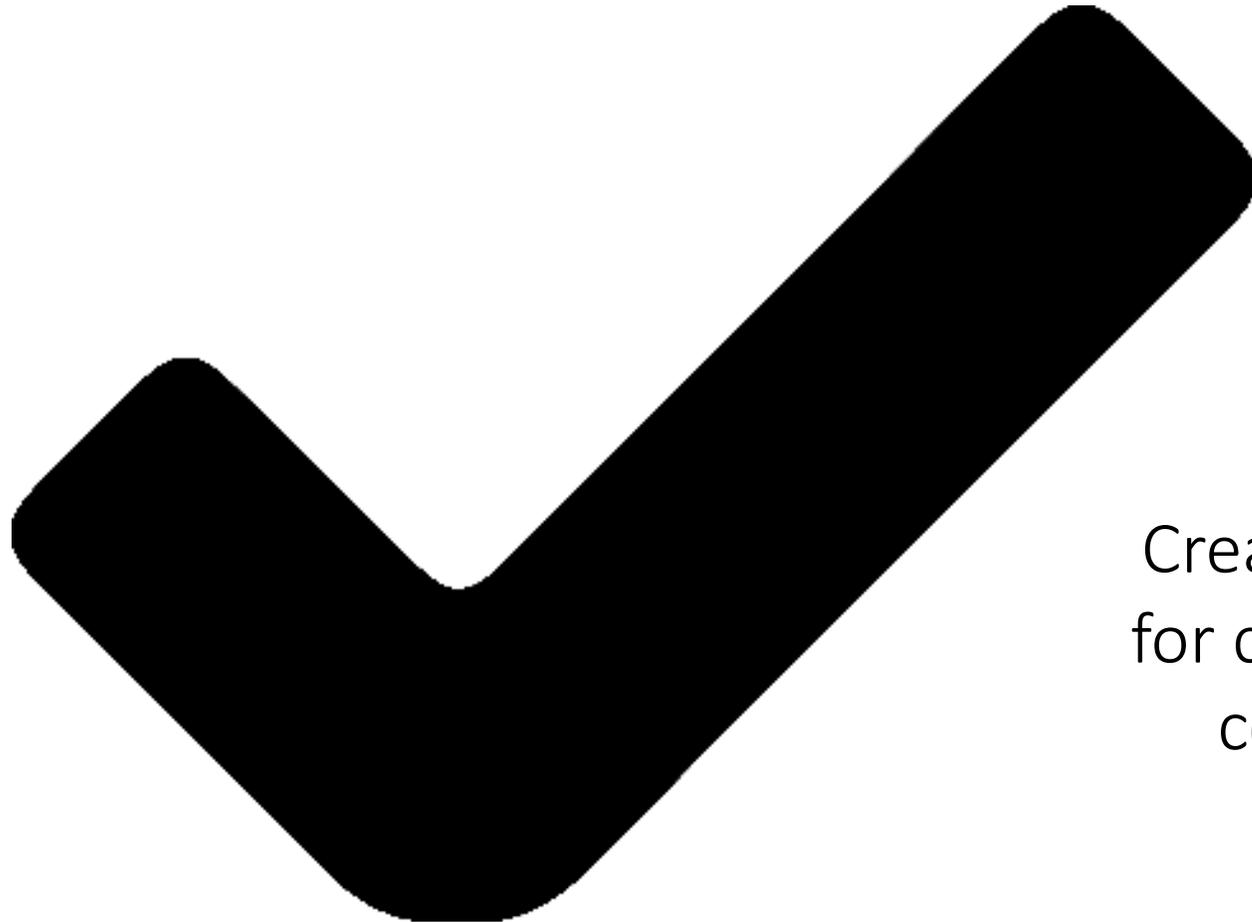


## FREE CHECKLIST:

How to Run an Inbound Marketing Campaign

**T**rail  
**Blazer6**



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

# How to Run An INBOUND MARKETING CAMPAIGN

## Inbound Marketing Campaign Checklist

Ready to hit the “GO” button on your campaign? Before you dive in, make sure you’ve dotted all your I’s and crossed all your T’s. Here’s a checklist to make sure you’ve covered all your bases.

	TASK	DUE	IN PROGRESS	DONE
	<b>Identify your campaign audience.</b> 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"/>
	<b>Set your goals + benchmarks.</b> 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"/>
	<b>Create your offer(s) + landing pages.</b> 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"/>
	<b>Plan + build your automation + nurturing flows.</b> 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"/>

	TASK	DUE	IN PROGRESS	DONE
	<b>Write a blog post.</b> 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"/>
	<b>Share it on social media.</b> Promote your blog post and offer through social media to drive traffic into the top of your funnel.		<input type="checkbox"/>	<input type="checkbox"/>
	<b>Add in long tail keywords.</b> 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"/>
	<b>Consider paid search and other channels.</b> 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"/>
	<b>Track your URLs.</b> Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.		<input type="checkbox"/>	<input type="checkbox"/>
	<b>Report on Your Results.</b> 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

Welcome! We are a Veteran Owned & Operated Revenue Operations (RevOps) Company, and a HubSpot Solutions Partner specializing in startups.

*Why hire a full-time employee that you still need to train and manage when you can hire a team of professionals that can get the job done at a fraction of the cost?*

Get Your Assessment With an [Inbound Marketing Specialist](#)



**Trail**  
**Blazer6**

The logo features the word "Trail" in a bold, black, sans-serif font, with the letter "T" enclosed in a red square. Below it, the word "Blazer6" is written in a larger, bold, black, sans-serif font. To the right of the text, there is a solid orange circle at the top and a series of four yellow dashed lines forming a curved path at the bottom right.