

10 Steps for Building an **Inbound Marketing Campaign** That Works!

```
graph TD; Offer((Offer)) --> ConversionPath((Conversion Path)); ConversionPath --> LeadNurturing((Lead Nurturing Campaign)); LeadNurturing --> PromotionalEmail((Promotional Email)); PromotionalEmail --> KeywordStrategy((Keyword Strategy)); KeywordStrategy --> BlogPosts((Blog Posts)); BlogPosts --> SocialMediaPromotion((Social Media Promotion)); SocialMediaPromotion --> Analysis((Analysis)); Analysis --> Offer;
```

INTRODUCTION

An inbound marketing campaign is a set of steps and tools used to reach a desired marketing goal such as increased visit-to-lead conversion rate, marketing qualified leads, or total customers. By integrating today's most relevant online tools inbound marketing campaigns become measurable and provide marketers with an ability to show detailed ROI statistics on their efforts.

While building an inbound marketing campaign can seem like a daunting task, you don't need to worry. Think of this guide as your inbound marketing tool kit.

Follow these simple steps and be on your way to launching your first successful campaign!



The Structure of an **Inbound Marketing** *Campaign*



The Structure of an Inbound Marketing Campaign

Before you start building your campaign, it's important to know how the campaign is structured. It looks something like this:



Each steps is tied to the next step and will help you meet the goals you've set out to achieve.

Step 1:

Target A Specific Persona



Step 1: Target a Specific Persona

You should have clearly defined personas before creating an inbound marketing campaign. Once you have your personas in place, decide which one you would like to target first. Having a persona in mind will help you tailor your messaging and create a focused campaign across all channels.

Example:

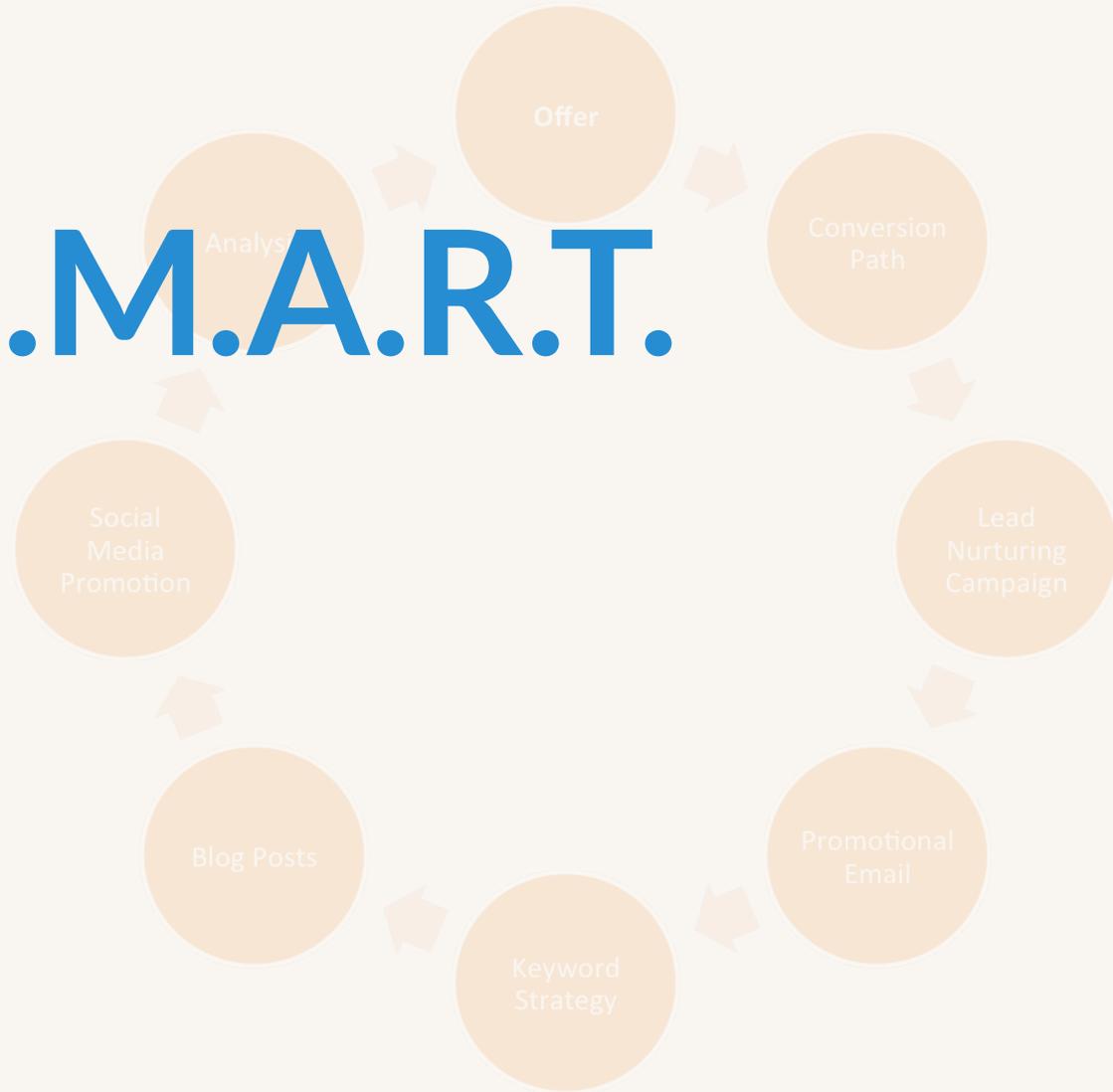
Let's say you manufacturer running shoes and high-heeled shoes and you want to increase the number of leads wanting high-heeled shoes. You will need to think about the buyer , who they are, and what they need. You would probably target women who are required to wear high-heeled shoes at work, or for special events. This will affect all the content in your campaign.



Step 2:

Define S.M.A.R.T.

Goals



Step 2: Define SMART Goals

If you've ever taken a HubSpot Academy class you know the term SMART goals.

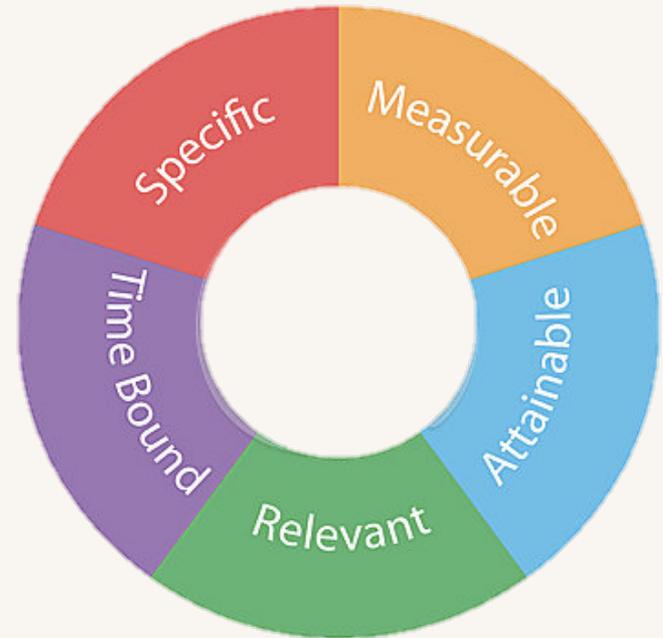
SMART is an acronym meaning:

- Specific
- Measurable
- Attainable
- Relevant
- Timely

Setup SMART goals for every campaign so that when you're finished you have tangible results to impress your colleagues (or boss) with.

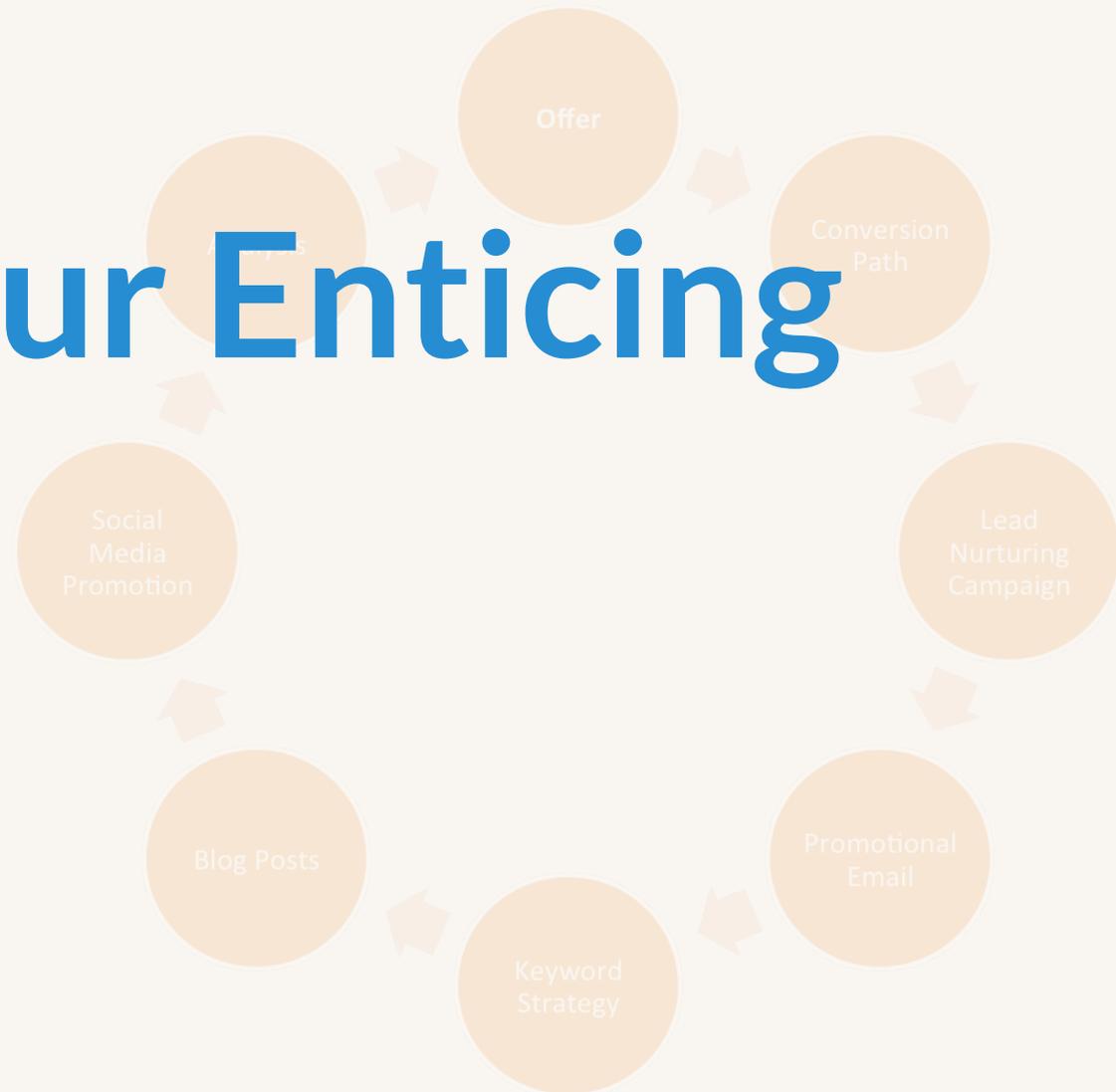
Example:

A SMART Goal would be something like:
Increase VTL% from 2% to 3% in 3 months by creating 5 new pieces of content with landing pages that convert at 20% or higher.



Step 3:

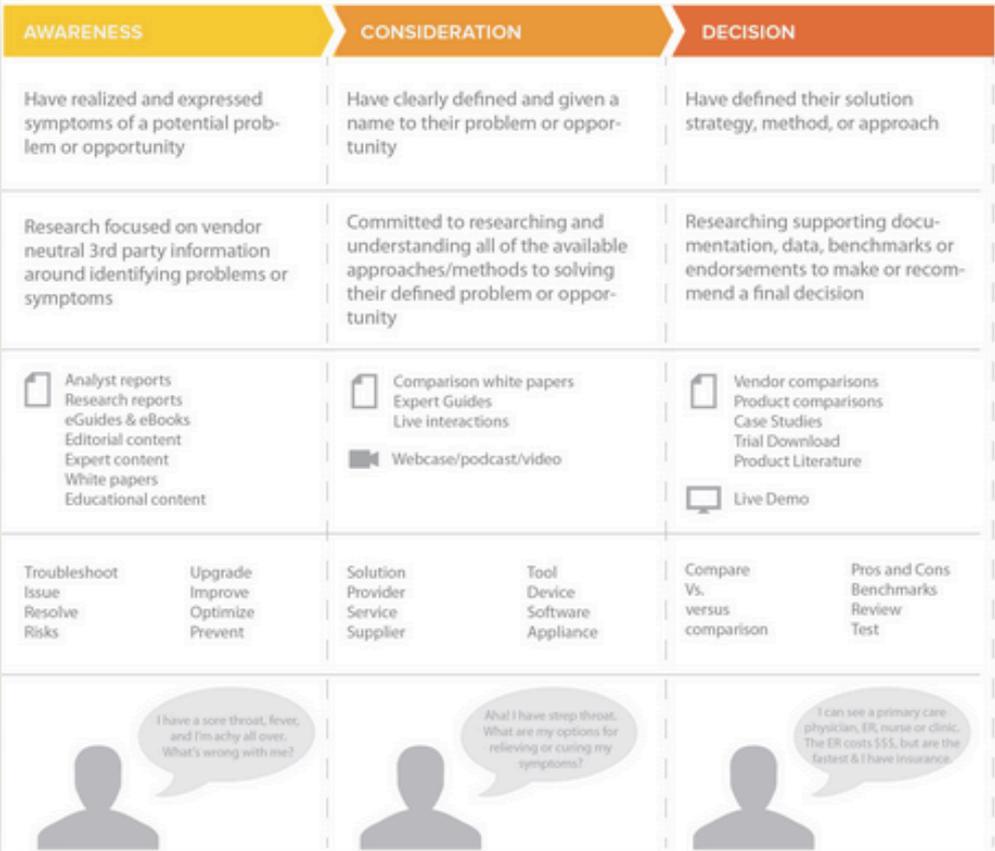
Build Your Enticing Offer



Step 3: Build an Enticing Offer

Will your offer be an ebook, webinar, podcast, checklist, or something else? When choosing a content offer make sure it is something you know your persona will need. It should be educational and helpful, not a sales pitch. Once you've decided what your offer will be, start to create it. It helps if you setup a detailed schedule with hard deadlines for all those involved in the creation process.

Tip: It helps to have content at all stages of the buyer's journey. The stages of the buyers journey are to the right.



Step 4:

Develop an Effective Conversion Path



Step 4: Develop an Effective Conversion Path

A conversion path consists of a call-to-action (CTA), landing page with a form, thank you page, and thank you email. This pathway is how people are going to become leads from your website and other promotional assets. You cannot miss this step. If you're thinking, "I don't want to burden my website visitors with a form to fill out" reevaluate your goals. Without a landing page and form, you will not be able to capture leads which in turn makes your campaign less measureable overall.

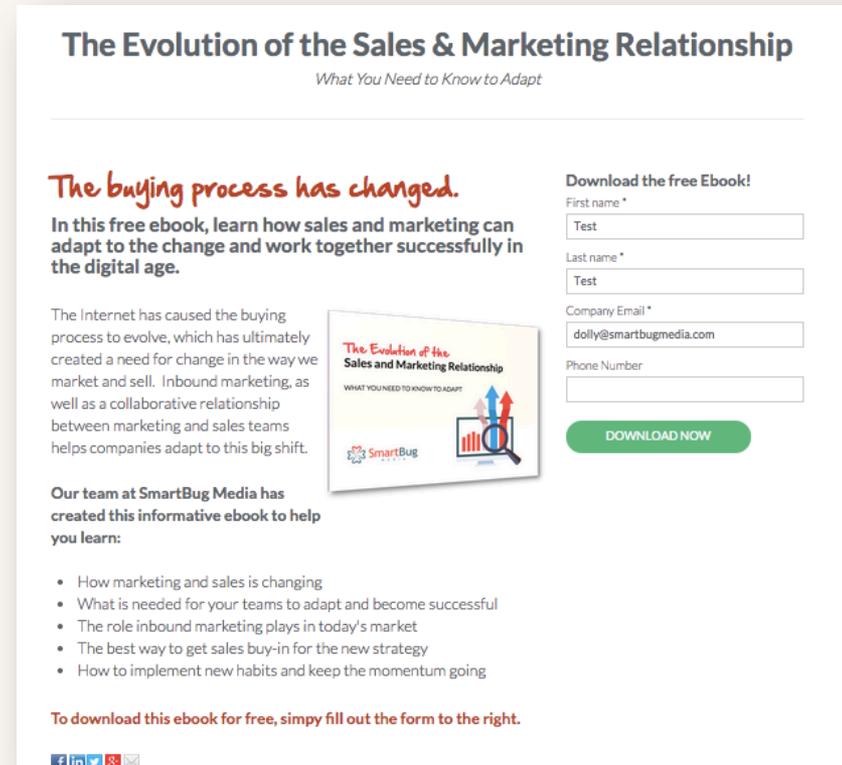
Pro Tip:

Follow the three B's when building landing pages:

- Be Brief
- Bullet Point Benefits
- Blink Test Worthy*

*To pass the blink test the value of a page must be obvious in 2 seconds or less. If it is not, you should cut down or rework.

Example:



The Evolution of the Sales & Marketing Relationship
What You Need to Know to Adapt

The buying process has changed.
In this free ebook, learn how sales and marketing can adapt to the change and work together successfully in the digital age.

The Internet has caused the buying process to evolve, which has ultimately created a need for change in the way we market and sell. Inbound marketing, as well as a collaborative relationship between marketing and sales teams helps companies adapt to this big shift.

Our team at SmartBug Media has created this informative ebook to help you learn:

- How marketing and sales is changing
- What is needed for your teams to adapt and become successful
- The role inbound marketing plays in today's market
- The best way to get sales buy-in for the new strategy
- How to implement new habits and keep the momentum going

To download this ebook for free, simply fill out the form to the right.

Download the free Ebook!

First name *

Last name *

Company Email *

Phone Number

[DOWNLOAD NOW](#)

[f](#) [in](#) [v](#) [s](#) [x](#)

Step 5:

Segment Leads & Build Email Workflows



Step 5: Segment Leads & Build Email Workflows

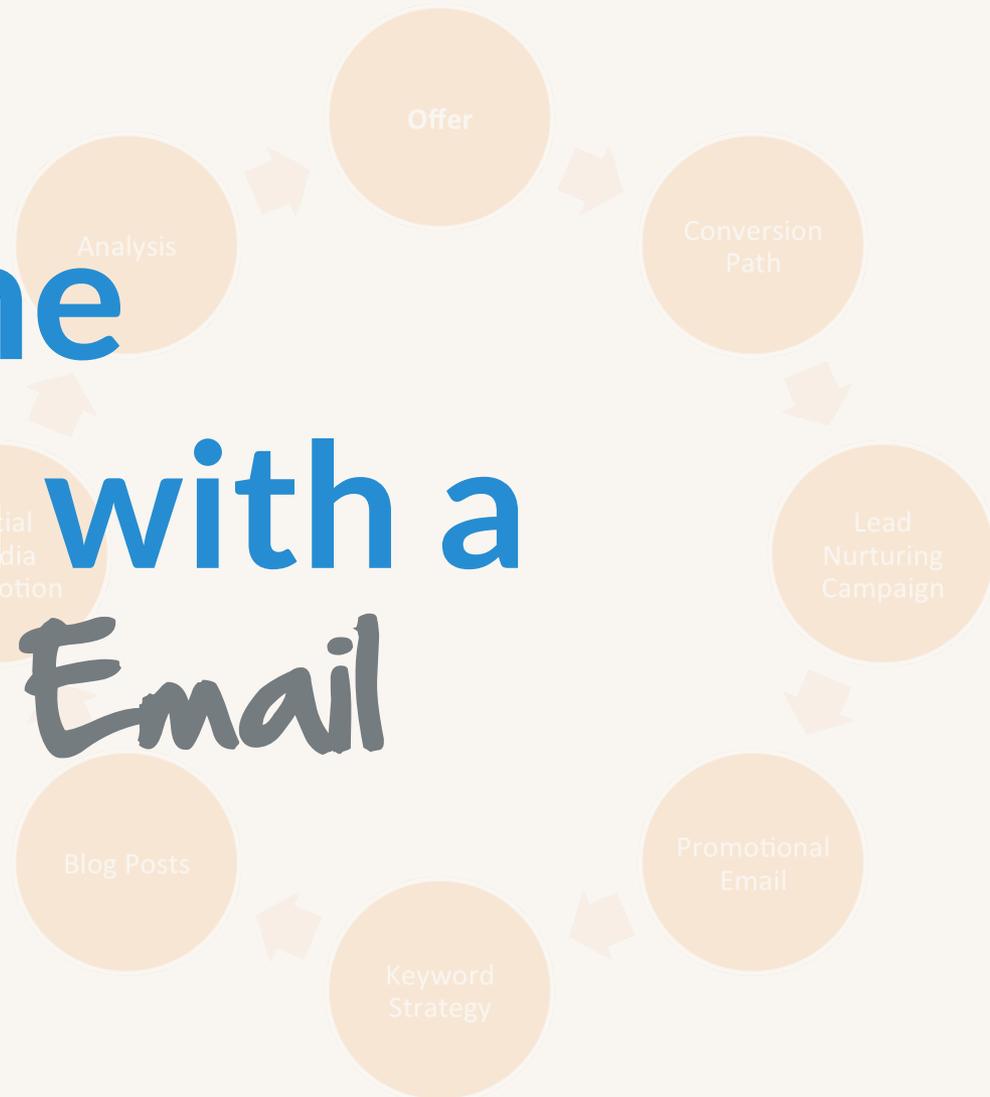
When a visitor becomes a lead on one of your landing pages it's imperative that you have a way to automatically follow up with them. These emails bring the leads through the buying process all the way down to a marketing qualified lead, thusly providing you with a great marketing ROI to report. Many call this lead nurturing or drip campaigns.



Example:

A lead downloads an ebook on high-heeled shoes for prom. Instead of sending them an email about how to wear high-heeled shoes at work, you would instead follow up with some tips on dancing in high heels. Next you'd send an email that paired high-heels with prom dresses. After that you might send testimonials about your specific high-heel, and last a request to save 20%. The messages should be tailored to their needs and where they are in the buyer's journey

Step 6: Kick off the Campaign with a Promotional Email



Step 6: Kick Off the Campaign with a Promotional Email

Now that you have your campaign assets in place, it is time to let the world know what you have to offer! Segment your leads and send targeted emails to promote your new offer. Remember: if your offer applies to more than one of your personas, tailor the language of each of your emails so that it speaks to specific pain points of each persona. This means you might have to create more than one email.

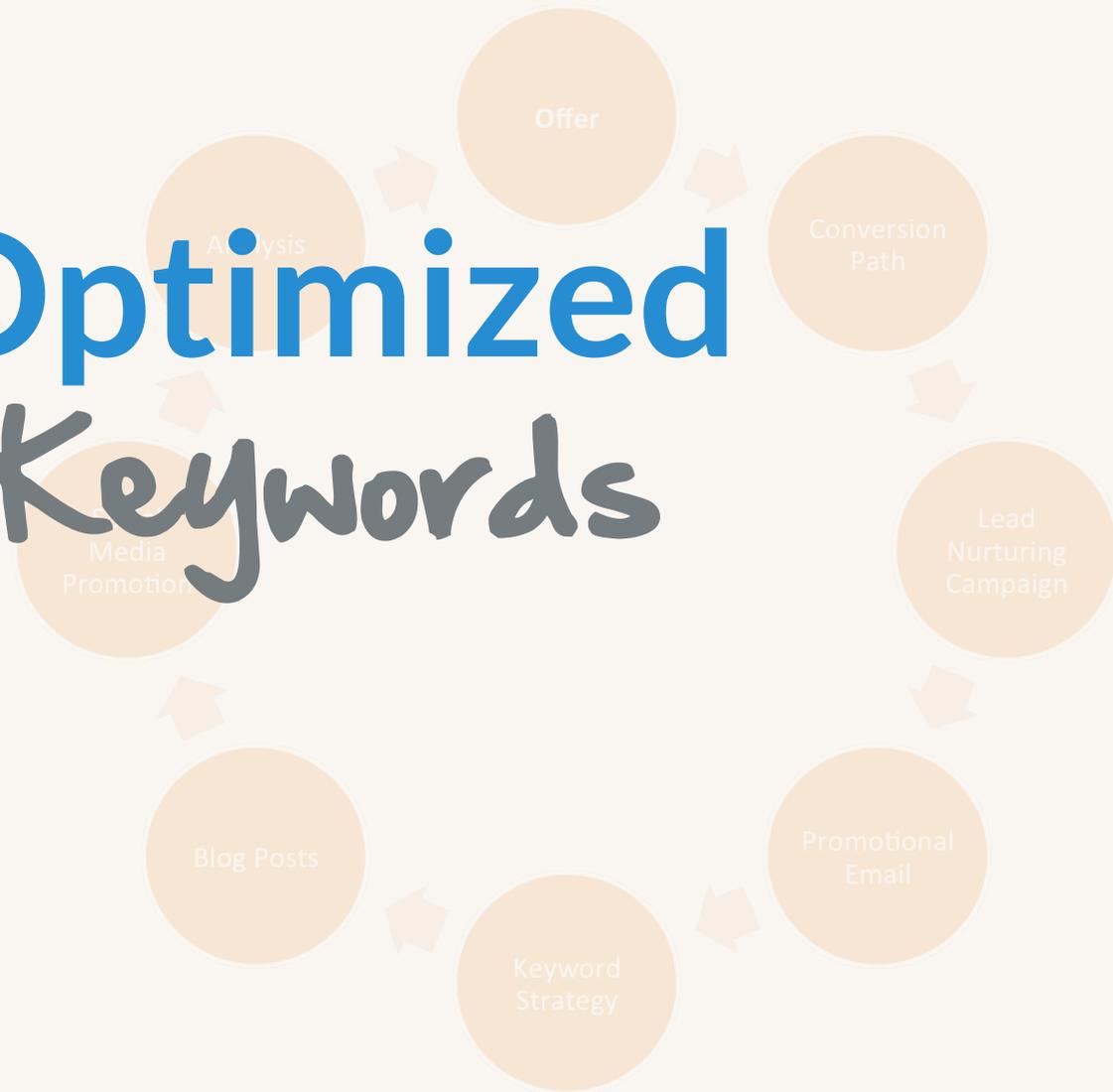
Pro Tip:

Utilize the copy on your landing pages to help fill in the details of your email. This will save you time a frustration.



Step 7:

Define Optimized Long tail Keywords



Step 7: Define Optimized Long tail Keywords

Before you can start promoting your offer through other channels, such as blogging, you will need a solid keyword strategy. You should be asking yourself, “What are my personas typing into search engines? Are these keywords attainable for my website to achieve? How can I use these keywords in other marketing efforts?” If the keywords you’ve chosen target the right persona, have a difficulty of 60 or less (as given by the HubSpot tool) and contain at least a hundred monthly searches, you’re on the right track.

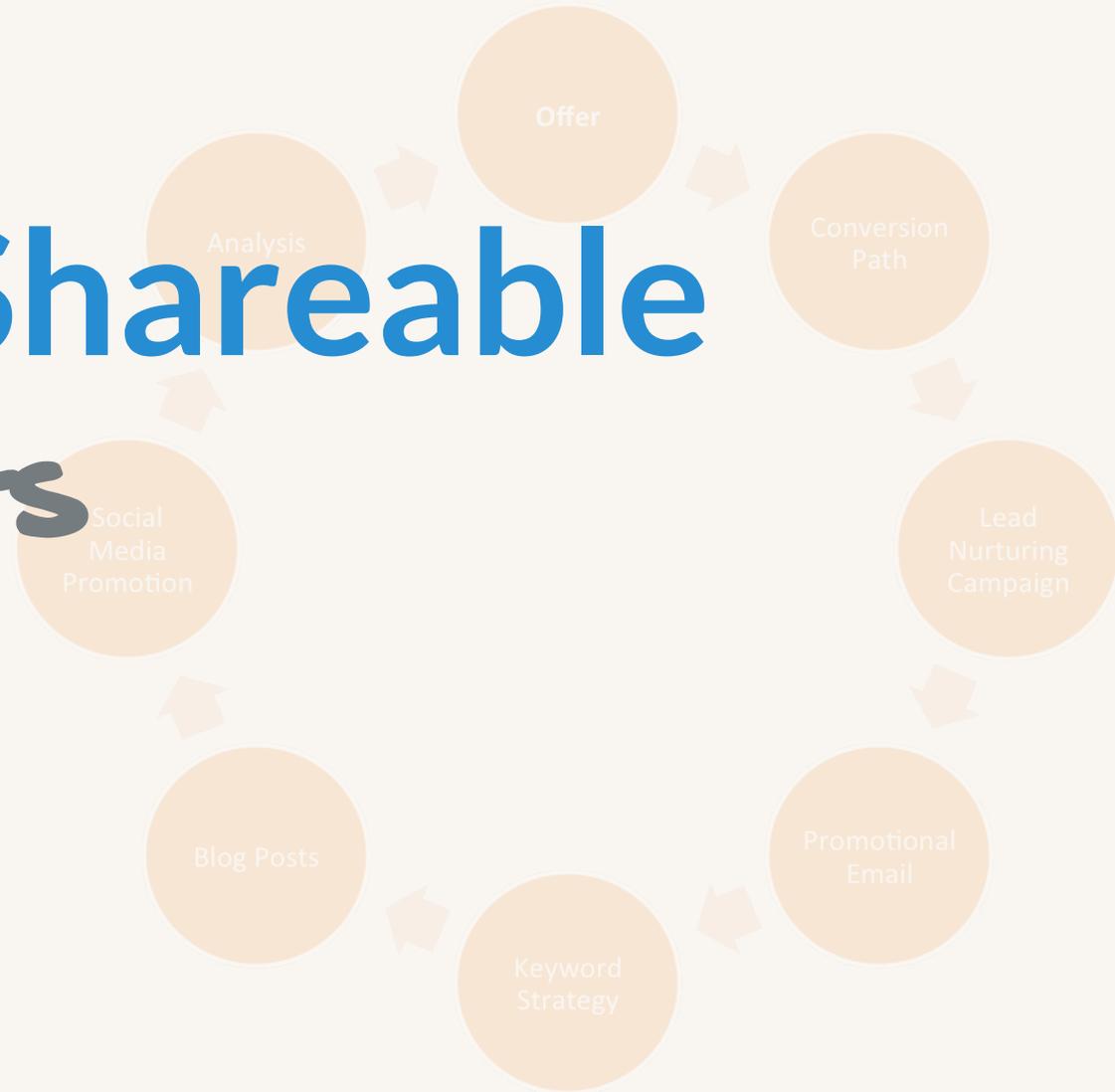
Pro Tip:

Start by brainstorming topics within your campaign. “Prom” would be a topic under a “High-heeled shoes” campaign



Step 8:

Create Shareable Blog Posts



Step 8: Create Shareable Blog Posts

Use the long tail keywords you decided on in the previous step to create enticing blog titles that educate your persona on topics within your offer. Stay away from posts that sell the reader on the offer. At the bottom of the blog post include your call to action to capture the reader as a lead. Encourage social sharing on all of your blog posts.

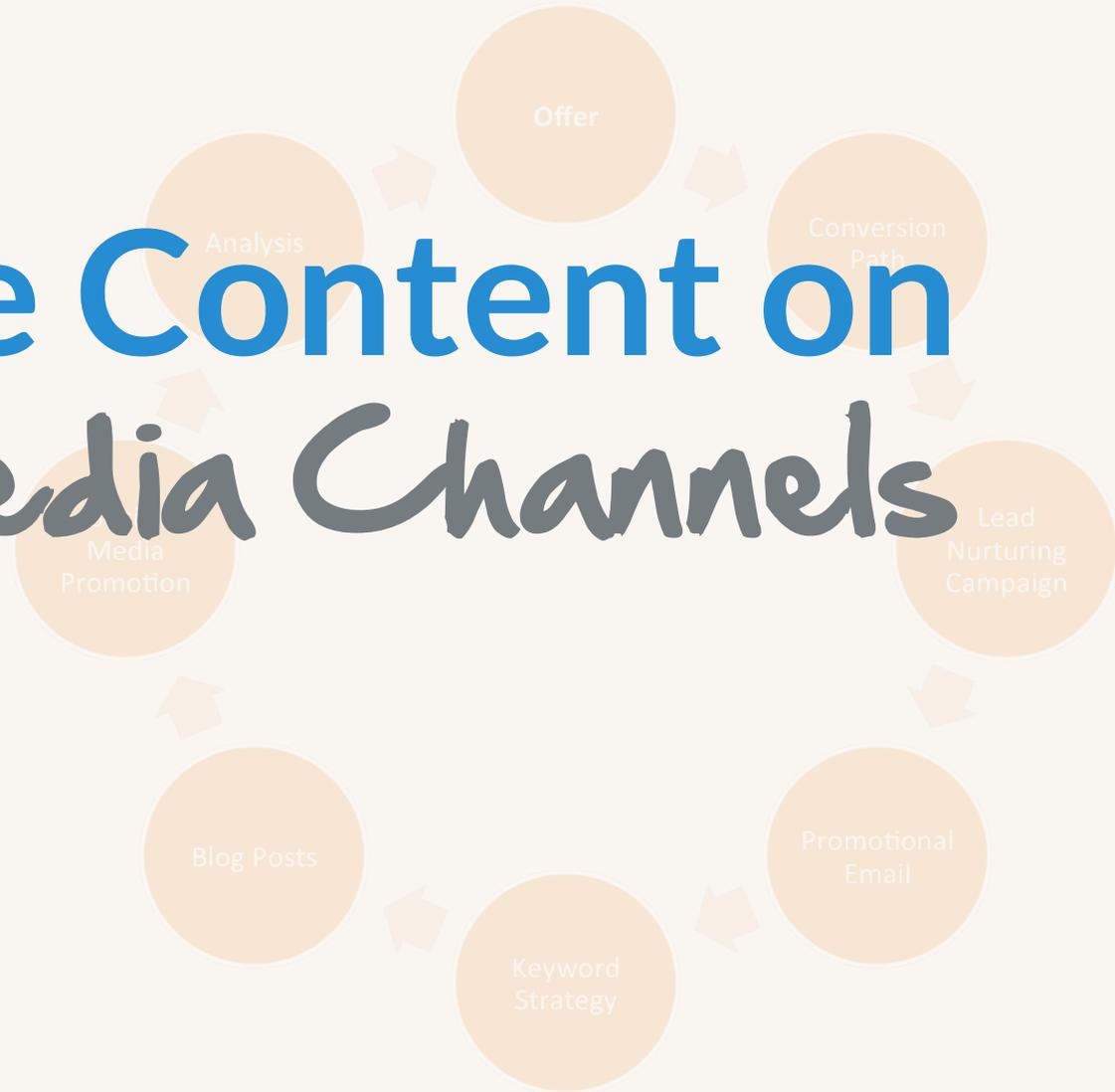
Remember:

Blog titles should be enticing *and* optimized. When you use a keyword and make the title clickable, you'll receive more traffic and therefore more leads. Continuing the "prom" example you could have a blog title *The 15 Mistakes Every Girl Makes at Prom* and one of the points in the post is wearing the wrong high-heels.



Step 9:

Promote Content on Social Media Channels



Step 9: Promote Content on Social Media Channels

By now you know that social media is a powerful tool. It can be used to connect with your customers, provide information to leads, and of course, promote new inbound marketing campaigns. When promoting your offer, choose the social media channels where your personas are engaging the most. You can promote the landing page of the offer, blog posts, and other campaign assets.

Remember:

On platforms like Twitter you should post the same content more than once with varied messages and at different times of day. The feed moves so quickly that you're safe to do this without being spammy.



Step 10:

Analyze & Adjust For Every Campaign!



Step 10: Analyze & Adjust For Every Campaign

Your inbound marketing campaign isn't finished after promotion. You must analyze your efforts. Through which channels did you receive the most traction? Were the leads you received qualified? How did your blogs perform? What can you learn from this campaign that you can implement in your next campaign? Once you've analyzed your campaign and figured out what it takes to make your next even better, you can report this back to your team and other colleagues.



Pro Tip:

If you're finding it difficult to juggle the creation and reporting of your inbound marketing campaigns, consider working with an agency who can handle the labor and get you started in the right direction analyzing your efforts.

Request a Free Inbound Marketing Consultation

And start building your
next campaign today!

Request a Free Inbound Marketing Consultation

How can inbound marketing help you achieve your business goals?

In this free 30-minute inbound marketing consultation, we'll provide the following:

- A detailed assessment of your website marketing and its inbound potential
- An assessment of your current marketing strategy and areas for improvement
- Actionable insights you can take with you and implement now -- the low hanging fruit!
- How inbound marketing can help you meet your business goals

This is not a sales call. It's designed to help you understand how you can improve. If you believe we can help you meet your goals, we'll schedule another call to discuss it.

REQUEST CONSULTATION

