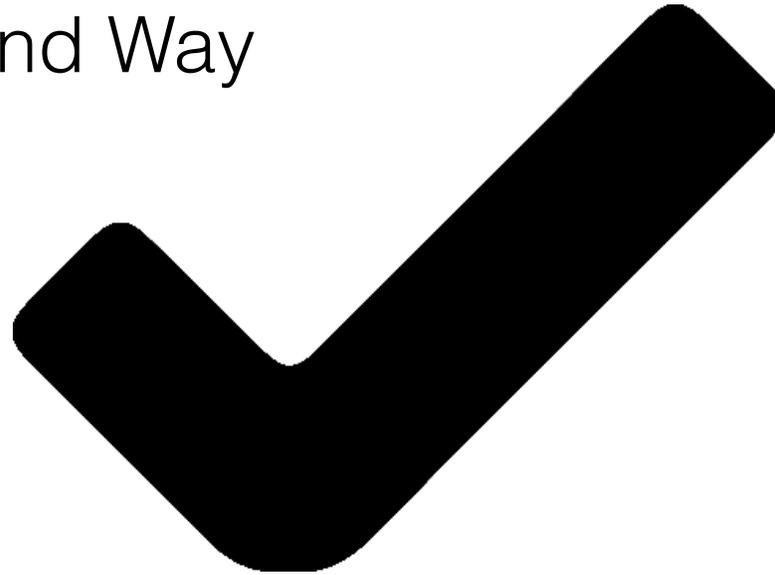


# FREE CHECKLIST:

How to Run a Marketing  
Campaign the Inbound Way



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

*Mellowest*



## 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 content + landing pages.</b> Develop content that clearly demonstrates the value prop: Don’t forget to optimize your landing page for SEO, 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> You've shot the vid, designed the emails. don't forget the blog post! Use it as an opportunity to introduce readers to the valuable content they'll find in your offer.	<input type="checkbox"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="checkbox"/>

# ABOUT US

We help companies reach more active lifestyle consumers and outdoor enthusiasts.

Mellowest was founded in 2018 after more than a decade of work in action sports publishing and two-wheeled motorsports. We are dedicated to creating marketing that people love.



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Get Your Assessment With an Inbound Marketing Specialist

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