

# Inbound Marketing & Strategy Checklist

**Attract customers with tailored content and experiences.**

While outbound marketing interrupts your audience with content they don't want, inbound marketing forms connections with your prospects and customers already looking for solutions to their problems.

## A FEW STEPS TO CREATING AN INBOUND MARKETING STRATEGY INCLUDE:

### ATTRACTING VISITORS

- Define your target customer.
- Run an audit of your existing content.
- Determine the types of content you need to create.
- Consider the ways buyers search.
- Create new content aligned with your buyer personas.

### TURNING VISITORS INTO LEADS

- Have something to offer.
- Create a Call to Action (CTA).
- Create a targeted landing page with a form.
- Create a thank you page.

### NURTURING LEADS INTO CUSTOMERS

- Engage your target group by providing relevant information at each stage of the buyer's journey.
- Move the prospects/leads you've created through your marketing and lead generation efforts, to the point where they become paying customers.
- Tactics include targeted content, multi-channel nurturing, multiple touches, timely follow-ups, and personalization.

### Here's a short checklist to keep you focused.

- Identify your campaign audience.
- Set your SMART goals and benchmarks.
- Create your offer(s) and landing pages.
- Plan and build your automation and nurturing flows.
- Kick-off your campaign with targeted email.
- Write a blog post.
- Share your post on social media.
- Make your campaign SEO friendly and add in long-tail keywords.
- Consider paid search and other channels.
- Make sure to track where your traffic is coming from and how visitors are finding you.
- Report on your results.

Mayhew

**MARKETING** LLC

mayhewmarketing.com  
beth@mayhewmarketing.com