



Inbound Marketing checklist

Thinking about starting an inbound marketing campaign? Here's what you should consider beforehand:

- ❑ **Learn about your audience.** Identify your buyer personas and get to know them — what matters to them, what appeals to them, etc. Unsure how to get started? Check out how to make [customer profiles](#).
- ❑ **Decide on specific goals.** Be very clear from the start what success looks like for this campaign. Do you want to reach X amount of organic traffic? Do you want to see X amount of conversions on call-to-action buttons? Setting up these expectations early leaves no room for misinterpretation.
- ❑ **Conduct research.** What are your competitors doing that is working? What are they missing that you could provide? Beyond that, conduct your own keyword research. Based on your audience, search for keywords that are important to them.
- ❑ **Optimize your website.** Based on the research you just conducted, optimize your website to include those important keywords.
- ❑ **Create an editorial calendar.** Plan out what kind of content you'll be publishing on a regular basis. Having a plan will serve your audience better than publishing and promoting content that appears unrelated or inconsistent. This should include your social media posts as well.
- ❑ **Align with sales.** The goal of inbound marketing, ultimately, is creating campaigns that offer qualified leads to the sales team and eventually make those leads happy customers. Have conversations with sales early on so everyone is on board with your goals. They can also help you better understand your audience!
- ❑ **Begin campaigns.** You're off to the races! Marketers using HubSpot (the founder of inbound marketing) are syncing their account with G2 to attract, convert, and retain customers throughout the inbound marketing process. Check it out [here](#).