



# CHECKLIST


## Content Marketing Campaign Planning & Execution


Getting ready to launch a content marketing campaign for your B2B company? Use this checklist to make sure you've dotted all your I's and crossed all your T's. It will ensure your strategy, execution and promotion plans are on-point.


COMPLETE


 **Identify your buyer personas.** Who are we talking to here? Understand your buyer persona before launching into a campaign, so you can target them correctly.


 **Set your goals + benchmarks.** Having SMART goals will ensure that you'll have tangible and measurable performance results to share with the world (or your boss) at the end of your campaign.


 **Create your offer(s) + landing pages.** 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.)


 **Plan + build your automation + nurturing workflows.** Your campaign doesn't end when leads convert on your landing page. Plan and build your follow up campaigns to nurture leads through their buyer's journey.


 **Write a blog post.** 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.

 **Share it on social media.** Promote your blog post and offer through social media to drive traffic into the top of your funnel.

 **Add in long tail keywords.** Make sure your campaign is SEO friendly — that way, interested prospects will find your campaign long after you stop actively promoting it.

 **Consider paid search and other channels.** Other channels can be a part of your inbound campaign too — just be sure that you're measuring the effectiveness of these channels.

 **Track your URLs.** Where's your traffic coming from and how are visitors finding you? Tracking URLs can help.

 **Report on your results.** 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 success metrics at the end of your campaign.

