

Successful Inbound Marketing

Checklist #1 - Traffic

Are You Attracting Enough Traffic with Your Inbound Content?

Successful inbound marketing depends on regularly producing content to attract traffic to your site. To that end, check that you are:

- 1 Publishing consistently on your blog. Develop a schedule and stick to it.
- 2 Publishing articles that are not too short, of high quality and of interest to your buyer personas. Do your homework; figure out the keyword topics of relevance that you can rank for and develop the best quality long form content you can that your prospects will appreciate.
- 3 Including images, headers, subheaders, bullets and white space to make your content easy to scan and consume, even on mobile devices, a Call-to-action in your blog posts and links to relevant articles and content deeper in your site.
- 4 Doing your SEO homework. I.e., taking care of the basics on your site. Create unique and concise descriptions about your business for each web page and blog article; focus on keywords or topics that are meaningful, rather than generic. Instead of 'case studies,' talk about 'inbound marketing case studies.'
- 5 Regularly reviewing your website for freshness.
- 6 Remembering that not everyone coming to your site is ready to buy! Develop interesting offers for the different stages of your persona's buying cycle. Be aware of how each talks about the problems you can help them with.
- 7 Be curious about who visits your site, what those people do on your site, what content they prefer and what questions they ask you. If you discover they represent the wrong traffic for your business, do something about that.
- 8 Use data from your site to ensure that your website is working hard on behalf of your business. If you're getting a lot of traffic and none of it is converting, develop a better offer. If you aren't generating enough traffic, review whether you need to develop deeper content, increase your publishing frequency or both. Track your goals and use that data to improve your results.
- 9 Checking yourself and your important search terms on Google every so often. See what comes up; see what is relevant to you. Think how you might incorporate more relevant keywords and topics so you have a chance to get found online. Remember that our own company name and products aren't ideal terms to focus on for organic keywords. Typically, people searching on those terms know you already. Ideally, you want to connect with customers who don't yet know about you, who are still figuring out what kinds of solutions are possible.
- 10 Confirming that your content strategy includes social media and that you regularly share your content (and interact, too!).



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Checklist #2 – Traffic into Leads

Are You Converting Enough Traffic into Leads?

Successful inbound marketing depends on regularly converting that traffic into leads. You do so with content offers that interested prospects can sign up for. To that end, check that you are:

- 1 Creating a frictionless path between Call-to-Action buttons, landing pages and offers. Friction generates a sense of unease or lack of trust in what you offer. Make sure that the words used in the link or the call-to-action button relate to those used in the landing page title and copy. Make it easy.
- 2 Clear, concise and upfront in your value proposition, and also consistent. Make sure your creative supports the goal of the page. If you aren't sure, conduct an A/B test.
- 3 Short and sweet and to the point in your landing page. Be compelling in your page header. Use bullets to highlight benefits and stay focused on your goal: to convince your prospect to download your offer.
- 4 Supporting the purpose of your landing page: to convince your visitor that your offer is worth completing a form and sharing an email address and possibly other information. That means that the page includes no navigation, no menu options which might offer distractions and an alternate path through your site which bypasses the offer.
- 5 Sure that regardless your visitor's digital environment - desktop, tablet or mobile - your landing page can be easily accessed.
- 6 Deliberate about the information requested on your landing page form. Evaluate your offer and determine which is the best form to combine it with. Form fields help you qualify leads. Generally, the fewer the fields the greater the number of form completions and the less qualified the entries.
- 7 Customizing your form submission button to say something other than "submit." Go for buttons that say 'click here to download' at a minimum or are even more descriptive. Your prospects will appreciate it!
- 8 Optimizing Your Landing Page. You probably want your landing page to get found in search results so make sure you have a descriptive page title, a meta description that is relevant not to mention copy that is keyword rich and meaningful to other similar prospects.
- 9 Comfortable that you have enough relevant offers based on your personas' buying stages to create compelling campaigns and nurturing email sequences.






Successful Inbound Marketing Checklist #3 – Leads into Customers

Are You Closing Leads into Customers?

With successful inbound marketing, you expect to close qualified leads into customers. To that end, check that you are:

- 1 Qualifying your prospects.
- 2 Aware what makes for a sales qualified lead. Work with your sales team to understand which are critical characteristics that marketing needs to be considering and addressing to ensure that a prospect is marketing qualified. Do you need different blog content? Do you need new or different offers? Do you need to ask additional questions on your forms?
- 3 Regularly communicating with your contacts. It's important that they be hearing from you regularly and consistently over time via monthly emails and/or nurturing email workflow campaigns.
- 4 Reviewing your contacts database and/or CRM to ensure that the quality is good. Regularly purge invalid emails; requalify inactive ones. Use lists to segment your database into like groups to make for more relevant communications.
- 5 Comfortable with the SMART goals you've set for closing customers - and have enough traffic and leads to convert in your pipeline.
- 6 Coordinating with sales so they are reaching out to qualified leads for a conversation.
- 7 Encouraging sales to make use of marketing intelligence that shows how leads interact with your website and your content.





Successful Inbound Marketing Checklist #4 – Data-driven Decisions

Are You Embracing Data Driven Marketing Decisions?

Successful inbound marketing is data-driven and practical. If it doesn't benefit your business, you need to rethink your strategy and your priorities.

"If you are running an inbound marketing program and not tracking ROI, you are doing your company – and your career – a disservice because inbound marketers who measure ROI are more than 12 times more likely to be generating a greater as opposed to lower year-over-year return."

To that end, check that you are:

- 1 Identifying ahead of time expectations for your investments (e.g., visits to your website, download of an offer, time spent on site, increased engagement, ecommerce sales, etc.) so you have a better chance of achieving some of your goals. This also helps with prioritizing.
- 2 Regularly Testing to determine what you might improve. This includes emails, landing pages, Paid Search ads, blog article titles, types of offers, etc.
- 3 Never getting too comfortable. Stay humble and curious so you can always learn and improve.

