



## Inbound Marketing Checklist

Inbound marketing is a relatively new technique that makes it possible to utilize modern Internet technologies to generate new leads and drive sales. Read this Inbound Marketing Action Plan to find out how your company can use the technique for leads generation and sales performance. The action plan includes these categories:

- Create a Marketing Strategy
- Develop and Maintain a Powerful Website
- Convert Traffic into Leads
- Convert Leads into Sales

### 1. Create a Marketing Strategy.

- Establish marketing goals and objectives that are linked to your business needs
- Identify marketing challenges
- Figure out what actions can be taken to meet those challenges
- Identify the ideal customer of your company and think about how you can attract this customer
- Identify potential buyers of your products/services
- Think about what triggers makes potential buyers purchase from your company
- Focus your marketing activities on those triggers
- Determine the competitive edge your company has and figure out what improvements can be made
- Estimate how much time and money you can invest in your marketing project
- Identify ROI of the project

### 2. Develop and Maintain a Powerful Website.

- Content. Employ experienced copywriters who will create content for your website, including:
  - Blogs
  - Articles
  - Videos
  - White Papers
  - eBooks
  - How-to Guides
- SEO. Run SEO campaigns to improve your website's ranking, increase targeted traffic and do other practices, including:
  - On-page optimization
  - Off-page optimization
  - Keyword analysis
  - Link building
- Social Media. Gain more authority for your website and attract more qualified buyers through sharing content in popular social media networks, including:
  - Facebook
  - Twitter
  - Google +
  - LinkedIn

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- StumbleUpon
  - Social bookmarking services
  - Document sharing services
  - Online forums
  - Blogs and online communities

### **3. Convert Traffic into Leads.**

- Build landing pages that will describe your offerings
- Add registration/subscription forms to your landing pages to collect lead information
- Send special offers to registered users
- Place CTA (Call to Action) blocks throughout the website to generate more leads
- Review landing page statistics to monitor how many new leads have been generated
- Detect any decrease in website statistics and identify reasons
- Encourage your visitors to take some desired action (e.g. subscribe to newsletters) through providing special offers (e.g. a useful white paper available for free download)

### **4. Convert Leads into Sales.**

- Monitor website traffic to know which pages your prospects view most of all and when they return to your website
- Consider contacting returning visitors for special deals
- Send targeted messages to returning visitors
- Use email marketing to improve communication with prospects and establish sales negotiations
- Develop and use a customer relationship management program to setup an improved sales process and manage closed-loop deals
- Create a client database that includes names of existing customers and prospects as well
- Manage sales orders and deals
- Measure sale performance
- Measure your website's ROI.