



# Inbound Marketing Campaign Reference Guide

An inbound marketing campaign encompasses a wide variety of activities. From identifying audiences through to reporting results, we have curated some of Hubspot's best resources on each step. No matter where you are in your inbound program, these tools will help you plan and take strategic action.



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

Hubspot Resources: [Developing Your Buyer Personas \[Blog\]](#) | [Mapping Your Personas \[PPT\]](#)

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**Set your goals + benchmarks.** Having SMART goals can help you be sure that you'll have tangible results to share with the world (or your boss) at the end of your campaign.

Hubspot Resources: [How to Set Up Marketing Goals \[Blog\]](#) | [SMART Goal Setting Templates \[XLS\]](#)

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**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.)

Hubspot Resources: [Elements of High Converting Landing pages \[Blog\]](#) | [Marketing Offer Task List \[DOC\]](#)

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**Plan + build your automation + nurturing flows.** Your campaign doesn't end when leads convert on your landing page. Plan and build your follow up campaigns to nurture leads down your funnel.

Hubspot Resources: [Marketing Automation Planning Worksheet \[PDF\]](#)

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**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.

Hubspot Resources: [100 Pro Blogging Tips \[Blog\]](#) | [Blog Editorial Calendar \[XLS\]](#)

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

Hubspot Resources: [Social Media Publishing Schedule \[XLS\]](#)

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**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.

Hubspot Resources: [Pick the Right Keywords \[Blog\]](#) | [Keyword Research 101 \[Blog\]](#)

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

Hubspot Resources: [Managing Your AdWords Campaign \[XLS\]](#) | [Creating PPC Ads That Work \[Blog\]](#)

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**Track Your URLs.** Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.

Hubspot Resources: [Tracking Online Campaigns \[Blog\]](#) | [Breaking Down Your Traffic Sources \[Blog\]](#)

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**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 numbers at the end of the campaign.

Hubspot Resources: [Monthly Reporting Spreadsheet \[XLS\]](#) | [Monthly Reporting Presentation \[PPT\]](#)

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**If you have questions on using any of these resources, don't hesitate to contact Savoir Faire at (617) 899-2856 or by email.**