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The Ultimate Inbound Marketing Campaign Workbook for HubSpot Customers

MAKE INBOUND MARKETING
WORK FOR YOU



Introduction

As an inbound marketing agency working only with HubSpot customers, we've run into a common need and decided to take action. The most common challenge we encounter with new and existing HubSpot customers around the world is...."I've read the success stories, bought in to inbound marketing, signed up for HubSpot...now where do I start or what should I do to build a strategy for my company and *make inbound marketing work for us?*"

Beyond understanding the features of HubSpot and how to navigate the software, it's important to get a grasp on how to set goals, plan campaigns ahead of time, create content and an *experience* on your website, promote it in the right places and follow through to close the gap between marketing and sales. We hope that you'll utilize this easy-to-follow workbook as much as our agency does time and time again to build a stronger, consistent and more effective inbound marketing program.



About Cleriti

At Cleriti, we help marketing and sales teams attract more website visitors, convert them into leads and nurture them to become customers. Beyond marketing, we're in the business of optimizing how you do business, using a combination of creative and analytical skills. Our team of experienced writers, designers, managers and analysts make strategic website improvements and create rich content experiences your audiences will love. Reporting capabilities include overall website performance reports along with seamless integration options to collect sales information and optimize marketing efforts.

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Quick Links to Reference Campaign Planning Templates

[Buyer Persona Template](#)



[Offer Outline Template](#)



[Content Plan Template](#)



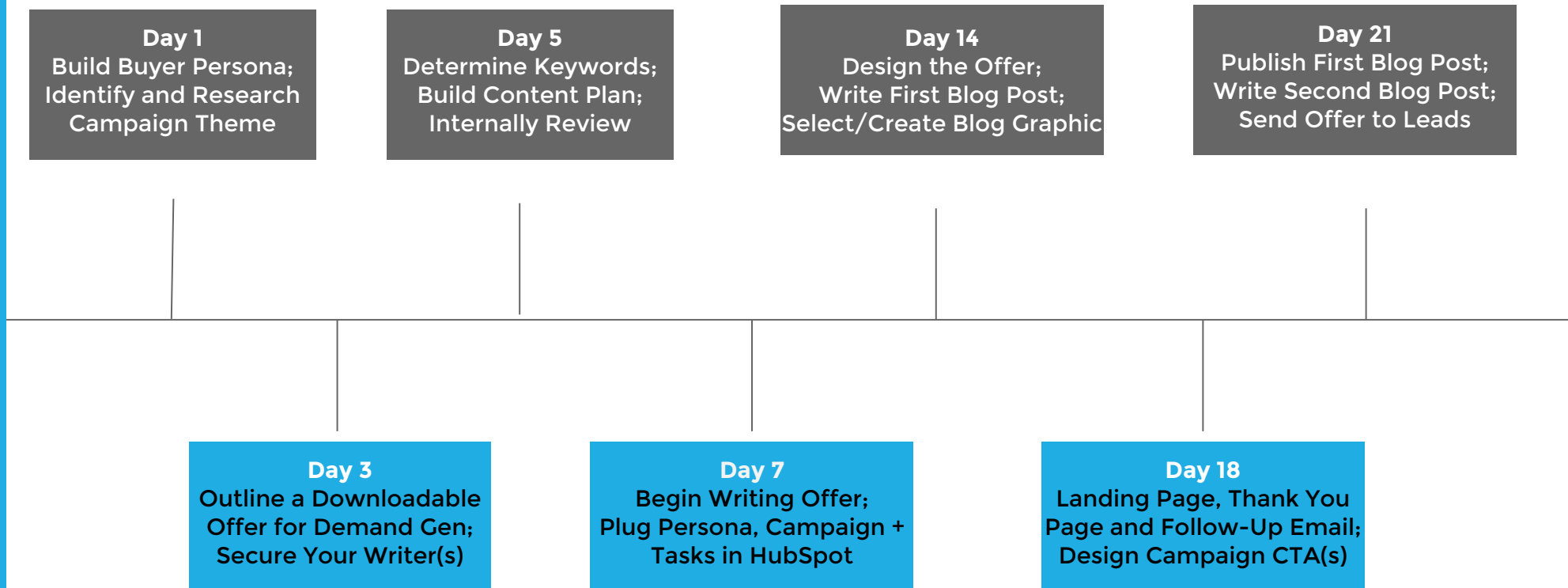
Is your website ready for inbound marketing to succeed?

These 12 yes or no statements help gauge your inbound marketing readiness or current program's success.

- We have a resource to effectively manage, make changes and improve our website.
- Our website homepage includes key information above the fold for each of our target audience groups.
- Our website includes educational content that is easy for each of our target audience groups to find.
- When someone fills out a form on our website, we have a clear follow-up process.
- We have an ongoing marketing strategy that drives new prospects, clients, patrons or patients to our website.
- We are measuring website analytics, such as visits, page views, time spent on page, bounce and conversion rates.
- Our website includes information about how we are different than our competitors.
- We have a short list of keywords associated with our business that we regularly measure our rankings on.
- Our website has elements (calls to action, etc.) to pull visitors further into our website.
- Our marketing and website performance information ties into our CRM and/or sales system.
- We have a clearly defined website and digital marketing budget.
- We regularly set marketing and sales goals and measure our performance against them.



Inbound Myth #1: It Takes Too Much Time and Money to Create Good, Engaging Content



Plan Solid Content that Will Engage and Educate Your Audience for Three Months in Three Weeks

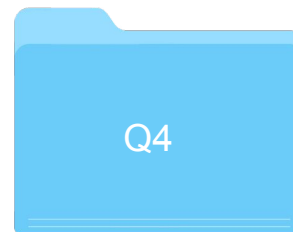
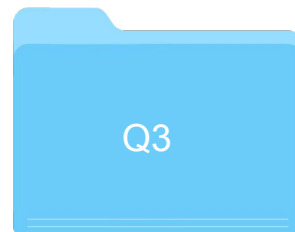
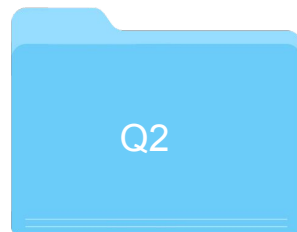
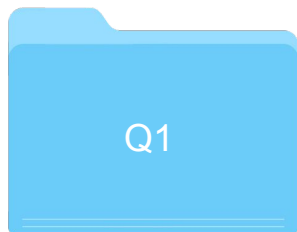
Internally Organizing Your Campaigns (Before You Begin)



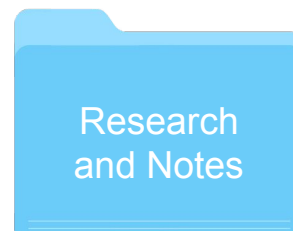
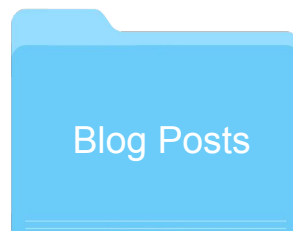
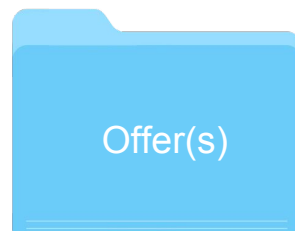
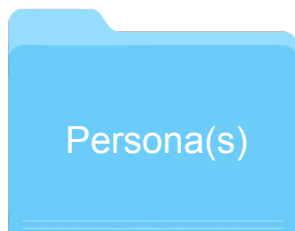
Level 1 Navigation



Level 2 Navigation



Level 3 Navigation (to include in each of the above Level 2 folders)



Content Plan

How well do you know your audience?



8 ROOKIE MISTAKES
YOU MIGHT BE MAKING WITH
BUYER PERSONAS

[View Now](#)

If your company does not have proven experience with a certain type of customer or does not know anything about their goals, objectives, peers and motivations, than how will you successfully market to them?

A good buyer persona for your marketing to capture the right tone and speak the language of your audience needs to define (at the minimum) the following:

- Personality
- Demographics
- Industry and Job Responsibilities
- A Day in Their Life
- Goals and Objectives
- Strategies in Place
- Who They Work Closely With
- Change Drivers
- Questions They'll Ask
- Objections to Your Product/Service

Free Buyer Persona Worksheet (No Information Required)

[DOWNLOAD THE
TEMPLATE](#)



Don't forget to provide anyone helping bring your marketing campaign to life with the information about your buyer persona. After all, designers, developers and writers, too, need to know who they are aiming to engage with.

After the Persona Comes Defining a Campaign Theme

Any content that provides help and an action plan is going to be the most engaging. Based on the characteristics, traits and specific questions your buyer persona(s) asks, it's time to come up with an overall theme for your campaign that your content will revolve around. Campaigns will perform best when themed for one persona, or multiple personas that share an industry, common goals, objectives and personality traits.

Your campaign theme should consider the following factors:

- Top Challenges
- Seasonal Trends
- Career Development Opportunities
- How to Do Something Better
- New Ways to Do Something

Campaign Theme Examples

Persona	Seasonal Challenge Addressed	Campaign Theme
Heather the HubSpotter	Building a Marketing Plan, Budget and Better Strategy for Next Year	Shape Up Your Inbound Marketing Program for 2017
Small Business Owner Barry	Not Confident in the Future Success of His Business after a Steady Decline	Putting Customers at the Center of Your Business

Research Industry Content and Store Campaign Ideas



Store links to relevant content to your persona, what's trending in the industry and more in your Campaign Research and Notes folder as shown on [Page 6](#).

Start With One Broad Keyword

Broad Keywords

VS

Long-tail Keywords

Marketing	Inbound Marketing Software
Magazines	Jewelry Magazines
Documentary	John Ford Documentary
Landscaping	Medford MA Landscaping
Shoes	Nike red running shoes
Loans	Commercial real estate loans

marketing

marketing strategy

effective marketing strategy

inbound marketing plan

inbound marketing strategy

inbound marketing campaign

best marketing tools

2016 marketing trends

inbound marketing best practices

inbound marketing agency

sales and marketing

measuring marketing ROI

setting marketing goals

Now List 25 Long-Tail Keywords

Need help finding long-tail versions of your broad keyword? Use [HubSpot's Keyword Tool](#), [KeywordTool.io](#) (our favorite), [SEMrush](#) or [Moz](#) for solid suggestions that people are searching for.

Select 13 Total Keywords

When you have your final list of keywords compiled, move on to the next action item of creating a compelling content plan for your inbound marketing campaign. Your keywords will help you create headlines for your blog and social media posts that are going to be very organic-search friendly over time.

An Advanced Content Offer for Demand Generation



The advanced content offer you create for your defined buyer persona(s) will be the center of your campaign strategy and will be used to generate leads in the top of your inbound marketing funnel. All content and topics you cover over a three-month duration will lead into the subject that your advanced content hits home on. When naming your offer, be sure that it includes a long-tail keyword that will be included in your campaign.

Your advanced content piece will be stored behind a landing page to collect essential contact information before anyone can proceed to download. It wouldn't be wise to let everyone eat for free at your restaurant, now would it?

Types of Advanced Content to Offer Your Prospects:

- eBook, Whitepaper, Guide
- Webinar, Video Tutorials
- Podcast Series
- Online Course
- Online Assessment/Quiz

Free Offer Outline Worksheet (No Information Required)

DOWNLOAD THE
TEMPLATE



Once you find a rhythm in campaigns and produce enough content offers for each stage of the buyer's journey, you can create a resources library on your website and powerful lead nurturing workflows.

Creating an Engaging Content Plan

1. Refer to the list of campaign keywords you previously created
2. Each title should relate to the topic covered in your demand generation offer
3. Outline 13 blog post titles (one knowledge-rich post per week for 3 months) per campaign
4. Write search meta descriptions that will help people find each post and get an abstract view (These should be no more than 150 characters)
5. Run each blog title through TitleCapitalization.com
6. Set due dates for when each post needs to be completed, reviewed and published
7. Only work two weeks ahead of time on writing to include the latest research and trends

Resources to Brainstorm Great Blog Titles



Free Content Plan Template (No Information Required)

DOWNLOAD THE
TEMPLATE



What if my marketing team does not have time to write content or the right skills? With a strategy, audience and topics in place, you can try [WriterAccess](#) or hire a dedicated freelancer on [UpWork](#).

My campaign is planned, now what do I need to do?

1. Follow the Campaign Launch Timeline on [Page 5 of this workbook](#)
2. Enter your campaign in HubSpot for tracking ([Here's How](#))
3. Enter campaign tasks, assignees and due dates in HubSpot ([Here's How](#))
4. Design calls to action for your offer throughout your website and blog ([Here's How](#))
5. Select or create graphic elements to be published with each blog post in your content plan
6. Email your current database of leads your new offer ([Here's How](#))
7. Make sure your content being published is optimized properly ([Here's How](#))
8. Beef up your social media strategy ([Here's How](#))
9. Optimize the conversion paths on your website ([Here's How](#))
10. Hold weekly marketing and sales check-in meetings
11. Get really awesome at reporting results and productivity ([Here's How](#))
12. Get your [Inbound Marketing](#), [Email Marketing](#) and [HubSpot Certification](#)
13. Encourage your sales team to get the [Inbound Sales Certification](#) for better alignment
14. Schedule campaign planning sessions for the following quarter

Don't give up. Stay focused on the bigger picture.

While it's easy to get caught in-the-moment and serve the immediate needs around you, a good marketing strategy is driven by customers, implemented and measured. A good marketing plan is part of a process that involves setting goals, measuring results and tracking performance. It entails regular review, feedback and revision to succeed.

FROM CLERITI + HUBSPOT, YOU
MIGHT ALSO ENJOY



AN INTRODUCTION TO GROWTH-DRIVEN WEBSITES

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