

25 Steps to Effective Marketing Content Campaigns



Checklist	Marketing Campaign Checklist
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Purpose	Make interested brand constituents aware of new content or offer.
Teams	Marketing, Product
Documents and Templates	<ul style="list-style-type: none"> Standard marketing tool templates for landing pages, thank you pages, thank you emails, acquisition emails, CTAs, blog posts, social media Graphic design tool. All in one campaign tool like HubSpot, or build your own using email tool, landing page tool, CTA tool, tracking spreadsheets and your website.

Step	Task	Assigned	Date Due
1	Persona Determine your target Persona. Who are you trying to attract? Buyer Personas are a big deal and fundamental to the success of your campaign.		
2	Funnel Which part of the marketing funnel are you focusing on: Top (awareness), Middle (evaluation), Bottom (purchase)? More about Inbound Marketing Funnels.		
3	Goals Establish your campaign goals. How many views of landing page, clicks of the the CTA, downloads of your content asset? What constitutes success? Here is a template to use to set SMART Marketing Goals.		
4	Content Select or create an appropriate offer or content asset for your Persona and Funnel Stage like a white paper, press release, slide deck, ebook, video, research study. Load the asset to your file management system (create a folder to store assets). Save the link. More about creating content for different funnel stages.		
5	Campaign Name Create a new campaign name that will be standard for all assets and include date created in the name (you'll thank me later). This will be the naming convention for graphical & content assets, pages, emails and campaign tracking URLs.		
6	Key Words Identify key words to focus on throughout the campaign and include on campaign assets in copy.		

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Step	Task	Assigned	Date Due
7	Graphical Assets		
8	Thank You Page		
9	Thank You Email		
10	Form		
11	Landing Page		

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Step	Task	Assigned	Date Due
12	Call to Action		
	Create a Call to Action (CTA) Button, that links to your Landing Page. CTA buttons generally say action things like Read More, Download the PDF, Contact Us. Here are CTA examples . You may have several to be used on the blog, vs. in your email or on another website page.		
13	Workflow		
	Set up your workflow automation. This is generally some type of automation that triggers when your target fills out your form on the designated page. This workflow would trigger the Thank You email, set the Lead Status, send an email to a particular sales person, flip a field property to a value (based on type of content downloaded), and so on. Workflow ideas .		
14	List		
	Create an email contact list with appropriate contacts to receive an email about your new piece of content. More info about List Building .		
15	Email		
	Write an email promoting your content asset. Utilize the CTA and the graphical asset you created (generally 200x600 works nicely). How to write a Marketing Email .		
16	Blog		
	Write a blog post about your content. Include the CTA. Include your graphical image. Learn the Anatomy of a Perfect Blog Post .		
17	Socialize		
	Promote your blog post on your designated social media channels. Include your graphical image and ensure copy is optimized with hashtags, small URLs, and all other conventions that work best in social. Social Media may seem daunting; here are some Social Media Resources .		
18	Advertise		
	Consider advertising your content via Social Channels like Linkedin and Facebook . It is reasonably priced and can really push the traffic. Google Paid Search is still a work horse, but best practices always evolve. Check out ad retargeting products like AdRoll which are affordable and effective.		

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19	Website Utilize website pop-ups (sometimes call Lead Flows) to market your content on appropriate pages of your website. Can you feature your new content asset on a particular page? Integrate the offers.		
20	Syndicate Can you promote your content on other websites or via other mechanisms? How to Syndicate content. Other Syndication ideas.		
21	Test Test every aspect of your campaign multiple times. Have a colleague or several colleagues test. Click on every single link. Test using Google Incognito Mode. Test using Firefox. Clear your cache and cookies. Test. Test on your phone. Test. Test. Test.		
22	Communicate Notify your Internal teams about the campaign, especially Sales. Send a Test Email to all parties in the company to let them know what great things you are doing! Ask colleagues to post a link to your blog post on their social profiles.		
23	Launch Ensure every single asset is tagged with appropriate campaign name and tracking URL (sometimes called UTM). Record in your tracking spreadsheet. More information on Tracking Best Practices here.		
24	Measure Record your Campaign Performance via a common measurement spreadsheet or a presentation deck where you keep pictures of the assets and performance notes. Historical records help you optimize and improve. A quarterly presentation to your management with lots of pretty pictures and results is a career enhancing best practice! Here are some Email Analytics you should pay attention to. Here are other metrics you should measure and track.		
25	Optimize What can be changed or improved? Check in 1-3 months. Are assets performing well or tired? Keep on eye on things. Retire Lead Flows when they stop performing, swap out campaign assets that get over used. And consider how existing content assets can be freshened up and repurposed.		