FREE CHECKLIST:

How to Run an Inbound Marketing Campaign

A Modern Campaign Execution Checklist by Witmer Group



Verify every operational component before launching your next campaign.

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How to Run An INBOUND MARKETING CAMPAIGN

Inbound Campaign Execution Checklist

A modern inbound framework aligns campaign creative, omnichannel distribution, and first-party data capture to solve friction points across the full buyer journey. Use this checklist to verify every operational component before launching your next campaign.

	STAGE & TASK	DUE DATE	IN PROGRESS	DONE
	**1. Identify Audience & Persona Alignment.** Ground your campaign in research-backed buyer personas and negative personas to tailor value propositions and prevent wasted ad spend. Map specific ICP criteria (role, pain points, company size).	MM / DD	☐	☐
	**2. Define S.M.A.R.T. Goals & Revenue Benchmarks.** Establish explicit targets for qualified pipeline, conversion rates, and revenue influence—not just top-of-funnel clicks. Ensure benchmarks are achievable, time-bound, and aligned with leadership objectives.	MM / DD	☐	☐

STAGE & TASK	DUE DATE	IN PROGRESS	DONE
 **3. Build Core Offers & Optimized Landing Pages.** Create high-value premium assets (e.g., interactive calculators, proprietary research benchmarks, or strategic guides). Deploy mobile-responsive, high-converting landing pages with clear value propositions, dynamic forms, and contextual CTAs.	MM / DD	☐	☐
 **4. Architect Automated Nurture & Lifecycle Workflows.** Conversion is just the starting point. Build multi-touch email sequences and triggered CRM workflows that deliver contextual education and route high-intent leads directly to sales.	MM / DD	☐	☐
 **5. Publish Supporting Pillar & Cluster Content.** Write dedicated blog posts and topical deep-dives that solve specific reader queries, introducing audiences organically to the flagship offer.	MM / DD	☐	☐
 **6. Implement Long-Tail & Semantic Search Optimization.** Structure on-page SEO, FAQ schema, and long-tail query targets to capture intent across search engine results pages and AI-driven answer engines.	MM / DD	☐	☐

	STAGE & TASK	DUE DATE	IN PROGRESS	DONE
	**7. Distribute Across Social & Professional Communities.** Adapt key insights into native formats (LinkedIn carousels, executive thought leadership posts, video teasers) to reach target accounts where they actively engage.	MM / DD	☐	☐
	**8. Amplify via Paid Media & Retargeting.** Layer targeted paid search, sponsored social, and remarketing to reach qualified prospects who visited campaign assets without converting. Track ROAS closely.	MM / DD	☐	☐
	**9. Set Up First-Party Tracking & Campaign UTMs.** Implement standardized UTM naming conventions and CRM parameter tracking across every link to attribute pipeline accurately across channels.	MM / DD	☐	☐
	**10. Analyze Performance & Report on ROI.** Evaluate final performance against initial benchmarks, measure cost-per-acquisition (CPA) and customer lifetime value (LTV), and deliver actionable recommendations for future campaign iterations.	MM / DD	☐	☐

ABOUT WITMER GROUP

Founded in 2010, Witmer Group is a Dallas-based agency dedicated to creating marketing experiences people love while delivering measurable revenue growth. Our team blends data analytics, inbound strategy, and content craftsmanship to help B2B and regional businesses expand pipeline, build lasting brand authority, and maximize ROI.

As a certified HubSpot Solutions Partner, we engineer end-to-end inbound marketing engines—from automated CRM lifecycle routing and persona development to full-funnel content production.

Ready to accelerate your marketing performance?

Visit witmergroup.com or call (214) 865-9484 to sign up for your Free Inbound Marketing Assessment.