

Do You Want to
**BUILD A
CAMPAIGN?**





Do You Want to
BUILD A CAMPAIGN?

by Jennifer Sanchez



As Marketing Manager for LyntonWeb, Jennifer enjoys utilizing HubSpot's Social Inbox, using her slightly OCD tendencies for client's organizational benefit, and blogging in a sarcastic tone. She's also the leader of the official Houston HubSpot User Group. Jennifer is a proud Houston, Texas native, where she graduated from the University of Houston with a BBA in Marketing. When she's not brushing up on her inbound marketing skills, Jennifer is a Houston Texans fanatic by day and a musical theater nerd by night.





Intro

There are so many aspects involved in creating an inbound marketing campaign (and we'll get to them later), but it's important to know why you should take the time to create one in the first place. And it's simple. While the process may vary slightly, the whole goal behind an inbound marketing campaign is to generate leads.

Leads that are interested in your products and services.

Leads that will help promote your business.

Leads that will turn into customers.





Create
**YOUR
OFFER**



Create an offer

The first thing you should know is that every inbound marketing campaign needs to have an offer. An offer that is enticing enough for someone to fill out a form or share their email address with you to receive that offer.

There are so many different types of content you can offer in a campaign. Whether it's a webinar, video, eBook, checklist, case study or guide is all dependent on your customers and what content they want to receive.

Not sure what type of content to offer?

- ❖ Talk to your sales team. Ask them what kinds of questions customers are asking them.
- ❖ Look at your recent popular blog posts and what types of content your visitors are looking at the most.
- ❖ Have a whiteboarding session, look at industry blogs.

Design your offer

Whether that's hiring a designer to create a snazzy eBook, or recording a webinar. You need to make sure the design of your offer is just as enticing as the content. An eBook with helpful, relevant content will be easily dismissed if it's hidden in poorly designed pages.

Make sure you put the same effort you do in designing your offer as you do in creating the content for it.



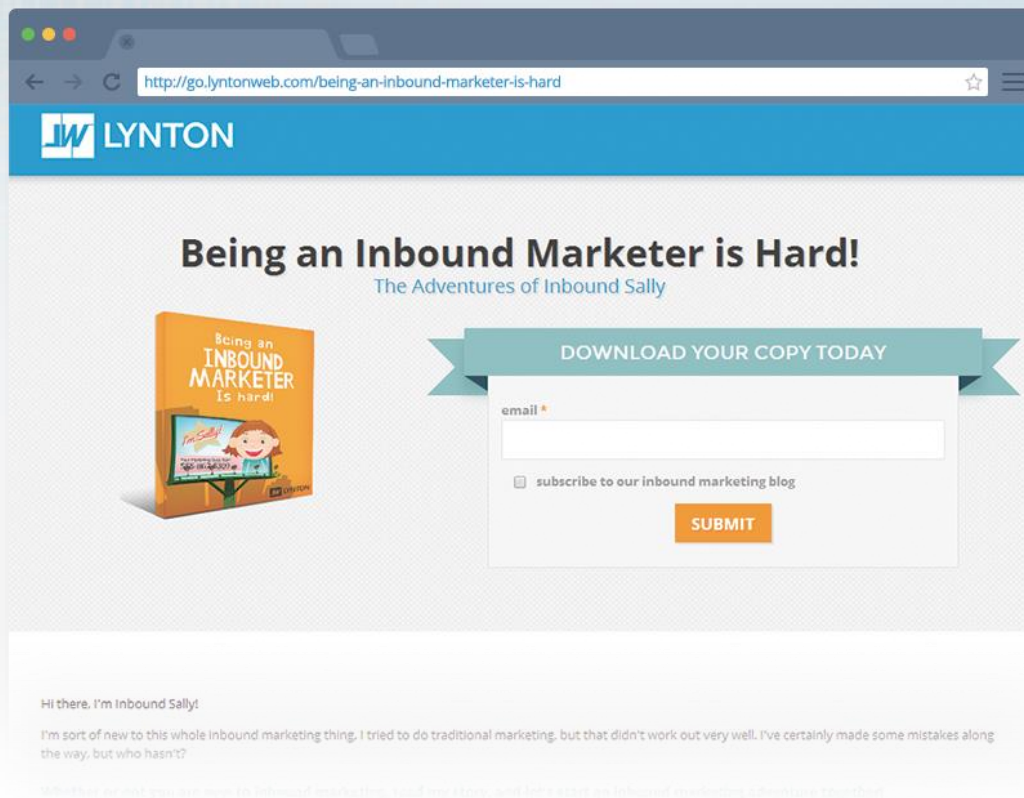
Don't forget design assets

To make sure your landing page is as visually pleasing as your offer, you'll need to create certain images and banners to entice your visitors even more to download your offer.



... and Calls-to-Action

To make sure your landing page is as visually pleasing as your offer, you'll need to create certain images and banners to entice your visitors even more to download your offer.



Create a landing page

Your landing page will be the place where your visitors will fill out a form to receive your offer. The entire goal of a landing page is to capture leads by enticing them to fill out a form to receive your offer.

- ❖ You want to keep your content short, simple, and to the point.
- ❖ The type of form and form fields will depend on what type of content it is. A simple checklist might require just an email address while an in-depth case study might require a phone number and company name, etc.
- ❖ Remember that a landing page with a lot of text and a long form will drive visitors away and you won't generate as many leads.

Create a thank you page

Your readers will be directed to this thank you page immediately after they fill out the form on your landing page. This page should be short. Here are a few things your thank you page should do:

- ❖ Thank them for downloading your offer.
- ❖ Actually give them access to that offer! Whether that's a link to the PDF or access to a webinar.
- ❖ This is also a good opportunity to give your visitors the opportunity to follow you on social with social follow icons or subscribe to your blog.





Thanks for downloading Being an Inbound Marketer is Hard: The Adventures of Inbound Sally!

If you haven't already, [click here to read the free eBook](#). You can also follow me on [Facebook](#) and [Twitter](#) for even more inbound marketing info!

Until our next adventure...

Inbound Sally



Create a follow up email

Now that you have all these awesome new leads, you want to be sure to nurture that relationship you've created. You want to continue to provide these leads with relevant content that they will want to read. One way to do that is by sending lead nurturing emails.

Depending on the type of content, your leads might not be ready to talk to someone just yet. The point of lead nurturing emails is to move that lead further down your sales funnel. Here are some tips to follow when creating these emails:

- ❖ Be sure each email is in a natural, personal tone
- ❖ Create about 3 to 4 lead nurturing emails for each offer you create
- ❖ The first email should just check in with your reader, possibly give them a relevant blog they might like, and remind them to follow you on social media.
- ❖ The second might give another blog and ask the reader to subscribe to your blog.
- ❖ The third or fourth might give another offer to download (possibly a case study) or more information about how to contact your company.



Hey there,

Inbound Sally here again! How is the inbound marketing adventure coming along? Geez, I just started blogging again, and it sure is hard work!

Luckily I found a great article that has helped me when blogging seemed too tough, and I think it can help you too. Check out [10 reasons your blog might...suck](#).

Until our next adventure...

Inbound Sally

P.S. Don't forget to find me on social media!



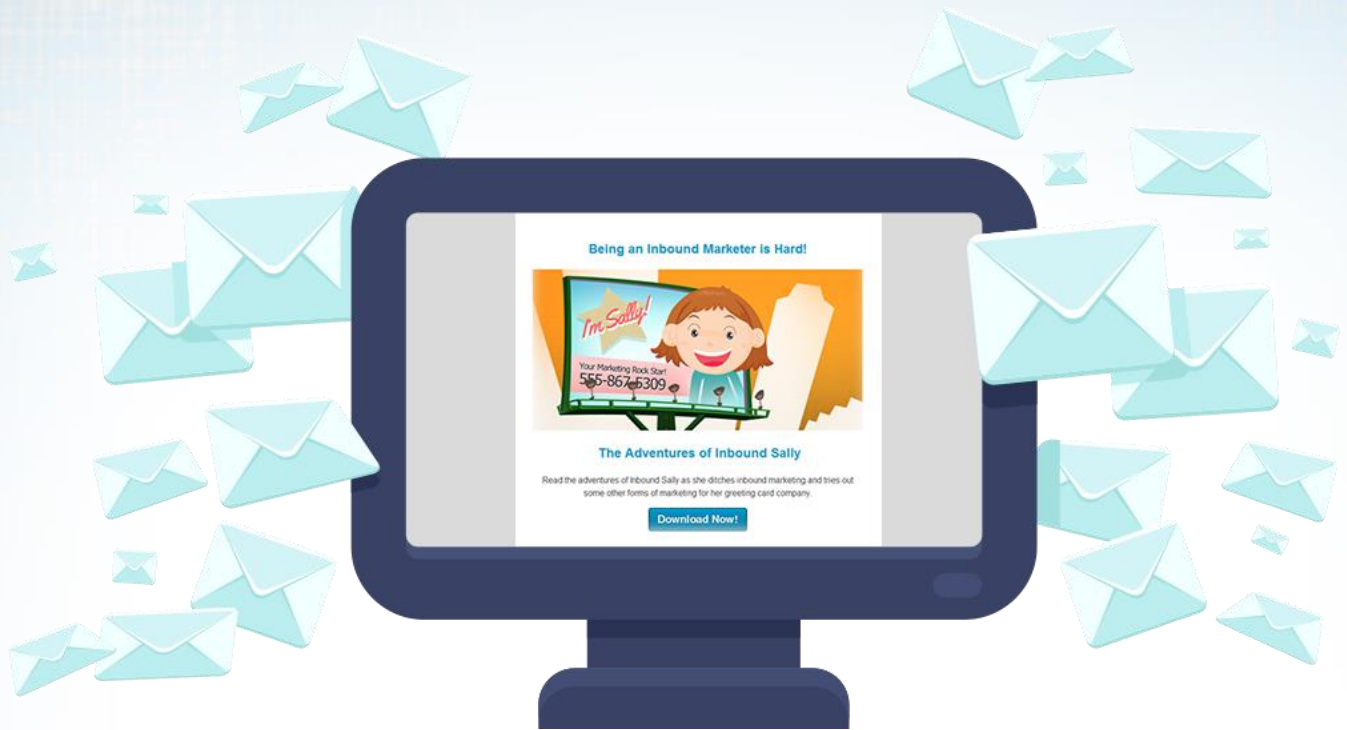
Create lead nurturing emails

Let's say someone accidentally closes the browser tab that the thank you page was on. Changes are they won't want to fill out another form again. And what happens if their computer gets **frozen**?

- ❖ This follow up email will be sent to them shortly after they fill out the form.
- ❖ This email will thank them again for downloading, again provide them with the link to your offer, and possibly social media follow icons.
- ❖ You want this to be a personal email. So make sure the from name and from email address is from a real person at your company. You can even use personalization within your email to thank your visitor by their first name.



Promote
**YOUR
OFFER**



Send out a featured email

One of the first things you can do to promote your new offer is to send a featured email to all of your current customers and leads. You can send these types of emails to those people that have downloaded other offers from you in the past.

To make this email successful, be sure to keep this email very short. The title, image, and a brief description of the offer is more than enough. Keep it enticing enough that the reader will want to click on the call-to-action. The call-to-action will then take you to the landing page you created in step 1.

Write a blog post

One way you can easily promote your new offer is to write a blog post about it. You can keep it short and sweet, then your new call-to-action can be linked to your new landing page at the bottom of your blog! Be sure to announce that is a new offer and what they can expect to find within that offer. The more creative the blog post announcement, the better!





Promote on social media

Twitter, Facebook, LinkedIn, you name it. Utilize all of these social media channels to promote your blog post announcing your new offer. Include one of the images you just designed giving your viewers a sneak peek of what the offer looks like. Be sure to post more than once to each social media channel as well.



LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.

Inbound

Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

Web

Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

Tech

Our technologists are among the best in the business and work with your in-house technology team to assure your CRM integration or website integrations run smoothly.

SPEAK WITH AN EXPERT

about your inbound, web and tech goals.

GET STARTED TODAY