



— CREATE A MARKETING STRATEGY YOU CAN STICK TO

HANDY DANDY INBOUND MARKETING TEMPLATE



This template will help your team keep track of all your marketing initiatives and exceed your company goals this year. Begin by establishing your yearly SMART goals with your team, then outline monthly content to help you reach those goals. Happy planning!

SMART GOALS

Start by setting SMART (specific, measurable, achievable, relevant, timely) goals. These will help you focus your efforts and increase your chances of achieving your goal. An example of a SMART goal is “increase website visitors by 10% by October 20XX.” A few examples of goals you can use include visitors, leads, visitor-to-lead ratio, website clicks, email click-through rate, email open rate, etc.

		Month 1	Month 2	Month 3	Month 4	Month 5
Visitors	Targeted	10	10	10	10	10
	Actual	12	2	10	5	20
	Result	Goal Met	Missed	Goal Met	Missed	Goal Met
Leads	Targeted					
	Actual					
	Result					
Visitor-to-Lead Ratio	Targeted					
	Actual					
	Result					

CREATE A ROADMAP

The roadmap helps plan marketing initiatives for the year. You should link each item on your roadmap to the related SMART goal you set in the goals tab using the dropdown menu on the goal column. The status column allows you to monitor the status of your initiatives. The color of the cells will change according to the phase: approved, launched, or production.

2024	Goal	Status	Launch Date	Notes
January				
eBook Copy	Attract	Production	1/9/24	
Demo CTA Design	Convert	Launched	1/14/24	
Consulting Calls	Strategy	Launched	1/21/2024	
Q3 Report	Reporting	Approved	Ongoing	

CONTENT BANK

The content bank keeps track of your individual initiatives and any keywords and/or CTAs you link to those initiatives. The bank is also meant for you to link initiatives to your personas and funnel stages.

Type	Post Title	Status	Target Keyword	CTA for Post	Persona	Stage
Blog Post ▾	Inbound Strategy 101	Approved ▾	Inbound Strategy	Inbound eBook	Educated Ed	Awareness ▾
Guide ▾	Guide to SMS Marketing	Production ▾	SMS Marketing	SMSzap PDF	Marketing Mary	Consideration ▾
Blog Post ▾	5 Secrets of Email Marketing	Launched ▾	Email Marketing	Inbound eBook	Mary	Awareness ▾
Checklist ▾	Marketing Automation Checklist	Approved ▾	Marketing Automation	HubSpot Portal Audit	Marketing Mary	Consideration ▾

NEED HELP PLANNING A MARKETING STRATEGY THAT STICKS?

Reach out to our team! We have copywriters, designers, strategists, and developers ready to help elevate your message.

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