

FREE CHECKLIST:

How Healthcare Companies Can Run a Focused Inbound Marketing Campaign





Whether you're trying to reach patients, insurers or medical professionals, create a framework for campaigns that solves common marketing problems.



INBOUND MARKETING CAMPAIGN CHECKLIST

How to run a Healthcare focused Inbound marketing Campaign

Ready to hit the “GO” button on your campaign? Before you dive in, make sure you’ve dotted all your I’s and crossed all your T’s. Here’s a checklist to make sure you’ve covered all your bases.

	TASK	DUE	IN PROGRESS	DONE
	Identify your campaign audience. Who are we talking to here? Patients, insurers, medical professionals? Understand your buyer persona before launching into a campaign, so you can target them correctly.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Set your goals + benchmarks. Having SMART goals (i.e. number of patient appointments scheduled) can help you be sure that you’ll have tangible results to share with the world (or your boss) at the end of your campaign.	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Create your offer(s) + landing pages. Don’t forget to optimize your landing page for SEO, have a clear value proposition and call to action (usually a form for the user to complete).	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Plan + build your automation + nurturing flows. Your campaign doesn’t end when leads convert on your landing page. Plan and build your follow up campaigns to nurture leads down your funnel.	_____	<input type="checkbox"/>	<input type="checkbox"/>

TASK

DUE

IN PROGRESS

DONE



Write a blog post. Your campaign is awesome – don't hide it from the world. Use your blog post as an opportunity to introduce readers to the valuable content they'll find in your offer.



Share it on social media. Promote your blog post and offer through social media to drive traffic into the top of your funnel.



Add in long tail keywords. Make sure your campaign is SEO friendly – that way, interested prospects will find your campaign long after you stop actively promoting it.



Consider paid search and other channels. Other channels can be a part of your inbound campaign, too – just be sure that you are measuring the effectiveness of these channels.



Track your URLs. Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.



Report on Your Results. Hard work shouldn't go unmeasured. You set goals at the very beginning; now it's time to celebrate your success. Organize and show off your numbers at the end of the campaign.



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.

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about your inbound, web and tech goals

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