INBOUND CAMPAIGN PLANNER

Campaign Name:			
Description / Aims:			
Campaign Duration:	Start Date:	End Date:	
Budget $			
Target Persona(s): Stage: TOFU/MOFU/BOFU	[ ] Awareness [ ] Consideration [ ] Decision		
GOALS:	Visits:	Contacts:	Customers:
CONVERT CONTACTS			
The Offer: (Case Study, Ebook Etc)			
Form, Fields & Actions:			
Landing Page:			
Thank You Page:			
PROMOTE CAMPAIGN			
Call to Action:			
Email for Promotion: Contact List to send to: Contact List if converted:			
Blog Posts:			
Website Pages for SEO:			
Social Messages/Channels:			
Paid Campaigns & Budgets			
Other Sources & Costs			
NURTURE CONTACTS			
Workflow to nurture existing contacts to convert			
Workflow and goal for converted contacts			

Adapted from the Productivity Campaign Planner in HubSpot, courtesy www.hubdo.com

NAME: Campaigns names cannot be changed once created, please consider:

Date (for sorting), funnel stage, offer and an identifying name.
E.G. **201806-tofu-ebook-ElectricSafetyInTheHome**
Tip: We recommend not including the Persona name, as Campaign Names can often be seen in URLS when a visitor reaches the landing page and offer.

DESCRIPTION/AIMS: Spend time on it. Fail to Plan = plan to fail.

What is the overall Aim of the Campaign?
Include start (launch) date and completion date for the tallying of final results.
Budget for ROI calculations.
Persona and Funnel Stage(s): Awareness, Consideration, Decision (TOFU/MOFU/BOFU)
Inbound Marketing Goals for Visitors, Contacts and Customers.

OFFER IDEAS: Two simple ideas for content offers:

Option 1: Use an existing content offer [should be something you already have 100% complete. For this project, do not create something new].
Option 2: Create something new, even a simple checklist which would help your Persona.

FORM OPTIONS:

This form will be filled out so that a visitor can download or access your content offer.   You may add any fields you like, the following fields should be added to the form and marked as required. These fields allow you to register an opportunity with HubSpot.

- First Name
- Last Name
- Company Name
- Email
- Website
- *Optional: "I am a" (Persona)*

If Personas are already set up in HubSpot, provide the name(s). OR details of the persona to be defined in your HubSpot Portal.

LANDING PAGE CONTENT:

Provide a brief overview which explains the content offer and its value in 1-5 sentences. This will be used within the body of the landing page. Use numbers, bullets and bolding in the copy, and include a relevant image or graphic of the content offer or topic.

THANK YOU PAGE CONTENT:

Provide the content wording for the Thank you page. For example, include a short paragraph thanking the visitor for downloading the Offer and add hyperlink/s to similar information or recent blogs that are of value to the target persona(s). (Provide Links)

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CALL TO ACTION(S):

- **Button**: Please advise the required content for the Button
- **Image**: Please provide the image and required content to be overlaid onto the image
- **Hyperlink:** Basic text link to be inserted in Blog text or between paragraphs.

LIST: Define what lists Emails will be sent to, and which list will contain converted contacts.

EMAIL: We do not include the wording of your emails. Please provide:

1. **Subject line** - the first thing your recipient reads, so make sure it grabs their attention to open your email. Recommended maximum 36 characters to avoid mobile ...

2. **Message** - A great Opening, Message and Close. Explain the value of your content offer and remind the reader what they'll get out of taking action. Make the content easy to scan and personalize when appropriate.

KEYWORDS: Provide us your required Keywords for optimisation of this Campaign

BLOGS:

Writing or publishing of Blogs is not included in creating a campaign. Blog writers are available at an additional cost. Ideally we'll use Blogs already published for your first and following campaigns. Please send us the Name of the Blogs with links, to be included in this Campaign (we recommend a minimum of 2 blogs dedicated to the campaign)

SOCIAL MEDIA POSTS:

HubDo does not include any Social Posting in a Campaign - this is an additional service, we'd be happy to quote you.

PAID CAMPAIGNS and OTHER SOURCES:

Describe each source for which you need a campaign link you need created.

WORKFLOW:

Add your Workflow plan for
- Nurture workflow to lead to conversion
- Email and workflow after conversion.

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