



2018 Inbound Marketing Sample Strategy *(+Template!)*

*A plan for increased traffic, conversions, & revenue
and the tools to get you there.*

Introduction

Hey, marketer.

In your hands, you've got a sample of the most effective marketing strategy you can create to achieve your organization's growth goals in 2018 including website traffic, lead generation, and customer conversions.

For learning purposes, we'll use hypothetical goals for IMPACT, but as you're reading, envision your business, its current state, and where it aspires to be at the end of the year. *(If you have questions along the way, don't be afraid to ask them in [IMPACT Elite](#).)*

Then, when we're done, you'll get a handy template to start organizing your own [marketing strategy for 2018](#), that you can then to present to your team or leadership team. *Sound good?*

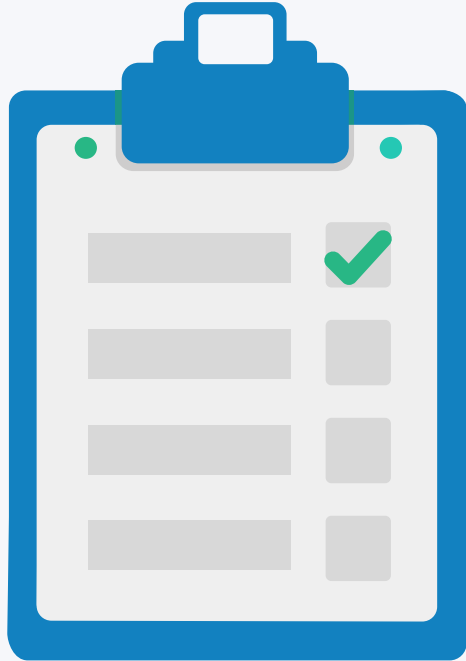
Cool. Let's do this.

Note: If you're a Gmail or Google apps user, click "file," then "make a copy" to take notes or edit the template right on screen. If you're not or prefer to print something out, [click here to access a PDF](#).



Table of Contents

...



- 1 Setting Your Goals
- 2 Determining & Tracking Your KPIs
- 3 Outlining Your Tactics
- 4 Planning Your Campaigns
- 4 Build Your Own!

1 First Things First - Set Your *Goals*.

Before getting into specifics of your strategy, you must first determine the goals of it; ***what do you want to achieve?*** Understanding these will help guide what metrics or KPIs should be tracked, which will, in turn, help you figure out what tactics you should be executing to hit those metrics.

You do this by evaluating our current state including challenges, assets, budget, etc. and what you want them to look like down the line.

This is a big to-do, but an easy way to approach it is by asking and answering these questions:

- What business challenge are you trying to solve?
- What is the desired outcome of this strategy?
- What is the risk in this approach?
- Who's involved?
- What is your budget for achieving this?
- What if things go wrong?
- How long do you have to show success?

1 First Things First - Set Your *Goals*.

- **What business challenge are we trying to solve?**
 - We're trying to overall grow our business bottomline. We want to greatly expand our brand awareness to increase the number of new contacts and opportunities in our funnel to ultimately close more business.
- **What is the desired outcome of this strategy?**
 - Increase brand following (more subscribers, more marketing contacts) and ultimately more new customers.
- **What is the risk in this approach?**
 - We're casting a wide net; can't guarantee that all or even the majority will actually be opening to making a purchase from us.

1 First Things First - Set Your *Goals*.

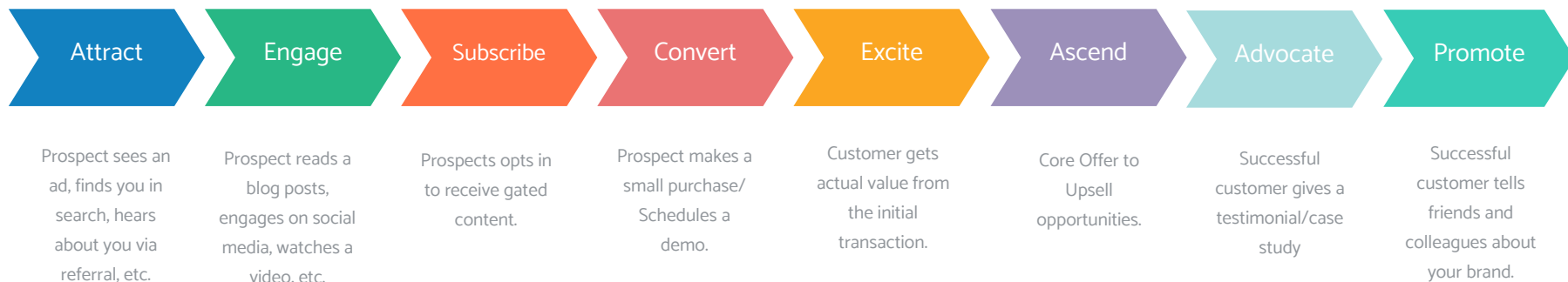
- **Who's involved?**
 - The IMPACT Marketing team
- **What is our budget for achieving this?**
 - With the exception of salaries, tool and equipment purchases, and paid social, we want to limit our budget to \$10,000 of marketing spend.
- **What if things go wrong?**
 - We won't reach our revenue goal for the year; will affect ability to give raises and move into other areas we look to expand into.
- **How long do we have to show success?**
 - One year, but goals and progress will be evaluated quarterly

Aligning with the Value Journey Canvas



Based off of your answers to those questions, you then determine your specific objectives/goals.

At IMPACT, we group all our goals into stages along the **Value Journey Canvas** (VJC). This helps us understand our audience's mindset and behavior at the time we interact and enables us to hyperfocus on short-term, quarterly “wins” and activities that ultimately build to our long-term goals:



Note: Not familiar with the Value Journey Canvas? Learn all about it [in this article](#) or listen to us [discuss it on The IMPACT Show](#) here.



2018 Goals:

To continue with our example, let's keep it simple and say we've set the following **traffic, lead, and conversion goals** along the VJC.



Attract & Engage

Goal: Increase Brand Awareness

Attract - Engage

In order to grow our business and ultimately increase revenue, we need to increase awareness of our brand among new qualified audiences and engage them.



Subscribe

Goal: Increase New Contacts

Engage - Subscribe

After we've gained our audience's attention, we want them to opt-in to our marketing by subscribing to our blog or filling out another form to access a gated offer such as an eBook or webinar.



Convert

Goal: Increase Number of Sales Opportunities

Convert - Ascend

Now that the contact is in our funnel and enjoying our content, we want to nurture them towards converting on a tripwire offer or making small purchase that will help demonstrate our value such as our Blog Optimization Package.



2 Turning Goals into KPIs

Next, looking at your goals, you want to **identify key performance indicators (KPIs)** or measurable key results that you can track and use to benchmark progress towards your goal. These should be:

1. **Definitive** (*hard numbers, no room for ambiguity*)

and

2. Directly **indicative** of what you are working towards.

To help you find the best KPIs ask yourself, “What specifically needs to be done to achieve the goal? Do I need more leads? Better leads? More ‘likes’ on Facebook?”

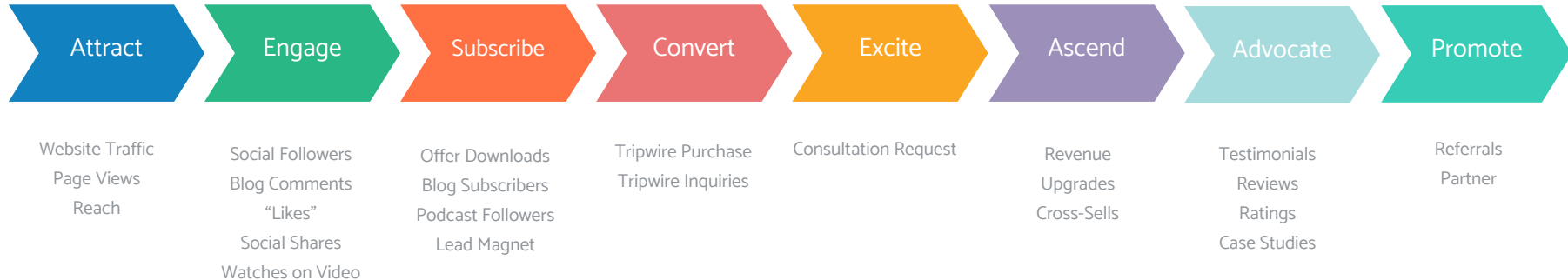
The answers to this question should help you determine the things you *really* need to be tracking. Then it’s simply a matter of applying numbers. These metrics may change quarterly, depending on your goals.

KPIs Along the Value Journey Canvas



Along the Value Journey Canvas, KPIs will vary depending on your offering, sales process, and industry.

For IMPACT, they may be, but are not limited to, the following:



Note: Not familiar with a lead magnet? [Read all about it here.](#) [This one](#) will tell you all about tripwire offers.

2018 KPIs:

Based on our IMPACT's sample objectives, here are some examples of the KPIs we should be tracking:

Attract

1 - 500k Monthly Visitors

Generate 500,000 visits/mo to the IMPACT website **Attract - Engage**

We have seen great growth in our traffic, but if we are going to increase our lead and customer numbers, we need to get more people on our site.

Subscribe

1 - 10,000 new contacts/mo

Generate 10,000 New Contacts

Subscribe

Once people are on our site, we need to keep them around by getting them to opt into communication (and in many ways a relationship with us) by converting on one of our offers, (i.e. blog subscriptions or premium content downloads)

Convert

1 - 30 tripwire inquiries/mo
2 - 10 new tripwire customers/mo

Generate 30 new tripwire inquiries

Convert - Ascend

We want to increase the number of consultation requests we get for our Blog Optimization Package to increase our likelihood of closing more.

Generate 10 new tripwire customers

We want to increase the number of tripwire customers we close as these are more people who will be experiencing our value first-hand and be more likely to "ascend" to full agency services.



Tracking KPIs

Metric	Current	Goal	Jan. 2018	Feb. 2018	...
Website Traffic per month	100,000	200,000			
Traffic-to-Contact Rate	1%	2%			
New Contacts	1,000	4,000			
Tripwire Consultation Requests	15	30			
New Tripwire Customers	5	10			

It's not enough to have metrics, you need to check and record them on a consistent basis. With a spreadsheet like the one above, you can:

- Clearly **record** your metrics
- **Evaluate** progress towards your goals
- Identify if you're on or off track and **take action** accordingly

Tracking KPIs

Metric	Current	Goal	Jan. 2018	Feb. 2018	...
Website Traffic per month	100,000	200,000	160,042		
Traffic-to-Contact Rate	1%	2%	1.1%		
New Contacts	1,000	4,000	1504		
Tripwire Consultation Requests	15	30	12		
New Tripwire Customers	5	10	5		

For example, these aren't showing progress and could need attention.

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- Clearly **record** your metrics
- **Evaluate** progress towards your goals
- Identify if you're on or off track and **take action** accordingly



Tactics to Get You There

Once you know what you are working towards and how you will track your progress you can determine the tactics you will use to get there.

Attract & Engage

- Blogging
- Guest-Blogging on Industry Publications
- Technical SEO
- Paid Social Ads
- Podcasts



Subscribe

- [Conversion Rate Optimization](#)
- Premium Offer Creation
 - Subscription Lead Magnet
- Landing Pages
- Calls-to-Action

Close

- Case Studies
- Reviews
- Testimonials
- Promotions/Incentives

Note: Your Tactics May Call for Specific KPIs

Metric	Current	Goal	Jan. 2018	Feb. 2018	...
Website Traffic per month	100,000	200,000			
Traffic-to-Contact Rate	1%	2%			
New Contacts	1,000	4,000			
Tripwire Consultation Requests	15	30			
New Tripwire Customers	5	10			
<i>Lead Magnet Downloads</i>	110	300		Depending on your offers, you have even more specific KPIs you want to track.	
<i>Number of Case Studies</i>	5	20			

Keep this in mind. If you want to get more granular with your data/tracking, it may be smart to add additional goals or metrics.





Attract & Engage



Subscribe



Close

These tactics can then be broken
into specific campaigns...

2018 Campaign Plan

VJC Stage	Campaign	Content Type	Working Title/Description	Buyer Persona	Promotion Channels
Attract - Engage	Organic Traffic Push	Blogging	Ramp up keyword-focused blogging and historical optimization	All	Social Media, Search
Subscribe	Blog Subscription Slack Bot	Slack Bot	A bot that integrates with Slack and allows users to get new blog articles directly in their company Slack rather than jumping back to their email.	All	Social, Website CTAs, Email
Subscribe	New Subscription Lead Magnet Drive	Guide	TBD	All	Email, Social, Blog, Website CTAs
Convert	Tripwire Promotion	Free Trial/Demo	Tripwire Promotion allowing people to walk through what their blog would look like with the blog optimization package; maybe even try it out for a short period.	Dave the Director	Email, Social, Blog, Website CTAs

But Remember...

In most instances, for an annual strategy, you won't want to go into too much detail with your campaigns. Things can change quickly in any industry, so **stay agile** with your strategy and leave yourself room to pivot if need be.

Note: You can learn all about Agile Marketing and how we use it [in the very first episode of The IMPACT Show](#).



What Would a Campaign Look Like, Though?

What Would a Campaign Look Like?

A successful inbound marketing campaign should incorporate the elements below:



Conversion Opportunity

This will be an offer or opportunity for the user to provide us details in exchange for something of value.



Follow-up Nurturing

Nurturing workflows will be created to draw the user down to the next stage in the Value Journey Canvas.



Paid Advertising

All of the campaigns will be designed to work within our PPC strategy.



Promotion Channels

All campaigns will be promoted across the following channels: blog, website CTAs, PPC, and social media. All content will be optimized for search.

What Would a Campaign Look Like?

Here's what that would look like for one of IMPACT's:

Topic: Blog Subscription Slack Bot

Persona: All

Value Journey Stage: Engage & Subscribe

Goal: To earn attract new subscribers by offering a new medium, Test out Slack as a medium for content distribution, Drive return traffic from more subscribers

Campaign Assets: Conversion Tools

- Content Asset Type: Slack Bot/Integration
- Landing Page: <http://www.offers.impactbnd.com/xxx>
- Thank You Page: <http://www.offers.impactbnd.com/xxx>
- Delivery Email: https://preview.hs-sites.com/_hcms/preview/content/2005312512?preview_key=xxx
- Blog #1
- Blog #2
- Blog #3...



Campaign: Blog Subscription Slack Bot

Follow-Up & Lead Nurturing

- Emails
 - Email #1: https://preview.hs-sites.com/_hcms/preview/content/2005312512?preview_key=xxx
 - Email #2: https://preview.hs-sites.com/_hcms/preview/content/2005312512?preview_key=xxx
 - Email #3: https://preview.hs-sites.com/_hcms/preview/content/2005312512?preview_key=xxx
- Workflow Strategy
- Remarketing Design & Tracking URL

(continued on next slide)

Campaign: Blog Subscription Slack Bot

Promotion Strategy (Including Paid)

- Social Channels (Organic)
 - Facebook Posts
 - LinkedIn Posts
 - Twitter Posts
- Social Channels (Paid)
 - Facebook Ad, Copy, Tracking URL
 - LinkedIn Ad, Copy, Tracking URL
- SEM (Paid)
 - Ad Copy & Tracking URL
- SEO Strategy
 - Target keywords (see following slide)
- Referral Strategy

So There You Have It!

I hope this walk-through helped you understand how to set your goals, determining your KPIs, plan your tactics and campaigns, and overall craft an effective marketing strategy that will help your team achieve its goals in 2018.

In the our last step, you'll find an easy-to-use template that you can then present your strategy to your team for the coming year.

Still need help putting it together or putting it into action? Ask the marketing leaders in [IMPACT Elite](#) or [Talk to us](#) directly. Tell us about your business, its goals, and we'll help you uncover your next step to success.

TALK TO US



4

Build Your Own 2018 Strategy!

Now, if you're a Gmail or Google apps user, click “file,” then “make a copy” to start editing the template in the following slides right on-screen.

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2018 Inbound Marketing Strategy

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To determine our goals, we must evaluate our current state including challenges, assets, budget, etc. and what you want them to look like down the line. Answer these questions:

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- What is the risk in this approach?

Setting Goals:

- Who's involved?
- What is our budget for achieving this?
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- How long do we have to show success?

2018 Goals:



Goal:

Stage in VJC



Goal:

Stage in VJC



Goal:

Stage in VJC

2018 KPIs:

1 - 2 -	Numeric Goal	Stage in VJC
1 - 2 -	Numeric Goal	Stage in VJC
1 - 2 -	Numeric Goal	Stage in VJC

Tracking KPIs

Metric	Current	Goal	Jan. 2018	Feb. 2018	...

Tactics to Get Us There



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2018 Campaign Plan

Brief Overview

VJC Stage	Campaign	Content Type	Working Title/Description	Buyer Persona	Promotion Channels

Campaign: [NAME]

Topic:

Persona:

Value Journey Stage:

Goal:

Campaign Assets: Conversion Tools

- Content Asset Type:
- Landing Page:
- Thank You Page:
- Delivery Email:
- Blog #1
- Blog #2
- Blog #3...

Campaign: [NAME]

Follow-Up & Lead Nurturing

- Emails
 - Email #1:
 - Email #2:
 - Email #3:
- Workflow Strategy
- Remarketing Design & Tracking URL

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Promotion Strategy (Including Paid)

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[TALK TO US](#)