

Hello Inbound Marketing Tipsheet

9 Tips For A Successful Inbound Campaign

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hello



Our Inbound Marketing Tips

1

Use long-tail keywords.

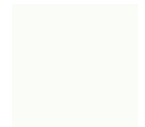
Using 3 or 4 words or phrases, called “long-tail keywords”, helps reduce the amount of competition when you’re aiming for Google’s top search spots. For example, instead of trying to optimize for the general term “dancing gloves”, you should aim for the more specific “luxury men’s dancing gloves”.



2

Add your brand’s personality.

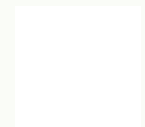
Don’t be afraid to create a unique voice for your brand. Developing a brand voice and unique imagery will help you stand out from your competitors and create an engaging and memorable identity for your brand.



3

Focus on educating.

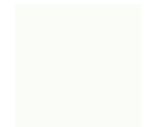
People who search online are usually looking for answers to their problems, not ads for services. Provide useful educational content that relates to your brand to build a rapport of honesty and credibility.



4

Take advantage of social media.

Creating your blog post is only half the work. Share your content on relevant social channels to help earn views and increase visibility. Remember to customize and format each social post for each channel you use.





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Build connections with links.

5

Inbound marketing aims to position your brand as a thought leader and industry expert. Networking with other notable figures and communities within adjacent industries helps build relationships, which helps your content reach even more people.



Use a content calendar.

6

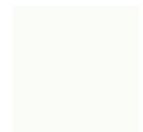
Being consistent is just as important as posting quality content. Make sure you've planned out your content into a publishing calendar. This visual tool will help make your campaign run seamlessly and keep you on track.



Tackle one piece at a time.

7

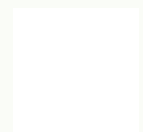
Building a strong inbound marketing campaign means building quality personas, understanding how you'll publish content, and creating engaging content. All of this can be overwhelming, so start at the first step and tackle it piece by piece.



Design matters.

8

People are visual by nature. Having a small book's worth of text with no visuals will affect how much people absorb from your content. Make sure your website and content, including ads, are designed well and make your brand look great.



Test and improve.

9

Every industry is different, and someone else's solution won't be the same as yours. Test each piece of content within your campaign to see what works and what needs improvement. Then, do it again until it's as good as it can possibly be.





Exercise 1: Identify Keywords (Hello Examples)

These are some long-tail keywords we outlined for Mike Jackson's campaign. We covered information that we hope our qualified leads will want to search. We also want to avoid attracting people who might be searching for items we aren't promoting, like cheap dancing gloves.

Fancy Dancing Gloves



Luxury Gloves for Dancing



Handwear for Dancers



Best Dancing Accessories



Best Practices for Dancing



Tips to Improve Dancing





Exercise 2: Plan Content Types (Hello Examples)

This is how we sorted our content types for our campaign. Blog posts and videos are simple, and will help leads learn more about their problems. How-to Guides and Checklists will inform leads on possible solutions, and the E-book and Report are heavier content pieces that will help leads make a decision.



Blog Post

- Awareness
- Consideration
- Decision



Video

- Awareness
- Consideration
- Decision



E-book

- Awareness
- Consideration
- Decision



Checklist

- Awareness
- Consideration
- Decision



How-to Guide

- Awareness
- Consideration
- Decision



Report

- Awareness
- Consideration
- Decision



Exercise 3: Outline Campaign Content

We chose to create an awareness-level blog post for Dancing Danny.

Content Outline Template

Customer Persona

Dancing Danny

Targeted Keyword

Luxury Gloves for Dancing

Buyer's Journey Stage



Awareness



Consideration



Decision

Content Title

10 Dancing Gloves You'll Need To Go Pro

How does this blog post help your persona?

Dancing Danny's biggest challenge is looking good onstage. This blog post provides glove options that would make looking good onstage easier.



Hello Inbound Marketing Tipsheet

Now that you're up to speed on some inbound marketing best practices, download our **Hello Inbound Marketing Worksheet** and test out these tips. We'll guide you through the basics of an inbound marketing campaign, which you can use to help generate leads and increase sales.



Want to learn how you can use this strategy for your business?

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