



Hello Inbound Marketing Worksheet

The Essential Steps for Your Campaign

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hello



The Buyer's Journey

The buyer's journey outlines the 3 research phases that your customers experience before they make a purchase. Identifying each stage will help you create content to effectively educate your potential customers (called "leads").



Awareness Stage

Consideration Stage

Decision Stage

Leads in the awareness stage typically have a problem but don't understand it.

At this stage, leads want to learn more about their problem.

Leads in the consideration stage understand their problem and want to learn about solutions.

At this stage, leads look for possible solutions.

Leads in the decision stage understand their problem and have chosen a solution.

At this stage, leads are educated and ready to make a purchase.



The Scenario

You're creating an inbound marketing campaign for **Mike Jackson**, who makes fancy gloves for dancers.

Based on a customer persona we provide, you're going to plan a content campaign and outline a piece of content to help sell some luxurious dancing gloves!



The Customer Persona

Customer personas are fictional representations of your ideal customer. Personas are crafted using extensive research and data. These personas will serve as the foundation of inbound marketing. Every piece of content you create will solve a persona's problem or further their goals.

Here is a fictional customer persona for you to use for the exercises.

Customer Persona



Persona Name

Dancing Danny

Job Goals

Impress the crowd.
Look spectacular.

Job Challenges

It's hard to look good onstage.



Exercise 1: Identify Keywords

Before we create content, we need to get inside your persona's head and think about the things they search and the words they use before they buy a product. Without building your content around relevant keywords, your customers won't be able to find your content.

Fill in the spaces below with keywords that Dancing Danny would search.

Want to see our examples?
View the Inbound Marketing Tipsheet!

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Exercise 2: Plan content types

As we mention in the **Inbound Marketing Tipsheet**, you should create a variety of content types for each stage of the buyer's journey.

Check off the appropriate consideration stage box for each type of content.



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

Want to see our examples? View the Tipsheet!

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Exercise 3: Outline Campaign Content

At this point, we know our persona, identified keywords, and planned our types of content. Now it's time to outline each piece of content.

Based on the previous exercises, fill out the template below to outline a blog post.

Content Outline Template

Customer Persona

Dancing Danny

Targeted Keyword

Buyer's Journey Stage

Awareness

Consideration

Decision

Content Title

Why is this content helpful or valuable to the persona?

Want to see how we filled it out? View the Tipsheet!

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Congratulations!

You've completed the exercises, and now you have a basic understanding of how to build an inbound campaign. If you haven't started creating content for customers, feel free to apply your own business attributes to this worksheet.

This is only the beginning of inbound marketing—there's so much more to learn. It takes effort, and the result of maximizing lead generation while delighting your customers is worth it!

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