

DMM

# HOW TO RUN A SUCCESSFUL MARKETING CAMPAIGN

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# Inbound Marketing

Inbound marketing is about **creating valuable experiences that have a positive impact on people and your business.**

How do you do that? You attract prospects and customers to your website and blog through relevant and helpful content. Once they

arrive, you engage with them using conversational tools like email and chat and by promising continued value.

And finally, you delight them by continuing to act as an empathetic advisor and expert.



# 10 steps for a successful campaign

## Before you dive in.

Before you start setting up your marketing campaigns, make sure you've dotted all your I's and crossed all your T's in order to set your company up for success.

Here's the 10 steps you need to follow to ensure that you've covered all your bases and thought about everything that is required to run a successful marketing campaign.



## 1. Identify your campaign audience



Understand your buyer persona before launching into a campaign, so you can target them correctly.

## 2. Set your goals and benchmarks



Having goals will help you be sure that you'll have tangible results to share with the world (or your boss) at the end of your campaign.

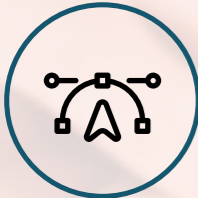


### 3. Create your offer(s) and landing page



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).

### 4. Plan and build your automation and 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.

### 5. Write a blog or News Article



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.

### 6. Share it on social media



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

“Focus on getting found where your customers are looking.”

## Need help with resources?

You need the right tools to get the job done.

In order to complete a successful inbound marketing campaign you will need to source the right tools and software to make your job easier!

[Get in touch](#) with us at DMM to discuss how you can more effectively run your campaign from one central system.

### 7. 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.

### 9. Track your URL's and traffic sources



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

### 8. 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.

### 10. 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.

## **ABOUT DMM**

We are your digital solution agency that puts great outside-the-box ideas into action to drive business success and create successful people.

Dynamic Multi Media was born to create beautiful, practical and meaningful solutions that fit your business and unique identity.

**Ready to elevate your website with a website design specialist?**

**Contact us today for a complimentary consult to see how we can help.**

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