

Inbound Marketing Checklist

Buyer's journey	Inbound marketing method	Review of effectiveness			Goals for improvements
		Strengths	Weaknesses	Score out of 10	
Awareness	Website - brand identity, clear navigation, mobile accessible, FAQs, social media icons				
Awareness	Website - variety of content and using keywords in line with business goals				
Awareness	Website - visuals used to appeal to the customer				
Awareness	Blog of relevant content to attract customers, regularly updated, promoted and variety				
Awareness	Blog uses keywords and links to other websites to improve SEO				
Awareness	LinkedIn page to connect with customers				
Awareness	Instagram account with visuals to attract customers				
Awareness	Twitter account to keep customers up to date with products				
Awareness	Facebook page with a variety of content and engaging with customers				
Awareness	Email marketing to attract customers and build relationships				
Awareness	Web directories to increase links to the business				
Consideration	YouTube account and videos to attract customers to the product				
Consideration	Comparison articles about the products				
Decision	Case studies to convince the customer of a quality product				
Decision	Product reviews to give the customers all the facts and trust in the product				
Decision	Trial download of the product, gated content to gain customer details				
Decision	Landing pages to convert customers through an offer				
Decision	Contact forms to collect customers information and contact for a sale				
Decision	Call to action to buy now or sign up now				
Decision	Reward returning customers to retain loyalty				
			Total score out of 200		