



Inbound Marketing Flight Plan

COMPANY: _____

DATE: _____

Purpose >>

The purpose of this plan is to show you the step-by-step process to build a permanent web marketing asset for your business that will generate leads, clients and revenue.

Strategy	Get Started Questionnaire	Discovery Call / Inbound Marketing Assessment	Web & Inbound Marketing Strategy	Website Blueprint	Content & Search Strategy	Social Media Strategy
Infrastructure	Website & Blog	Email System for Your Contacts	Social Media Profiles & Guidelines	Editorial Calendar	Analytics & Automation	12 Month Infrastructure Roadmap
Content Program & Client Success Program	Blogging	Email Marketing	Social Media	Landing Pages with Premium Content	Lead Nurturing	Reporting & Analysis
Offline & Advanced	Speaking & Events	PR	Traditional Marketing	Digital Products & Subscriptions	Publishing Books	Podcasts & Webinars
Embed IP & Processes	How-to Manual	Email Marketing	Social Media Online Academy	Landing Pages and Lead Nurturing	Blogging, Guest Blogging & Outreach	Measurement, Reporting & Tracking Offline Marketing
Team Training & Recruitment	Social Media Strategy & Guidelines Training	Hands-on Social Media Training	Recruit In-house Staff [content, social media, inbound marketing consultants]	Reporting & Analytics Training	Accountability System for Content Publishing Schedule	