



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 & Marketing Automation	12 Month Infrastructure Roadmap
Content & Client Success Program	Blogging & Video	Email Marketing	Social Media	Landing Pages (with Premium Content) & Lead Nurturing	Search Engine Optimisation	Reporting & Analysis
Offline & Advanced	Speaking & Events	PR & Influencer Outreach	Traditional Marketing	Digital Products & Subscriptions	Publishing Books	Podcasts & Webinars
Embed IP & Processes	How-to Manuals on Intranet	Email Marketing Best Practice	Social Media Online Academy	Landing Pages & Lead Nurturing Workflows	Blogging & Video	Measurement, Reporting & Tracking Offline Marketing
Team Training & Recruitment	Social Media Strategy & Guidelines Training	Hands-on Social Media Training	Empower Existing Team & Recruit In-house Talent	Accountability System for Editorial Calendar & Content	Reporting & Analytics Training	Complete Inbound Marketing Function!
						Congratulations, your organisation now has an inbound marketing function to attract more leads, clients & revenue!