GROOVE
DIGITAL MARKETING

Assets of a B2B
Inbound Marketing Campaign

Readiness to Buy	Top of the Funnel (ToFu)	Middle of the Funnel (MoFu)	Bottom of the Funnel (BoFu)
	What Do I Need?	Why Do I Need it From You?	Why Do I Need it Now?
Premium Content	Checklist, Guide, WhiteBrief, eBook	Case Study, Webinar, Data Sheet, Features/Benefits	Request a Demo, Consult, Assessment, Analysis
LP3	Landing Page Main Landing Page TY Redirect Auto-Response Email	Landing Page Main Landing Page TY Redirect Auto-Response Email	Landing Page Main Landing Page TY Redirect Auto-Response Email
	Items needed to build and optimize the LP3 series for each:		
LP Assets	Page Copy (headline, subheadline, body, bullets) Thumbnail Image Form (fields, notifications)	Page Copy (headline, subheadline, body, bullets) Thumbnail Image Form (fields, notifications)	Page Copy (headline, subheadline, body, bullets) Thumbnail Image Form (fields, notifications)
CTA	600 px (headline, button text) 300 px (headline, button text)	600 px (headline, button text) 300 px (headline, button text)	600 px (headline, button text) 300 px (headline, button text)
	When Campaign is fully materialized, utitlize SmartCTAs to serve out offer in sequence based on user behavior		
Email Offer	Content Thumbnail CTA	Content Thumbnail CTA	Content Thumbnail CTA
SmartList Lead Segmenting	Create SmartList for each LP form. If ToFu: [Title] Main form is submitted, add Contact to SmartList called ToFu: [Title] Main If MoFu: [Title] Main form is submitted, add Contact to SmartList called MoFu: [Title] Main If BoFu: [Title] Main form is submitted, add Contact to SmartList called BoFu: [Title] Main		
	Note: These SmartLIsts will be utilized in the Workflow Automation Process		
Workflow/ Automation	Build Logic Build Emails Build Automation +5, +10, +15 Emails (Content, Thumbnail CTA, Personal Signature)	Build Logic Build Emails Build Automation +5, +10, +15 Emails (Content, Thumbnail CTA, Personal Signature)	Build Logic Build Emails Build Automation +5, +10, +15 Emails (Content, Thumbnail CTA, Personal Signature)
Blog Content	**10-20 Blogs on this campaign topic that serve as teasers or appetizers for the Premium Content**		
Social Media Content	Create and schedule posts to promote all blogs and landing pages. Social Media posts should follow the 10-4-1 ratio (10 links to industry content, 4 links to your blogs, 1 link to your landing page offers). It is ok to spin the titles of your blogs in multiple ways and use the same link to promote the same blog multiple times.		