

The B2B Marketing Checklist for 2026

1. Foundations

- ☐ Map the buying committee: economic buyer, champion, end users, and blockers
- ☐ Agree a shared definition of an MQL and SQL between sales and marketing
- ☐ Position against the real alternatives buyers already consider, not just competitors

2. Competitive analysis & positioning

- ☐ Run a structured competitive analysis of every alternative buyers weigh, including doing nothing
- ☐ Map your positioning and value proposition against each alternative
- ☐ Test your core messaging with real buyers before you scale it across channels

3. Demand generation & ABM

- ☐ Balance broad demand generation with account-based targeting for top accounts
- ☐ Align the target account list with sales before launching any ABM program
- ☐ Confirm ABM and broad demand-gen messaging do not contradict each other

4. Content for the buying committee

- ☐ Map content to each stakeholder's real concern, not one generic asset for everyone
- ☐ Build case studies and proof assets for procurement-stage buyers
- ☐ Decide gated versus ungated content deliberately, not by default

5. Content audit & repurposing

- ☐ Run a content audit to find coverage gaps before commissioning new assets
- ☐ Build high-intent anchor content, then repurpose it into smaller formats
- ☐ Map content to the questions buyers ask at each stage of the journey

6. Channels

- ☐ Use SEO for long-tail, research-stage queries a buying committee actually searches
- ☐ Use paid and LinkedIn for demand capture and account-based targeting
- ☐ Run email nurture built for a long sales cycle, not a single send

7. Lead scoring & marketing automation

- ☐ Build a lead scoring model so sales and marketing rank leads by the same signals
- ☐ Integrate your CRM and marketing automation so lead behaviour is tracked end to end
- ☐ Set up measurement dashboards before you model attribution

8. Sales & marketing alignment

- ☐ Agree a shared funnel definition and a follow-up SLA for new leads
- ☐ Feed sales feedback on lead quality back into targeting and content
- ☐ Share closed-won and closed-lost reasons with marketing regularly

9. Sales enablement

- ☐ Build battlecards and objection-handling guides for the sales team
- ☐ Give sales case-study and proof frameworks for procurement-stage buyers
- ☐ Refresh collateral from win-loss reasons so it reflects real objections

10. Measurement & attribution

- ☐ Track pipeline and revenue influence per channel, not leads alone
- ☐ Use multi-touch attribution given multiple stakeholders and a long cycle
- ☐ Review win rate and sales-cycle length by source

11. Ongoing review

- ☐ Audit the funnel quarterly for where leads or pipeline leak out
- ☐ Refresh ICP and messaging as the market or product changes
- ☐ Benchmark CAC and payback against realistic B2B norms for your category

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