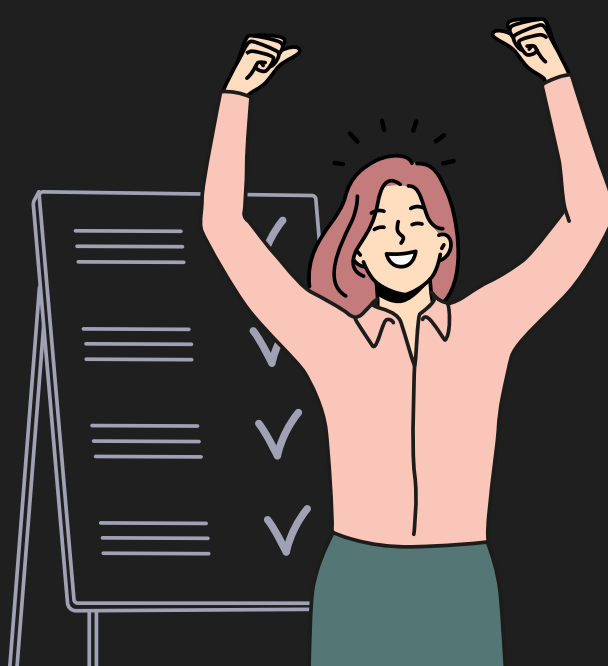


2026 B2B Marketing Planning Checklist



Based on insights from the [2025 B2B Marketing Edge report](#)

Today's B2B marketers are navigating more responsibilities, tighter timelines, and bigger growth goals than ever before. This checklist distills what's working across the industry—so you can accelerate your own impact. Whether you're refining your data strategy, adopting new tools like AI, or looking to launch faster with greater precision, these are the steps that will help you drive real results today and into 2026.



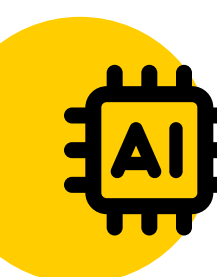
Double down on data confidence

- ☐ Audit your data mix and hygiene
- ☐ Prioritize intent, first-party, and zero-party data



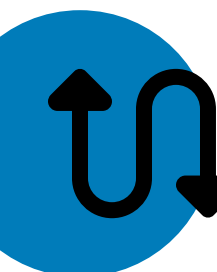
Speed up campaign execution

- ☐ Simplify approvals
- ☐ Test, launch, and iterate faster (Growth Gurus go live in under 15 days)



Lean into AI where it matters

- ☐ Use it for personalization, performance analysis, and scale
- ☐ Make sure your data is AI-ready



Shift from generalist to specialist mindset

- ☐ Focus on ROI-driving responsibilities
- ☐ Outsource or automate lower-impact tasks



Steal what works from your peers

- ☐ Tap into proven strategies from SHRM, OpenText, Indeed, and others
- ☐ Explore case studies at anteriad.com



Build in testing + agility

- ☐ Add a testing line to your budget
- ☐ Use real-time learnings to adjust fast

Need a partner for what's next? Anteriad helps marketers do this daily from data activation to faster GTM. Let's build your 2026 growth engine.



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