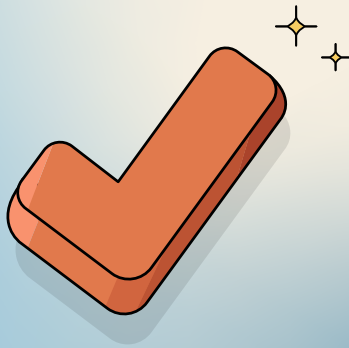





Fix the Gaps: A HubSpot Checklist for Faster Campaigns



A practical checklist for busy marketers who need to clean up, speed up, and level up their HubSpot campaigns.

As a marketer, you're expected to launch campaigns fast, deliver clean reports, and keep the engine running. But if HubSpot is messy, slow, or misconfigured, it's costing you time—and results. *This checklist will help you:*

-  Identify where your HubSpot setup might be slowing you down
-  Uncover quick wins to improve automation and reporting
-  Get clarity on what to fix—and what to delegate

Setup & Admin Hygiene

- ☐ Are lifecycle stages and lead statuses clearly defined and used?
- ☐ Do you regularly check for duplicate or incomplete CRM records?
- ☐ Are workflows properly named, categorized, and documented?
- ☐ Are integrations syncing correctly (e.g., Salesforce, LinkedIn, ZoomInfo)?

Automation & Workflows

- ☐ Are lead nurturing workflows aligned with buyer journey stages?
- ☐ Are internal notifications (e.g., MQL handoffs) working as expected?
- ☐ Do you have alerts for stuck or broken automations?
- ☐ Is there logic to suppress contacts who shouldn't be included in the workflow?


Reporting & Attribution

- ☐ Are reports tied to actual campaign goals (leads, SQLs, revenue)?
- ☐ Are your dashboards easy to share with leadership?
- ☐ Can you track performance by channel, campaign, or persona?
- ☐ Do you have attribution reporting in place beyond first-touch?

Campaign Execution

- ☐ Are you using HubSpot lists effectively for segmentation?
- ☐ Are UTMs and tracking links standardized across campaigns?
- ☐ Are campaign assets (emails, forms, pages) centrally organized?
- ☐ Do you have a QA checklist for every launch?

Need Help? We've got you.

If you've got more than 5 boxes unchecked, it's time to bring in backup. ResultsIQ helps marketers fix what's broken, optimize what's working, and launch faster with fewer headaches. 

Contact Us

