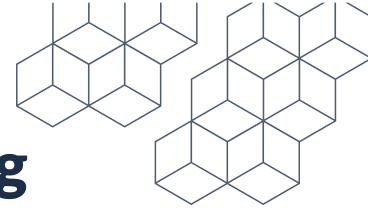




Workbook #2: Automate & Personalize Your Marketing



Automate & Personalize Your Marketing

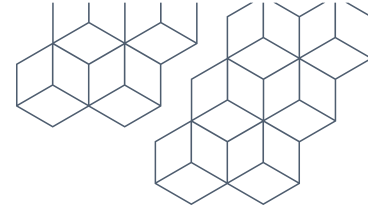
📦 Do you currently have any email automation in place? If yes, what is the process?

📦 What are your current marketing efforts?

📦 Do you have a planned upcoming marketing campaign you would like to run through HubSpot?

📦 How do you currently segment your contacts?

📦 What are you currently automating? What efforts would you like to automate?



 Are there different segments that need to get different information?

Next steps:

Go back to [HubSpot Roadwork](#).

Next up in Roadwork is visual workflow building.