

# Target Smarter, Not Harder: The Intent-Based Marketing Cheat Sheet



## Build Your Precision Hitlist

Craft a detailed Target Account List (TAL) with handpicked ICPs to prioritize the right prospects.

## Nail Down Intent Topics

Focus on high-impact keywords and topics to boost brand relevance and awareness.



## Arm Yourself with the Right Tools

Leverage intent-data platforms to connect your TAL with actionable customer insights.

## Create Content That Clicks

Turn customer intent signals into blogs, whitepapers, and assets tailored to their needs.



## Launch Laser-Focused Ads

Run ads tailored to active searchers of specific topics across display, video, and audio platforms.

## The Intent-Based Future of Lead Gen

Decode customer behavior to provide the solutions they seek and close more deals faster.

