

TrendCandy surveyed 800 B2B content marketing leaders about their plans, worries, goals, failures and wins in 2024. Here are some key takeaways:

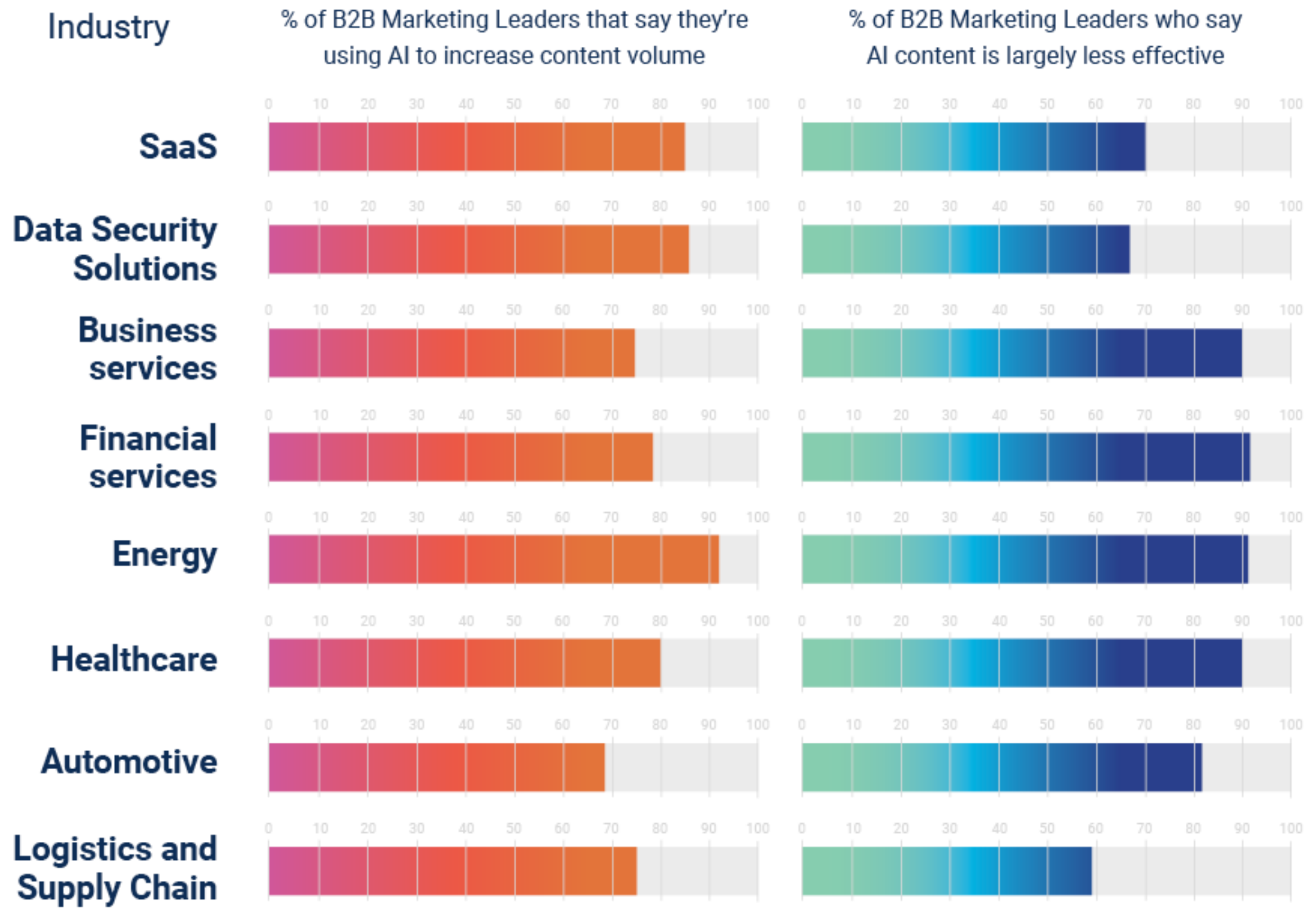


SURVEY HEADLINES

1 The top emerging trends that B2B content leaders are planning for:

- Personalized thought leadership content
- AI in marketing
- SEO best practices
- Data analytics
- Content distribution
- Audience engagement
- ROI measurement
- Video content strategies
- Influencer marketing

2 **84%** of B2B Marketing Leaders say **AI is increasing content volume**, but **79%** say that content is **largely less effective**



TrendCandy creates original survey data that you turn into thought leadership content campaigns. Learn more at www.trendcandy.io or text 801-209-4879

