

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 ways marketing teams are streamlining work with sales teams



Shared CRM Systems



Regular Meetings



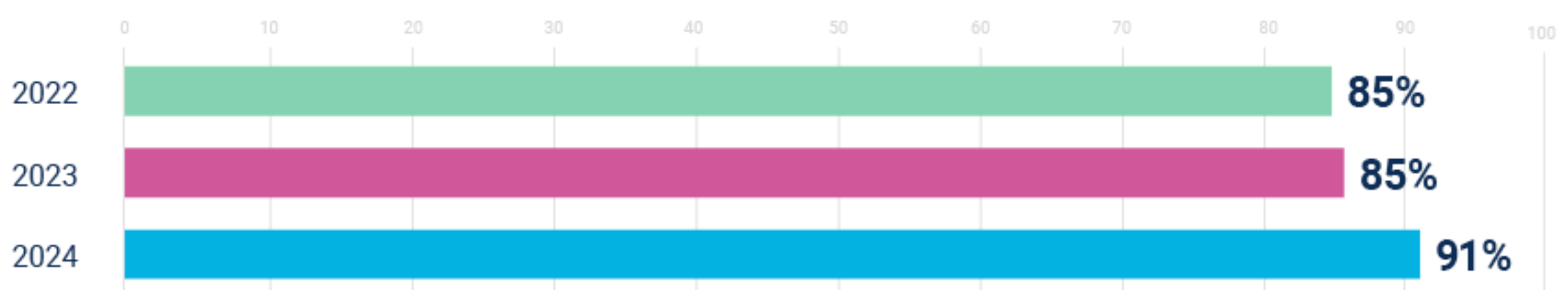
Aligned Goals



Joint Planning

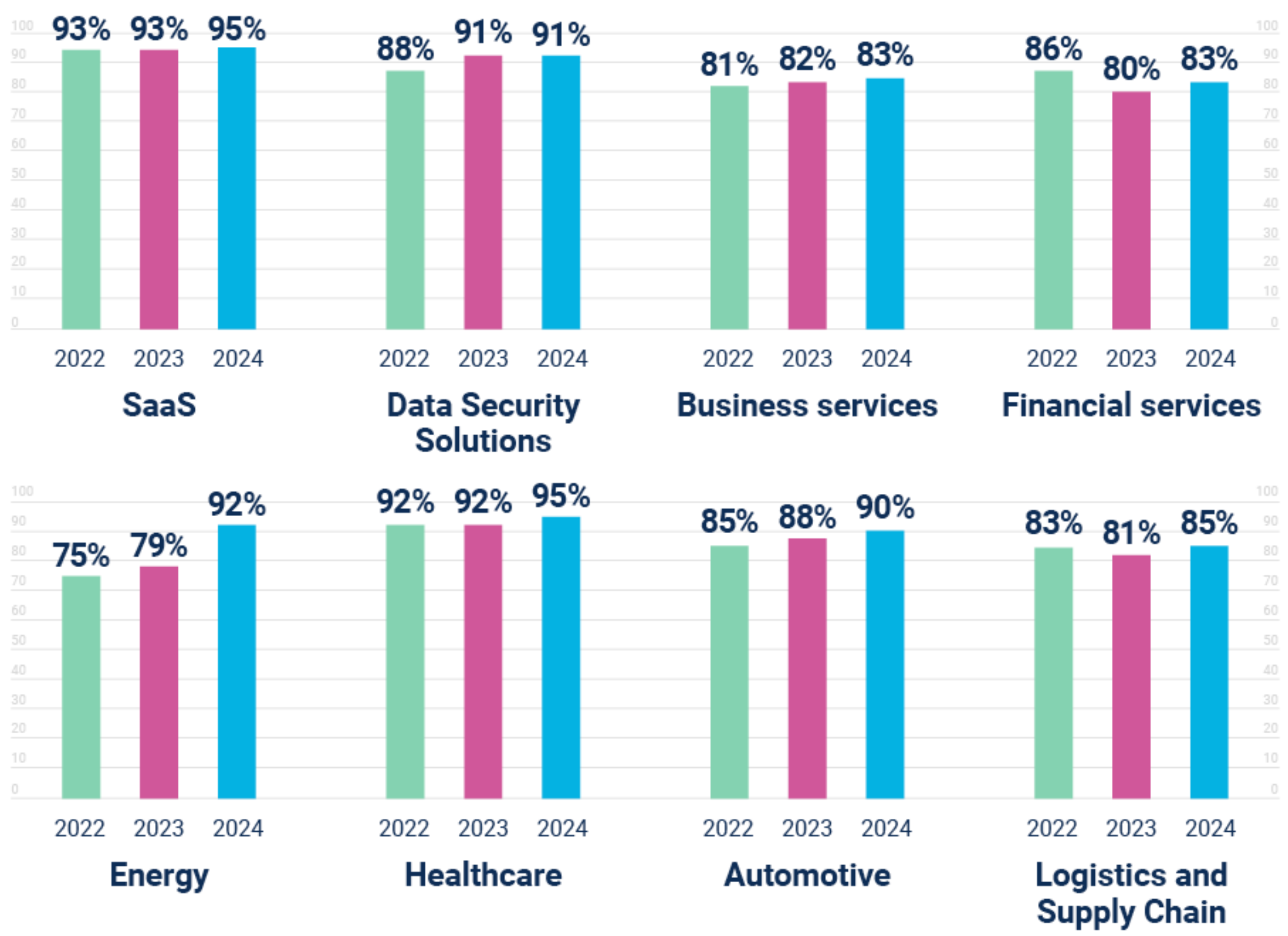
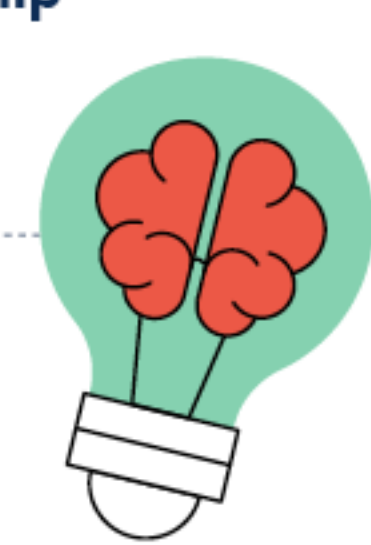


Lead Scoring

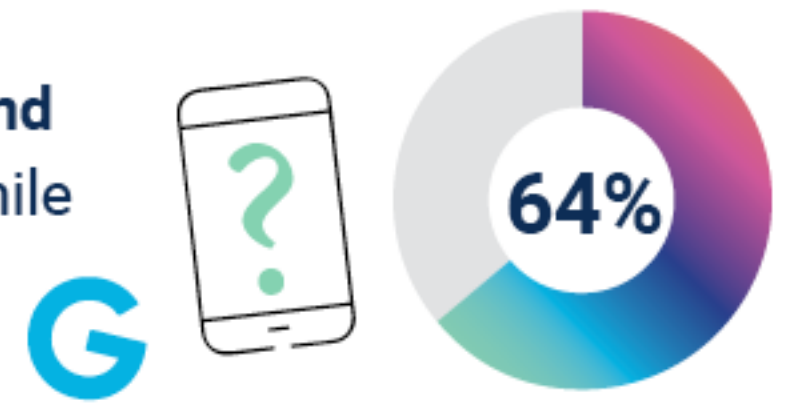


% of B2B Marketing Leaders saying that thought-leadership data plays a key role in their content strategy

2 The percent of B2B Marketing Leaders who say thought-leadership data is a key part of their content strategy by industry



3 64% of B2B marketers have pretended to understand a new marketing technology on a conference call, while hurriedly Googling it on their phones



4 More marketers spend time on slack than thinking about conversion problems



5 More B2B marketers are confident picking the perfect GIF for a team chat than the perfect keywords for SEO



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

