

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



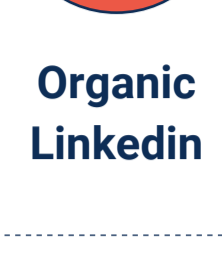
SURVEY HEADLINES

1 The top content priority for B2B Marketing Leaders in 2024?
Personalized thought leadership

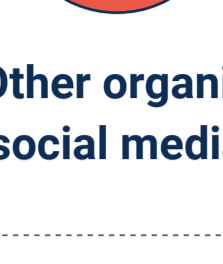
2 The channels generating the biggest ROI for B2B Marketing Leaders so far this year



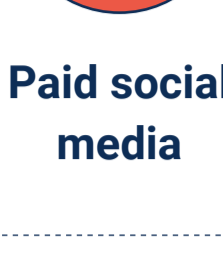
Company website



Organic LinkedIn



Other organic social media



Paid social media



Email

3 The channels that are underperforming ROI for B2B Marketing Leaders this year:



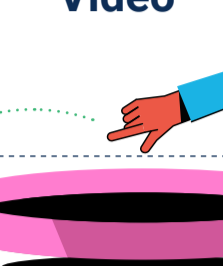
Account Based Marketing



SEO

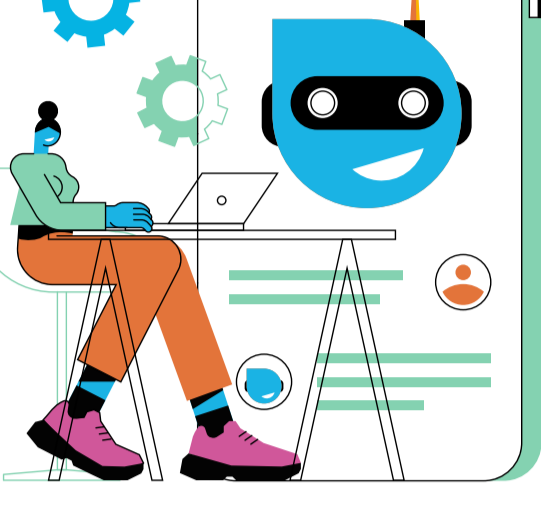
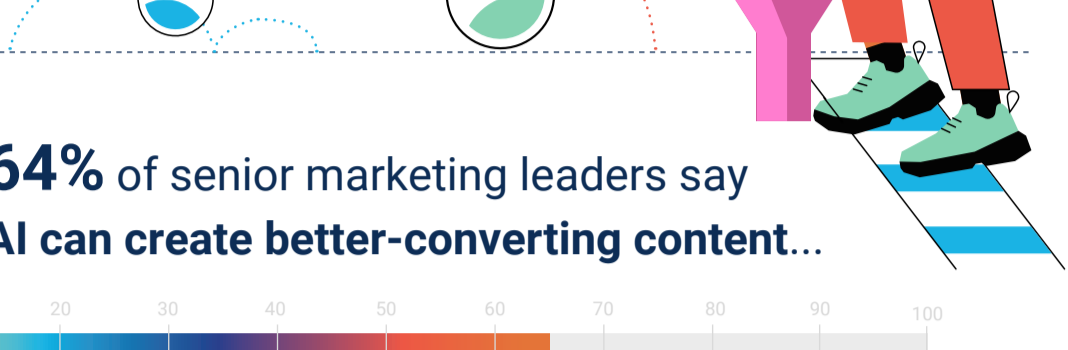


Influencer marketing



Video

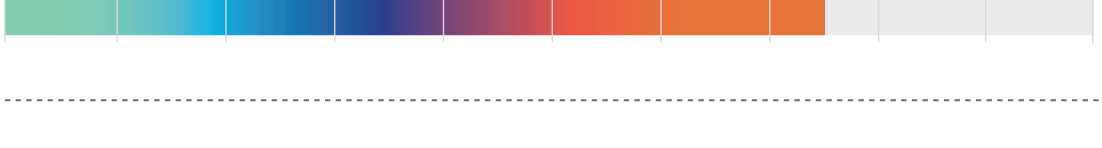
4 More B2B marketers know how to fix a printer jam than a **conversion funnel issue**



5 **64%** of senior marketing leaders say **AI can create better-converting content...**



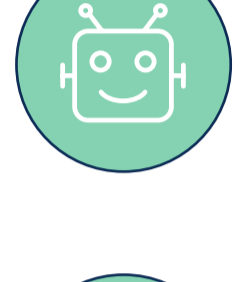
...but 75% of junior marketers who actually produce the content say **AI isn't quite there yet**



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



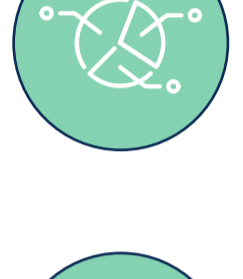
Personalized thought leadership content



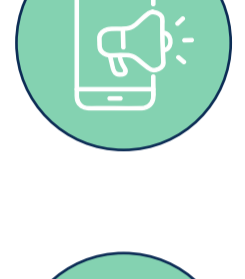
AI in marketing



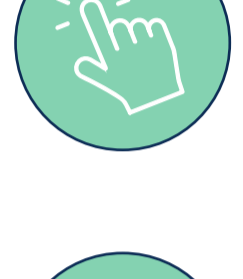
SEO best practices



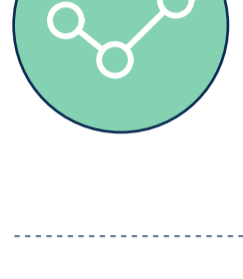
Data analytics



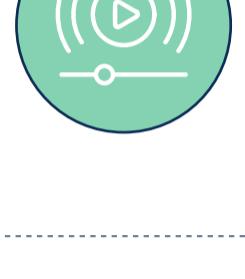
Content distribution



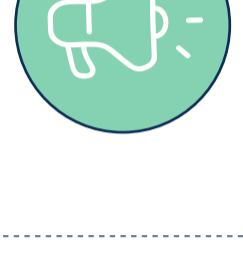
Audience engagement



ROI measurement

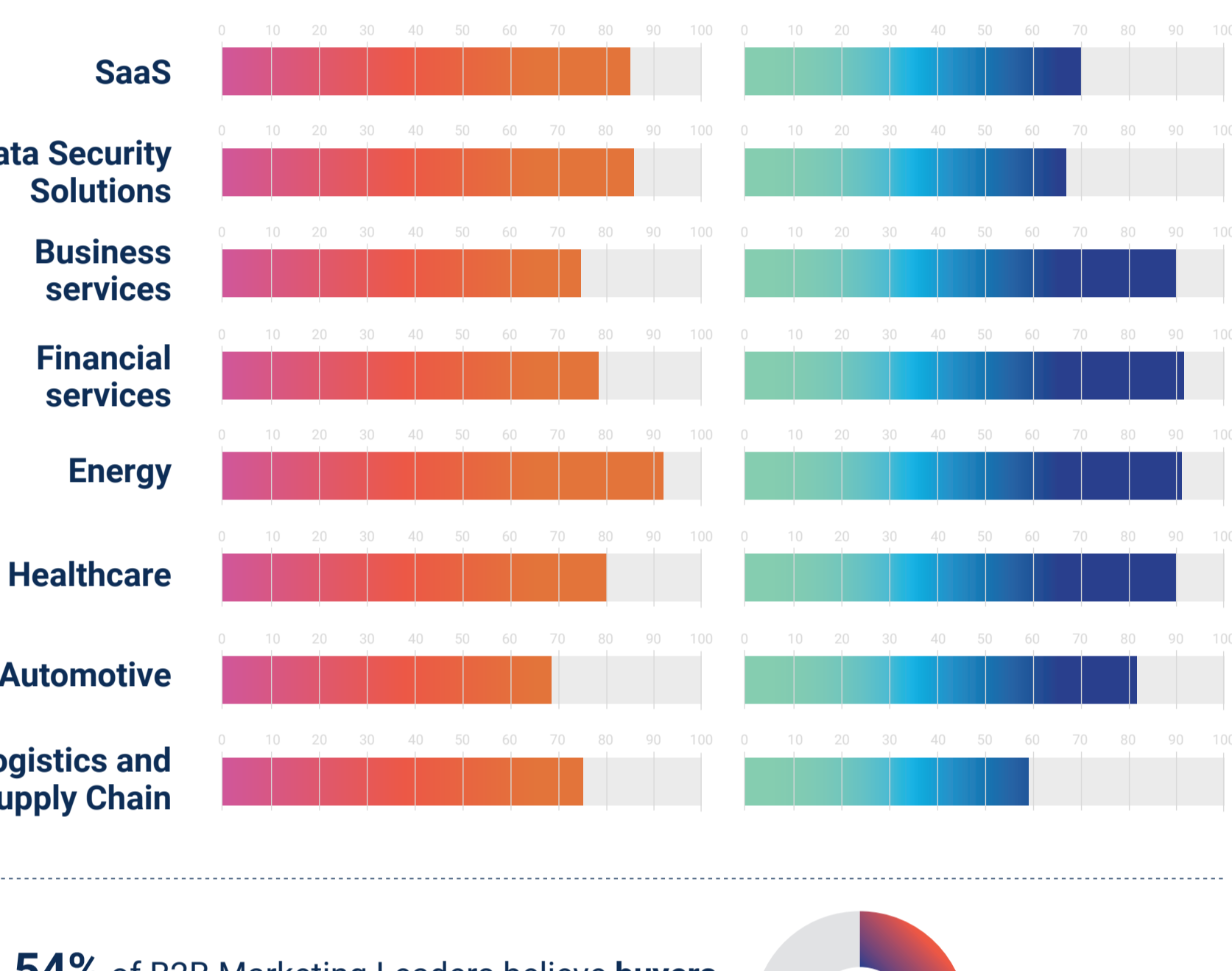


Video content strategies

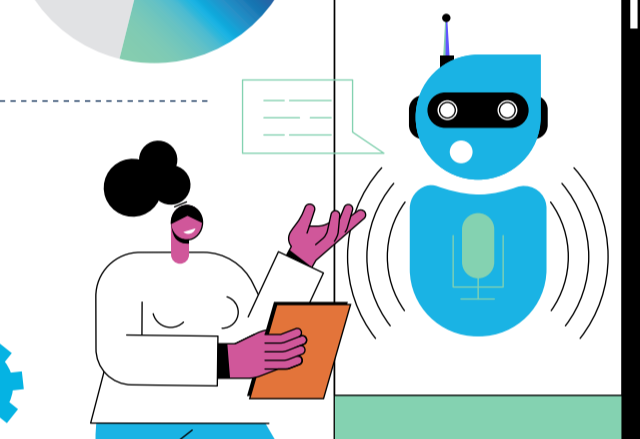


Influencer marketing

7 **84%** of B2B Marketing Leaders say **AI is increasing content volume**, but **79%** say that content is **largely less effective**



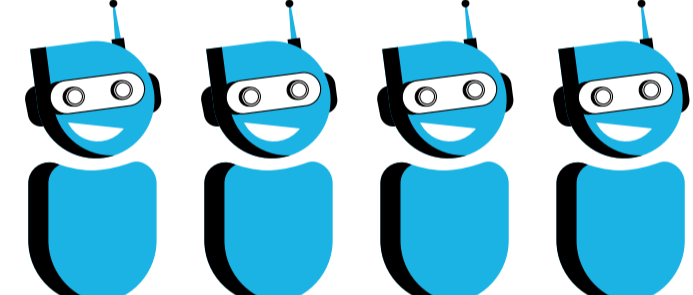
8 **54%** of B2B Marketing Leaders believe **buyers can sense when content is AI created vs human created**, and that reflects poorly on the brand



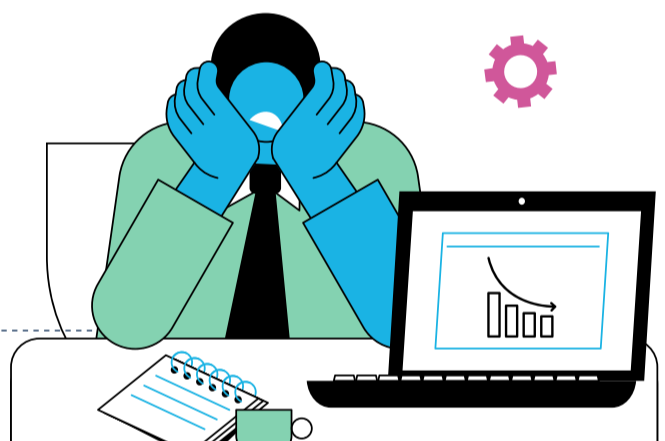
9 More B2B Marketing Leaders today are focused on **how to get positively mentioned by ChatGPT** than by Google rankings



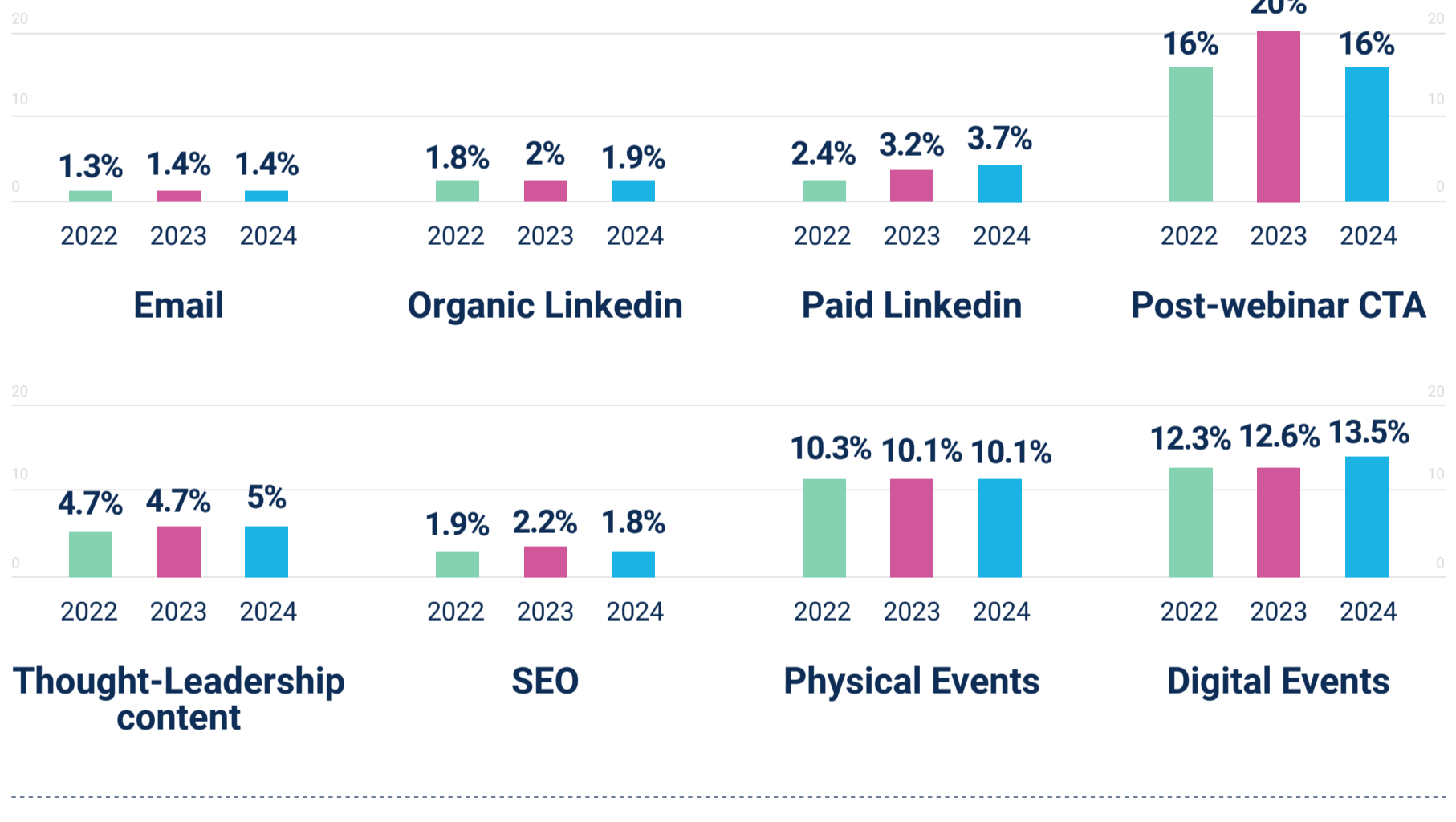
10 **64%** of B2B Marketing Leaders worry their **AI-generated content looks the same as everyone else's AI-generated content**



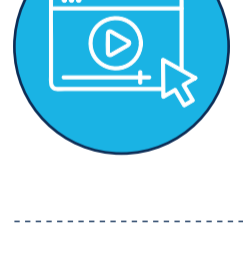
11 Content leaders who have been using AI-generated content over the last 6 months are **2.1 times less likely** to have hit their KPIs in the past 6 months



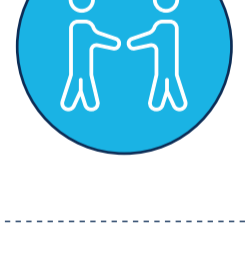
12 Average B2B CTA conversion rates by channel:



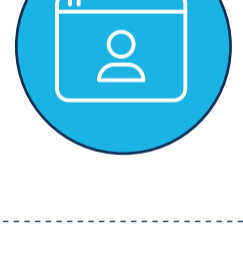
13 The top 3 B2B marketing actions for positive ROI in 2024 are:



Webinars

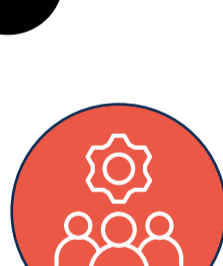


Physical events



Digital events

14 The top ways marketing teams are streamlining work with sales teams



Shared CRM Systems



Regular Meetings



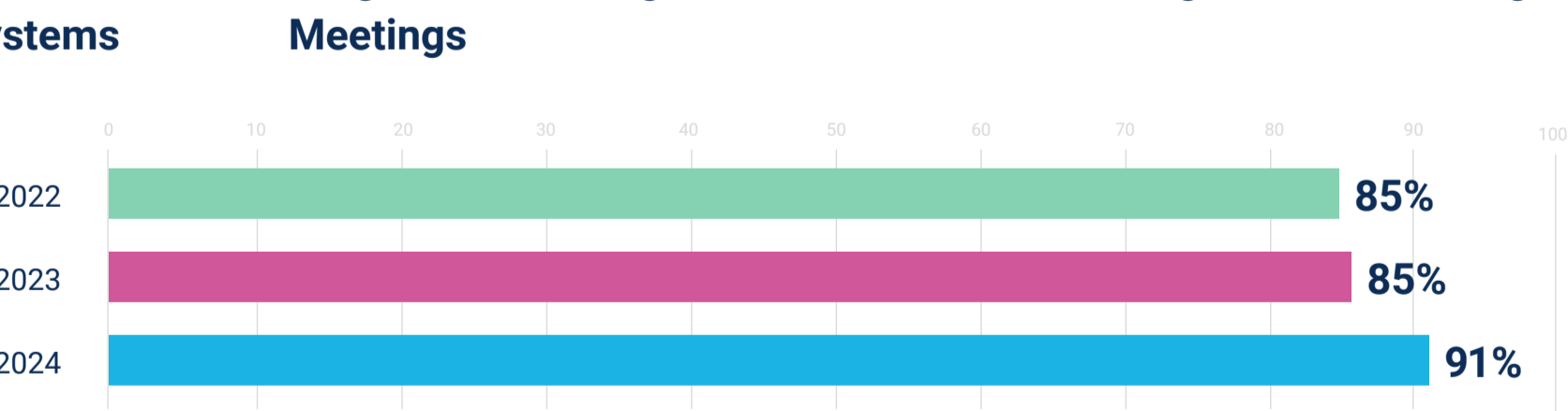
Aligned Goals



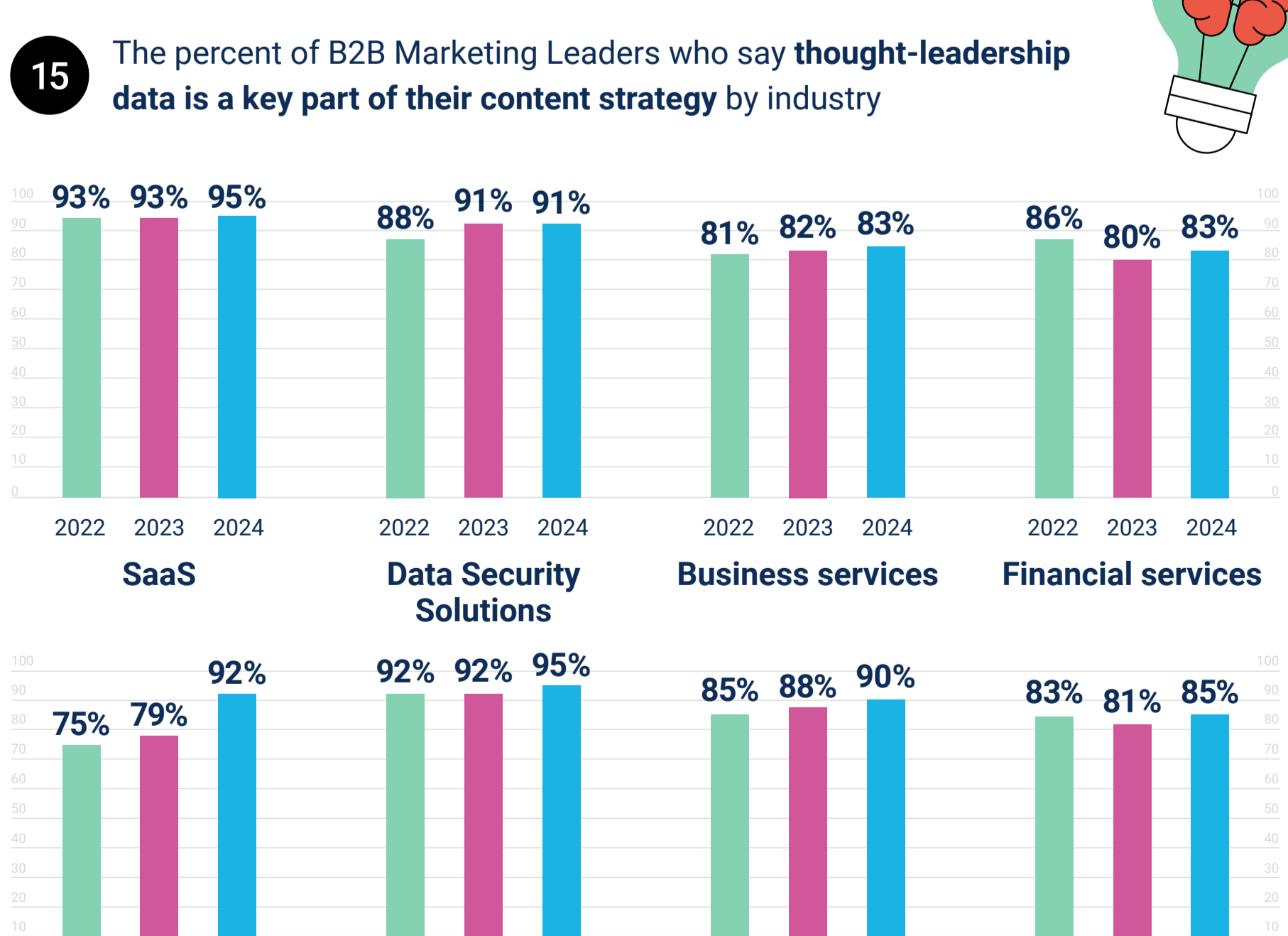
Joint Planning



Lead Scoring



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



16 **64%** of B2B marketers **have pretended to understand a new marketing technology** on a conference call, while hurriedly Googling it on their phones



17 More marketers spend time on slack than thinking about **conversion problems**



18 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

