

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

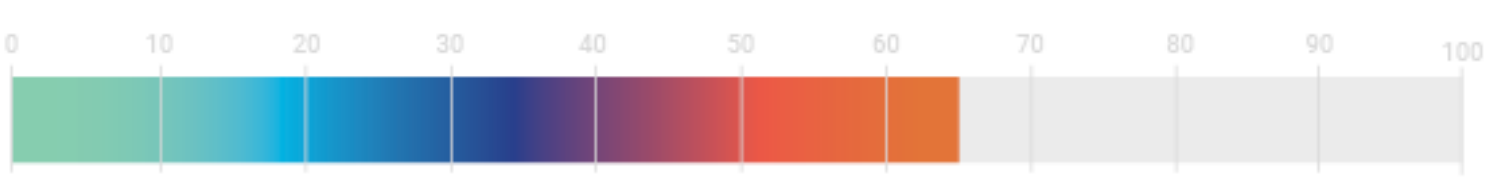


Video

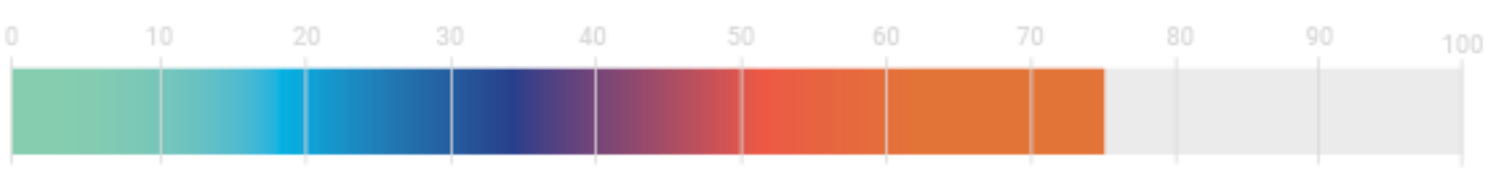
**4** More B2B marketers know how to fix a printer jam than a **conversion funnel issue**



**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**



TrendCandy creates original survey data that you turn into thought leadership content campaigns. Learn more at [www.trendcandy.io](http://www.trendcandy.io) or text 801-209-4879

