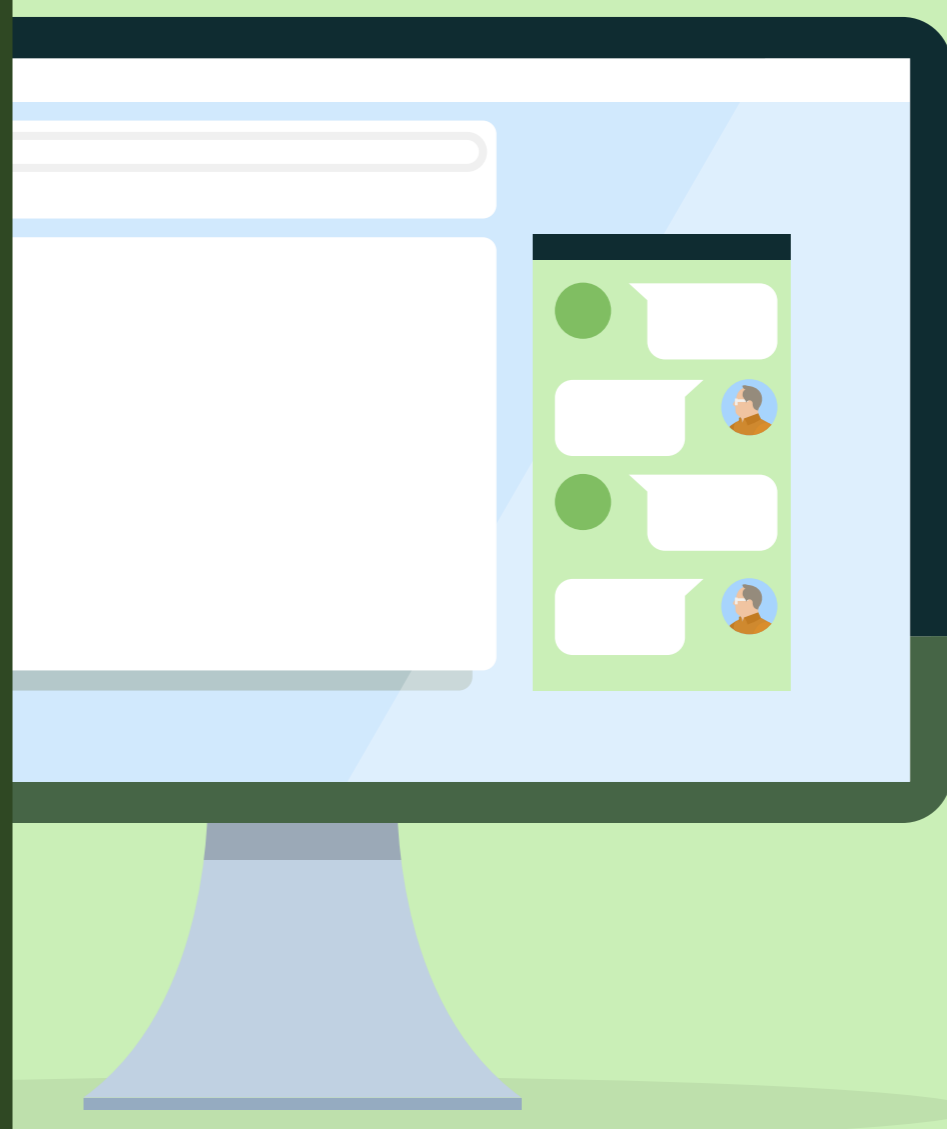


The Maturation of AI in Marketing

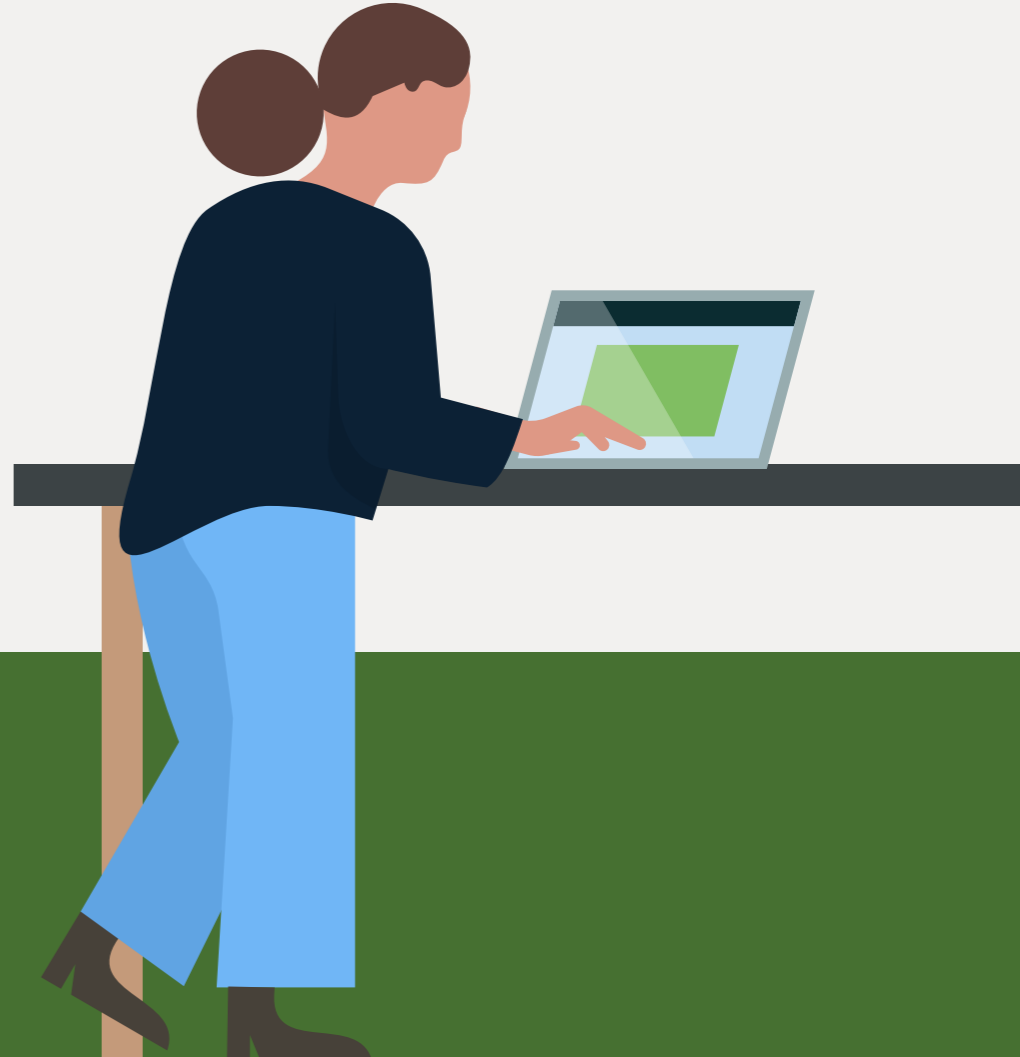
New technology trends data from LinkedIn's 2024 Global Marketing Jobs Outlook report



Generative AI is transforming the way marketers work

Over the past couple of years, artificial intelligence has gone from a novelty in marketing to a natural extension of the profession.

Generative AI tools like ChatGPT are now integrated into the work most marketers do, making practitioners more efficient and productive across a variety of endeavors. New LinkedIn research shows just how prominent this maturing technology has become, and how marketers are upskilling to make the most of it.



Just over **2 in 3 B2B marketing leaders** are using **AI applications** in their marketing activities.

(2024 B2B Marketing Benchmark)

How marketers are benefiting from generative AI in 2024

According to last year's B2B Marketing Benchmark, these are the **top five ways B2B marketers said they planned to use GAI this year:**

58%
Generate more content in less time

55%
Increase efficiency so I can focus on higher value work

51%
Create optimized and engaging content that resonates with a target audience

39%
Build more creative campaigns

51%
Gain competitive advantage



"I believe we are in the early days of a world of work that is more human than before, giving us the chance to do more fulfilling work, and to do that work more easily and effectively with others."

Ryan Roslansky, LinkedIn CEO

How marketers are building AI skills

These are the **top five AI-focused LinkedIn Learning courses** that marketers engaged with globally over the past year:

- ▶ [What Is Generative AI?](#)
- ▶ [Introduction to Artificial Intelligence](#)
- ▶ [Introduction to Prompt Engineering and Generative AI](#)
- ▶ [Ethics in the Age of Generative AI](#)
- ▶ [Prompt Engineering: How to Talk to the AIs](#)



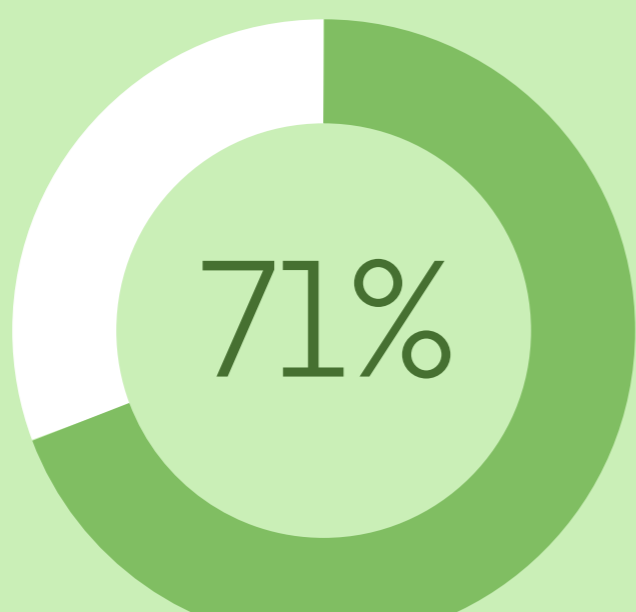
LinkedIn internal data shows that **2X more global marketing leaders added AI as a skill to their profile** in the last quarter of 2023 versus 2022. These are examples of specific AI-related skills that were added by marketing professionals on LinkedIn last year:



AI Skills

- Prompt Engineering
- Midjourney
- DALL-E
- GPT-3
- GPT-4

- Generative Art
- Stable Diffusion
- GitHub Copilot
- ChatGPT



of leaders say they'd rather hire a less experienced candidate with AI literacy skills than a more experienced candidate who lacked them. **66% simply wouldn't hire someone without AI literacy skills.**

(Microsoft and LinkedIn's 2024 Work Trend Index)



Explore the future of marketing, and how you can thrive: Check out the full **2024 Global Marketing Jobs Outlook.**