

2024 B2B Marketing Benchmark



# The B2B Marketing Organization of Tomorrow

The skills, practices and tools future-looking  
B2B organizations need to innovate and drive growth

# To Understand the Evolving Landscape and Opportunity in B2B, We Surveyed B2B Marketing Leaders in Eight Countries.

These countries represent core B2B growth markets with a vibrant LinkedIn member base.



# Our Perspective Is Backed by Data From Ipsos and LinkedIn

Primary quantitative research was conducted by Ipsos via a device-agnostic online survey, designed with each market in mind. LinkedIn internal data provided critical context and understanding to Ipsos' quantitative findings.

## Research Methodology

Ipsos recruited a sample of 2,001 B2B leaders from various industries utilizing expert network sample providers.

Participants took a 15-minute device-agnostic survey on mobile or desktop.

Survey development drew from existing Ipsos expertise as well as findings from LinkedIn research. The focus of the survey was challenges being faced by senior-level B2B marketers globally. The large sample size allows for confident projection of results and analysis of subgroups of the target audience.

LinkedIn also did an analysis of 1,000 B2B brands to understand how B2B companies are faring in this environment. We used our B2B Index, a new LinkedIn metric that measures effective brand building, to identify the 1,000 B2B companies we could analyze in aggregate to determine B2B trends on LinkedIn.

## Data Collection Timeline

March 1 to March 29, 2024

Data is based on respondents to the survey and is not representative of all B2B marketers.

\*Other marketing C-Suite is comprised of titles of President, SVP, VP

## Respondent Profile

- **Regions:**  
North America (n=250), LATAM (n=251), EMEA (n=750), APAC (n=750)
- **Job title:**  
CMOs (n=448), \*Other marketing C-Suite C-Suite (n=682), Director/Manager (n=871)
- **Industries:**  
Financial services (n=405), Tech (n=430), Agency (n=426), Professional services (n=402), Health (n=271) and Education (n=67)
- **Company Size:**  
Small (10-49 employees) n=359, Medium (50-499 employees) n=814, and Large (500+ employees) enterprises n=828

# Blending Old and New Tactics and Techniques Will Help Today's Marketers Build the More-Nimble Team of Tomorrow

The B2B marketing team of the future is likely to be more agile, data-driven and customer-centric than ever before.

Teams will still need a strong foundation of traditional marketing skills, but they will also need to be proficient in newer, more specialized capabilities to thrive in a rapidly changing environment. The B2B marketer of the future must be a versatile and multidisciplinary professional who can blend established marketing principles with cutting-edge technologies to drive results.

## **So how does the marketer of today compare to the marketer of tomorrow?**

LinkedIn has partnered with Ipsos, tapping about 2,000 marketing leaders across eight different global markets for their thoughts, to determine how marketers are currently optimizing toward this future.

Today's marketing leaders are confident in their own and their teams' ability but are still looking to boost agility and adaptability on their teams. They are building relationships across the organization to align marketing efforts with overall organizational goals. They are leveraging technology to become more efficient, more creative and more innovative. They are establishing the strong measurement frameworks they need to both prove their worth in the C-Suite and make their work more resonant with customers.

Above all, our report found they realize that leaning into people skills is important.

Being a number cruncher is no longer enough – brands are seeking curious, resourceful and collaborative marketers. As technology like GAI continues to transform marketing organizations, relying on human skills will be even more critical. Our report shows that marketers are well on their way to balancing the skills that are needed to lead our organizations into the future.



**Tequia Burt,**  
Editor in Chief of the LinkedIn Collective

# 9

## Essential Characteristics

The B2B marketing team of tomorrow is agile, data-driven and customer-centric. Organizations need marketers with the following characteristics to be successful:

### The B2B Marketing Leaders of the Future Must Be



# Strategic Thinkers

## With Strong Business Acumen

B2B marketers will need to think strategically and understand how their marketing efforts align with broader business goals and objectives. This includes understanding market dynamics, competitive landscapes and industry trends.



# How do the strategic B2B marketing thinkers of today compare to those of tomorrow?



## WHAT THEY ARE DOING TODAY...

Allocating budgets across many channels/ activities

23%

PAID MEDIA

21%

CREATIVE DEVELOPMENT

18%

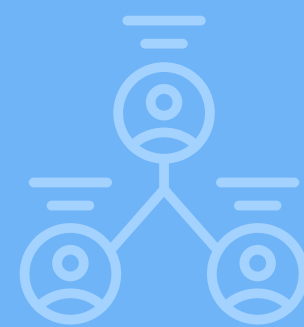
EVENTS & SPONSORSHIPS

Reassessing organizational structure and their teams' skills

MORE THAN

4 in 10

SAY THEIR ORGANIZATION UNDERWENT A REORG



Pursuing new customers instead of investing in existing relationships



60/40

SPLIT

## WHAT THEY WILL BE DOING TOMORROW...

Prioritizing budget allocation and resources with company goals

NEARLY

9 in 10

FEEL GOOD ABOUT ABILITY TO DRIVE REVENUE

With many competing demands, marketers must be able to prioritize their efforts to meet their goals, ensuring their teams' efforts are in line with their budget spend.

Building the teams they need to compete in crowded marketplaces

67%

OF CMOs SAY THEY ARE LIKELY TO UNDERGO A REORG THIS YEAR

More than 4 in 10 respondents say their organization underwent a reorganization in 2023, and 67% of CMOs say it is likely they will undergo a reorganization this year. Marketing teams can take advantage of these changes to build the teams they need to compete in a crowded marketplace.

Taking a balanced approach that combines customer acquisition and retention strategies

The optimal balance between acquiring new customers and retaining existing ones will vary for each company and may evolve over time, **but maintaining a balanced approach to customer acquisition and retention is key.** To do so, regularly reassess priorities, monitor key metrics and stay adaptable to market dynamics.

# Technology Trailblazers

Marketers will need to be comfortable using a wide range of marketing technology tools, including CRM systems, marketing automation platforms, analytics tools and emerging technologies such as GAI.





# How do the technology trailblazers of today compare to those of tomorrow?



## WHAT THEY ARE DOING TODAY...

Using GAI in their marketing efforts

2 in 3

CURRENTLY USING GAI

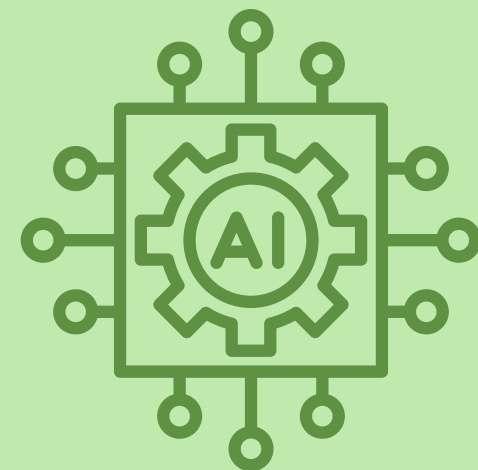
+20%

YOY INCREASE SINCE 2023

Establishing guidelines for GAI use

6 in 10

HAVE GUIDELINES FOR GAI USE



## WHAT THEY WILL BE DOING TOMORROW...

Embracing technology to gain efficiencies

Those who have adopted GAI have cited increased productivity (40%), acceleration of content creation (39%), and better campaign ideation (30%). However, there is an opportunity for GAI education as marketers still aren't using the tech to its full potential.

JUST OVER

1 in 4

HAVE AN EXTREMELY GOOD UNDERSTANDING OF HOW TO USE AI IN MARKETING ACTIVITIES

Continuing to develop clear policies on technology use

There are still organizations with no policies in place, leaving marketers in the dark. Providing teams with clear direction on GAI usage will enable them to harness the power of the tools.

## OPPORTUNITY AREA: Ensuring technology usage guidelines are communicated broadly within organizations

SAY THEY HAVE ESTABLISHED GAI GUIDELINES

62%

CMO

68%

OTHER C-SUITE

50%

DIRECTOR/MGR

SAY ORG PROVIDES GAI TRAINING OPPORTUNITIES

57%

CMO

65%

OTHER C-SUITE

48%

DIRECTOR/MGR

These differences signal a clear communication divide within organizations and lost opportunities, especially as Directors/Managers are less likely to say they currently use AI in marketing efforts

# Creative Vanguards

In a crowded marketplace, creativity and innovation will be essential for B2B marketers to stand out and capture the attention of their already inundated audience. To connect with customers, B2B marketers will need to think outside the box creatively.



# How do the creative vanguards of today compare to those of tomorrow?



## WHAT THEY ARE DOING TODAY...

JUST UNDER

# 9 in 10

CMOs ARE ADVOCATING FOR BOLDER, MORE CREATIVE CAMPAIGNS

# 67%

INCREASING BUDGETS FOR BRAND-BUILDING EFFORTS

## Increasing investment in customer experiences



# 64%

ALLOCATING MORE BUDGET TOWARD CUSTOMER EXPERIENCE

## WHAT THEY WILL BE DOING TOMORROW...

### Continuing to invest in brand-building efforts

Investments in brand and creative can pay off big time. Roughly 6 in 10 say the benefit of that outstanding creative was more brand engagement, while 55% said increased Share of Voice, and 48% reported increased earned media coverage.

# 7 in 10

MARKETERS SAY THEY HAVE DEVELOPED CREATIVE THAT STOOD OUT IN THE PAST YEAR

### Using technology creatively to build better customer experiences

B2B marketers should take advantage of technologies such as CTV, AR/VR and GAI to improve customer experience. Marketers report these technologies are helping with better targeting/personalization, boosting customer engagement and increasing brand experience.

HELPING WITH BETTER TARGETING/PERSONALIZATION

47%  
CTV

39%  
AR/VR

33%  
GAI

INCREASING BRAND EXPERIENCE

46%  
CTV

45%  
AR/VR

# Innovative Content Strategists

Content marketing will remain a cornerstone of B2B marketing in the future. Marketers will need to develop compelling and valuable content across different formats and platforms to engage with their target audience and drive conversions.



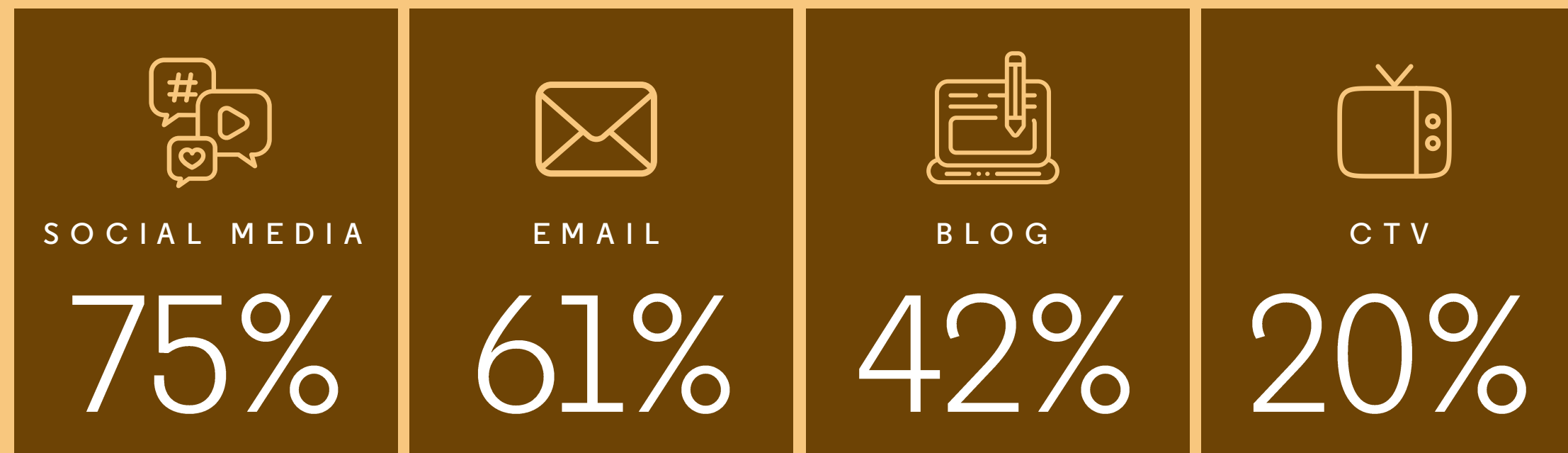
# How do the innovative content strategists of today compare to those of tomorrow?



## WHAT THEY ARE DOING TODAY...

Blending traditional techniques with cutting-edge technology to deliver content that resonates with their audiences

### CHANNEL USAGE



## WHAT THEY WILL BE DOING TOMORROW...

Considering new mediums and channels for content delivery

Looking ahead, CTV is poised to compete with leading channels.

55%

SAY THEY ARE PLANNING TO INCREASE THEIR USE IN CTV

MORE THAN

4 in 10

SAY THEY PLAN TO INCREASE THEIR USE OF BLOGS

**OPPORTUNITY AREA:**  
Leverage video and visualizations to boost customer engagement

Visual content is well established for generating increased engagement, brand awareness, trust and educating clients. Looking ahead, more than 6 in 10 respondents say they plan to increase their use of video, while more than 2 in 5 plan to increase the use of infographics. The key for marketers will be ensuring they have the teams in place to effectively leverage visual content.

MORE THAN

50%

SAID VISUAL CONTENT SUCH AS VIDEOS AND INFOGRAPHICS ARE THE TOP FORM OF CONTENT USED IN THEIR MARKETING EFFORTS.



# Data Interpreters

With the abundance of data available, marketers will be able to prove impact to the wider organization. They will need to be proficient in analyzing data to uncover insights about customer behavior, preferences and market trends.



# How do the data interpreters of today compare to those of tomorrow?



## WHAT THEY ARE DOING TODAY...

Putting the right systems and technologies in place to boost their data analytics capabilities

7 in 10

HAVE THE RIGHT TECH IN PLACE TO MEASURE MARKETING ACTIVITIES

82%

SAY MARKETING CAN DEMONSTRATE IMPACT TO THE C-SUITE

## Boosting data literacy skills

TOP DIGITAL SKILLS ADDED TO LINKEDIN PROFILES GLOBALLY

#1 Data Analysis

#6 Data Analytics

TOP OVERALL SKILL ADDED TO LINKEDIN PROFILES GLOBALLY

#4 Analytical Skills

## WHAT THEY WILL BE DOING TOMORROW...

### Using data to inform decision-making and measure performance

Leveraging data enables B2B marketers to make informed decisions, optimize performance and stay competitive in a rapidly evolving market. It transforms marketing from an art into a science, where decisions are backed by evidence, performance is continually improved, and customer experiences are deeply personalized.

### Focusing on boosting data skills

Being proficient in data analysis will be a requirement for marketers to succeed in the coming years, enabling them to provide actionable insights that guide strategic decisions, enhance customer engagement and drive business growth. Being able to transform raw data into meaningful information that demonstrates the impact of marketing efforts to the wider organization is invaluable.



# Continual Learners

The marketing landscape is constantly evolving, with new technologies, channels and trends emerging all the time. B2B marketers will need to be adaptable and committed to continual learning to stay ahead of the curve and remain effective in their roles.





# How do the continual learners of today compare to those of tomorrow?



## WHAT THEY ARE DOING TODAY...

Providing trainings for their teams

55%

PROVIDE SKILLS TRAINING

55%

PROVIDE GAI TRAINING



## WHAT THEY WILL BE DOING TOMORROW...

Further investing in training opportunities

B2B organizations must continue to invest in training and development so that their teams can stay ahead of rapid changes.

2 in 5

SAY LACK OF AI SKILLS IS ONE REASON THEY HAVE NOT IMPLEMENTED GAI

## OPPORTUNITY AREA:

Hire for both left- and right-brained skills

Marketing organizations should seek talent with a mix of technical, creative and interpersonal skills. Being agile is becoming increasingly important for B2B marketers.

## TOP SKILLS NEEDED IN THE NEXT YEAR OR TWO

43%

INNOVATIVE THINKING

41%

PROBLEM-SOLVING

41%

ADAPTABILITY

# Collaborative Communicators

Working cross-functionally with sales, product and other teams is imperative for the B2B marketer of the future. Strong communication and collaboration skills will be crucial for aligning marketing efforts with overall business objectives as well as fostering teamwork.



# How do the collaborative communicators of today compare to those of tomorrow?



## WHAT THEY ARE DOING TODAY...

### Creating synergies between departments

MORE THAN

1 in 2

CITE SOME SYNERGIES BETWEEN DEPARTMENTS

WHILE ONLY

10%

CITE NO ALIGNMENT BETWEEN MARKETING AND SALES

### Building their communication skills

#1

COMMUNICATION IS THE TOP ADDED SKILL AMONG B2B MARKETERS

#2

COMMUNICATION IS THE 2ND HIGHEST ADDED SKILL AMONG CMOS



## WHAT THEY WILL BE DOING TOMORROW...

### Continuing efforts to connect marketing and sales

With the loss of data from third-party cookies, the relationship between marketing and sales is in greater focus. Continuing relationship building between the departments is critical as growing a high-quality pipeline is one of the top priorities for B2B organizations in the next year as well as one of the top challenges.

### Improving communications skills to foster relationships and show marketing impact

Building and maintaining strong relationships is foundational to driving business growth, securing client loyalty, fostering innovation and gaining a competitive edge in a complex and evolving market landscape. The ability to communicate effectively and solve problems will be key to marketers' success in the years ahead.



# Visionary CMOs

The CMO serves as a visionary leader, strategist and advocate for customer-centricity and innovation within the B2B marketing organization of the future. They play a critical role in driving growth, fostering collaboration and ensuring that marketing efforts are aligned with the overall goals and objectives of the organization.



# How do the visionary CMOs of today compare to those of tomorrow?



## WHAT THEY ARE DOING TODAY...

Building influence among their peer set

**69%** CMOs WHO SAY THEIR ROLE HAS GROWN IN IMPORTANCE

MORE THAN  
**3 in 4** CMOs TRY TO INVOLVE AS MANY C-SUITE MEMBERS IN MARKETING DECISIONS AS THEY CAN

**36%** CMOs SAY THEY NOW HAVE MORE INFLUENCE IN DRIVING REVENUE AND GROWTH THAN THEY USED TO

**35%** CMOs SAY THEY ARE HELPING DRIVE OVERALL COMPANY STRATEGY AND BUDGETING

## WHAT THEY WILL BE DOING TOMORROW...

**Continuing to cultivate partnerships across the organization**

For the B2B CMO of the future, building and nurturing relationships encompasses both external and internal stakeholders. While it drives trust, loyalty and advocacy with customers, it also enhances team collaboration, employee engagement and organizational efficiency. Managing relationships in both areas is essential for sustained business growth, driving innovation and boosting competitive advantage.

ROUGHLY  
**9 in 10**

CMOs SAY RELATIONSHIP BUILDING HAS BECOME IMPORTANT TO SUCCEED



# DEI Champions

In a time when the legitimacy of DEI is being questioned, B2B marketers are holding the line and serving as ambassadors when it comes to ensuring DEI is integrated in strategic decision-making companywide.



# How do the DEI champions of today compare to those of tomorrow?



## WHAT THEY ARE DOING TODAY...

Setting the example for other functions outside of marketing

56%

SAY THEIR MARKETING TEAMS  
HAVE INCREASED INVESTMENT  
IN DEI IN THE PAST YEAR

WITH INCREASED INVESTMENT GOING TO...

50%

DEI TALENT  
RECRUITMENT  
/HIRING

48%

MAKING  
CONTENT  
ACCESSIBLE

47%

DEI  
LEARNING  
TRAINING

These actions show how marketing teams are embracing DEI to better compete.

## WHAT THEY WILL BE DOING TOMORROW...

Continuing to prioritize diversity, equity and inclusion efforts

DEI efforts are not just about fulfilling a moral or ethical obligation – they are strategic imperatives that can drive competitive advantage, foster innovation and enhance brand perception. By creating more inclusive and equitable environments, organizations can unlock the full potential of their workforce, better serve diverse markets and build stronger, more loyal customer relationships.

Establishing comprehensive DEI measures

B2B marketers should establish comprehensive DEI measures that address the needs of all marginalized groups. While progress has been made in increasing the representation of white women, a truly inclusive and equitable environment requires a multifaceted approach that benefits everyone.

## OPPORTUNITY AREA: Practice what you preach when it comes to hiring

Though B2B marketers report they value diversity and being inclusive, marketing leaders don't prioritize these values when it comes to hiring new team members. Our data shows that just 7% of leaders prioritize seeking candidates from underrepresented and marginalized groups when hiring.

JUST

7%

PRIORITIZE  
DEI  
WHEN HIRING

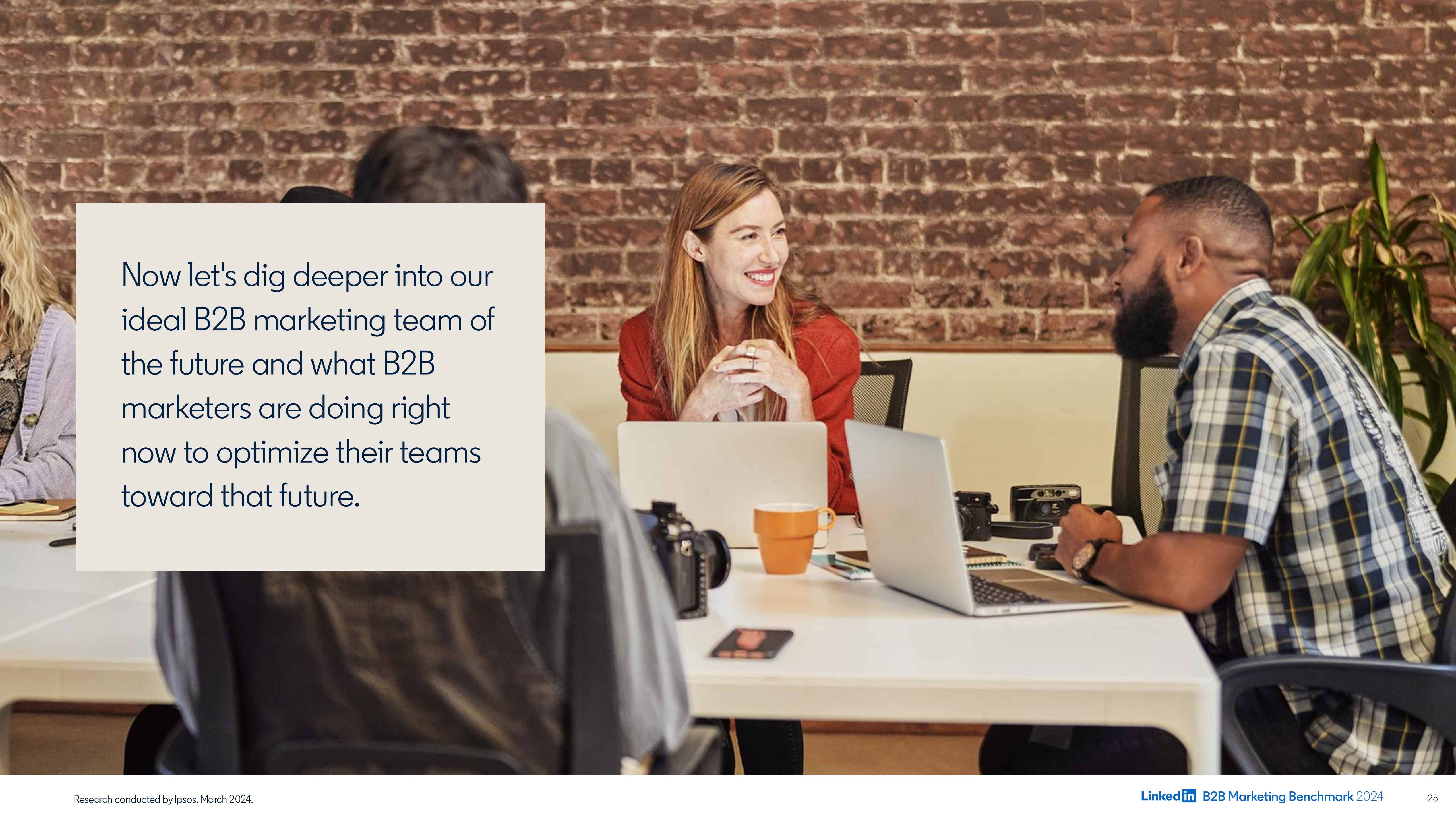
“Strategists, storytellers and scientists will make the marketing teams of tomorrow. They will leverage the power of data and AI to craft content, experiences, and connections and empower professionals in their complex roles.”

**Marc-Antoine Jarry**

Managing Director,  
Marketing + Communications Strategy Lead, Accenture





A group of people are seated around a white table in a meeting room. In the center, a woman with long blonde hair, wearing a red top, is smiling and looking towards a man on her right. The man has a beard and is wearing a blue and white plaid shirt. They are both looking at laptops on the table. There are several cameras and an orange mug on the table. The background is a brick wall. A white text box is overlaid on the left side of the image.

Now let's dig deeper into our ideal B2B marketing team of the future and what B2B marketers are doing right now to optimize their teams toward that future.

# B2B Marketing Leaders of the Future Must Be Strategic Thinkers With Strong Business Acumen

Today's marketing leaders are confident in their own and their teams' ability, but they are still looking to boost agility and adaptability on their teams. Who will the future bring?





## Meet Our Strategic Thinker

They are a seasoned B2B marketer with a wealth of experience and a strategic mindset that sets them apart. Here are some specific qualities that define them:

### ANALYTICAL PROWESS

They excel at identifying patterns, trends and opportunities that inform strategic decision-making and drive business growth.

### INDUSTRY EXPERTISE

Their deep understanding of the industry landscape, market dynamics and competitive forces enable them to anticipate changes and stay ahead of the curve.

### STRATEGIC PLANNING

Their marketing strategies are aligned with the organization's overall goals and objectives, ensuring that every initiative contributes to long-term success.

### FINANCIAL ACUMEN

They strive to maximize ROI and collaborates closely with finance and accounting to ensure resources are properly allocated.

### ADAPTABILITY AND AGILITY

They are not afraid to pivot when necessary, responding quickly to changes in market conditions or customer preferences to maintain a competitive edge.

### VISION AND INNOVATION

Above all, they challenge the status quo, push boundaries and inspire others to think creatively.



## What are B2B marketers doing today to become more like our strategic thinker?

We'll explore next what they are spending their money on, and how marketing organizations worldwide are planning for their futures, as well as highlighting their priorities and challenges.

# Today's Leaders Are Optimistic About Future Budget Hikes

Despite the hardships of 2023, senior marketers predicted last year that their budgets would grow. Their bullishness was on target as **68% of respondents reported that their budget did indeed increase** compared to last year, with just under 1 in 5 saying their budget has risen 25% or more.

Looking ahead, **72% of respondents said they expect their budgets to increase in the future**, highlighting continued opportunities for marketing teams.

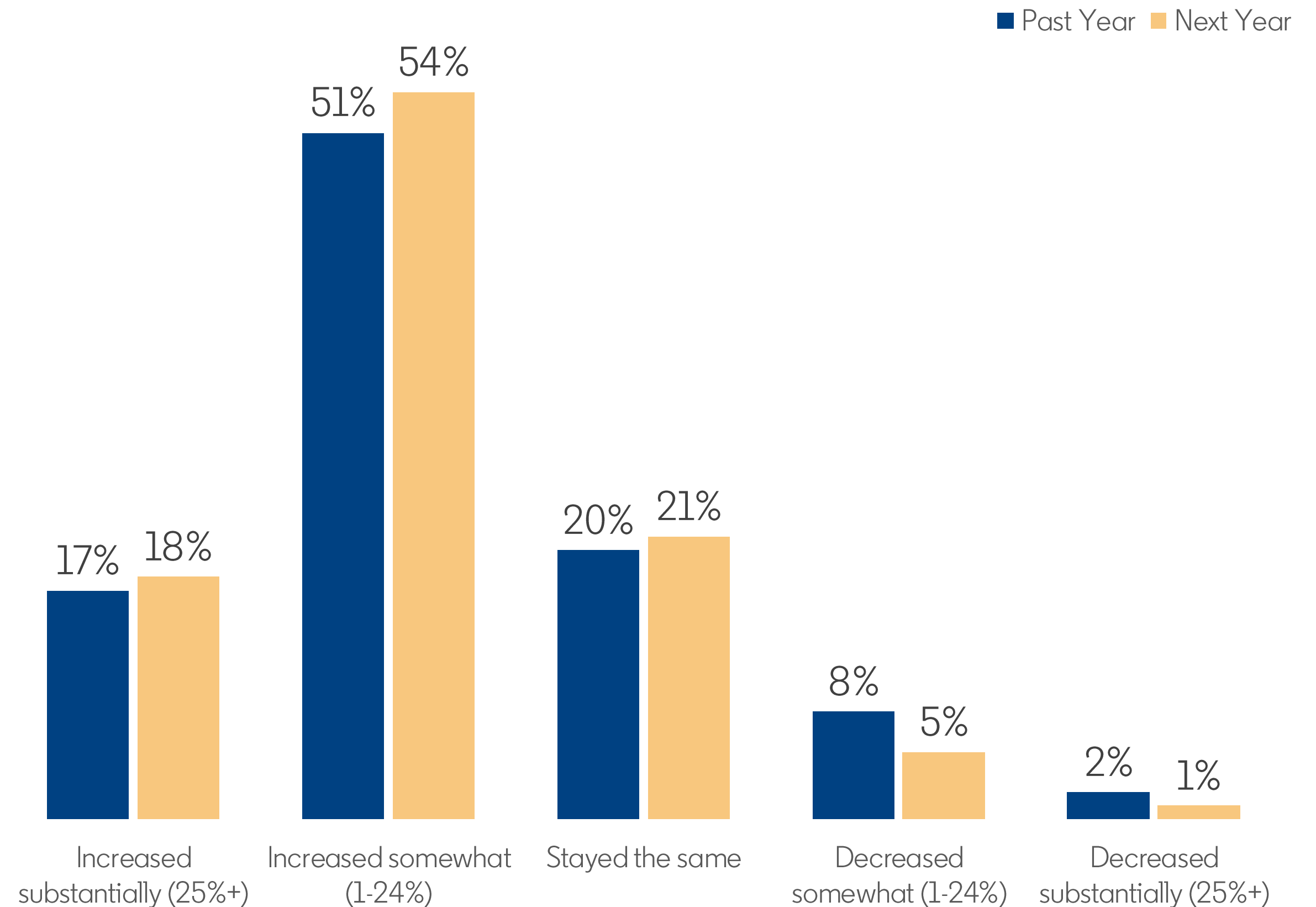


## INSIGHT

*CMOs and other marketing C-Suite are more likely than Directors/Managers to say their current budget has increased.*

*Financial service sector more likely to report budget increases while Tech sector more likely to report budget decreases.*

## B2B Marketing Budgets



Base Size n=2001  
 BUDGETCHANGE PAST. How would you describe the change in your company's B2B marketing budget compared to one year ago? If you were not in your current role one year ago, please provide your best estimate based on your knowledge of the company's history.  
 BUDGETCHANGE FUTURE. How do you predict your company's B2B marketing budget will change one year from now?

# Today's Leaders Are Aligning Budgets & Headcount

B2B marketers are allocating their budgets across many activities as they look to deliver on their marketing objectives for the year.

They are also ensuring the team's efforts are aligned to the overall budget activities.

	Creative Development & Production	Paid Media	Events & Sponsorships	MarTech & Tools	Target Marketing (ABM)	Training & Research
Budget Allocation	21%	23%	18%	15%	14%	10%
Headcount Allocation	24%	19%	17%	15%	14%	11%

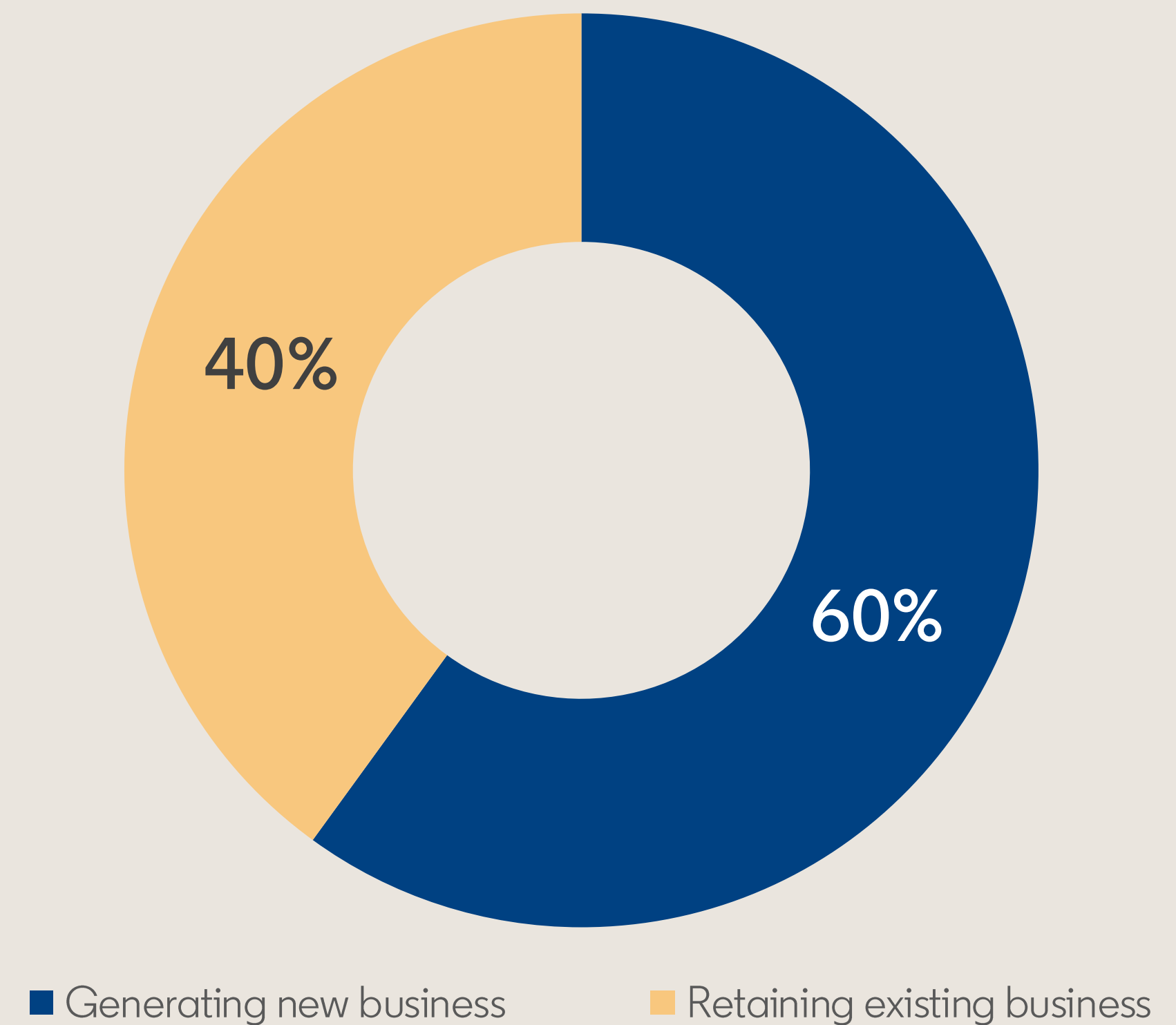
Base Size n=2001  
 ALLOCATIONBUDEGTACTIVITIES. Please indicate what proportion of your budget is allocated to the following activities. Your best estimate is fine  
 ALLOCATIONTIMEACTIVITIES. Please indicate what percentage of your headcount (or team's time) is devoted to working on each of these areas:

# Finding New Customers Is a Bigger Budget Priority Than Retaining Customers for Today's B2B Organizations

**Three in 5 B2B respondents say their budget is allocated toward generating new business,** while 40% is devoted toward retaining existing business.

Additionally, **7 in 10 B2B respondents say they have increased budget allocation for lead generation,** while 37% say building a high-quality pipeline is their highest priority in the next year, emphasizing the importance placed on generating new business.

### B2B Marketing Budget Allocation



Base Size n=2001  
BUDGETALLOCATIONCUSTOMER. Now, please rank the following types of business in order of how much of your B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 2 being the smallest  
ALLOCATIONCHANGE. Thinking about your marketing budget. How has your budget allocation for each of the following changed in the past 12 months?  
QPRIORITIES. Which of the following are your biggest business priorities over the next year? Please select all that apply.

“Our investment in customer marketing drives higher ROI than our new acquisition investments. New customer acquisition is essential, but every churn dollar saved or revenue from additional use cases contributes equally to the top line. So, we plan to increase the mix of customer marketing programs this year.”



Arun Pattabhiraman  
Chief Marketing Officer, Sprinklr



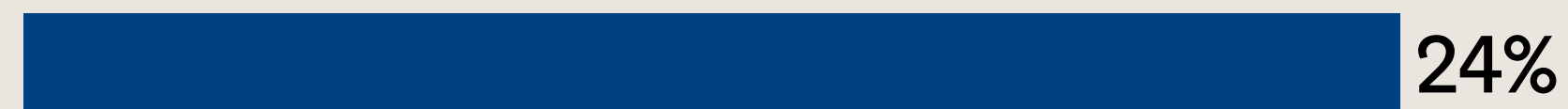
# Growing a High-Quality Lead Pipeline and Implementing AI Technology Are Both Top Priorities as Well as Top Challenges for B2B Organizations in the Next Year

## Top Challenges in the Next Year (Top 5)

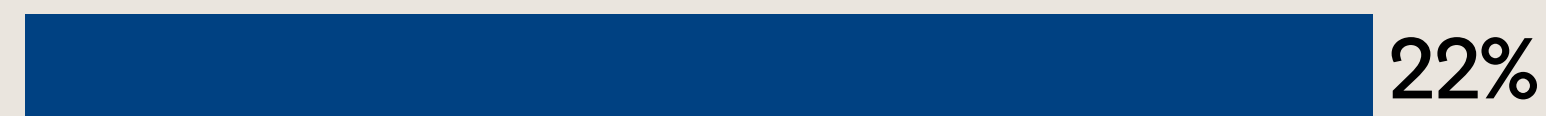
Growing a high-quality lead pipeline



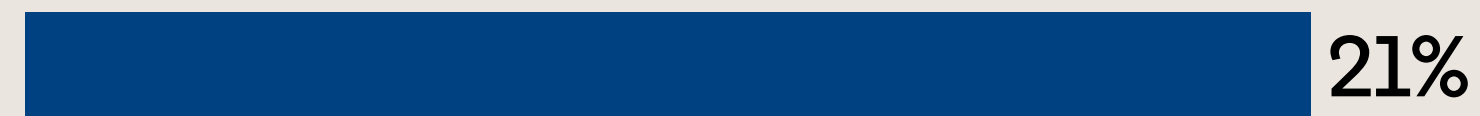
Implementing AI technology



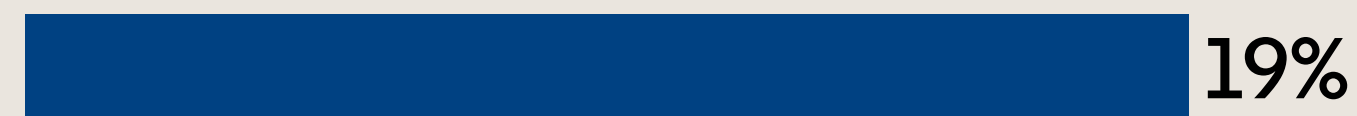
Balancing long-term and short-term marketing goals when the business is focused on short-term ROI



Dealing with heightened pressure to respond immediately to changes that are happening all at once (e.g., AI, measurement models, new regulation)

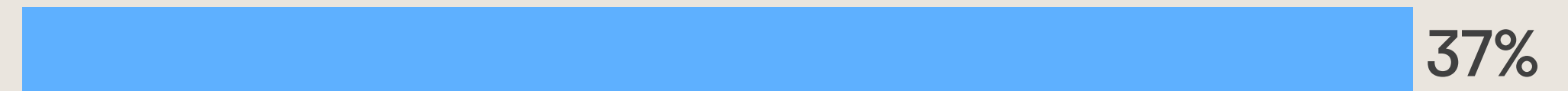


Establishing the right measurement strategy/metrics to show impact to bottom line

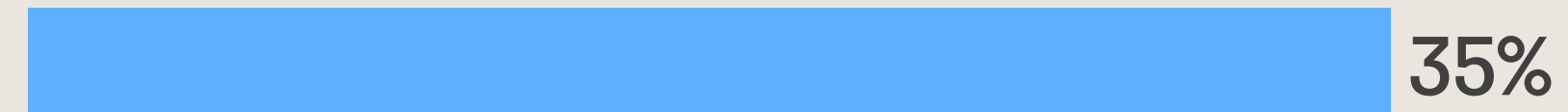


## Biggest Business Priorities Over The Next Year (Top 5)

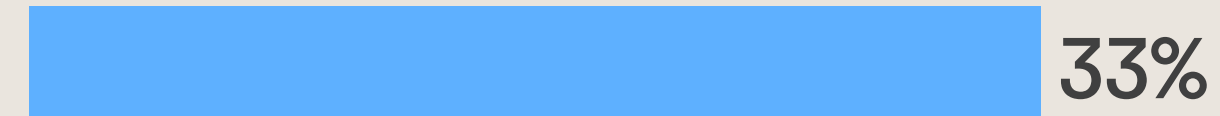
Growing a high-quality lead pipeline



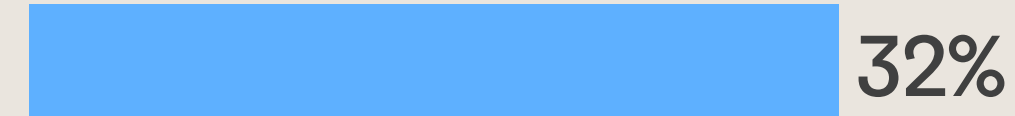
Implementing AI technology



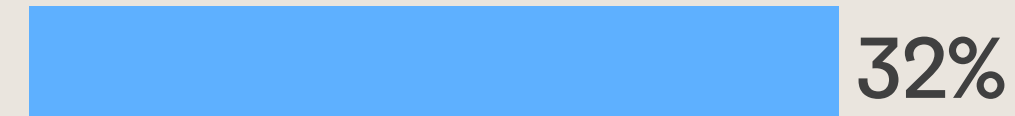
Leveraging data to inform decisions and measure performance



Building relationships with new customers



Balancing long-term and short-term marketing goals when the business is focused on short-term ROI

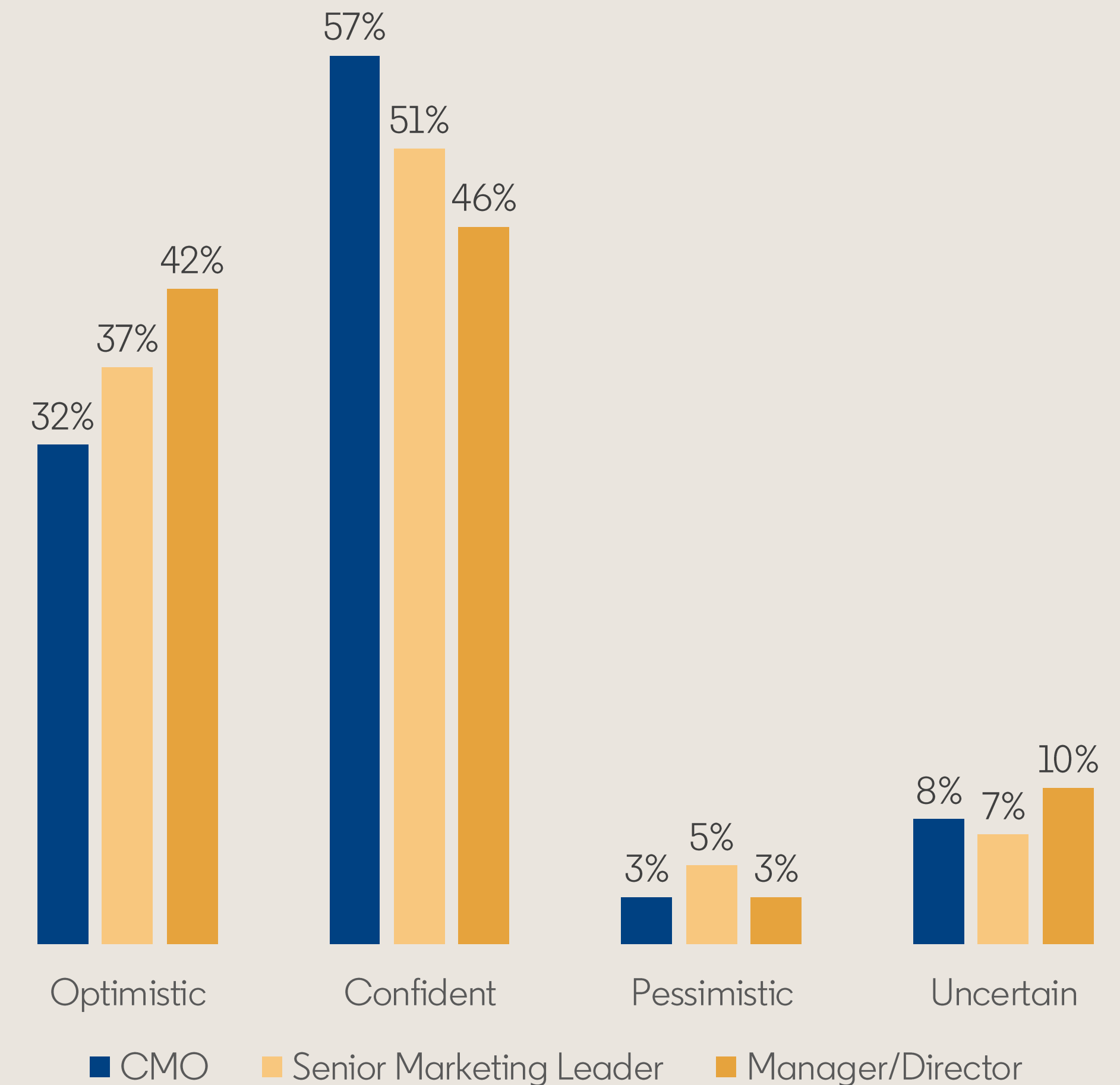


Base Size n=2001  
QPRIORITIES. Which of the following are your biggest business priorities over the next year? Please select all that apply.  
QCHALLENGES. What are the top three challenges for your marketing organization in the next year?

# Marketers' Confidence Is Up, Led by CMOs

- Just under **8 in 10 (78%)** respondents say they are more confident in their ability to perform their job.
- **CMOs are more likely** than other marketing C-Suite or Directors/Managers to say they are more confident in their ability to do their job compared to a year ago.
- **One in 2 respondents** say they are confident about the likelihood of their marketing team's ability in driving revenue in the next year, a 13% increase from 2023.
- **CMOs are more likely to express confidence** in their marketing teams than other marketing C-Suite and Directors/Managers.
- Overall, almost **9 in 10** are feeling good about their marketing team's ability this year.

## Likelihood of Marketing Team to Drive Business Revenue in the Next Year



Base Size n=2001  
 QOUTLOOK. Which of the following best describes how you feel about the likelihood of whether your marketing team's efforts will drive business revenue in the next year?  
 QJOBCONFIDENCE. Please fill in the blank "Compared to one year ago I feel \_\_\_ in my ability to effectively do my job."

# B2B Marketing Leaders of the Future Must Be Technology Trailblazers

Marketers are currently adopting AI-powered tools and automation technology to streamline processes, personalize messaging and improve efficiency. What will tomorrow bring? How will marketers leverage technology in the future?





## Meet Our Technology Trailblazer

They are not only skilled marketers but also creative technologists who push the boundaries of what's possible to drive innovation. Here are some specific qualities that define them:

### TECH EARLY ADOPTERS

They are tech-savvy and stay informed about the latest advancements in marketing technology, always eager to explore new tools and platforms that can enhance marketing effectiveness and efficiency.

### INNOVATIVE PROBLEM SOLVERS

They approach marketing challenges with a problem-solving mindset, leveraging technology to develop creative solutions that drive results.

### STRATEGIC COLLABORATORS

They collaborate closely with cross-functional teams to ensure that marketing tech is aligned with business goals and objectives.

### TECH EVANGELISTS

They are passionate about the benefits of technology in marketing and inspiring others to embrace innovation.

### USER-CENTRIC MINDSET

They prioritize designing intuitive interfaces, personalized experiences, and seamless interactions across digital touchpoints.

### SECURITY AND COMPLIANCE EXPERTS

They take a proactive approach to data privacy, staying informed about evolving regulations and best practices.



★ Technology ★

**TRAILBLAZERS**

## What are B2B marketers doing today to become more like our technology trailblazer?

Next, we'll dig into tech priorities for B2B organizations right now, which happens to be led by AI adoption and integration. We'll also explore the AI skills marketers are learning to become more competitive.

# AI Adoption Is a Priority for Today's B2B Marketers and Their Organizations

Overall, **2 in 3 B2B respondents say they are using GAI applications** in their marketing efforts, up 20% from 2023. Additionally, 35% say AI implementation is their biggest priority this year.

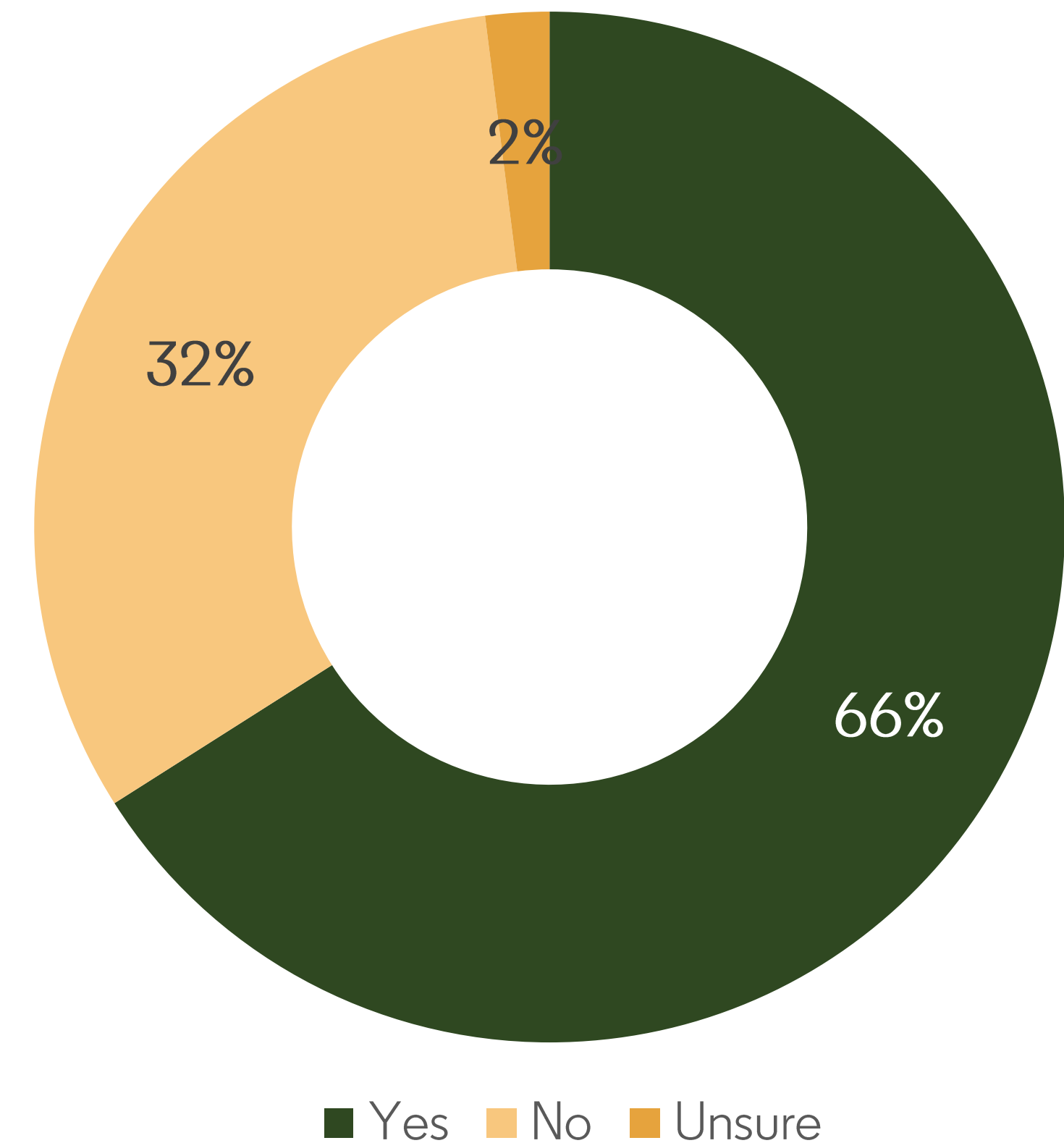
On the organizational front, roughly 3 in 5 (59%) respondents say their organization has established guidelines for use of Gen AI and 55% of organizations provide training opportunities on GAI.



## INSIGHT

*CMOs and other marketing C-Suite are more likely than Directors/Managers to say they are currently using AI in marketing efforts, that their organization has guidelines for AI use and their organization provides training opportunities.*

## Are you currently using any GAI applications in your marketing activities?



Base Size n=2001  
CURRENTLYUSEAI. Are you currently using any GAI applications in your marketing activities?  
QPRIORITIES. Which of the following are your biggest business priorities over the next year? Please select all that apply.  
AIPOLICY. Does your organization have established guidelines and resources for employee's use of Generative AI (GAI) tools?  
AITRAINING. Does your organization provide opportunities for GAI training?

# Skills Gap Hindering AI Implementation Currently

A little more than 4 in 10 (43%) respondents report insufficient AI skills on staff is the leading challenge to AI implementation. When evaluating their own knowledge of AI, **more than 1 in 4** (28%) of B2B marketers say they have an extremely good understanding, signaling opportunities for education.

The good news is B2B marketers are looking to increase their AI knowledge. According to LinkedIn data, AI skills training is the fourth fastest growing skill overall and top digital skill in the first quarter of 2024.

Base Size n=2001  
AI CHALLENGES. What have been the biggest challenges when it comes to implementing GAI in your organization?  
AI UNDERSTAND. How would you describe your level of understanding of how to use GAI in marketing campaigns?

## Top 10 Fastest Growing Skills

- 1 Marketing Campaigns
- 2 Business Reviews
- 3 E-Commerce Optimization
- 4 **Artificial Intelligence (AI)**
- 5 Build Strong Relationships
- 6 Data-driven Decision Making
- 7 Strategic Vision
- 8 Media Management
- 9 Performance Metrics
- 10 Launches

## Top 10 Fastest Growing Digital Skills

- 1 **Artificial Intelligence (AI)**
- 2 Business Requirements
- 3 Customer Analysis
- 4 Spreadsheets
- 5 Social Influence
- 6 Computer Literacy
- 7 FinTech
- 8 Messaging
- 9 Statistical Data Analysis
- 10 Data Modeling

Source: LinkedIn Internal Data – Based on skills data in total global marketers in top 1K Fastest Growing. Time Range: Q1 2024

“According to the Census Bureau’s survey, US businesses report marketing automation as the most prolific current and future use of Artificial Intelligence (AI) at the business-level, so it comes as no surprise that AI tops the list of fastest growing digital skills among all CMOs.”



**Kory Kantenga**

PhD, Head of Economics, Americas at LinkedIn



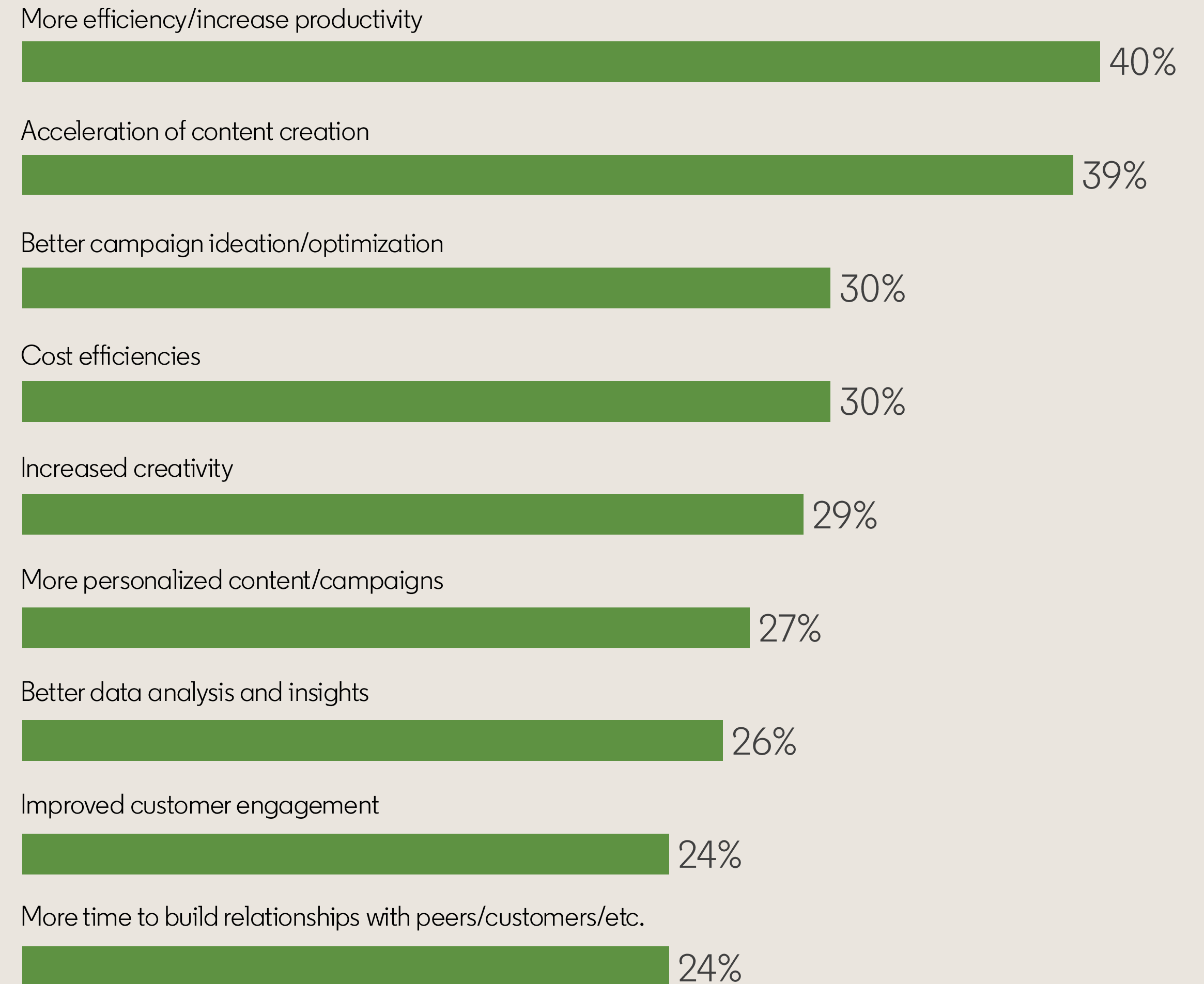
# Efficiency Gains the Top Reason for Using AI

B2B marketers are embracing GAI to **gain efficiency/productivity (40%)** and **accelerate content creation (39%)**.

Further, it is being used most for content creation, as current top use cases include writing short marketing copy (45%) and writing blog posts (33%).

Base Size n=1316  
AIBENEFITS. What have been the biggest benefits of using GAI in your marketing efforts?  
AIUSES. Thinking about the various uses of GAI for B2B marketing, how is your business currently using GAI?

## What have been the biggest benefits of using GAI in your marketing efforts?



Top 10 responses shown

“We’re particularly focused on how AI can help marketers break through the noise and increase conversion rates.

The main benefits we’re seeing across the board for our marketers are productivity and creativity. HubSpotters are saving time with AI tools that make creating first drafts of blogs, ad copy and web pages super easy. It’s also been a creative confidence booster, helping our marketers get unstuck with drafting and test creative ideas.”

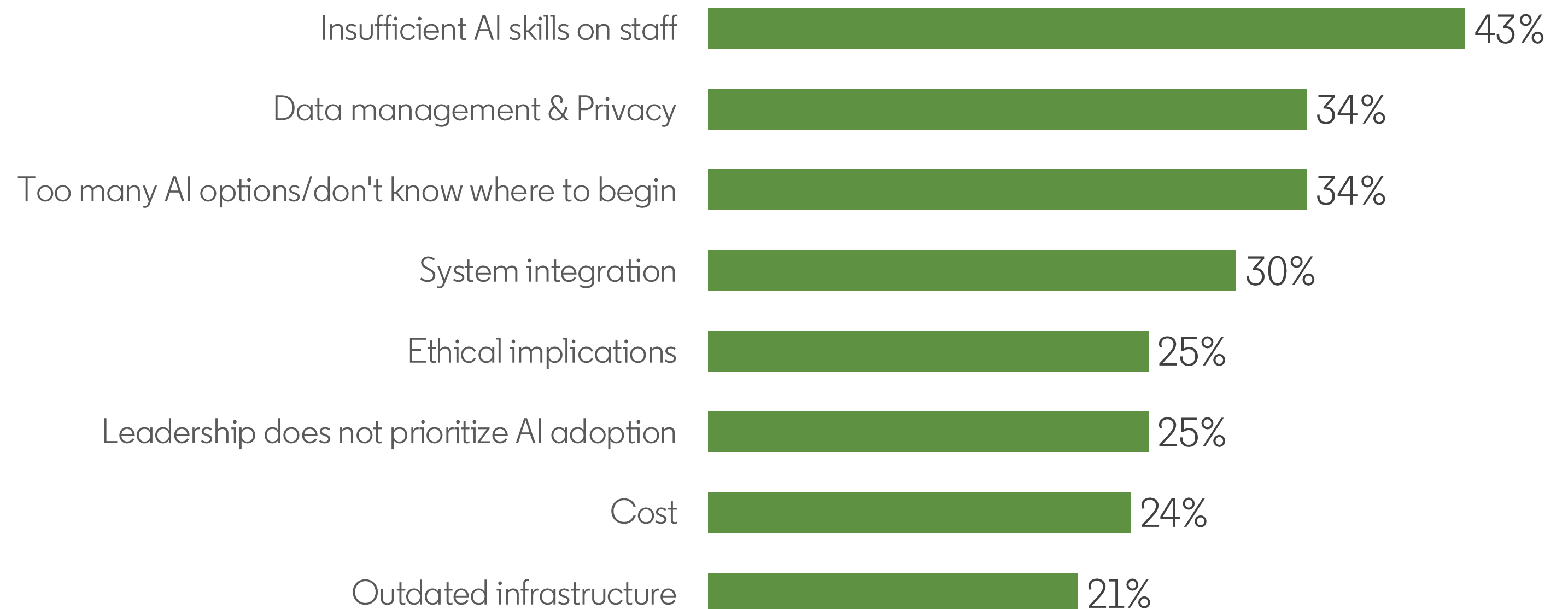


**Kipp Bodnar**  
Chief Marketing Officer, HubSpot

# Privacy Is a Top Concern With AI Adoption for B2B Companies Right Now

Despite the overall optimism surrounding the implementation of AI in marketing efforts, respondents still have concerns and challenges regarding GAI. **Data management and privacy concerns (34%) is a top challenge to implementation**, while 31% cite data privacy and security as a leading drawback to GAI usage.

## What have been the biggest challenges when it comes to implementing GAI in your organization?



Base Size n=2001  
AICHALLENGES. What have been the biggest challenges when it comes to implementing GAI in your organization?  
Base Size n=1316  
AIDRAWBACKS. What are the downsides when it comes to leveraging GAI in marketing efforts

# AI Will Not Take Your Job, But Someone Who Knows How to Use It Might

One of the big fears of AI adoption is the elimination of jobs. Though these fears persist, research shows that humans must remain in the loop.

According to respondents, the top downsides to leveraging GAI in marketing efforts are that it lacks humanity/is too robotic (40%); risks of plagiarism (34%); and inaccurate information (32%). These concerns highlight the need for continued oversight of the technology and its use.



## INSIGHT

*Tech sector is more likely than Financial Services and Professional Services sectors to say downside of AI is its too robotic or risks of plagiarism.*

## What are the downsides when it comes to leveraging GAI in marketing efforts?

AI-generated content lacks humanity/too robotic



Risk of plagiarism



Inaccurate information



Data privacy & security



Poor quality content



Lack of training



Hinder creativity



Lack of data



Cost & implementation



Base Size n=1316  
AIDRAWBACKS. What are the downsides when it comes to leveraging GAI in marketing efforts?

# AR/VR Is the Next 'It' Technology

Though AI may be getting all the attention right now, B2B marketers are embracing other technology tools to bolster their brand positioning and engage customers.

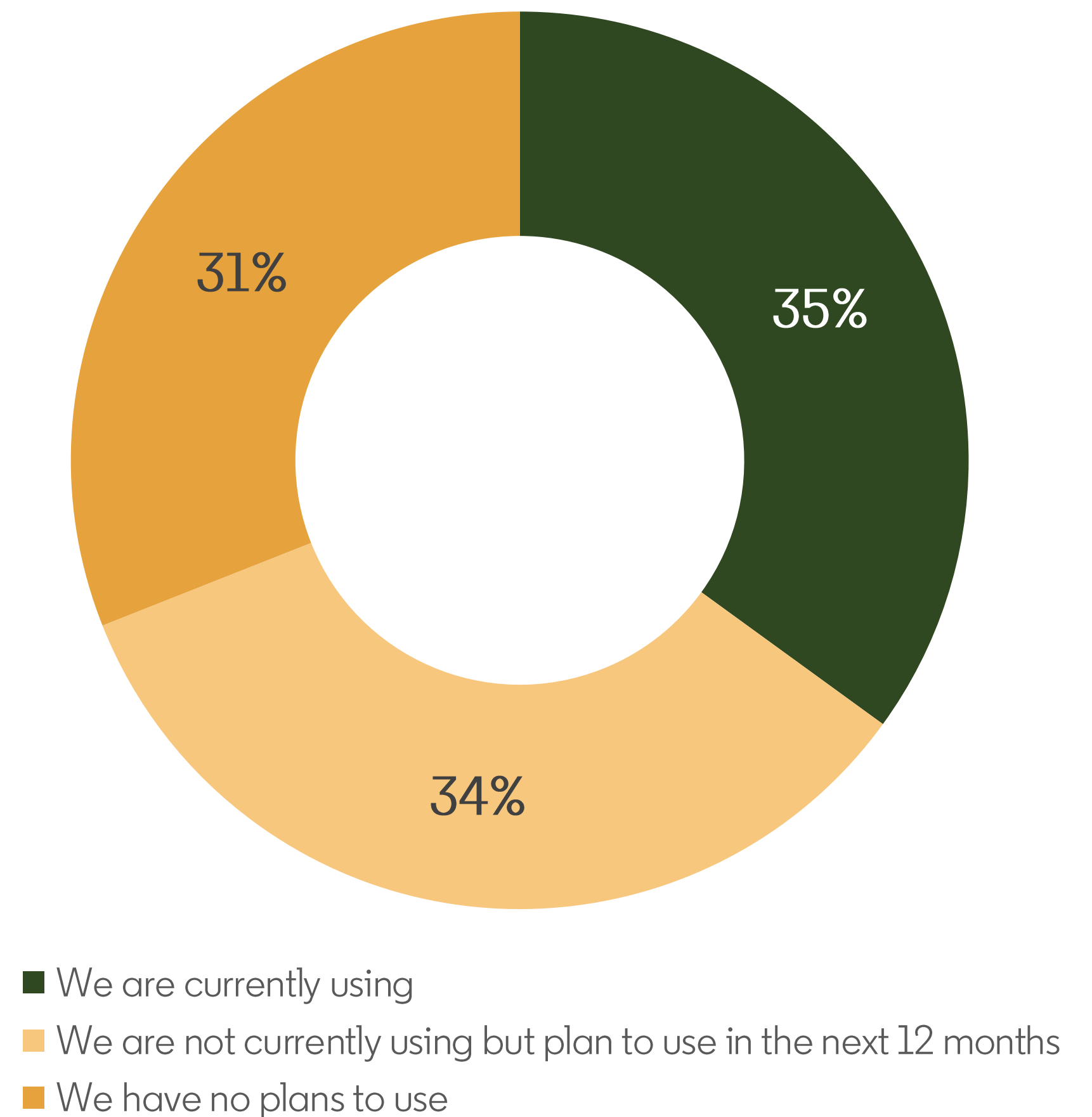
**More than 1 in 3 (35%)** respondents are using AR/VR with 34% saying they plan to adopt use of the technology in the next 12 months.



## INSIGHT

*CMOs and other marketing C-Suite are more likely than Directors/Managers to say they are currently using AR/VR.*

## Which statement comes closest to your use of augmented reality (AR)/virtual reality (VR) in your marketing efforts?



Base Size n=2001  
ARVRUSE. Which statement comes closest to your use of augmented reality (AR)/virtual reality (VR) in its marketing efforts?

# B2B Marketing Leaders of the Future Must Be Creative Vanguards

The days of dull and uninspired B2B advertising and marketing are over. Today's marketers are focused on delivering excellent creative for exceptional customer experiences by investing in personalization and brand. Who is the creative vanguard of the future?





## Meet Our Creative Vanguard

They push the boundaries of traditional marketing and inspire innovative thinking within their team. Here are some specific characteristics that define them:

OUT-OF-THE-BOX THINKER

They thrive on creativity and are constantly generating fresh, unconventional ideas that capture attention, spark conversation and differentiate the brand from competitors.

VISUAL STORYTELLER

They are skilled at visual storytelling, using imagery, design, and multimedia elements to convey compelling narratives that resonate with audiences.

TRENDSETTER

They have a keen eye for trends and emerging cultural movements, which they incorporate into their marketing strategies to stay relevant and ahead of the curve.

BRAND ADVOCATE

They are passionate about brand identity and consistency, serving as brand guardians to protect its integrity while also finding innovative ways to evolve and stay relevant in a dynamic market.

EXPERIMENTAL

They are always experimenting, embracing emerging technologies such as AI, AR/VR and CTV to create immersive brand experiences that captivate and delight audiences.

MULTI-CHANNEL CREATIVITY

They excel in developing creative concepts that can be adapted across various marketing channels and platforms.



## What are B2B marketers doing today to become more like our creative vanguard?

Now we'll investigate how marketing organizations are currently investing in brand, as well as how they're leveraging technology to provide better brand experiences for customers.



# Marketing Organizations Are Now Increasing Investment in Brand Building

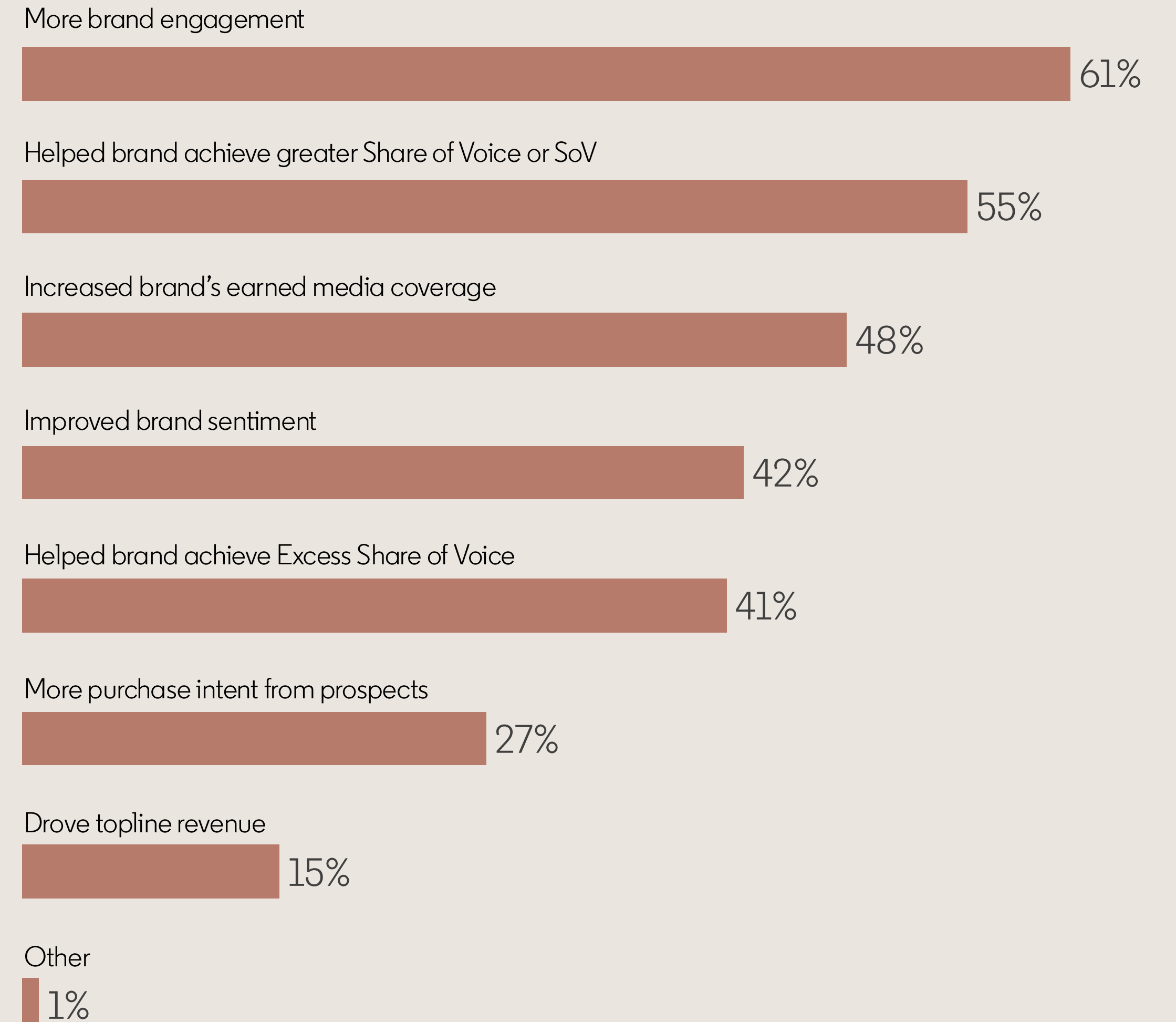
More than 2 in 3 (67%) respondents say they have increased investment in brand building, while 88% of CMOs say they are advocating for bolder creative campaigns.

The focus on brand and creative is yielding results as more than 7 in 10 marketers say they have developed creative that stood out as bold or innovative, which has direct impact on the company's brand.

What's more, 61% of respondents say better creative led to more brand engagement, while 55% report it helped their brands achieve greater share of voice (SoV).

Base Size n=2001  
ALLOCATIONCHANGE. Thinking about your marketing budget. How has your budget allocation for each of the following changed in the past 12 months?  
BRANDCREATIVE. In the past year, do you feel you have developed creative that stood out as bold and innovative?  
Base n=448  
CMOATTITUDES. Please indicate how much you agree or disagree with each of the following statements. - I am advocating for bolder creative campaigns  
Base Size n=1464  
BRANDCREATIVEIMPACT. What was the impact of your creative work? Select all that apply.

## Impact of Creative Work



# Today's B2B Marketers Are Leveraging Tech for Better Brand Experiences

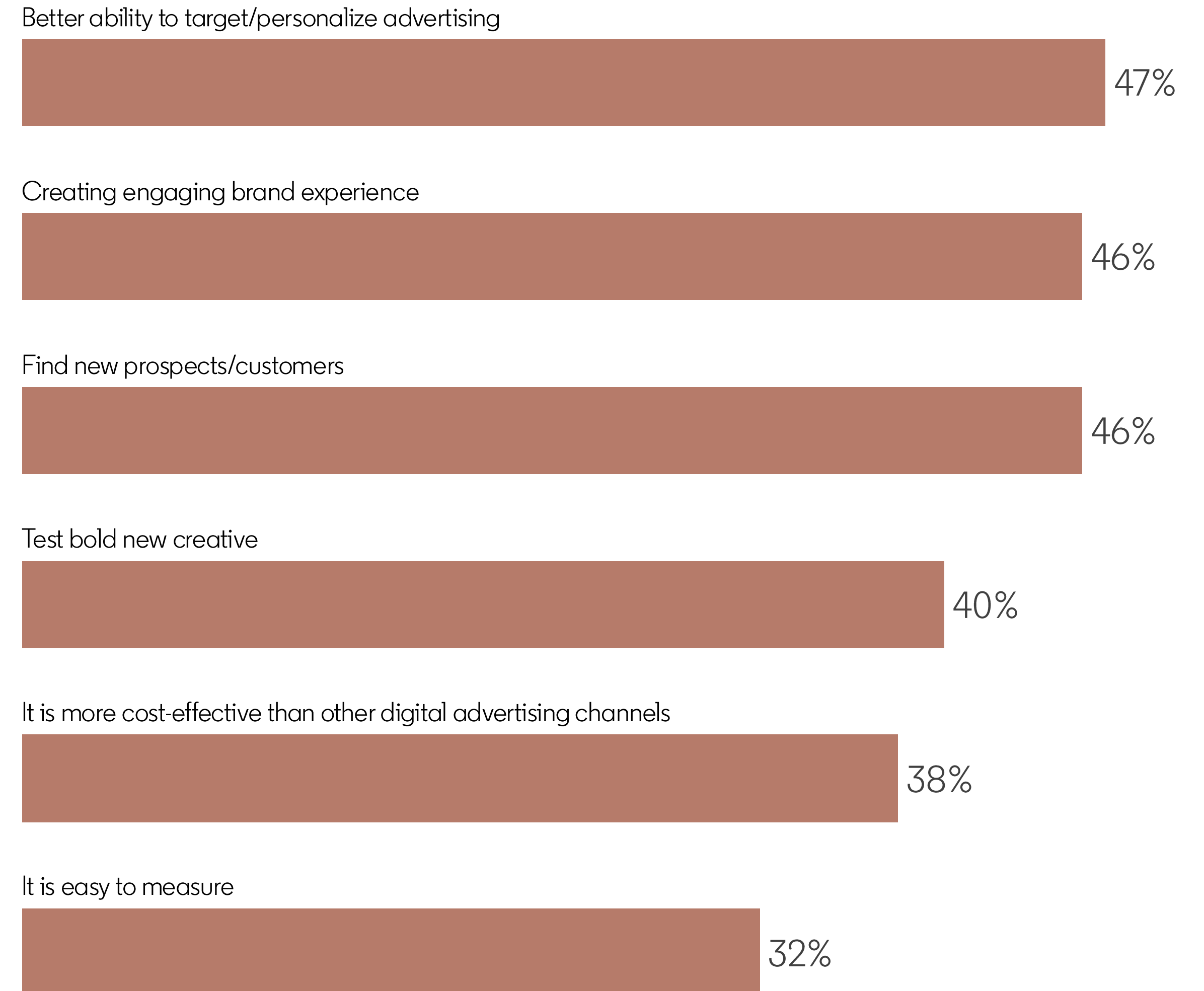
B2B marketers are leveraging technology and channels to find and build rapport with customers.

They are also using AR/VR in marketing efforts to create immersive brand experiences (45%), boost customer engagement (44%) and provide a more personalized ad experience (39%).

Similarly, better ability to target/personalize advertising (47%) and **creating engaging brand experience (46%) are top reasons for CTV use**, while 33% are using GAI to personalize marketing campaigns.

Base n=1381  
QARVRUSES. In what ways is your company using/plan to use AR/VR in the next 12 months?  
Base n=1111  
CTVUSES. In the next 12 months, my company will use/plans to use Connected TV (CTV) for the following benefits:  
Bases n=1316  
AIUSES. Thinking about the various uses of GAI for B2B marketing, how is your business currently using GAI?

## CTV Uses



“Brand-building efforts continue to be a priority in marketing. Globally, Chief Marketing Officers added Branding and Identity to their profiles more than any other digital skill from January to March 2024.”



**Kory Kantenga**  
PhD, Head of Economics, Americas at LinkedIn

# B2B Marketing Leaders of the Future Must Be Innovative Content Strategists

Today's B2B marketing leaders are blending traditional techniques with cutting-edge technology to deliver content that resonates with their audiences.





## Meet Our Innovative Content Strategist

They reign supreme at crafting compelling and forward-thinking content that drives engagement, boosts brand and supports business goals. Here are some specific characteristics that define them:

### CREATIVE STORYTELLER

They are excellent storytellers who know how to weave narratives that connect emotionally with their audience.

### SEO AND ANALYTICS SAVVY

They strategically incorporate keywords, optimize content for search engines and use analytics tools to track performance to help refine and improve content strategies for better visibility and impact.

### MULTIMEDIA PROFICIENCY

They are proficient in creating and managing various types of content, including blog posts, videos, podcasts, infographics, and social media posts.

### BRAND SPOKESPERSON

They are dedicated to maintaining a consistent brand voice across all content, ensuring that every piece of content reflects the brand's personality and values.

### PERFORMANCE ANALYST

They frequently monitor and analyze the performance of their content, driving continual enhancement in content quality and impact.

### EDUCATIONAL CONTENT DEVELOPER

They develop content that not only promotes products or services but also provides valuable information and insights to the audience, helping to build trust and authority while positioning their brand as a thought leader in the industry.



## What are B2B marketers doing today to become more like our innovative content strategist?

Marketers are determining which kinds of content their customers find relevant and resourceful and how to deliver it. What will be important for tomorrow's content marketer?

“[We] invest in content marketing activities such as blog posts, videos and high-quality infographics to engage our target audience, establish our expertise and increase organic traffic to our website.”

Director, Education, France



# Today's B2B Marketers Are Going Back to Digital Basics

Respondents say that **social media (75%) is the most-used channel**. Meanwhile, in-person events/trade shows (51%) is the only non-digital channel in the top five channels that B2B marketers leverage.

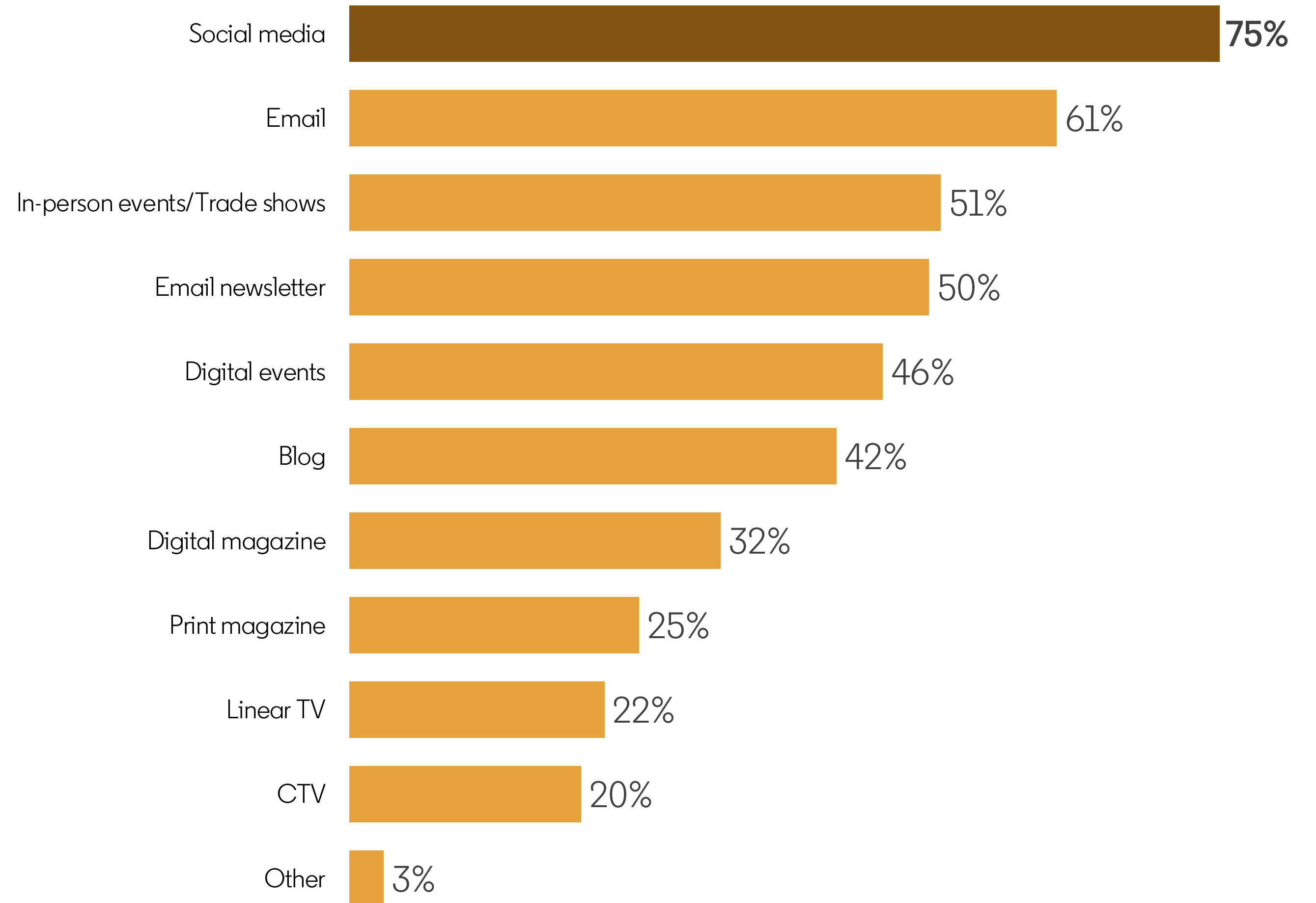
Moreover, when it comes to efficacy, respondents cite social media (36%) as the channel that is most effective for meeting their marketing needs, with in-person events/trade shows (18%) and email (12%) coming in at a distant second and third, respectively.



## INSIGHT

*Tech and Agency sectors more likely than Financial Services and Professional service sectors to say they utilize Social Media*

## Channel Usage



Base n=2001  
CHANNELS. Which channels does your company use to distribute content?  
TOPCHANNEL. In your opinion, which channel is most effective at meeting your marketing needs?



# B2B Marketing Leaders Are Embracing a Digital Future

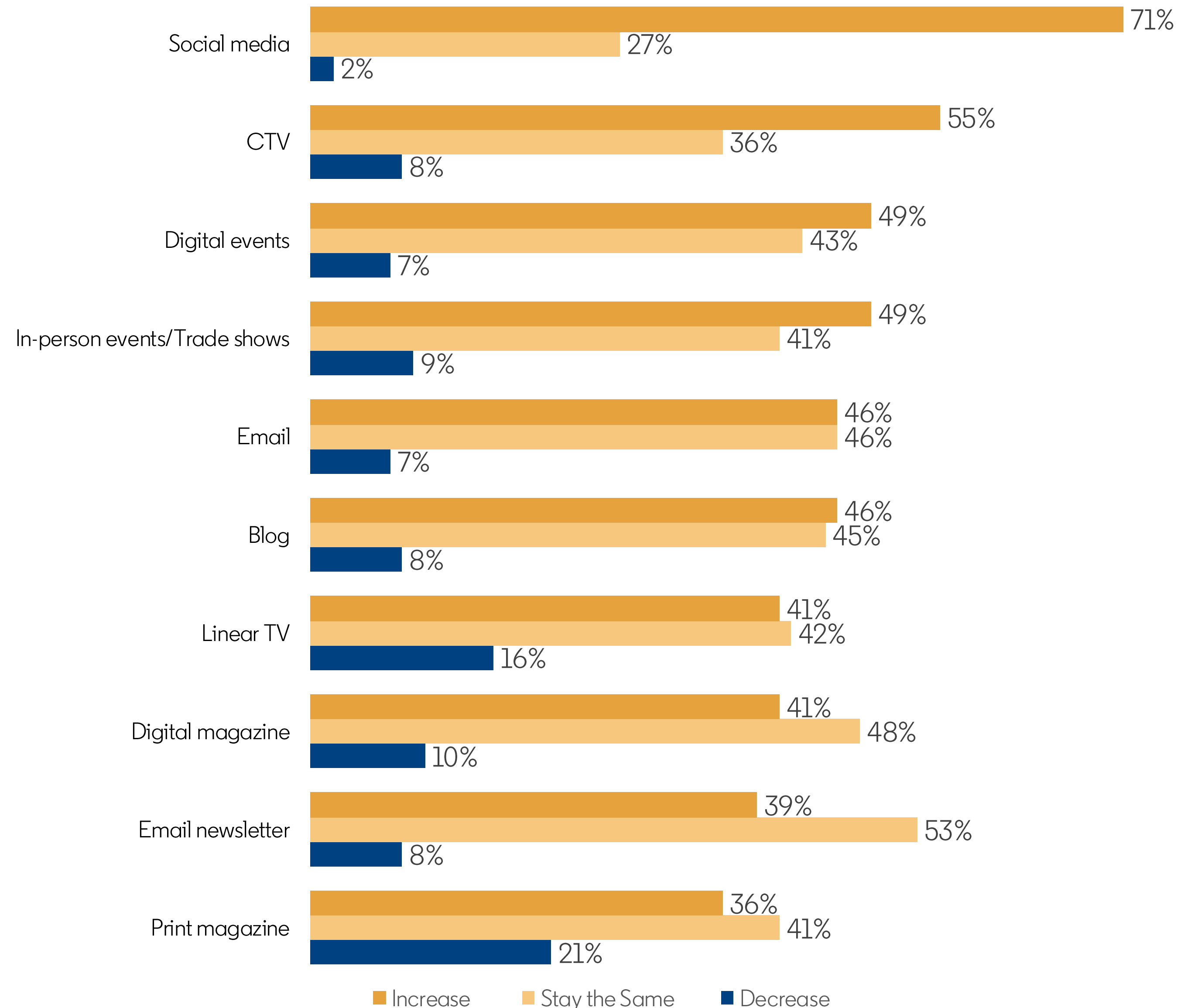
When looking ahead, marketers are planning to continue their reliance on digital channels to deliver content, and social media still reigns supreme with over 7 in 10 current users planning to increase usage of the channel.

**CTV is poised to make a big jump in the years ahead, with 55% of current users saying they plan to increase their use.**

It is notable that despite the focus on digital channels, B2B marketers are holding steady with their use of in-person events/trade shows.

Base (Social Media n=1495, Email newsletter n=994, Blog n=832, Email n=1214, In-person events n=1016, Digital events n=923, Print n=502, Digital magazine n=635, Linear TV n=434, CTV N=391)  
CHANNELFUTURE. Thinking about the next year, how, if at all, do you think your usage of each of the following channels will change?

## Future Channel Use



# Visualization and Insights Lead the Way Among Today's Content Marketers

**Video, visual content (infographics, data visualizations) and thought leadership blog posts** are the most popular types of content for B2B marketers.

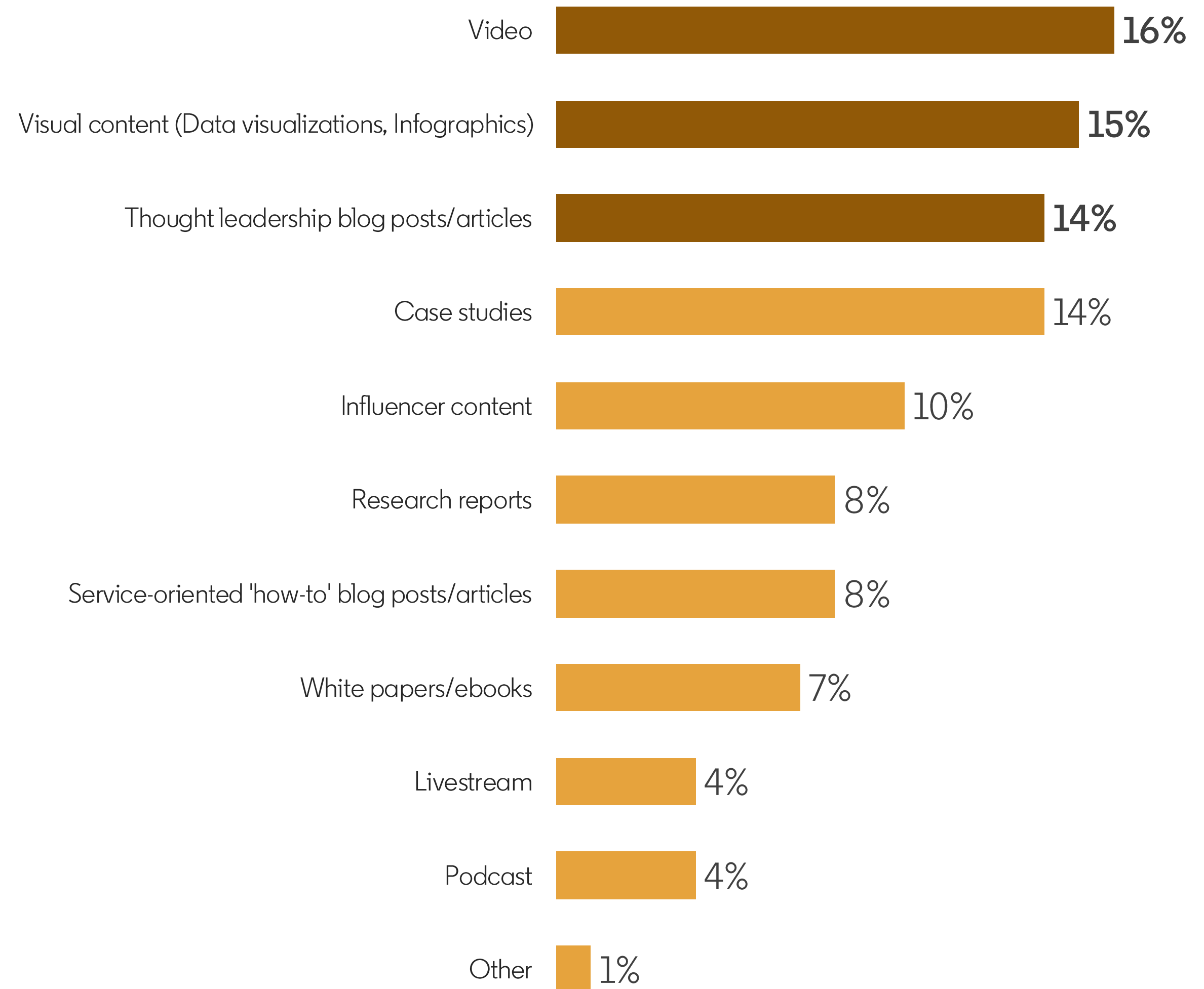
However, **no clear winner emerges when it comes to which content is best for meeting marketing needs.** Respondents say video (16%) is most effective, followed closely by visual content (15%), thought leadership blog posts (14%) and case studies (14%).



## INSIGHT

*Directors/Managers are more likely than CMOs or other marketing C-Suite to say they utilize video, visual content and thought leadership blogs in their marketing efforts.*

## Top Content



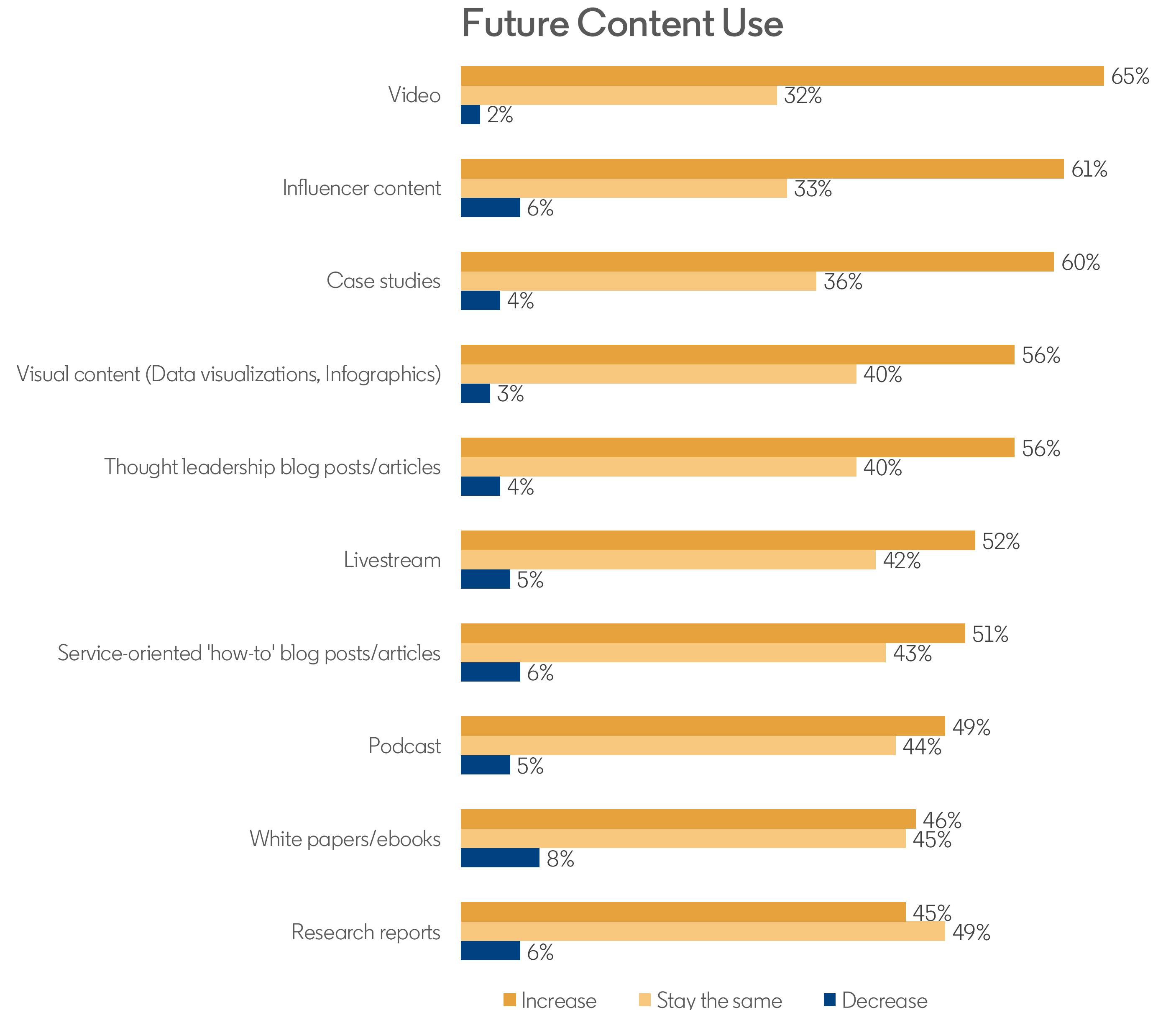
Base n=2001  
 CONTENT. Which type of content does your company use in their marketing efforts?  
 TOPCONTENT. In your opinion, which content is most effective at meeting your marketing needs?

# Video Poised to Stay the Leading Content Type

About 2 in 3 current users of video content say they plan to increase usage in the next year, which will keep it as the top content type among B2B marketers.

Influencer content and case studies look to make gains in the future as roughly 6 in 10 current users say they plan to increase use.

Base Size (Thought leadership n=975, Blog n=806, Reports n=723, White papers n=767, Case studies n=910, Video n=1018, Visual content n=1023, Livestream n=469, Influencer content n=628)  
 CONTENTFUTURE. Thinking about the next year, how, if at all, do you think your usage of each of the following content will change?



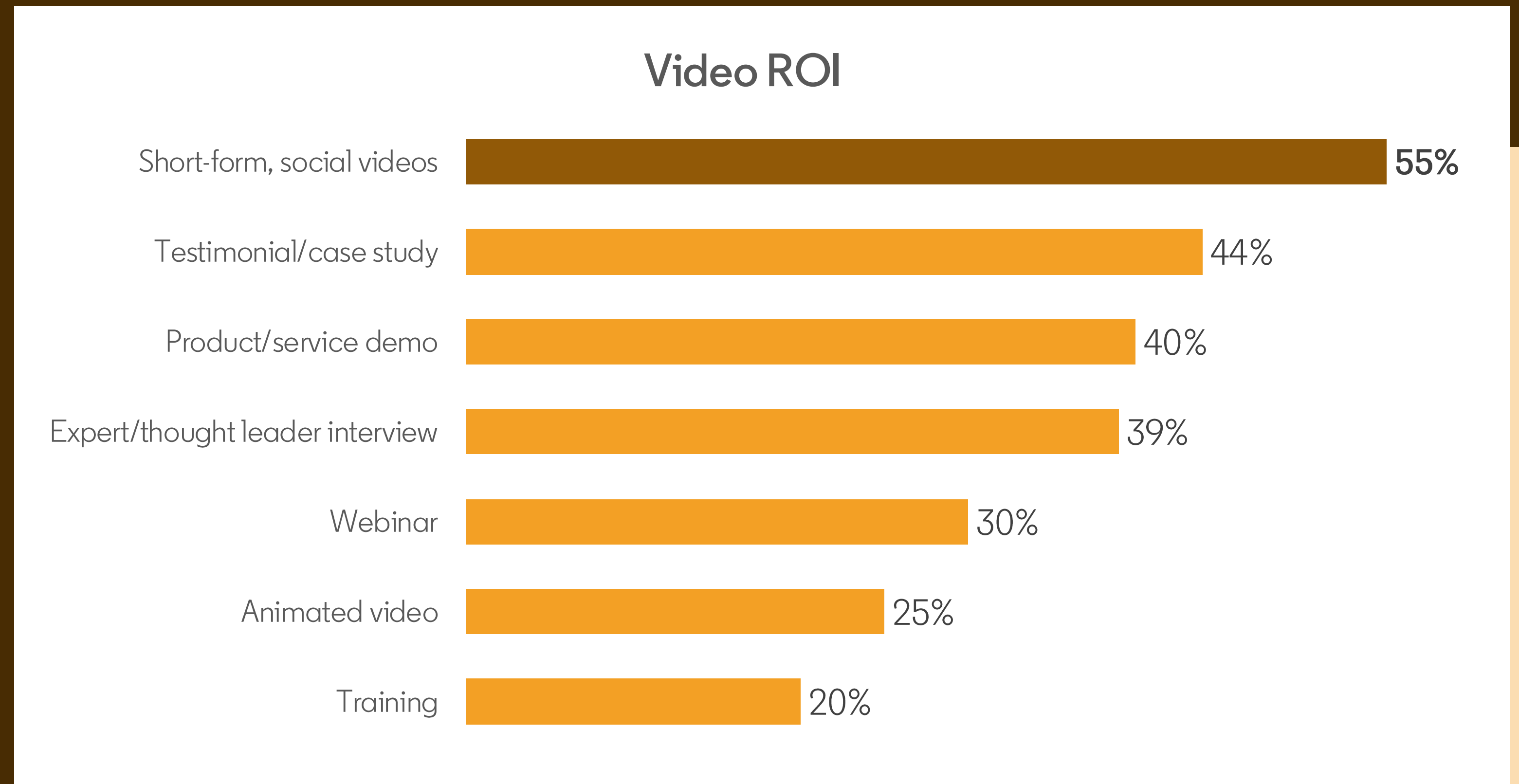
“I think improvements can be made in areas such as social media marketing, search engine optimization and email marketing to better interact with target audiences and enhance brand awareness.”

Senior Marketing Leader, Financial Services, Germany



# Short-Form, Social Videos Produce Highest ROI

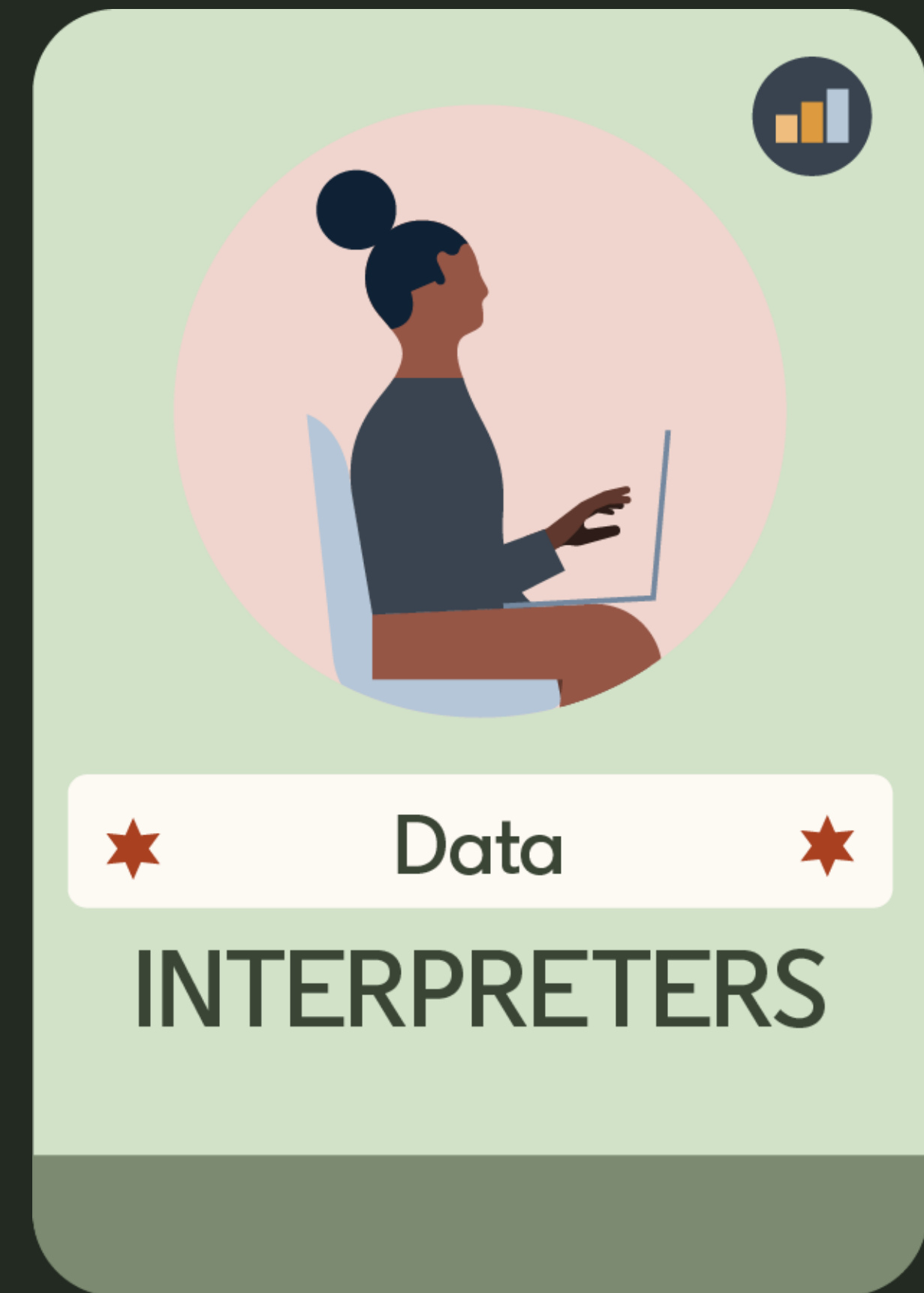
More than half of the B2B marketers that use video say that **short-form, social videos produce the highest ROI**, making it the most effective among video types.



Base n=1018  
VIDEOROI. In your opinion, what kinds of videos produce the highest ROI?

# B2B Marketing Leaders of the Future Must Be Data Interpreters

Today's B2B marketers are focused on putting the right systems and technologies in place along with boosting their data analytics capabilities.





## Meet Our Data Interpreter

They excel at transforming complex data into actionable insights that drive strategic marketing decisions. Here are some specific characteristics that define them:

### INSIGHTFUL DATA ANALYST

They are adept at sifting through the abundance of data, skillfully analyzing and uncovering deep insights about customer behavior, preferences and market trends.

### PREDICTIVE ANALYST

By using machine learning algorithms and statistical models, they can predict customer behavior, market trends and campaign performance, allowing the organization to be proactive rather than reactive.

### ATTENTION TO DETAIL

They meticulously check their work for errors and inconsistencies, providing high-quality insights that stakeholders can trust.

### DATA VISUALIZATION EXPERT

Their ability to create clear and impactful visualizations helps teams, including non-technical stakeholders, quickly grasp key insights and make informed decisions.

### CUSTOMER JOURNEY ANALYST

They are proficient in mapping and analyzing the customer journey, identifying touchpoints, and understanding how customers interact with the brand across various channels.

### PERFORMANCE MEASUREMENT SPECIALIST

They are experts in setting up and managing performance measurement frameworks to evaluate the effectiveness of marketing campaigns and help understand return on investment (ROI).

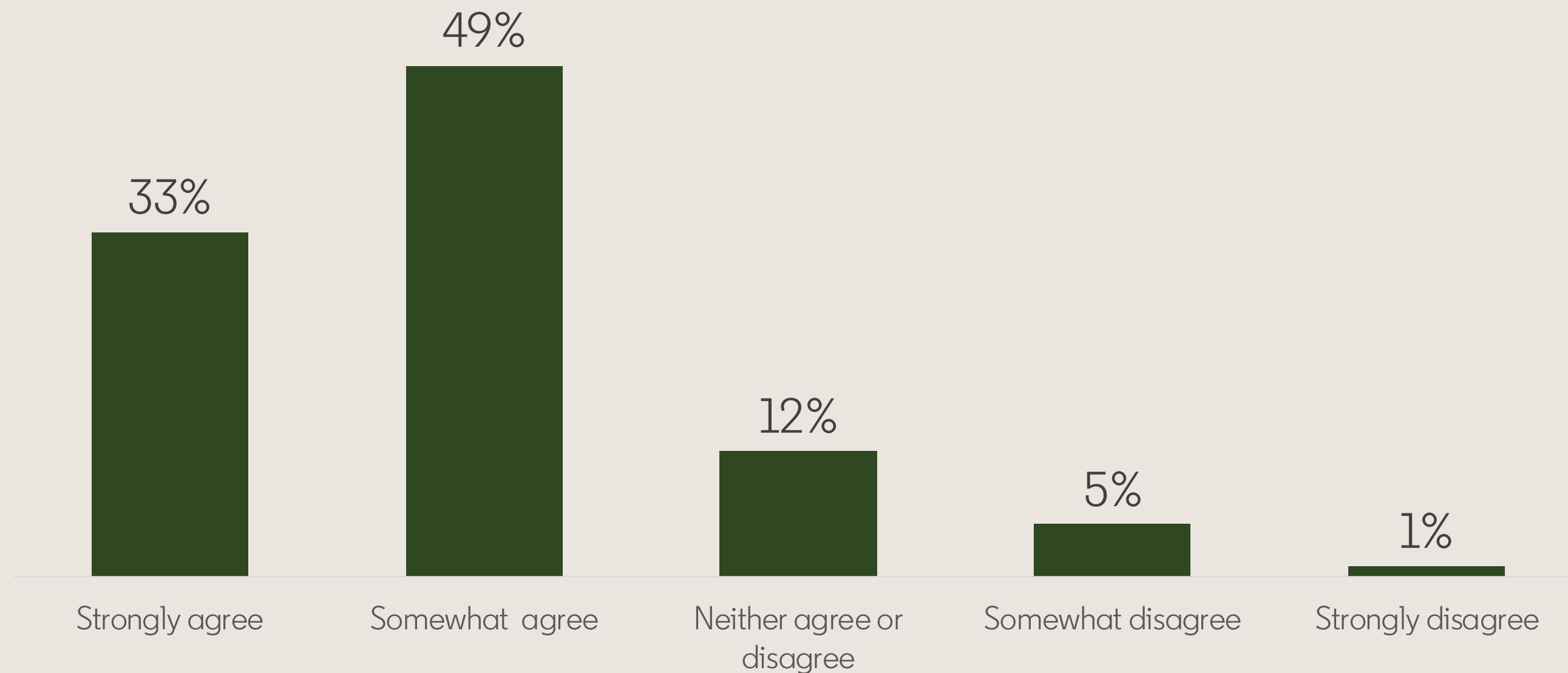


## What are B2B marketers doing today to become more like our data interpreter?

Though they are confident in their ability to prove the effectiveness of their efforts, today's marketers are still figuring out the right measurement frameworks for their organizations.



## Marketing Teams' Ability to Demonstrate Impact to the C-Suite



**73%** of respondents say they can demonstrate the impact of thought leadership to the C-Suite

Base n=2001  
QPRIORITIES. Which of the following are your biggest business priorities over the next year? Please select all that apply.  
MARKETINGIMPACT. Please rate your level of agreement with the following statements. - The marketing team at my organization is able to demonstrate impact to the C-suite.  
THOUGHTIMPACT. Is your marketing team able to demonstrate the bottom-line impact of your thought leadership/content marketing to the C-suite?

## Marketers Are Now Confident in Their Ability to Measure Impact

The ability to measure impact is crucial for marketing teams, and they are leveraging the tools and data to achieve this goal.

One in 3 respondents say data helps to inform their decision-making and measure performance, their third highest priority in the coming year. Marketers are also looking to boost analytical skills among the team as data analysis is a top in-demand skill, according to LinkedIn data.

B2B marketers are confident in their ability to deliver as 82% agree they can demonstrate impact to the C-Suite. Marketers are also confident in their ability to demonstrate impact of thought leadership content.

“We see marketers adapting to increasing data availability and use as data analysis tops the list of fastest growing skills over the last year among the top 1K brands.”



**Kory Kantenga**

PhD, Head of Economics, Americas at LinkedIn

# Marketers Are Still Facing Measurement Challenges, Despite Securing the Right Tools and Technology

Almost **3 in 5 (59%)** respondents say they have the right measurement tools at their disposal to deliver what their managers expect. Additionally, more than 7 in 10 say their organization has the right technology in place to measure activities across the organization.

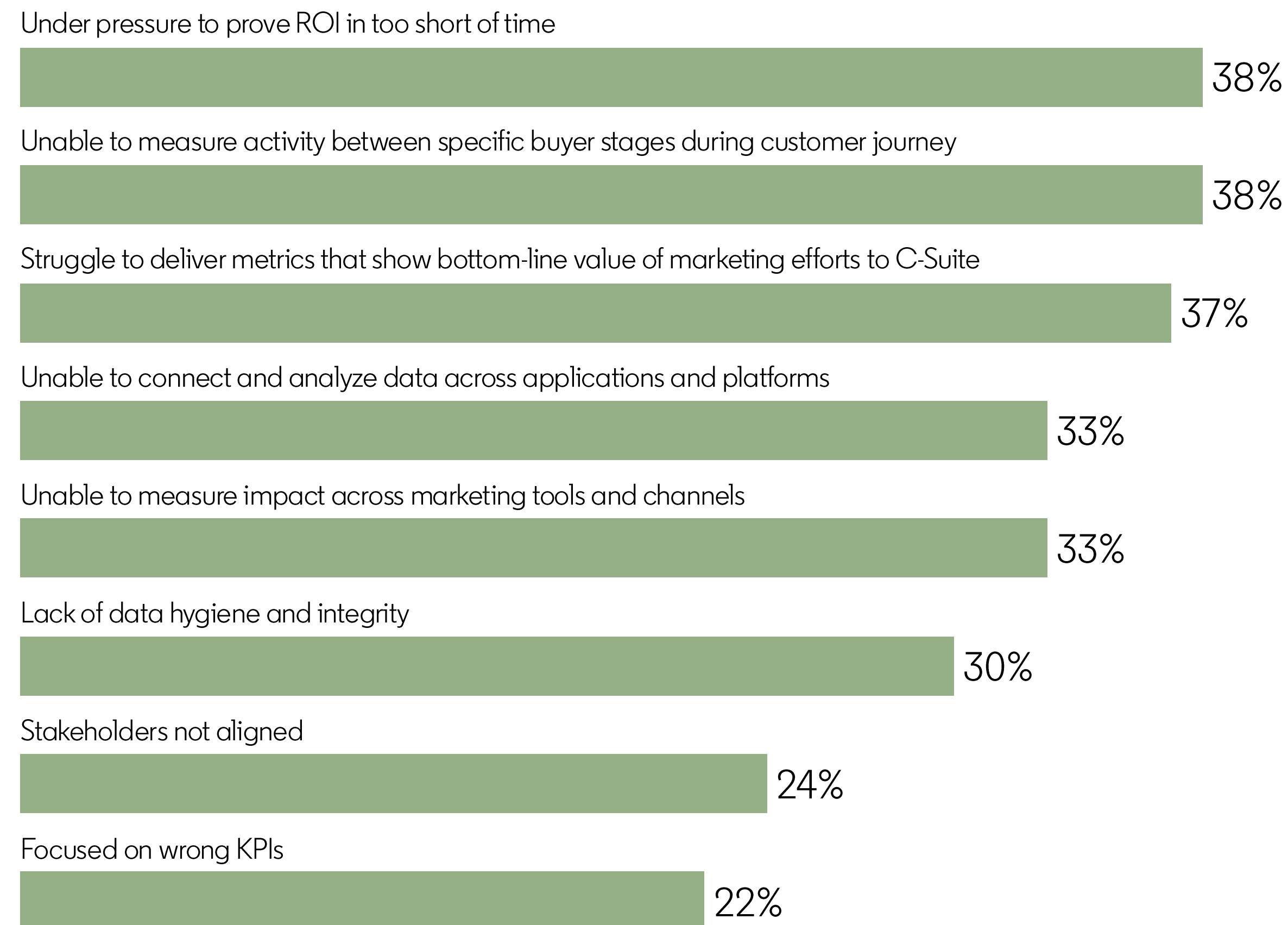
However, respondents face a variety of measurement challenges. Roughly 2 in 5 say they are under pressure to prove ROI in a short period of time and are unable to measure activity between specific buyer stages, among others.



## INSIGHT

*CMOs and other marketing C-Suite are more likely than Directors/Managers to say they have the right tools or technology to measure impact.*

## Biggest Challenges in Measuring & Demonstrating Marketing Performance



Base Size n=2001  
MEASUREORGANIZATION. Does your organization have the right technology in place to measure marketing efforts across your entire organization?  
MEASURE\_CHALLENGES. What are your biggest challenges when it comes to measuring and demonstrating marketing performance?  
MEASUREDISCONNECT. Is there a disconnect between what your boss expects and what you are able to deliver in terms of measurement? In other words, do you have the measurement tools at your disposal to deliver on what your manager expects of you?

# B2B Marketing Leaders of the Future Must Be Continual Learners

Today's B2B marketers are investing in continual learning and development to acquire new skills such as data analysis, GAI and agile methodologies to stay relevant in a rapidly evolving digital landscape.





## Meet Our Continual Learner

They are constantly seeking to expand their knowledge and skills to stay ahead in the ever-evolving field of marketing. Here are some specific characteristics that define them:

### CURIOSITY- DRIVEN

They have an innate curiosity that drives them to explore new ideas, concepts and technologies, approaching their career with the mindset of a lifelong student.

### TECH ENTHUSIAST

They are passionate about technology and its potential to transform marketing, keeping up with the latest tech trends, from AI and machine learning to virtual reality and blockchain.

### CRITICAL THINKER

They apply critical thinking to their process, questioning assumptions, testing hypotheses and using evidence-based approaches to ensure that their learning translates into effective marketing practices.

### NETWORKING PRO

They actively engage in professional networks and communities, both online and offline, to help them stay connected and informed.

### CROSS- FUNCTIONAL LEARNER

They go beyond the marketing field to learn, understanding that interdisciplinary knowledge can enhance their marketing strategies and help them develop a more holistic understanding of consumer behavior and market dynamics.

### SELF- MOTIVATED

They take charge of their own learning journey, setting personal learning goals, creating development plans, and proactively seeking out resources to achieve them.



Continual



LEARNERS

## What are B2B marketers doing today to become more like our continual learner?

Marketers require a blend of creative skills and technical expertise. Additionally, strong critical thinking and emotional intelligence are essential for fostering teamwork, encouraging collaboration and adapting to rapid changes.

“The half-life of skills keeps getting shorter; less than a year ago, prompting was all the rage, and now, Gen AI does the prompting for you. So, we look for people who are curious and love to learn new things all the time.”



**Marc-Antoine Jarry**

Managing Director,  
Marketing + Communications Strategy Lead,  
Accenture

# Marketing Leaders Are Investing in Their Teams Right Now

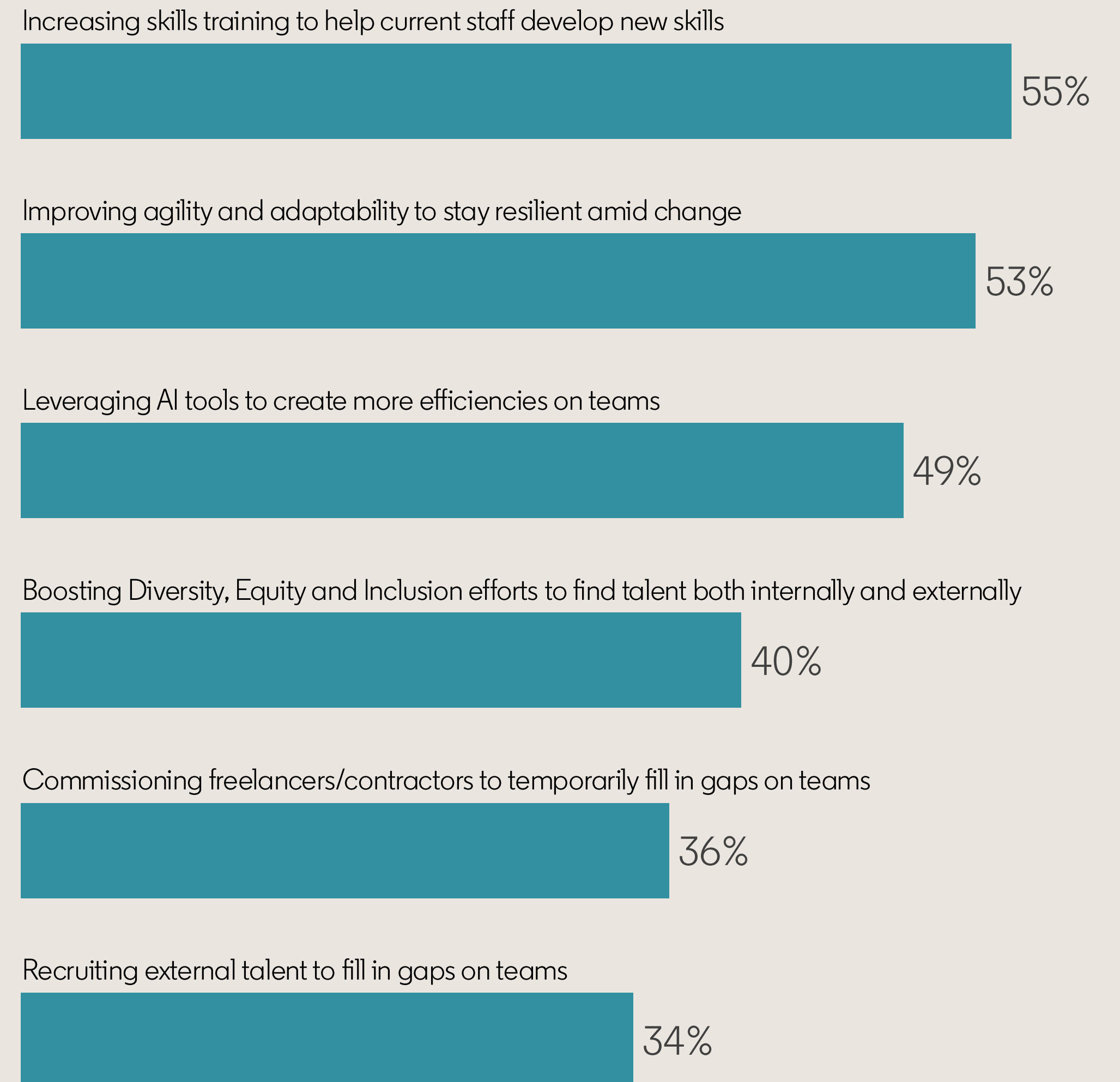
Advances in technology coupled with a tighter labor market for marketers are leading to a changing environment. To overcome these challenges, B2B marketers are focusing on training and skills development.

More than **5 in 10 respondents are increasing skills training** to help current staff gain new skills, while 53% say they are improving agility and adaptability to stay relevant amid change.

Further, 55% of respondents say their organization is providing opportunities for GAI training.

Base Size n=2001  
QTEAMTALENT. In terms of cultivating talent on your teams, which of the following are you more focused on in the next year?  
AITRAINING. Does your organization provide opportunities for GAI training?

## Focus Areas for Cultivating Team Talent





# Both Left- and Right-brained Thinking Is Critical for Today's B2B Marketer

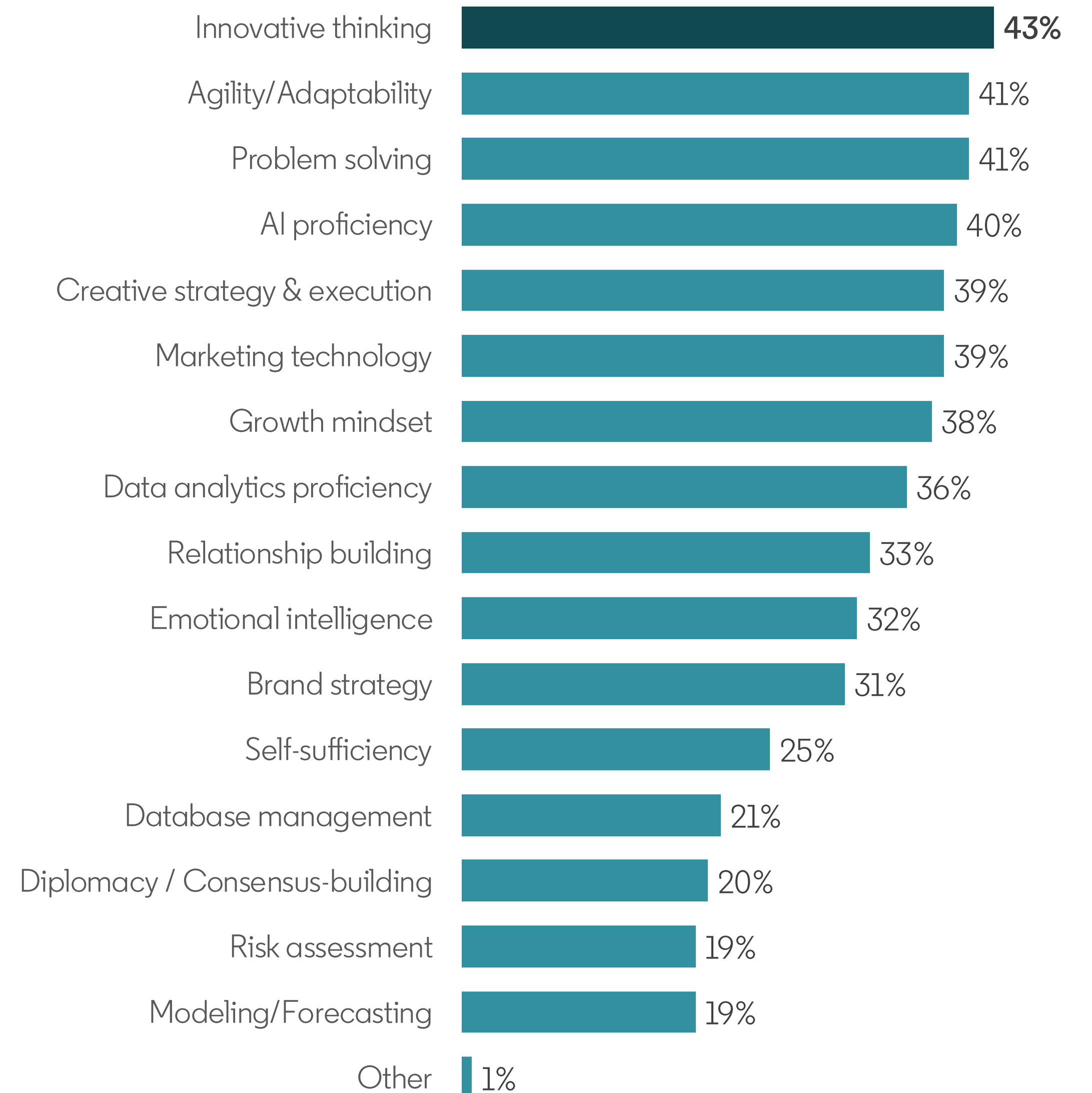
More than 2 in 5 respondents say innovative thinking will be the most important skill for their role in the next couple years.

Agility/Adaptability and Problem Solving are tied for second place, highlighting the importance of soft skills to be successful.

Compared to last year's report, soft skills such as innovative thinking have surpassed technical skills such as MarTech in ranking.

Base Size n=2001  
QSELFSKILLIMPORTFUTURE. In your opinion, which of the following skills will be most important for you in your role in the next one to two years?  
Please select all that apply.

## Most Important Skills For You in the Next 1-2 Years



# Data Analytics and AI Among Top Digital Skills Added to Profiles

Data analysis empowers today's marketers to navigate the complex and ever-changing landscape and they are focusing on ensuring they have the skills to keep up. **Data analysis is the digital skill added to LinkedIn profiles the most in 2024.**

For marketers looking to thrive in today's data-driven world, embracing data analysis is no longer optional – it's essential.

## Top Digital Skills Added to Profiles Globally

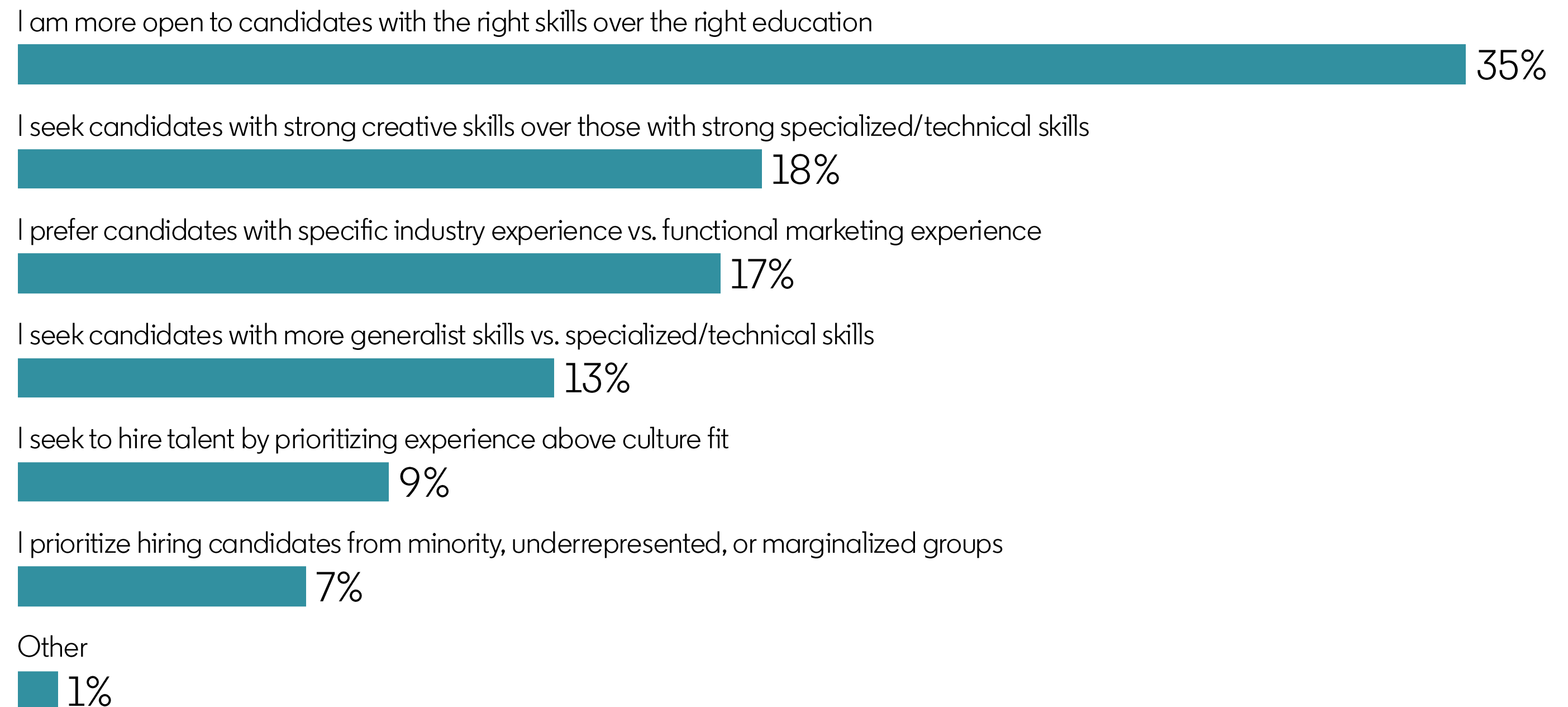
- 1 **Data Analysis**
- 2 Social Media
- 3 Microsoft Excel
- 4 Microsoft Office
- 5 **Artificial Intelligence (AI)**
- 6 Data Analytics
- 7 Branding & Identity
- 8 Product Launch
- 9 Marketing Analytics
- 10 Adobe Photoshop
- 11 Content Management
- 12 Social Media Advertising
- 13 Microsoft PowerPoint
- 14 Graphic Design
- 15 WordPress

# More Than A Third of B2B Marketers Say They Value Skills Over Education When Hiring New Talent.

Further, their next highest priority is to seek candidates with strong creative skills over those with strong specialized/technical skills.

Meanwhile, hiring talent from minority, underrepresented or marginalized groups is a lower priority for B2B organizations, comparatively.

## When Seeking New Marketing Team Talent



Base Size n=2001  
QNEWTALENT. Which statement comes closest to your view when looking to hire new talent to your marketing team?

# B2B Marketing Leaders of the Future Must Be Collaborative Communicators

Today's B2B marketing leader is focused on forging connections with colleagues as well as customers. Will the work put into building these relationships pay off down the road?





## Meet Our Collaborative Communicator

They are not only skilled marketers but also leaders who build strong, cohesive teams and foster a culture of openness and mutual respect. Here are some specific characteristics that define them:

### ACTIVE LISTENER

They are active listeners who value the input and perspectives of others, helping them to build strong, trusting relationships with colleagues and stakeholders.

### TRANSPARENT COMMUNICATOR

Their clear and straightforward communication style minimizes misunderstandings and fosters a culture of openness and collaboration.

### FACILITATOR

They are skilled at facilitating discussions and meetings, creating an environment where ideas can be freely exchanged and constructive debates can take place.

### CONFLICT RESOLVER

They are adept at identifying and addressing conflicts before they escalate, seeking to understand the underlying issues and find mutually beneficial solutions.

### RELATIONSHIP BUILDER

They invest time in getting to know clients, partners, and colleagues to better understand their needs and goals.

### ADAPTABLE COMMUNICATOR

They are flexible in their communication style, tailoring their approach to suit different audiences and situations to ensure their message is effectively conveyed and well received.



★ Collaborative ★

COMMUNICATORS

## What are B2B marketers doing today to become more like our collaborative communicator?

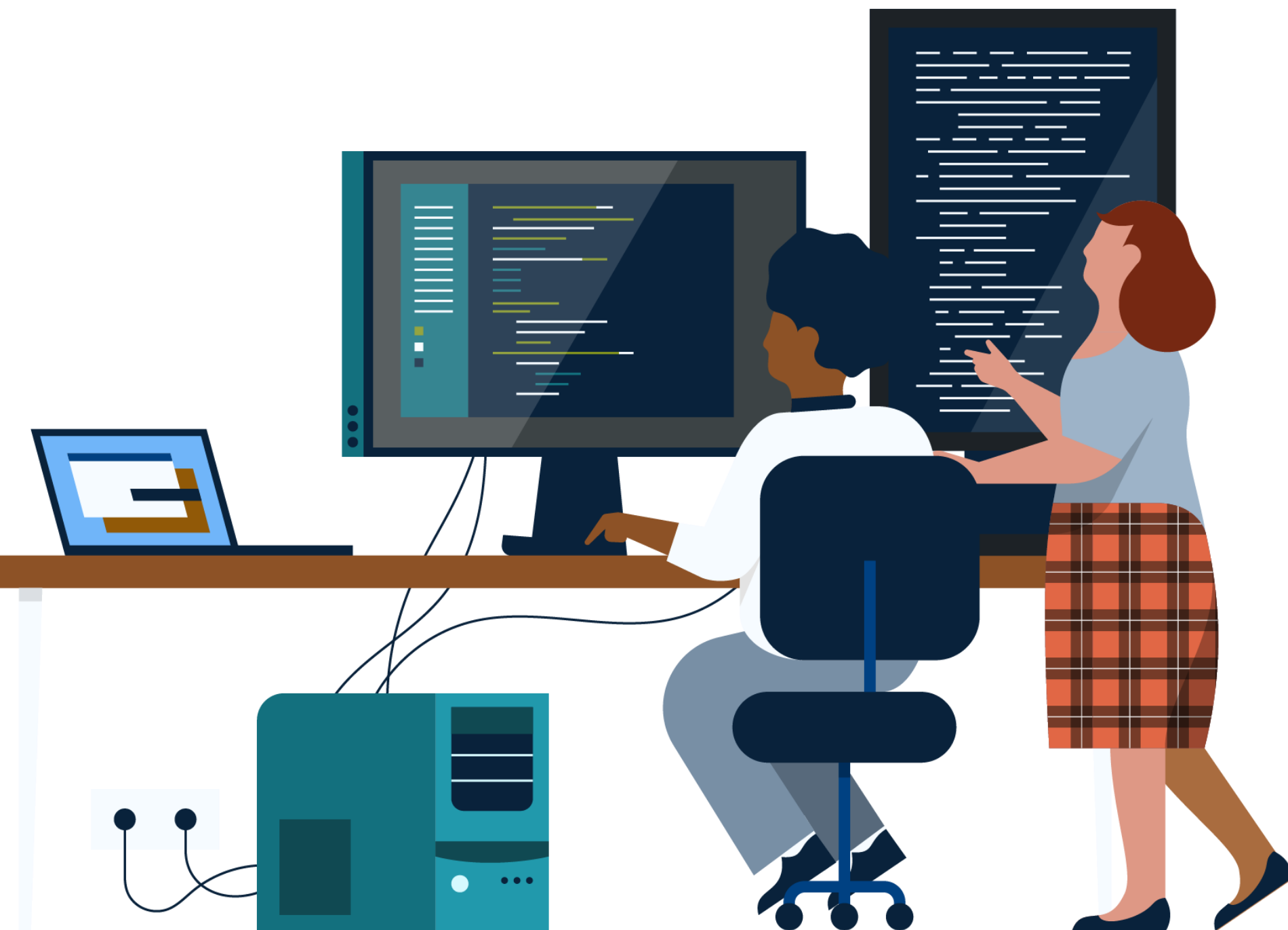
Next, we'll explore how marketers are breaking down silos and fostering closer collaboration with other departments to align marketing strategies with overall business objectives. They are also rethinking how their own organization works, restructuring teams and business units.

# Communication Skills Rise to the Top

The ability to communicate effectively and solve problems is key to marketers' success. And they are fast realizing this, according to LinkedIn data on top skills added to profiles.

## Top Overall Skills Added to Profiles Globally

- 1 Communication
- 2 Digital Marketing
- 3 Project Management
- 4 Analytical Skills
- 5 Marketing Strategy
- 6 Social Media Marketing
- 7 Data Analysis
- 8 Problem Solving
- 9 Search Engine Optimization (SEO)
- 10 Teamwork
- 11 Marketing
- 12 Leadership
- 13 Presentations
- 14 Customer Relationship Management (CRM)
- 15 Team Leadership

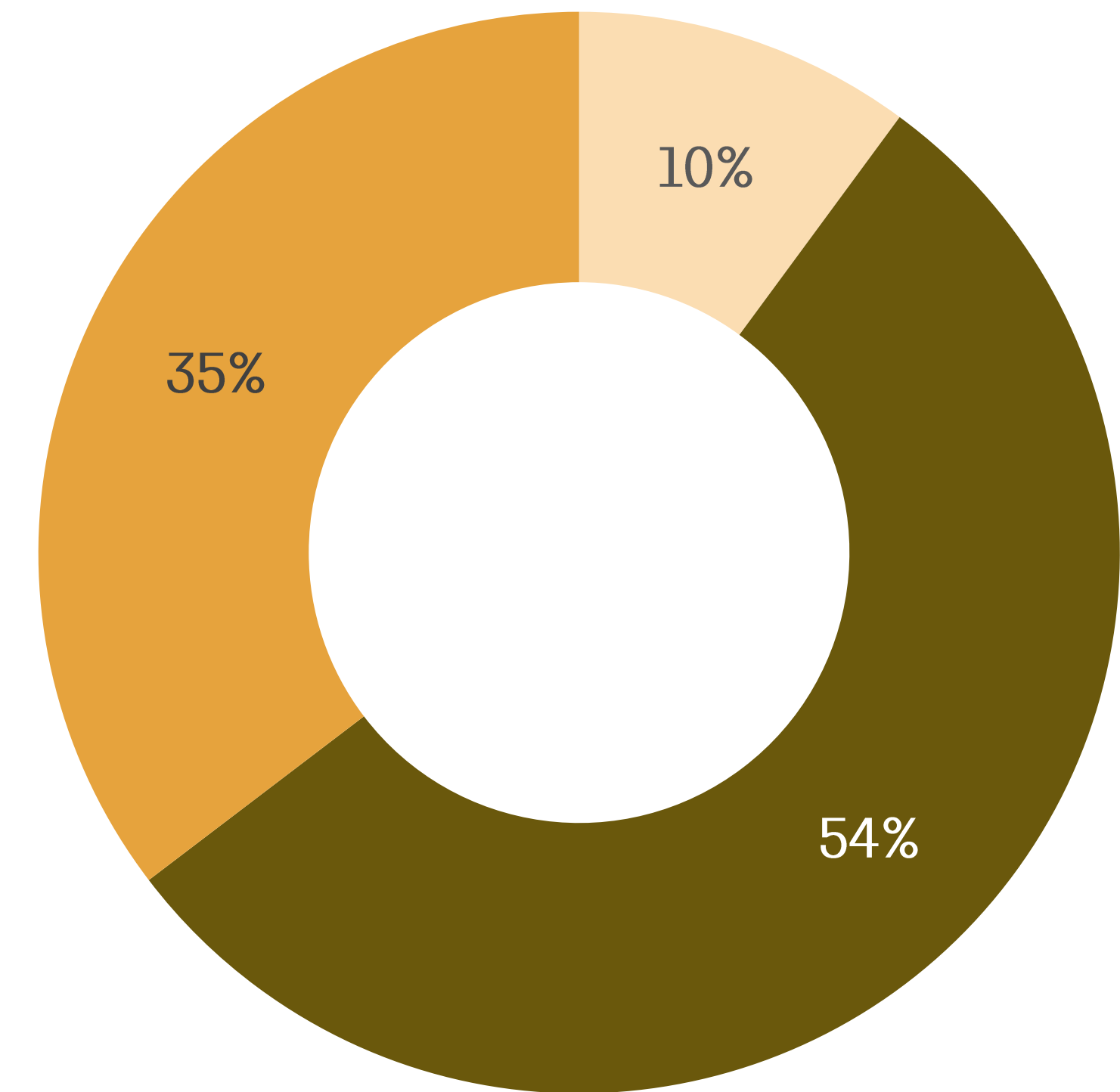


# More Than Half of B2B Marketers Say They Currently Have Some Synergies With the Sales and Marketing Departments

More than a third say there is some synergy; however, 1 in 10 say there are no synergies at all, leading to misalignment and excess costs.

**54%** say there are some synergies between marketing and sales

### Alignment of the Sales and Marketing Departments



- There are no synergies between the departments resulting in misalignment and excess costs
- There are some synergies between the departments resulting in better leads and some cost saving
- There is complete synergy between the departments resulting in operational efficiencies and reduced costs

Base Size n=2001  
QALIGNMENT. Which statement comes closer to the alignment of the sales and marketing departments at your organization?



Most marketing leaders are aligned along expectations for growth and restructuring in the next year.



90%

of marketing leaders say their marketing budget is in line with the company's revenue and growth goals for the year

67%

of CMOs say it is likely they will undergo a reorganization at their company

Base Size n=2001  
BUDGETALIGNMENT. How aligned is your marketing budget with the company's revenue and growth goals for the year?  
Base Size n=448  
ORGANIZATIONCHANGES. How likely is it that your organization will do each of the following in the next year?

“Marketing campaigns to create sales packages bring better results for the company.”

CMO, Tech, Brazil



# B2B Chief Marketing Officers of the Future Must Be Visionary Leaders

Today's CMOs are focused on building trust throughout the organization. How will the CMO of the future leverage relationships?





## Meet Our Visionary CMO

As the Chief Marketing Officers of their organizations, they are dynamic leaders who bring innovation and forward thinking to every aspect of their role. Here are some specific characteristics that define them:

### STRATEGIC LEADERSHIP

Aligning marketing initiatives with the organization's overall goals and objectives, they establish strategies that drive brand awareness, customer engagement and revenue growth.

### INNOVATION CHAMPION

They foster a culture of innovation within the marketing team, encouraging creativity, experimentation and risk-taking.

### STRONG EMOTIONAL INTELLIGENCE

Prioritizing transparency and authenticity to build trust and rapport with stakeholders, their ability to inspire and engage others is instrumental in driving alignment and momentum towards shared goals.

### DATA-DRIVEN DECISION-MAKER

They rely on data and analytics to measure the effectiveness of marketing campaigns and initiatives.

### CUSTOMER-CENTRIC MINDSET

They are deeply committed to understanding customer needs and conducts market research, gathers customer feedback and leverages data to inform marketing strategies.

### GLOBAL PERSPECTIVE

They develop global marketing strategies that resonate across diverse regions while maintaining a consistent brand message, helping the company expand its global footprint.



★ Visionary ★

CHIEF MARKETING  
OFFICERS

## What are B2B CMOs doing today to become more like our visionary leader?

Next, we'll look at how CMOs are growing their reputation across the C-Suite and becoming more integral to overall company strategy.

# CMOs Are Building Relationships Across the Organization

78%

of CMOs say they try to involve as many C-Suite members in marketing decisions as they can

77%

of CMOs say their relationship with the CFO is stronger than before

Base Size n=448  
CMOATTITUDES. Please indicate how much you agree or disagree with each of the following statements.

CMOs are making concerted efforts to build relationships. Just under **9 in 10 CMOs (89%)** say that **relationship building has become important to succeed.**

More than **3 in 4 CMOs** say they try to involve as many **members of the C-Suite in marketing decisions as they can.** They are also working to build a bond with the CFO, as **77%** report their relationship with the CFO is stronger than before, a **10%** increase from 2023.

CMOs are also focusing inward to build relationships. **84% of CMOs agree they have strengthened skills to demonstrate B2B marketing impact** to help the C-Suite understand the value of brand marketing.

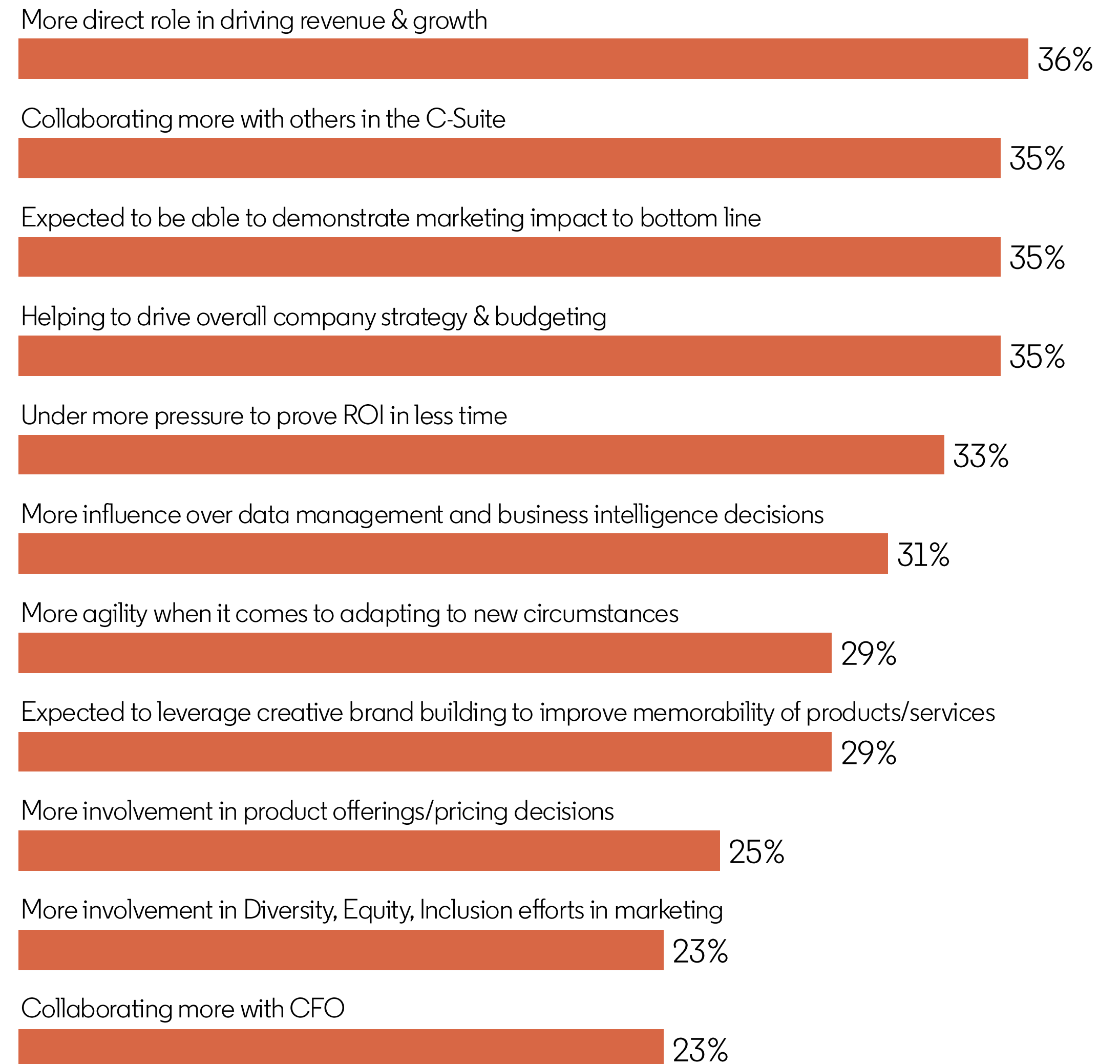
# CMOs Are Gaining Importance and Facing Role Changes

The investments CMOs are making are paying dividends as **69% say their role has grown in importance.**

With the gains in importance, CMOs are facing changes to their role. More than 1 in 3 CMOs say they now have a more direct role in driving revenue and growth. They are also helping to drive overall company strategy and budgeting, and are expected to demonstrate marketing impact to the bottom line.

Base Size n=448  
CMOATTITUDES. In which of the following ways has your role changed in the last two years?

## CMO Role Changes Past Two Years



“Marketing is one of the key levers of driving efficient growth for a SaaS business. Over the last year, marketing’s mandate has expanded significantly to include additional functions like business development, pricing and packaging.”



**Arun Pattabhiraman**

Chief Marketing Officer, Sprinklr



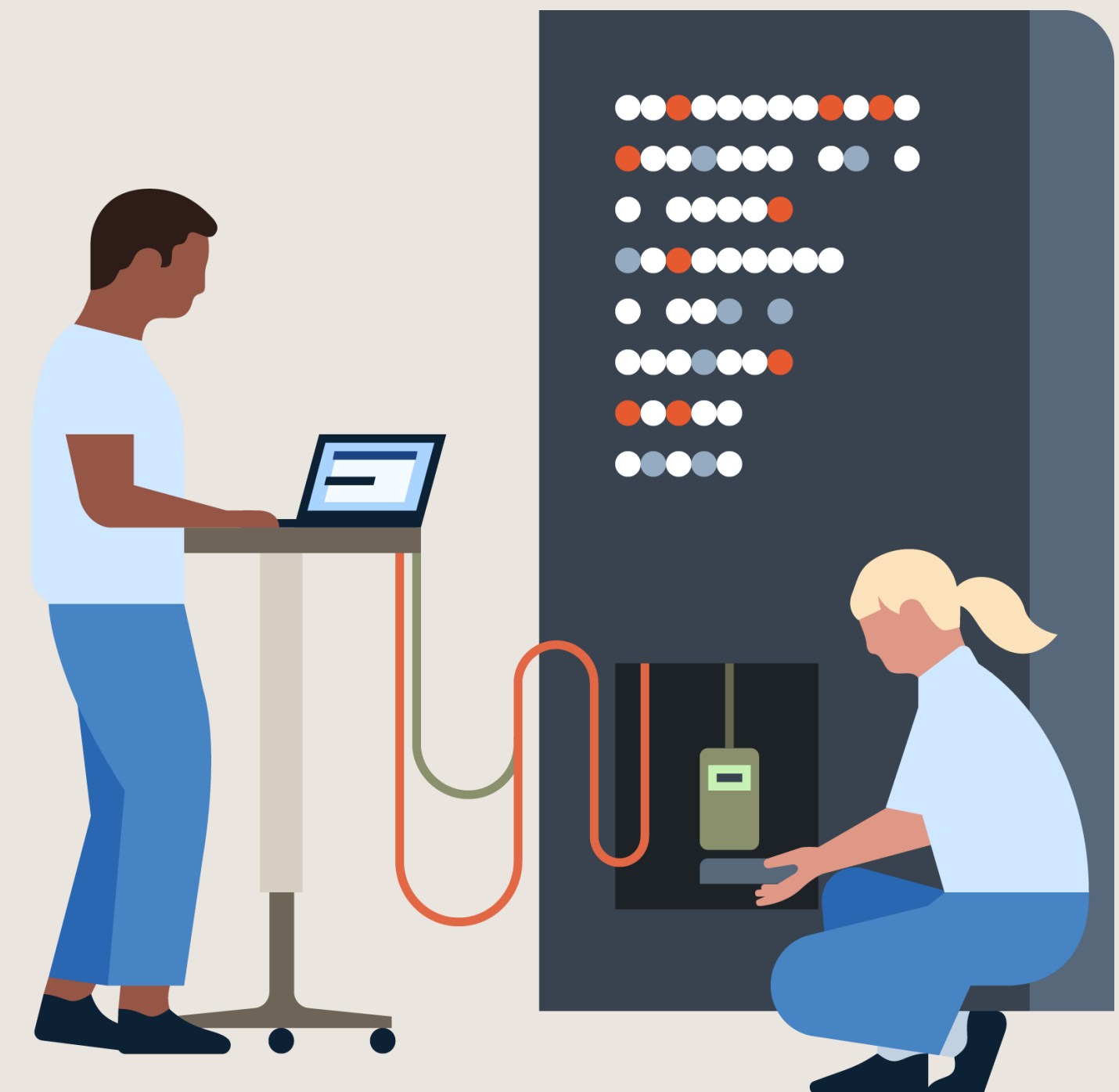
# Branding and Strategy Are Among the Top Skills Added to CMO Profiles on LinkedIn in the Past Year. AI Is Among the Top Digital Skills to Be Added.

## Top Overall Skills Added to CMO Profiles Globally

1. Marketing Strategy
2. Communication
3. Strategic Marketing Management
4. Digital Marketing
5. Project Management
6. Social Media Marketing
7. Marketing
8. Business Development
9. Business-to-Business (B2B)
10. Analytical Skills
11. Leadership
12. Business Strategy
13. Team Leadership
14. CMO Management
15. Team Management

## Top Digital Skills Added to CMO Profiles Globally

1. Branding & Identity
2. Artificial Intelligence (AI)
3. Data Analysis
4. Social Media
5. Software as a Service (SaaS)
6. Product Development
7. Marketing Analytics
8. Graphic Design
9. Content Management
10. Microsoft Office
11. Corporate Branding
12. Web Design
13. Microsoft Excel
14. Web Development
15. User Experience (UX)



“In a more cautious economy, tighter budgets mean CMOs must take on a greater role in managing costs and delivering a return on market spending. As a result, we see marketing strategy topping the list of CMO skills added from January to March 2024. We also see revenue generation among the top five fastest growing skills for CMOs and business reviews and e-commerce optimization among the top five fastest growing skills for the top 1K brands.”



**Kory Kantenga**

PhD, Head of Economics, Americas at LinkedIn

# B2B Marketers of the Future Must Be DEI Champions

Marketers are serving as ambassadors when it comes to ensuring DEI is integrated in strategic decision-making companywide. How will they ensure DEI is embedded in organizational culture in the future?





## Meet Our DEI Champion

They are passionate advocates and are committed to creating a culture where all individuals feel valued, respected and empowered to succeed. Here are some specific characteristics that define them:

### ACTIVE ALLYSHIP

They are active allies to marginalized individuals and groups within the organization, using their privilege and influence to amplify the voices of underrepresented employees, advocate for their needs, and challenge systemic barriers to equity and inclusion.

### INCLUSIVE LEADERSHIP

They ensure that diverse perspectives are represented and valued in decision-making processes, actively soliciting input from individuals with different backgrounds and experiences.

### POLICY ADVOCATE

They advocate for inclusive policies and practices within the organization, working collaboratively with HR and senior leadership to implement changes that promote DEI.

### ACCOUNTABLE LEADERSHIP

They establish clear metrics and accountability mechanisms to track progress on DEI initiatives, holding leaders and teams accountable for meeting DEI goals and targets.

### CHANGE AGENT

They are catalysts for change within their organizations, inspiring others to embrace DEI as core values, which creates a ripple effect, catalyzing positive change companywide.

### INCLUSIVE MARKETING STRATEGIST

They are skilled at developing inclusive marketing strategies that resonate with diverse audiences, which fosters trust and authenticity with customers and strengthens the organization's brand reputation.



## What are B2B CMOs doing today to become more like our DEI champion?

Now we'll delve into DEI investments, marketing strategies and effectiveness in B2B marketing organizations.

# CMOs Prioritize DEI Investments

Three in 5 CMOs say their organization's investment in DEI has increased in the past year, while more than 1 in 5 CMOs say they are more involved in DEI efforts in marketing.

Meanwhile, more than 8 in 10 respondents say their teams are gender diverse, while more than 3 in 4 say their teams are racially and age diverse.

Overall, **78% say their advertising is inclusive**, while 76% say their advertising is diverse.

More than

# 8 in 10

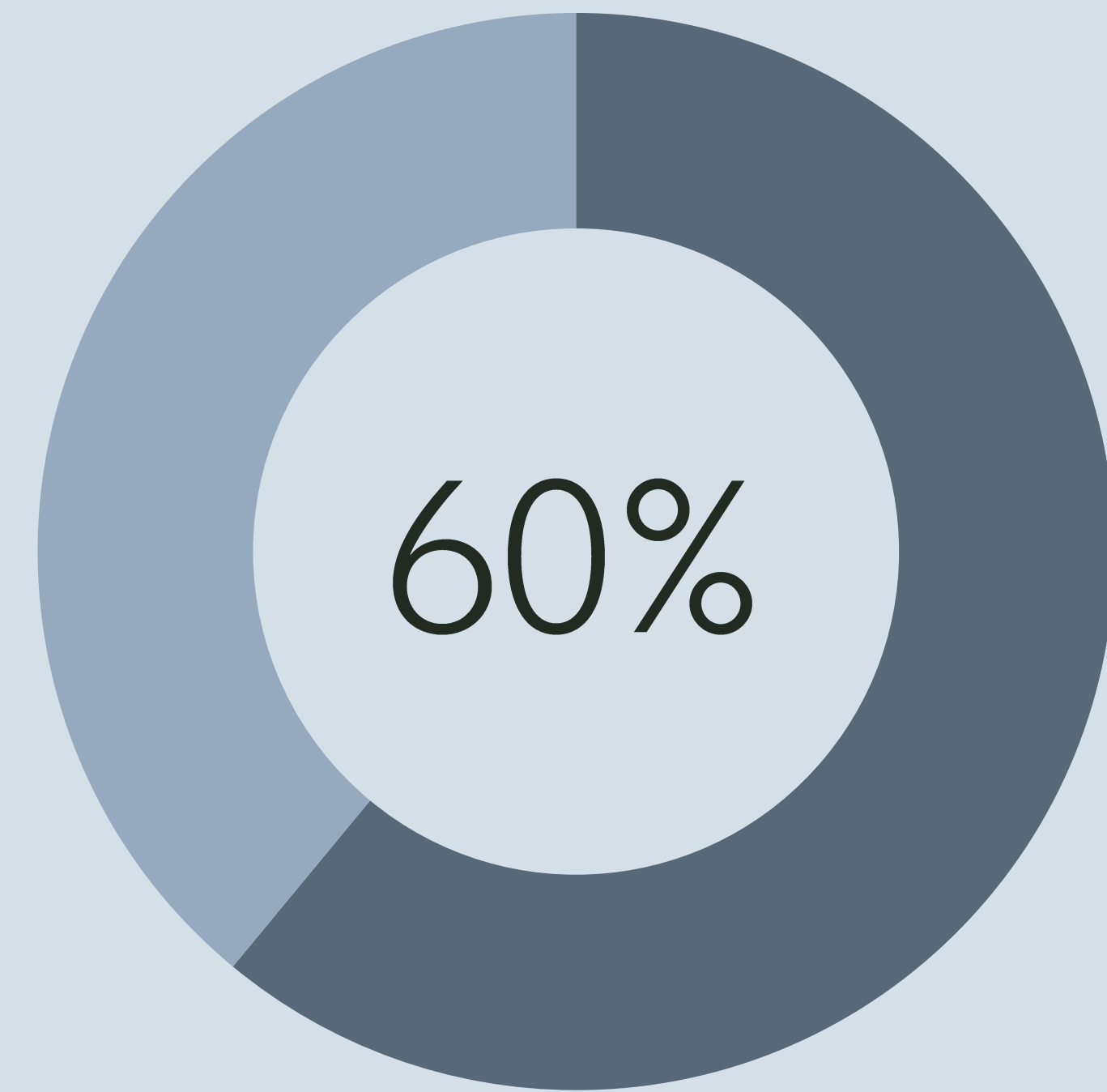
say their teams are gender diverse

More than

# 3 in 4

say their teams are racially and age diverse

Base Size n=2001; CMO n=448  
QADIVERSE. Please rate your level of agreement with each of the following statements



# 3 in 5 CMOs

say their B2B marketing organization's investment in DEI has increased in the past year.

Base Size n=448  
QDEICHANGE. In the past year, has your marketing organization investment in Diversity, Equity and Inclusion activities increased decreased or stayed the same

# DEI Investment Spread Across Initiatives

Among those who said their investment in DEI have increased, half report they have increased efforts on DEI recruitment/hiring.

Meanwhile, marketing leaders say they are **placing more emphasis on making content accessible (48%)** and **working to create more inclusive campaigns (42%)**.



## Increased Investments in DEI Efforts

More emphasis on Diversity, Equity and Inclusion talent recruitment/hiring



More emphasis on making content accessible by using captions and transcripts for audio and video, and giving descriptions for images via alt text



More emphasis on Diversity, Equity and Inclusion learning/training



More emphasis on creating inclusive company/team culture



More emphasis on creating inclusive marketing campaigns

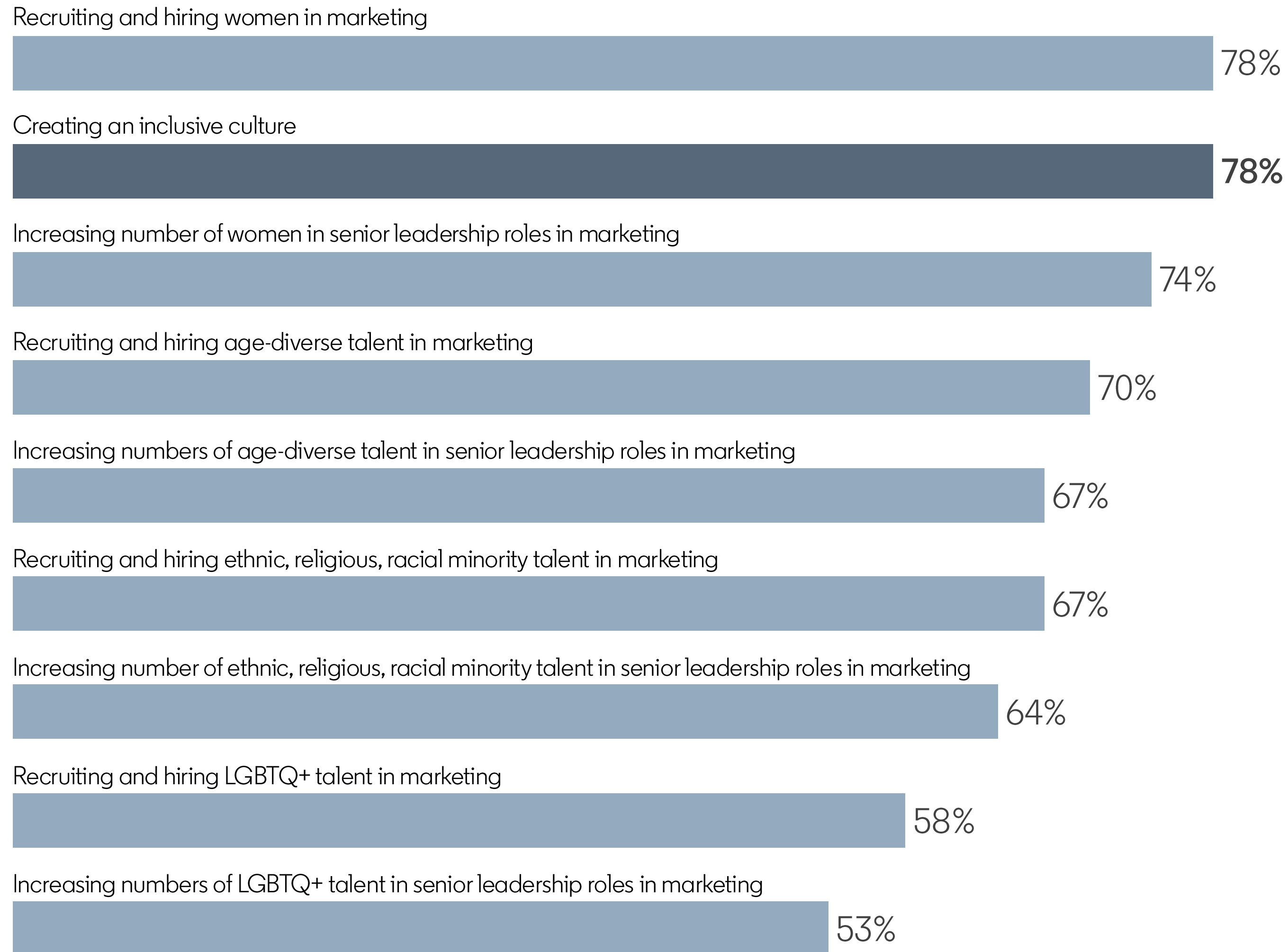


More emphasis on commissioning diverse agencies/suppliers



Base Size n=1123  
QDEIINCREASE. In what ways have the investments in Diversity, Equity and Inclusion activities of your marketing team increased?

## Organizational Effectiveness in DEI Efforts



Base Size n=2001  
 QDEIEFFORTS. How effective are the Diversity, Equity and Inclusion efforts in your marketing organization when it comes to...?  
 QNEWTALENT. Which statement comes closest to your view when looking to hire new talent to your marketing team?

## Organizations Making Strides on DEI Efforts

More than 3 in 4 respondents say their organizations have been effective in creating an inclusive culture.

Gender inclusivity is one of the most effective DEI efforts among B2B marketing organizations worldwide. However, LGBTQ+ initiatives are falling to the bottom of the list.

While more than half of respondents report hiring practices for marginalized groups have been effective, only 7% say they prioritize hiring candidates from underrepresented or marginalized groups.



### INSIGHT

*Members of underrepresented groups are more likely than those who are not to say their organizations have been effective in LGBTQ+ initiatives.*





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**Tequia Burt**

Editor in Chief, LinkedIn Collective and LinkedIn Ads Blog



**Steve Kearns**

Global Head of Content, LinkedIn Marketing Solutions



**Kory Kantenga, Ph.D.**

Head of Economics, Americas, LinkedIn



**Rachel Mui**

Art Director, LinkedIn Marketing Solutions



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Research Director, Ipsos



**Liya Minkasheva**  
Account Manager, Ipsos

# Thank you