HAL
SERBAN GROUP

THE STATE OF MARKETING

Navigating business growth with technology
and creativity for more human marketing

HubSpot   Search Engine Journal®   litmus   rockcontent

![HubSpot logo] **THE STATE OF MARKETING**

Explore top marketing trends

CONCLUSION

TLDR; Get on social, try AI, and align your systems.

Go to section →

PERSONALIZATION

Privacy is paramount to personalization, people!

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ENGAGEMENT

The strongest connections happen via call, click, chat, and camera.

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INTRODUCTION

In a competitive market, efficiency paves the way for innovation.

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GROWTH

Niche audiences — meet valuable, data-driven content.

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EFFICIENCY

Want more big ideas? Free up your time from manual tasks.

Go to section →

AWARENESS

To amplify brand presence, be easy to find and buy from online.

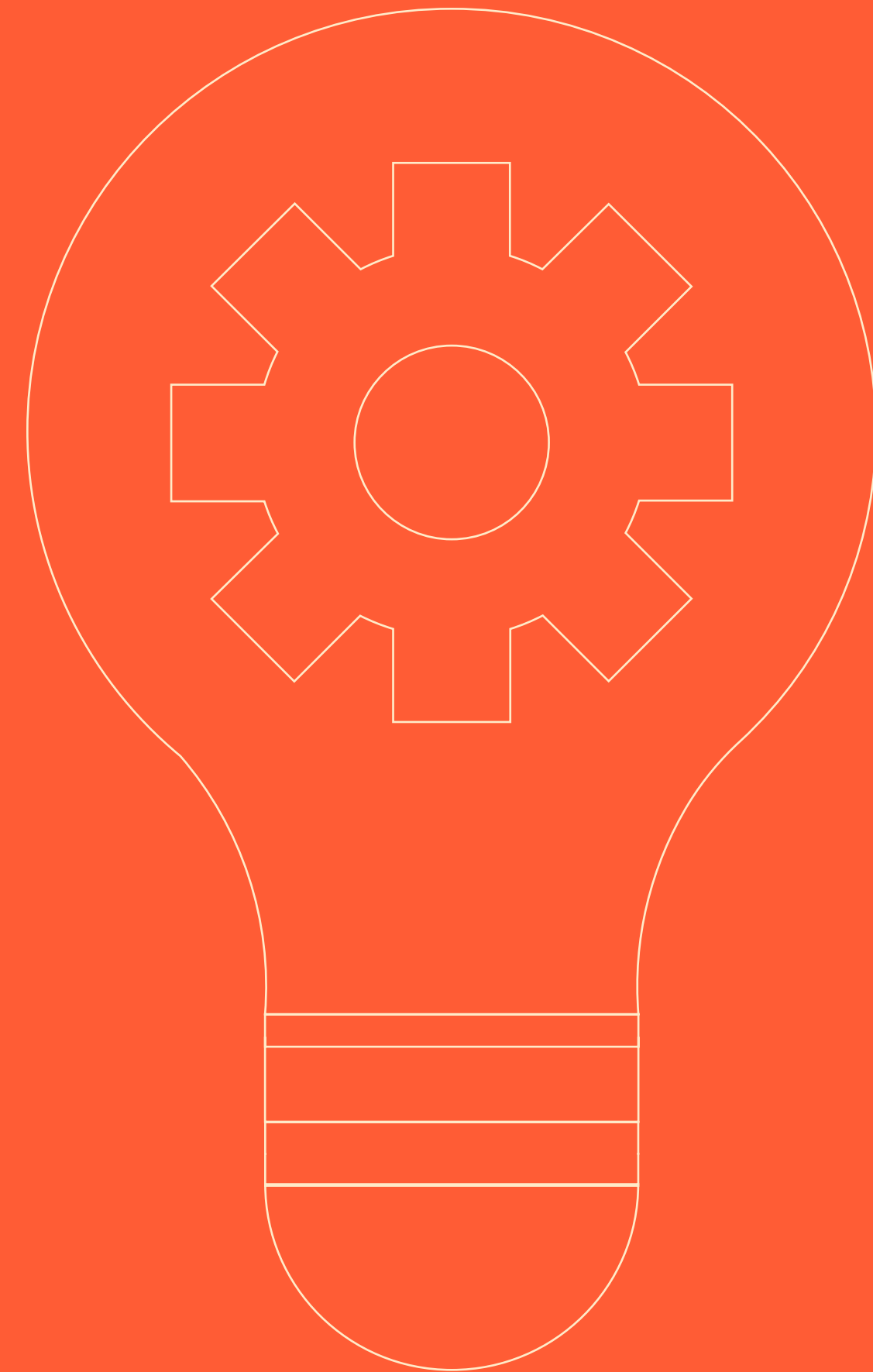**Go to section →**

INTRODUCTION

In a competitive market, efficiency paves the way for innovation.

How marketing teams can chart a course
for scalable growth in 2024.

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A NOTE FROM LEADERSHIP

Marketing in the Age of Intelligence

It's no secret that the marketing landscape is changing quicker than ever.

AI and automation, alongside a fast-paced world, have the majority of marketers agreeing that marketing has transformed more in the past three years, than over the past 50. We no longer live in a go-to-market world where having information alone is enough – those who want to succeed must instead act on intelligence. We've shifted from the Age of Information to the **Age of Intelligence**.

That has significant implications for the marketing world. The way that people research and engage with brands impacts which marketing channels and strategies are effective. It's increasingly challenging to break through the noise to generate traffic and leads. Taking a one-size-fits-most approach to anticipating customer needs no longer works. Marketers need to work through these challenges amidst a backdrop of tight budgets. As you'll read in the report, 2024 calls for marketers to think through awareness, engagement, personalization, efficiency and growth in new ways.

So the question becomes, how to do it? Marketers — **we hear you**. HubSpot has been working to build AI tools right into our platform that help you achieve these goals. Our friendly AI bots make it easier to set up systems that provide information for your audience, automatically detect a contact's intent and surface qualified leads, and access the data you need to make quick decisions that lead to long-term growth.

At HubSpot, we're here to help you navigate this journey. Thanks for reading and being part of our community.

ROB GIGLIO
CCO, HubSpot

The State of Marketing 2024   HubSpot

HubSpot

Amplify your marketing efforts with HubSpot AI

Embrace the future of productivity and unlock limitless innovation with easy-to-use AI tools, available throughout the HubSpot platform.

ChatSpot

Ask an AI-powered assistant combining ChatGPT with unique data sources like the HubSpot CRM to help supercharge your work.
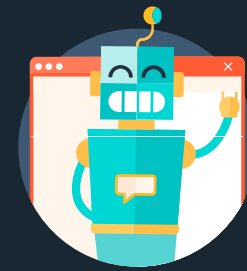
Website Generator

Quickly create a single-page website with an AI website builder based on simple prompts.

AI Content Writer

Draft content in a flash with an AI-powered copywriter that saves you time and money.

Social Caption Generator

Produce engaging copy for your social media posts with ease, letting AI do the heavy lifting.

Get started free

Efficiency leads to innovative, more human marketing

There's a well-known phenomenon that letting your mind wander helps your brain make connections that lead to creative ideas. Researchers found that subjects had more "aha!" moments when they were in the shower or doing dishes than when they were "on task." As a marketer for a growing company during the Age of Intelligence, it's hard to find time free from long lists of tasks. But things are beginning to change.

Today, marketers have a new assistant to help with everyday tasks, brainstorming, research, content creation, data analysis, reporting, and automation — your friendly neighborhood AI tool. These efficient new tools that relieve some of the pressure from in-house and agency teams have come to market at just the right time. Six in ten marketers feel that the way they spend their budget and the ROI it produces is being scrutinized more now than in the past.

In the year ahead, marketers plan to **invest in the channels that bring in the best results, prioritize building relationships with their audience, and automate manual tasks** to make way for more human marketing.

To explore the current marketing challenges, trends, and opportunities for growth, we surveyed over 1,400 global marketing professionals in September 2023 and talked to leaders at top brands.

Let's get into the data.

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Scaling relationships and proving ROI

When the marketing budget is under the microscope, every dollar counts. Marketers want visibility into the impact of everything they do, which relies on a single source of truth and access to reporting that ties to sales. One of the top challenges marketers cite is sales and marketing alignment, despite the fact that 70% of marketers report having "high-quality leads."

So, what's really driving growth? Around 75% of marketers believe a personalized experience increases sales and the likelihood of a contact becoming a repeat customer. But building connections across the buyer's journey and developing relationships at scale introduces new operations needs.

Here's a look into the top challenges, opportunities, sure bets, and investment-worthy marketing trends for 2024.
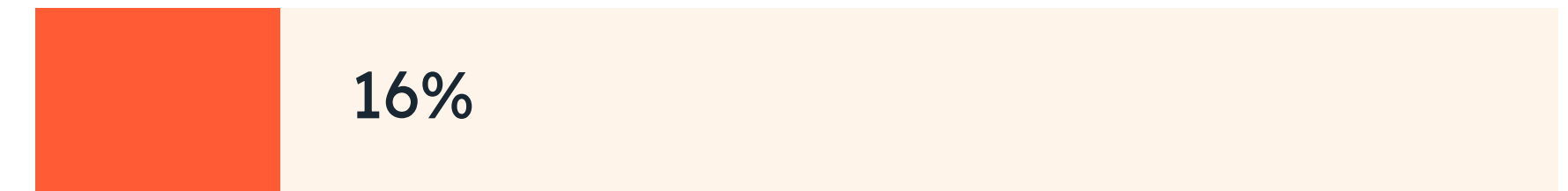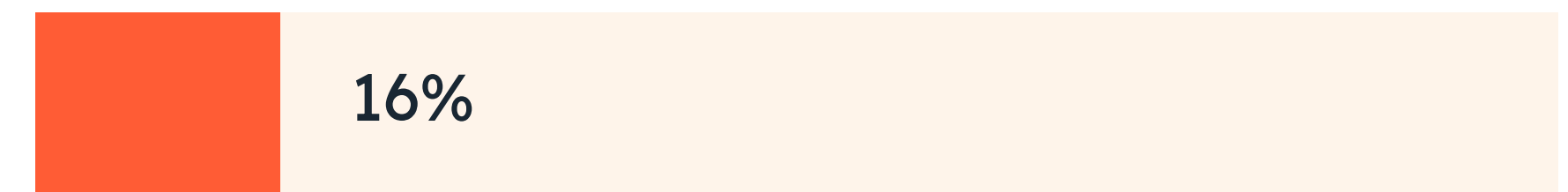
75%

of marketers believe personalized experiences drive sales and repeat business.

Which channels have resulted in the biggest ROI this year?

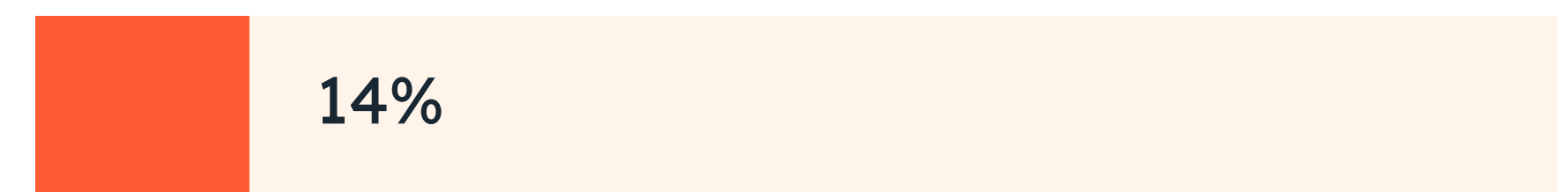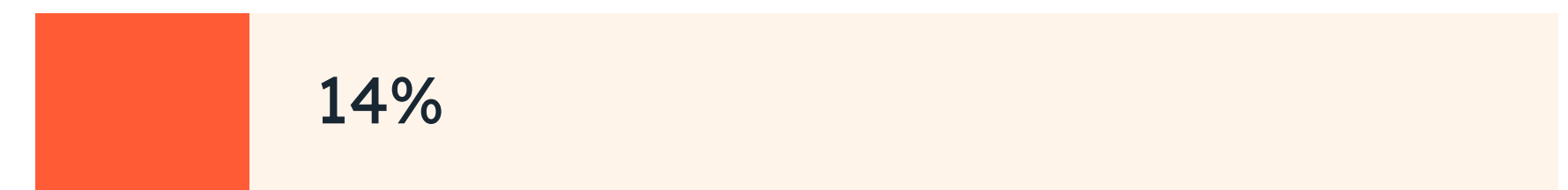Website/blog/SEO (search engine optimization)
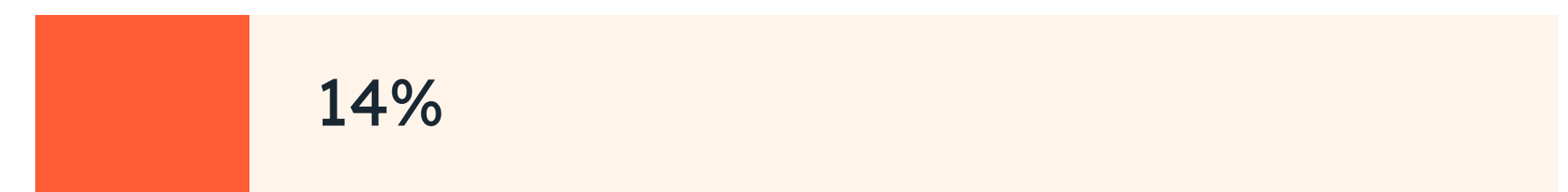
16%

Social media shopping tools (e.g. Instagram Shops)
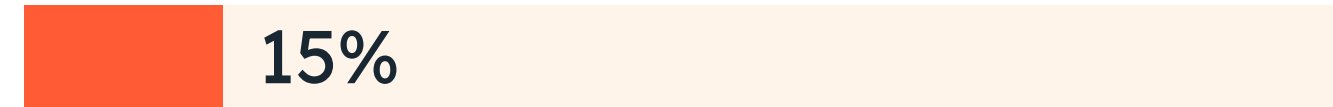
16%

Paid social media content

14%

Email marketing

14%

Content marketing

14%

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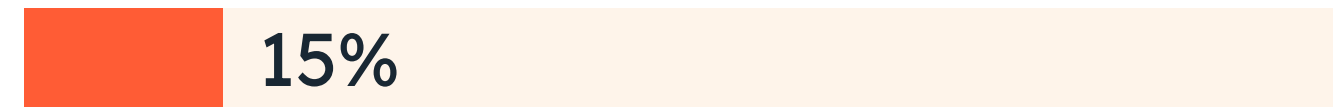
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Keeping up with the times

Marketers face challenges with:

Generating traffic and leads

15%

Keeping up with trends

15%

Understanding customers and their needs
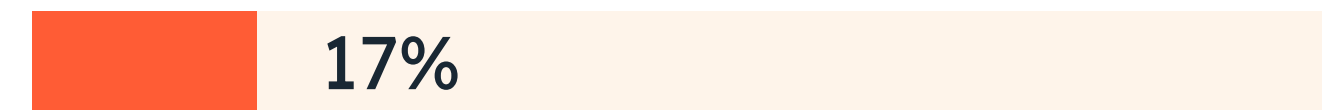
14%
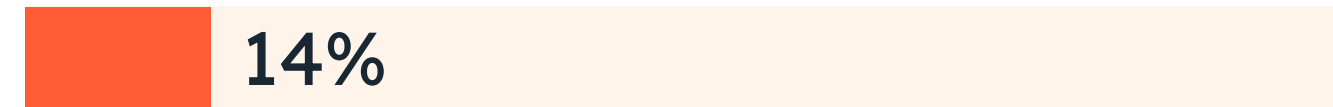
Having low-quality data

14%
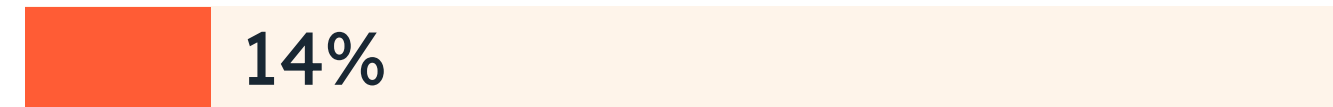
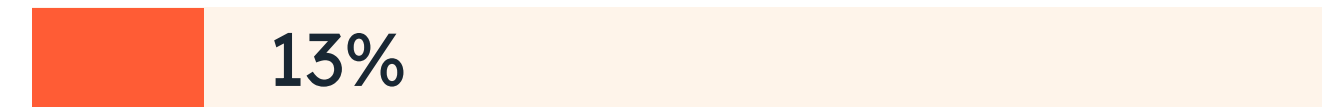Achieving sales-marketing alignment

14%
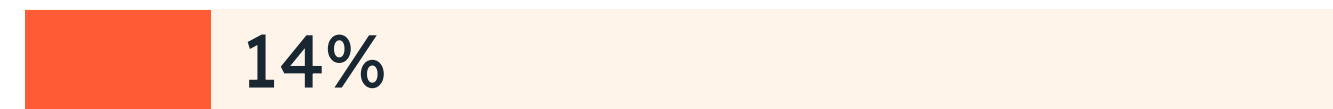
Marketing trends that deliver ROI
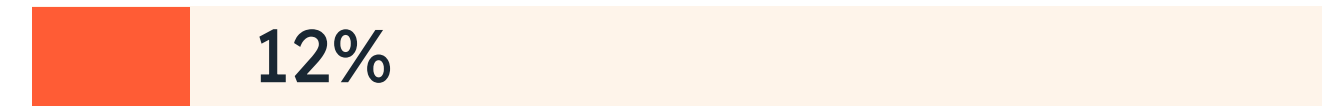
These trends have generated strong results:

Short-form videos

17%

Content showing brand values

13%

Influencer marketing campaigns

12%

Selling on social media apps

12%
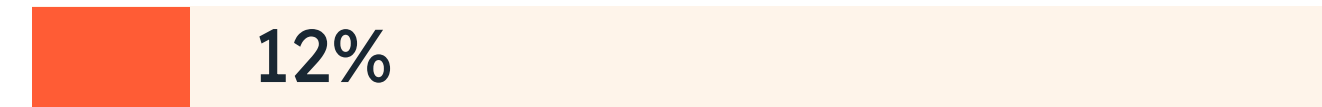
Mobile-friendly website

11%
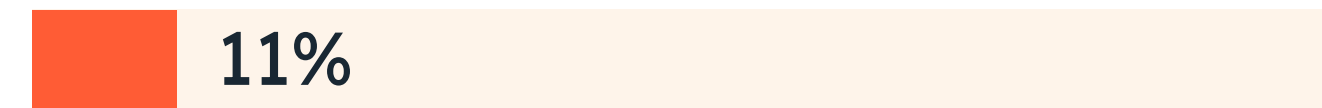
Sure bets from winning teams

Marketers with effective strategies in 2023 list their top goals for 2024 as:

Increasing revenue and sales

24%
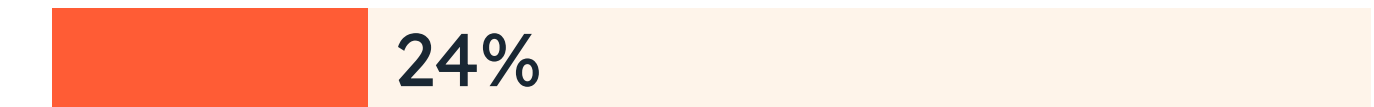
Increasing brand awareness and reaching new audiences

19%
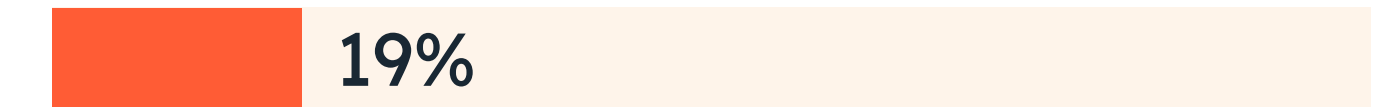
Increasing engagement

19%
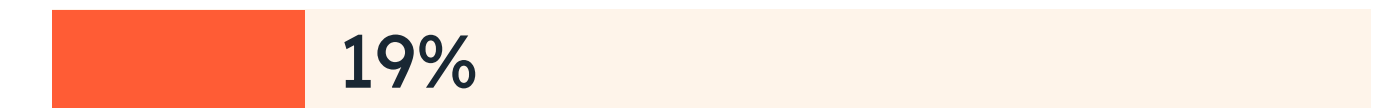
Improving sales-marketing alignment

16%
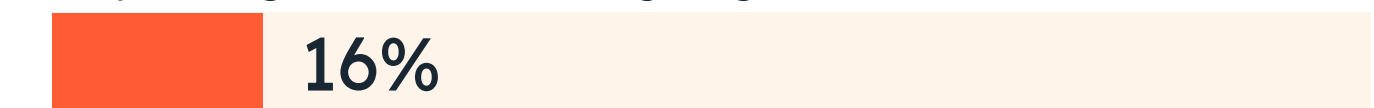
Driving traffic to brand website

15%
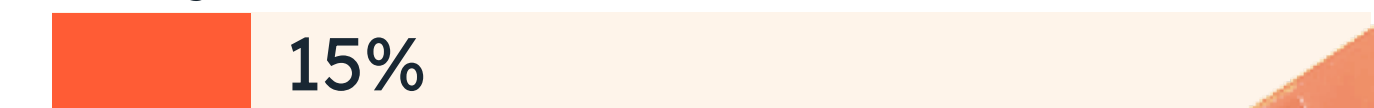
Trying on interactive content for size

In 2024, marketers want to try out:

Live streaming video

14%
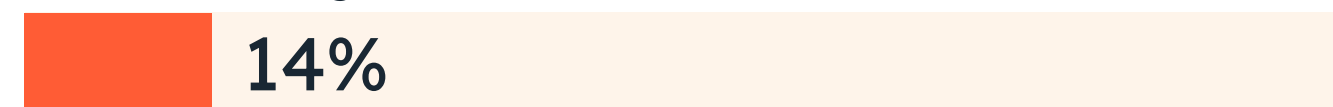
Selling directly on social media

14%
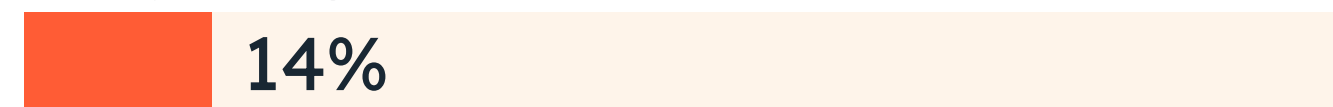
Creating interactive content like polls and games

14%
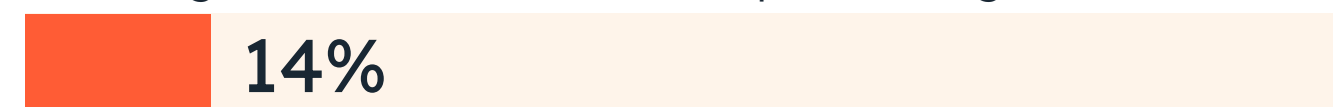
16%

of marketers plan to try experiential marketing (engaging audiences in real life with pop-ups and events) and influencer marketing for the first time.

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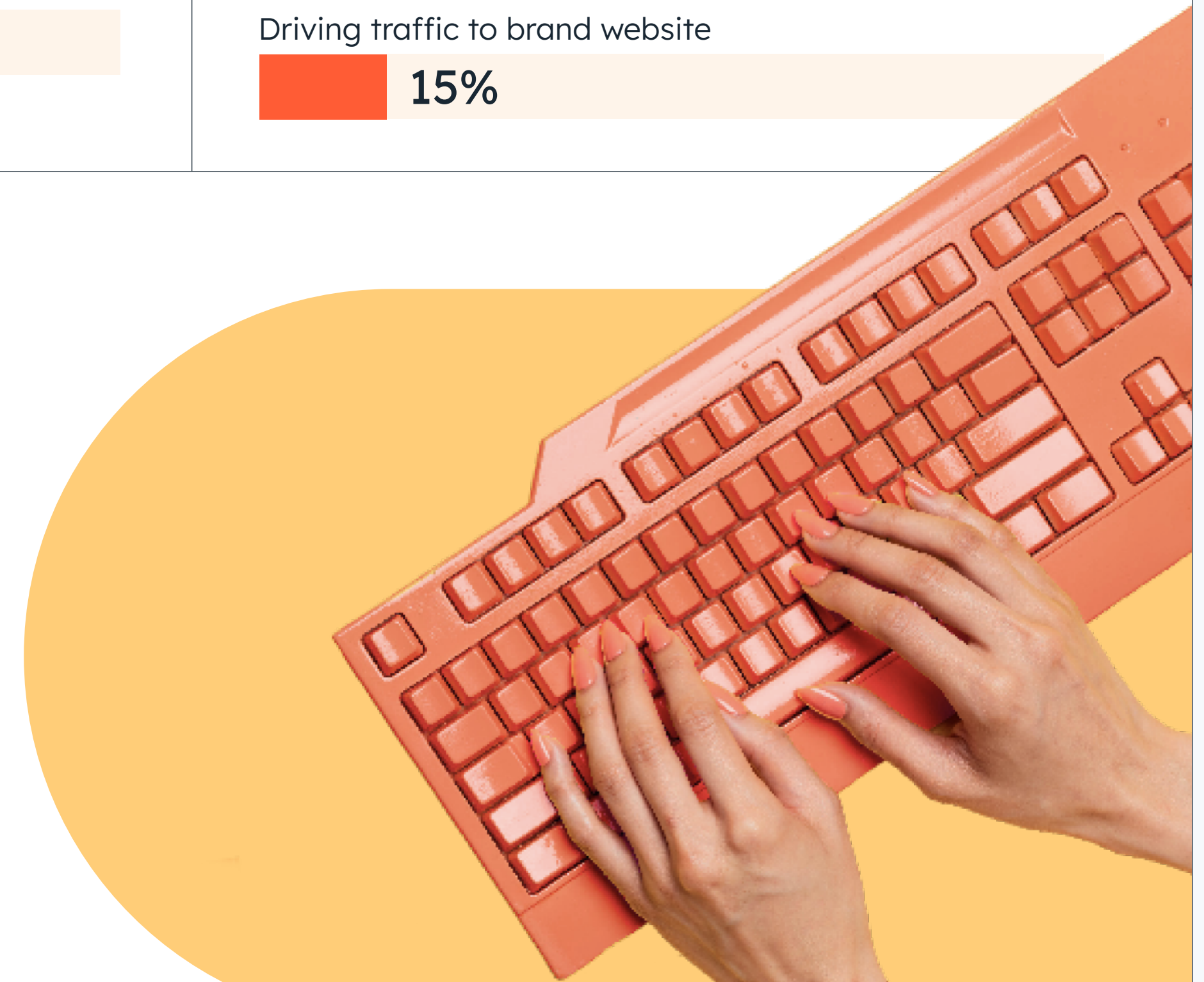
AWARENESS

To amplify brand presence, be easy to find and buy from online.

Brand awareness starts with establishing trust via social media and video.

Social Media   Influencer Marketing   SEO

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SOCIAL MEDIA

Social media is the place for search, sales, and service

Marketers are increasingly targeting buyers who grew up online. Seventy-four percent of marketers want to reach Millennials and 67% want to engage Gen X, versus only 27% of marketers interested in Baby Boomer audiences. As digital natives grow as decision-makers, we're seeing changes to how buyers interact with businesses online. Some of the biggest social challenges are coming up with ideas, creating engaging content that generates leads, and gaining followers.

Facebook, Instagram, YouTube, and TikTok have the strongest ROI — and these align with where marketers are investing in 2024. Twenty-seven percent of marketers who don't use YouTube plan to start in the year ahead. For those curious, 68% of marketers predict more success with X than Threads in 2024.

Get expert tips for social selling on LinkedIn and beyond →

Social search

Social media is the #1 product discovery channel for Gen Z and Millennials. 31% of consumers use social media to find answers to questions.

Social selling

17% of social media users report buying a product on social. 87% of social sellers say it's effective and 59% say they made more sales on social in 2023 than 2022.

Social service

19% of social media users reported sending a DM for customer service in 2023 — up 45% from 2022. 1 in 5 younger consumers prefer customer service via DM.

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Top Social Channels for Marketing   ● Channels marketers are using   ● Channels that resulted in the biggest ROI

HubSpot State of Marketing, 2024

Channel	Marketers using	Biggest ROI
Facebook	57%	29%
Instagram	55%	29%
Youtube	52%	26%
TikTok	44%	24%
Twitter/X	39%	16%
LinkedIn	37%	16%
Snapchat	22%	6%
Pinterest	21%	6%
Twitch	16%	5%
Tumblr	9%	2%

INFLUENCER MARKETING
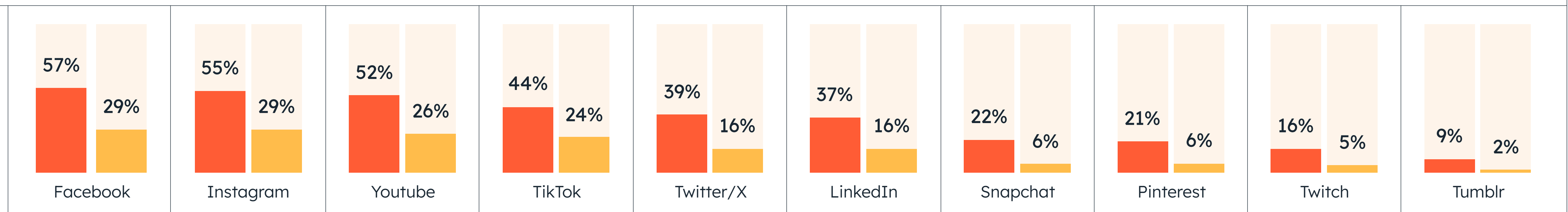
Authentic influencer partnerships fuel brand growth

In 2023, one in four consumers bought a product based on an influencer's recommendation. And marketers are paying attention. Influencer marketing will grow significantly in 2024, with 50% of the marketers who use it planning to increase their investment. Kyle Denhoff, Director of Marketing on the Media Team at HubSpot shared, "Brands that partner with a select few Creators in their niche create demand and drive sales through channels like YouTube, Newsletters, Podcasts, and Social. **More than half of our YouTube demand comes from Creator partnerships.** Our audiences want to learn from credible experts over institutional brands. **This mix of owned and Creator media is helping propel our business forward.**"

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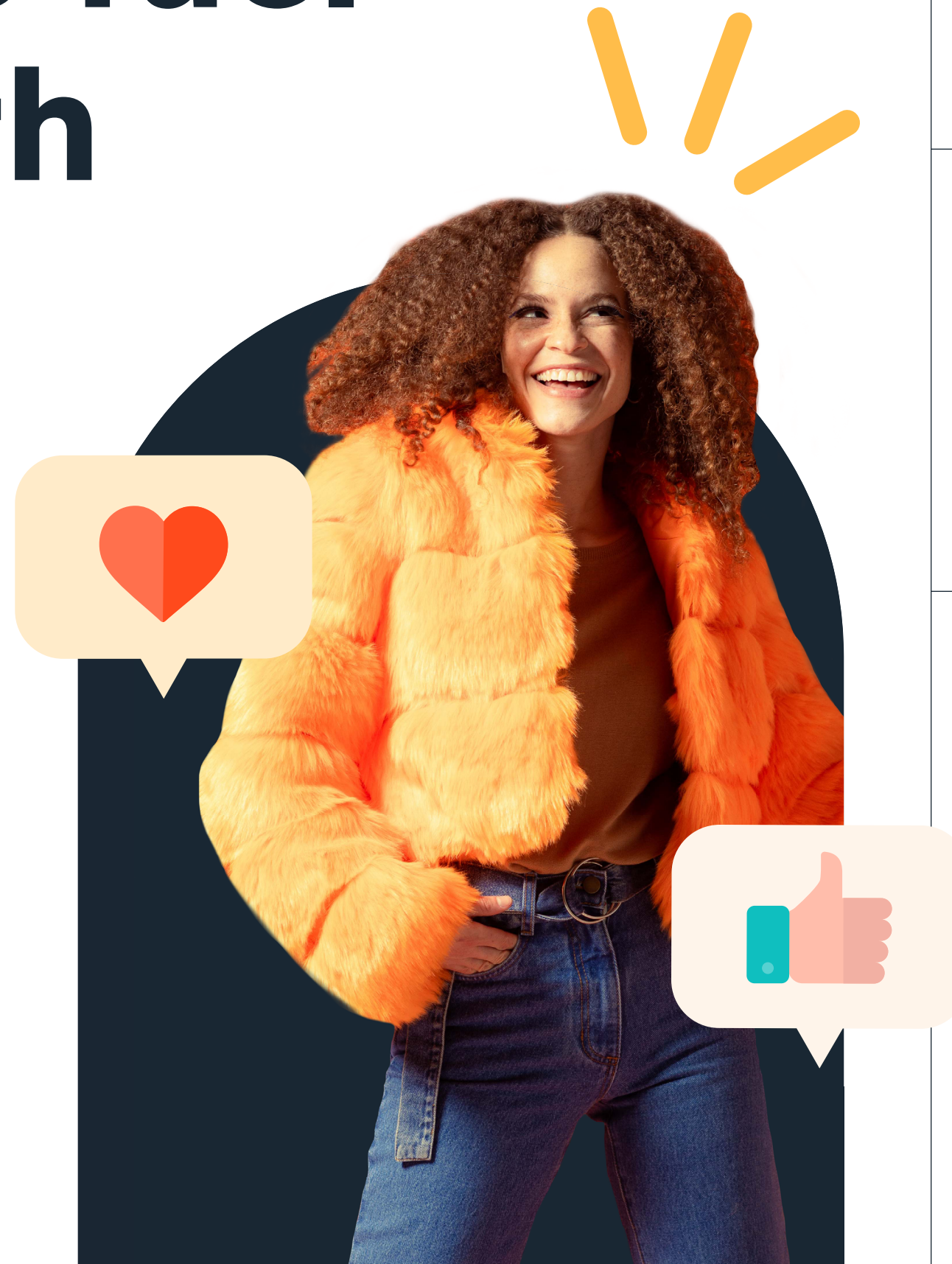
Influencer marketing trends

1

Less (followers) is more — micro-influencers are driving brand awareness.

Businesses are finding the most success with smaller, more niche influencers — 47% of marketers report successful micro-influencer partnerships. Micro-influencers offer access to engaged, loyal communities at a lower price point.

2

Influencer marketing is a sustainable growth channel for brands.

51% of marketers say their company worked with creators or influencers in 2023. Marketers at B2C brands and agencies were more likely to have worked with influencers than those at B2B brands and on in-house teams.

3

Effective marketing teams invest in influencer marketing.

53% of marketing teams that identified their marketing as "effective" invested in influencer marketing in 2023, versus only 25% of marketers who identified their marketing as "ineffective."

4

Most marketers work with influencers a few times.

49% of marketers that partner with influencers work with them multiple times. Once an influencer has learned a brand's voice, tone, and guidelines and established awareness with their audience, future campaigns generate similar or better results.

"Partnerships with Creators are now indispensable for business growth.

KYLE DENHOFF
Director of Marketing, Media, HubSpot

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The future of content marketing is personal

![Search Engine Journal®]

BEN STEELE
Senior Editor, Search Engine Journal

In an increasingly competitive search environment, your content strategy must start with what users need, not what's most efficient for you. If you look at recent Google updates, you'll notice that Google has been refining what "helpful content" means and prioritizing the "E" for "experience" in E-E-A-T.

Your content must be personal, demonstrate experience, and address real needs. And you're already playing catch-up.

Top 5 challenges marketers face with content marketing

Finding ideas for new content

16%
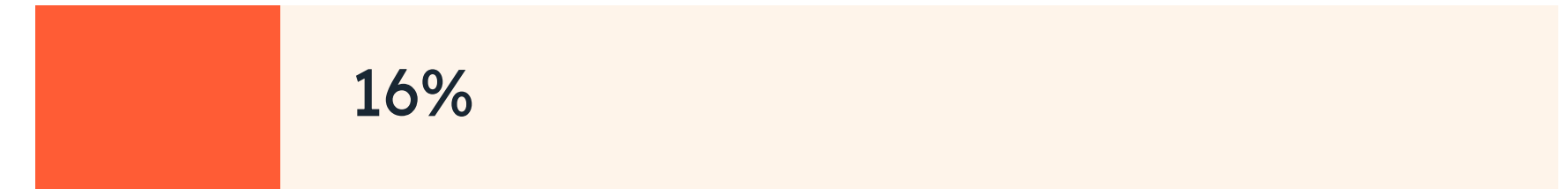
Creating content that receives high levels of online engagement (clicks, shares, comments, etc.)

16%
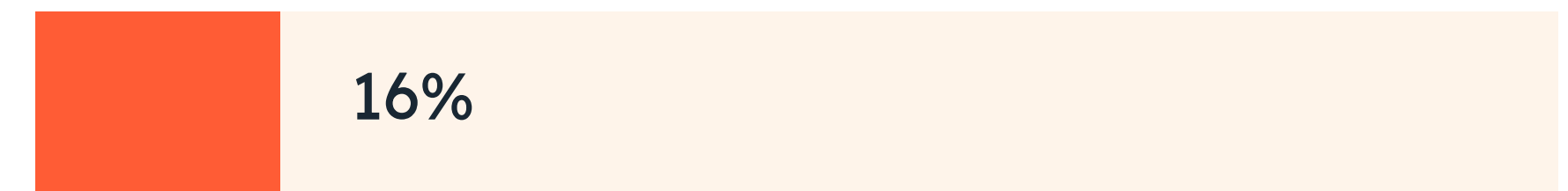
Creating content that attracts more traffic to your website

15%

Reaching your target audience

15%

Creating content that generates leads

14%

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Content is a consistent struggle for marketers

According to HubSpot's State of Marketing Report, marketers struggle most with finding content ideas and creating high-engagement content.

#1

most challenging aspect of an SEO professional's job is content strategy and production.

Search Engine Journal State Of SEO 2024

Drawing traffic to on-site content through search will become significantly more challenging. With generative AI-powered search platforms, content that can be easily produced can be readily served in a chat box. If an AI can write it, an AI can serve it to users instead of a link.

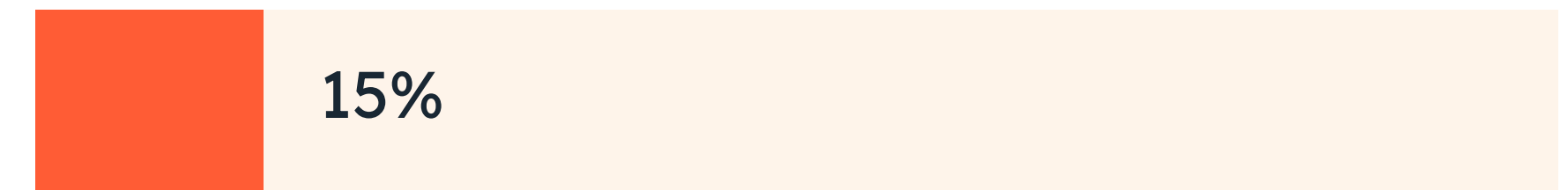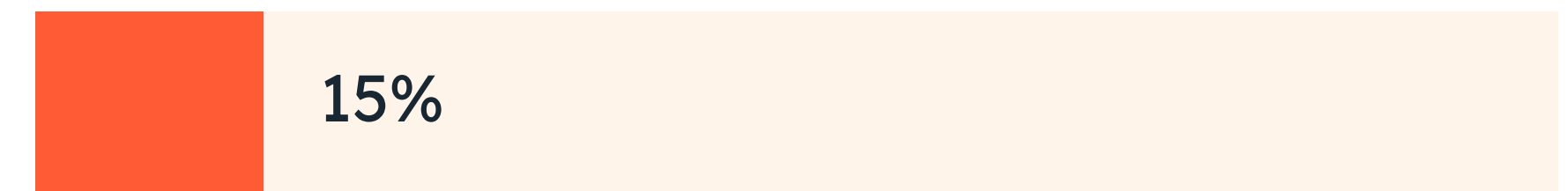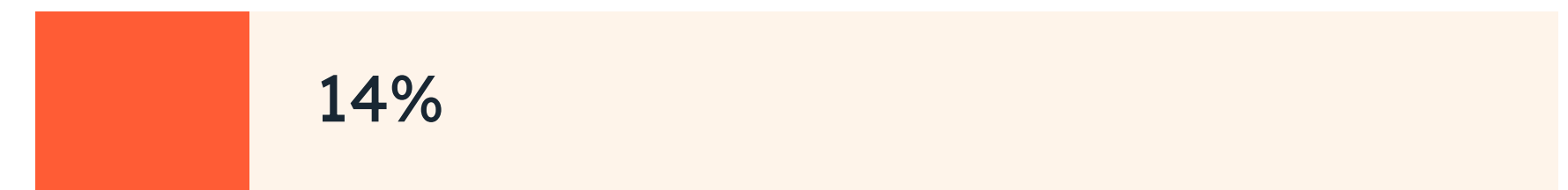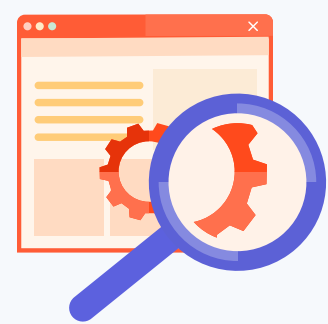Generative AI offers powerful efficiency tools, but I don't believe it's a wholesale answer to content marketing. I predict an increased demand for verifiably human content about deeper and more complex topics.

Create content personal to readers

Over the last two years, three types of ebooks at SEJ reliably generated a higher volume of leads:

- A functional tool that readers can use.

- First-party data and insights.

- Collaborations with thought leaders.

Let's address the first two: tools and data.

They are core parts of a wider trend — create content directly applicable to an individual user's specific situation and needs. That makes the content personal to them **without** the need for personalization data.

There's no substitute for direct, first-hand experience. To address many readers this way, you must:

- Know the parameters of situations a reader might encounter.

- Predict outcomes and the reader's education or troubleshooting process.

- **Provide them with information they don't know they need.**

Proving direct experience is SEO gold. You also need this knowledge to provide usable tools and curate relevant data. Helpful tools and first-party data work for lead generation because users can take what they need and adapt it to their circumstances. Now, let's talk about the third content type: thought leadership.

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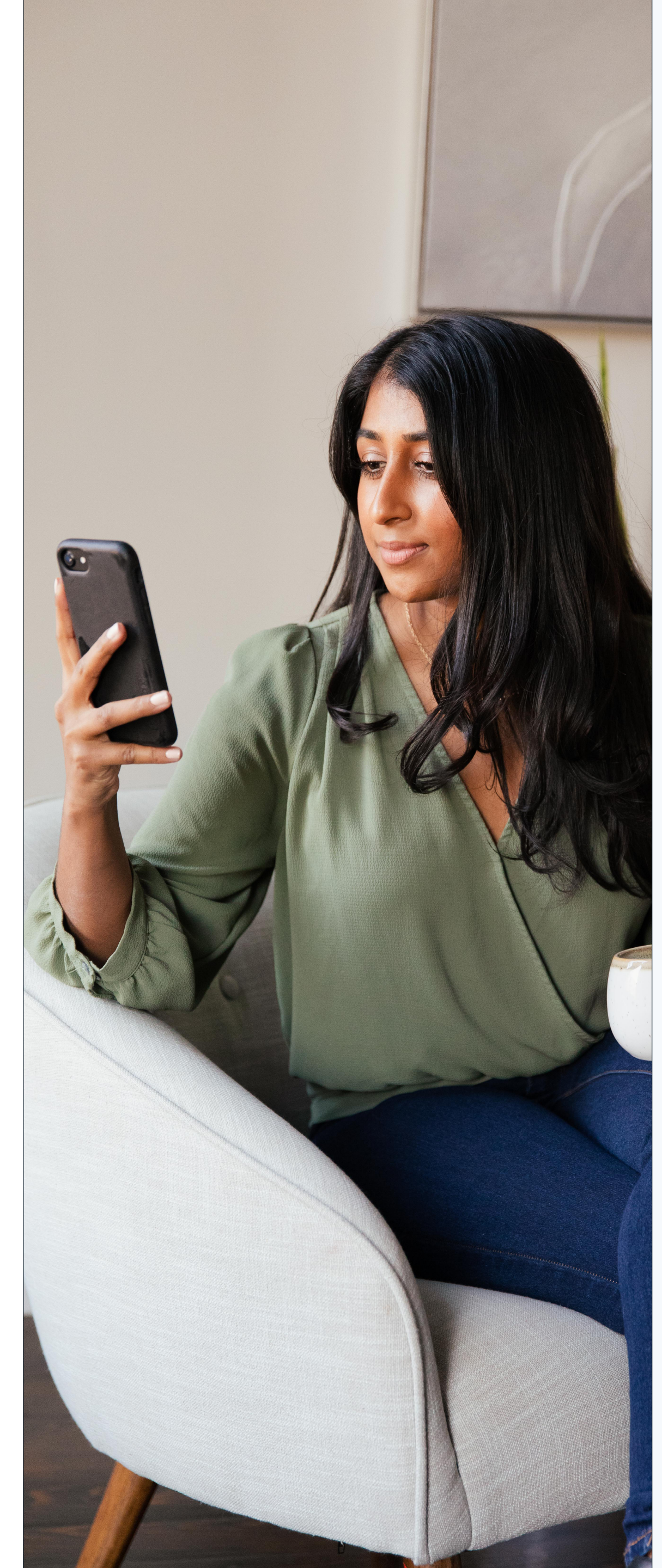
Create content personal to you

Search platforms curate information, but humans can curate in a way the platforms can't. It takes genuine experience to predict and answer the specific situations a reader might encounter. Leaning into your unique knowledge allows you to curate experiences that address what users don't know they don't know — content that surprises, delights, and provides new insights.

That is an edge over algorithmic search and LLMs, which try to **show users what they expect** by default. This method tends to work much better coming from a person than a brand, and it's the domain of thought leaders and influencers.

There are two ways to access thought leadership for content. The first is to find influencers and partner with them. The second is...

Create thought leaders

Is anyone at your company a video editor? A podcaster? Heck, a fiction writer?

These people have the skills to become content leaders and engagement drivers. They know how to resonate with people and might jump at the opportunity to bring a creative skillset to their role. Or maybe you employ genuine thought leaders already.

Identify or create thought leaders in your organization. Guide them with marketing best practices and audience data. Creating new leaders is, in my opinion, how you win at content.

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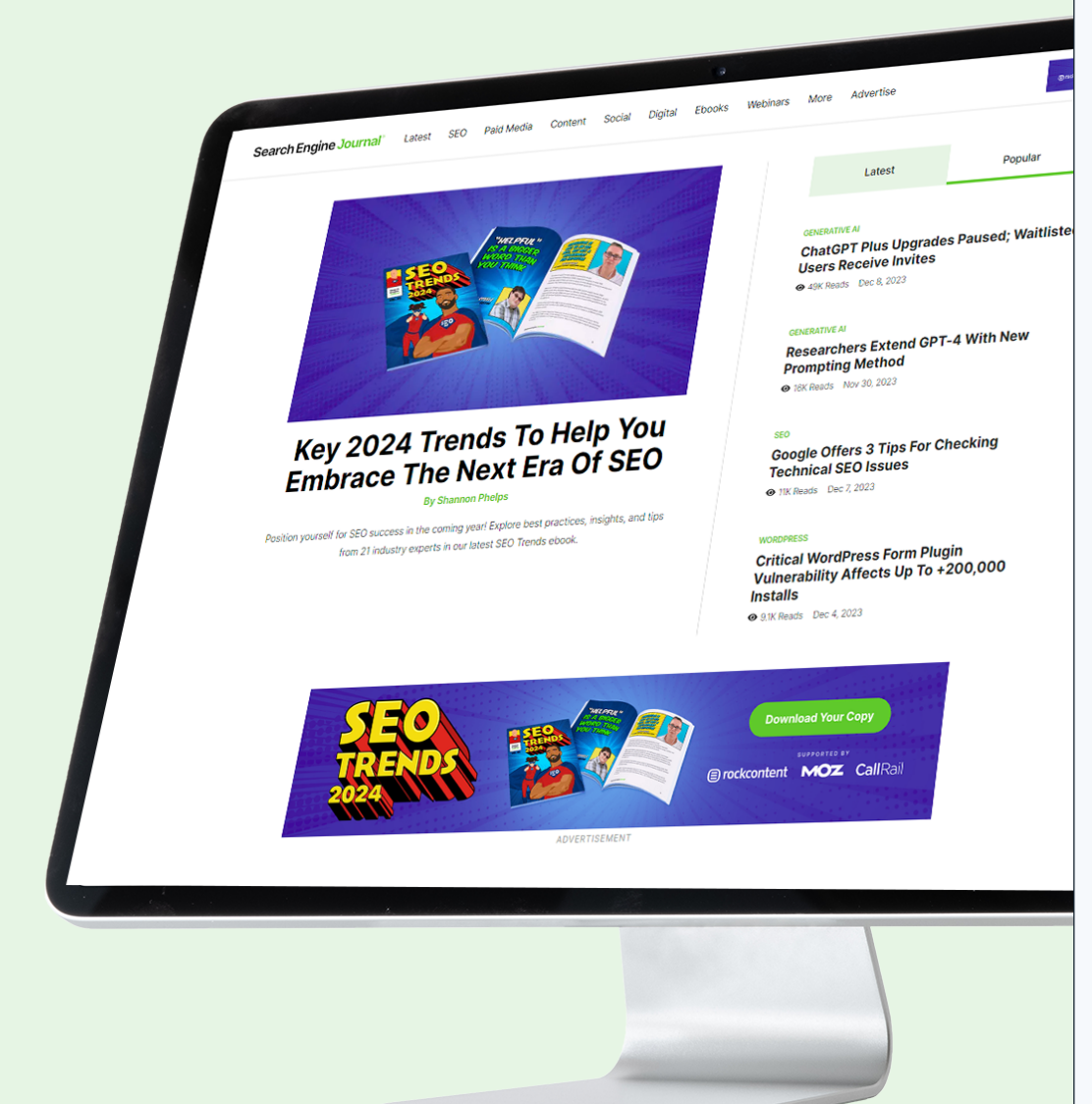
AWARENESS

Takeaways and action items

Decision makers are going to social for everything — search, sales, and service.

Invest in Facebook, Instagram, and YouTube and make it easy to buy from your brand on social.

Authentic partnerships with micro influencers are fueling brand growth.

Try micro influencer marketing campaigns and work with the same partners over time.

The best content is personal. Embrace individual personalities and creators.

Build thought leaders within your organization and try new media formats like podcasts and videos.

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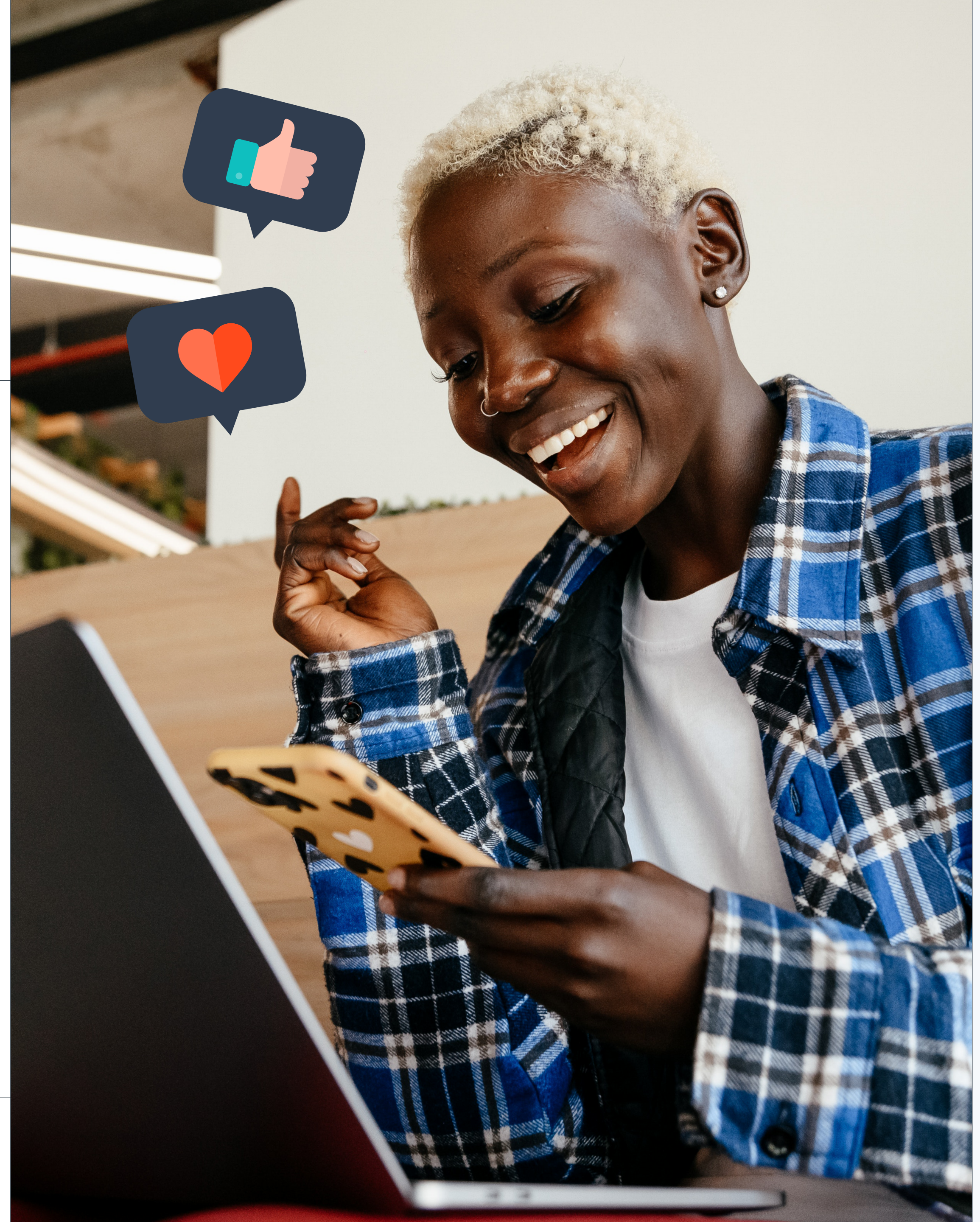
ENGAGEMENT

The strongest connections happen via call, click, chat, and camera.

The customer journey is shifting and brand communication affects every decision.

Chat   Messaging   Email   Video
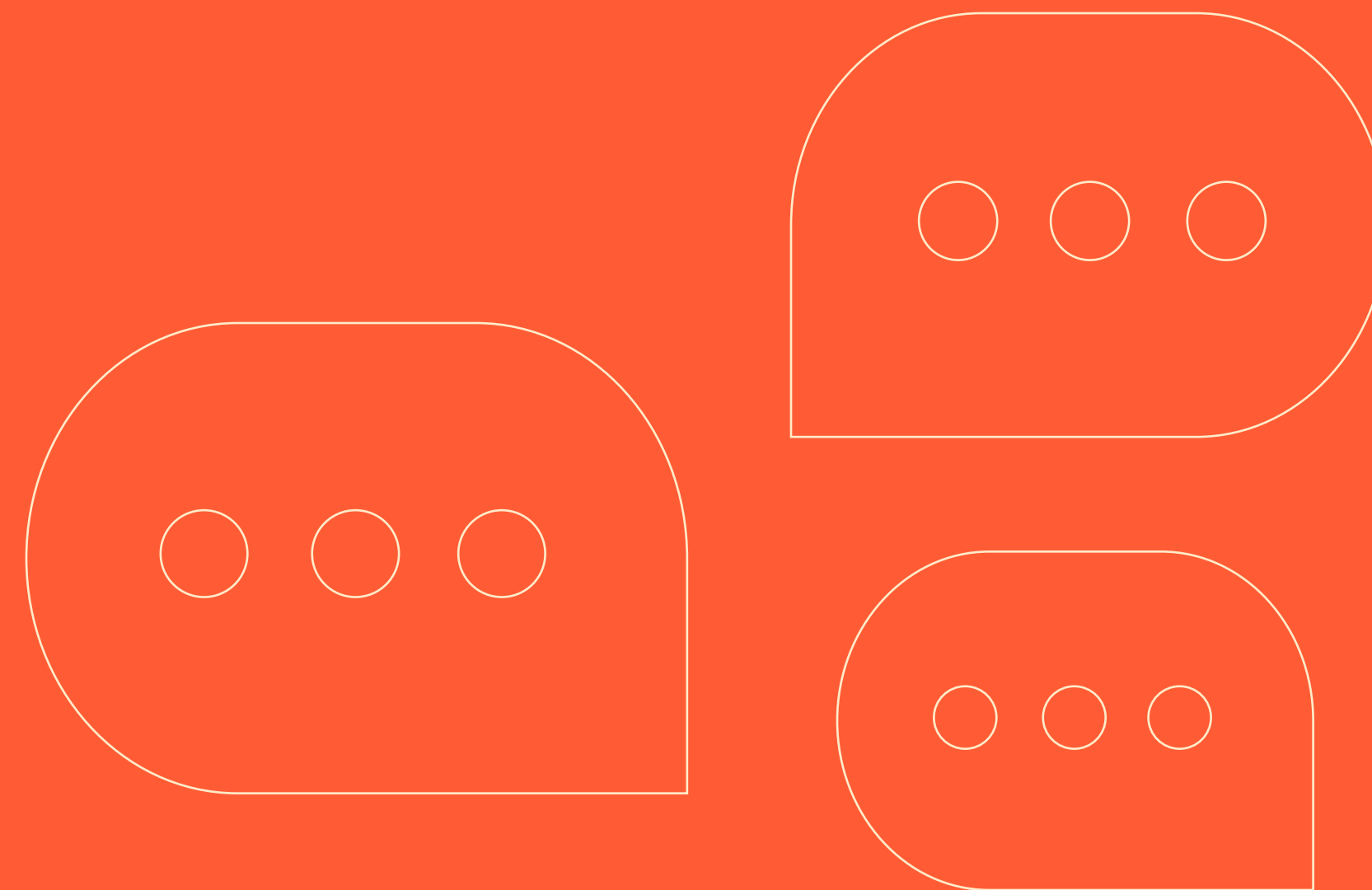
Marketers, it's time to embrace bots

HubSpot research found that 55% of businesses predict that by 2024, most people will turn to chatbots over search engines for answers. AI-powered chatbots offer a conversational approach to research, provide individualized, user-friendly results, and gather data that helps businesses grow. Twenty-five percent of marketers who report having "effective" marketing strategies in 2023 used AI and automation like chatbots versus only 5% of those who report having "ineffective" marketing strategies.

"**It's time to embrace bots.** To get started, experiment with a marketing bot for your website. Train your bot on your content so it can quickly answer questions specific to your customer's needs about products, pricing, and case studies. At HubSpot, we introduced a Gen AI-powered chatbot to our website and the results have been promising: 78% of chatters' questions have been fully answered by our bot, and these customers have higher satisfaction scores."

YAMINI RANGAN
CEO, HubSpot

How marketers are using chatbots
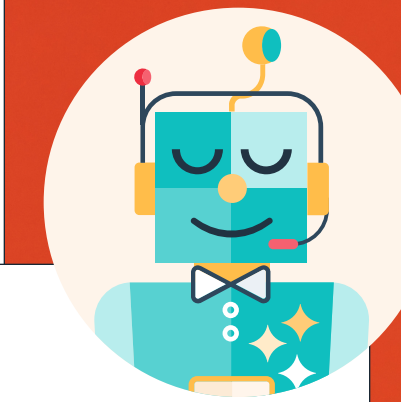
✓ **Day-to-day marketing tasks**

36% of marketers use AI chatbots in their marketing role. And 58% of marketers plan on increasing their investments in AI and automation like chatbots in 2024.

✓ **Personalized experiences**

72% of marketers agree that AI and automation tools like chatbots help them personalize the experience customers get with their company.

✓ **Customer service and growth**

24% of marketers feel that AI tools that help customer service teams respond to tickets (chatbots, self-service tools, generative AI emails) would help their business most.

Want a free personal marketing assistant that's available 24/7?

Try ChatSpot →

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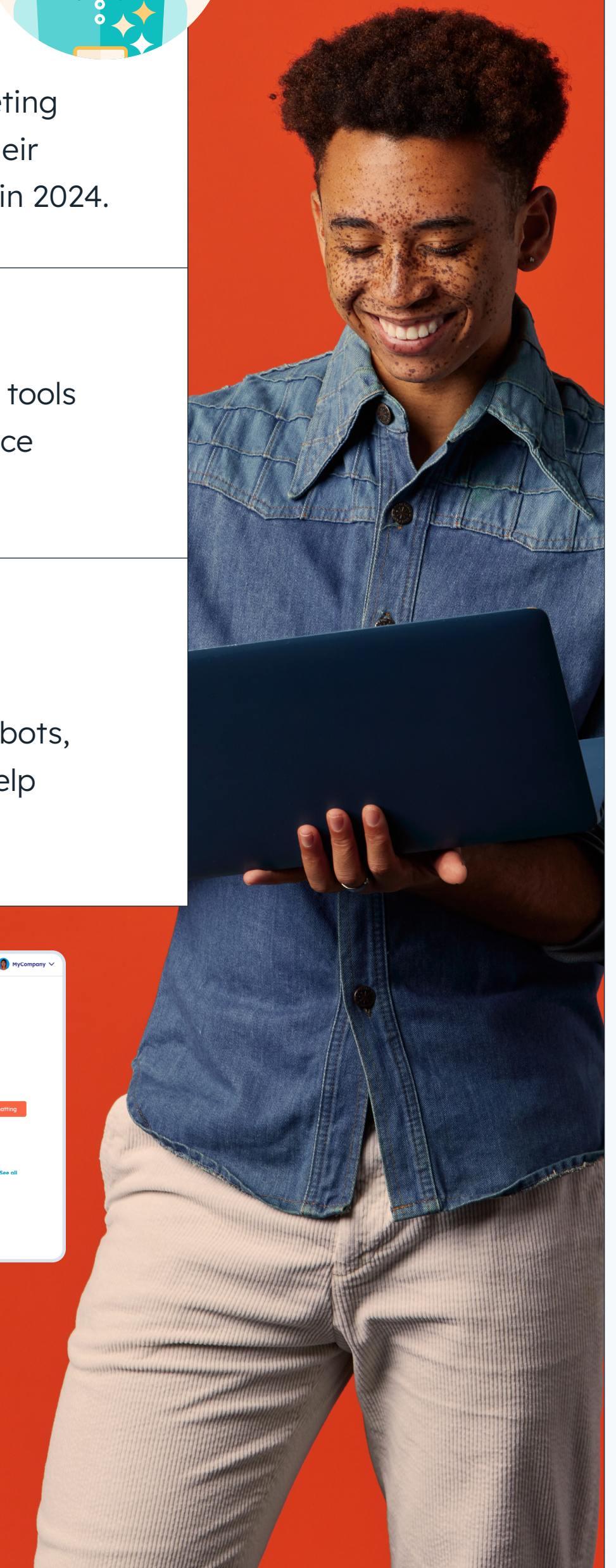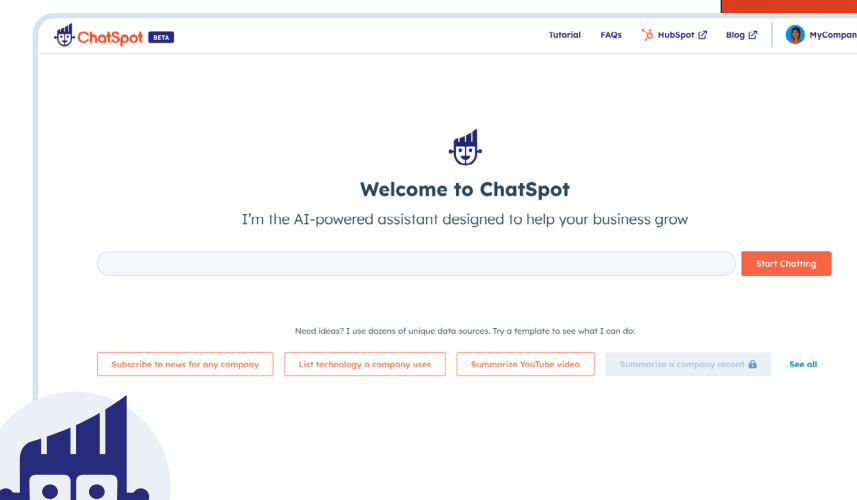
MESSAGING

Commerce has joined the conversation

In 2024, 87% of marketers plan to continue or increase their investment in mobile messaging through channels like SMS, Facebook Messenger, and WhatsApp. Around one in five marketers globally currently use mobile messaging, 10% say it's a top driver of ROI, and 12% plan to invest in mobile for the first time in 2024. France and Singapore are early adopters of this channel — closer to one in four marketers already report having mobile strategies.

Automated messaging helped Vinomofo scale the omnichannel customer experience

Vinomofo, one of the biggest Australian online wine retailers, wanted to maintain a personal touch with their customers as they grew. After hitting roadblocks with disjointed systems, the team brought on HubSpot and MessageMedia. By automating personalized SMS communications, Vinomofo improved sales conversions and streamlined internal workflows, too.

The results of personalized messaging

120X

return on investment

50%

better customer re-engagement

21%

increase in sales conversions

> ❝ "The more personalized we are, the better results we see. Integrating [HubSpot] with MessageMedia's SMS platform gave us the power to provide a consistent omnichannel customer experience."

JOBETH HARVEY
Former CRM, Loyalty, and Wine Club Manager, Vinomofo

SMS for HubSpot with MessageMedia →

WhatsApp Business integration with HubSpot →

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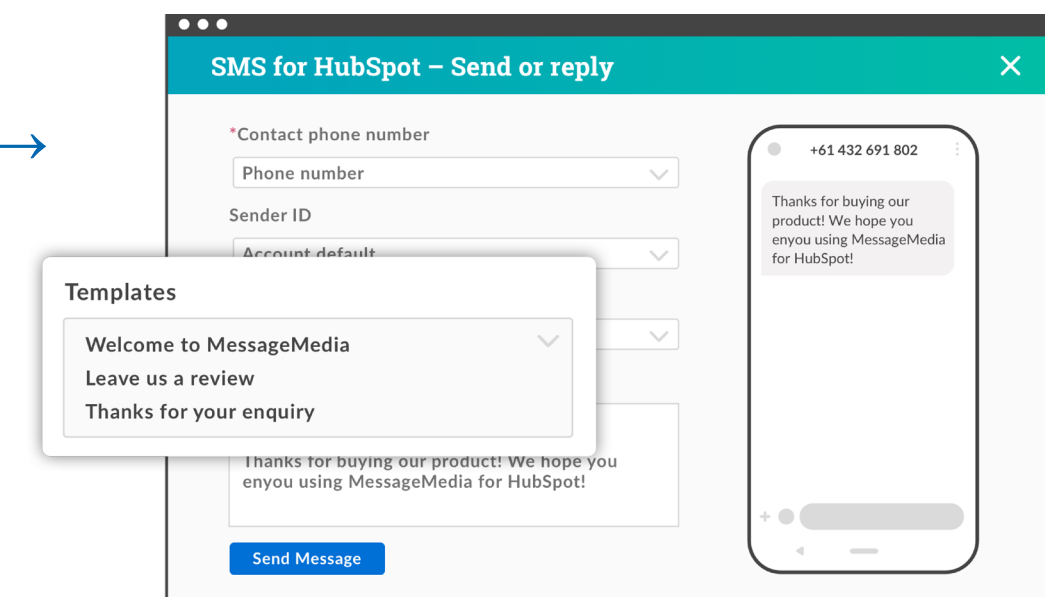
RE: Email — it still works, but be ready to adapt

Email is an OG marketing and communication strategy that's still exceptionally powerful. Email marketing is tied for second place as the channel that provides the highest ROI. One in three marketers reports using email and 87% plan to maintain or increase their investment in 2024. But today, email marketers need to be ready to adapt.

HubSpot research revealed that marketers across the globe noted that the biggest changes in marketing in the past year included:

Being ready to pivot in case of a major event

27%
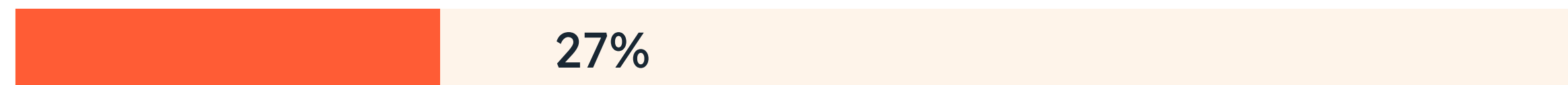
Creating content that reflects brand values

25%

The importance of personalized experiences

23%

In the year ahead, email marketing teams can create authentic and personalized experiences using tools like AI and should be ready to respond to even the most unexpected happenings.
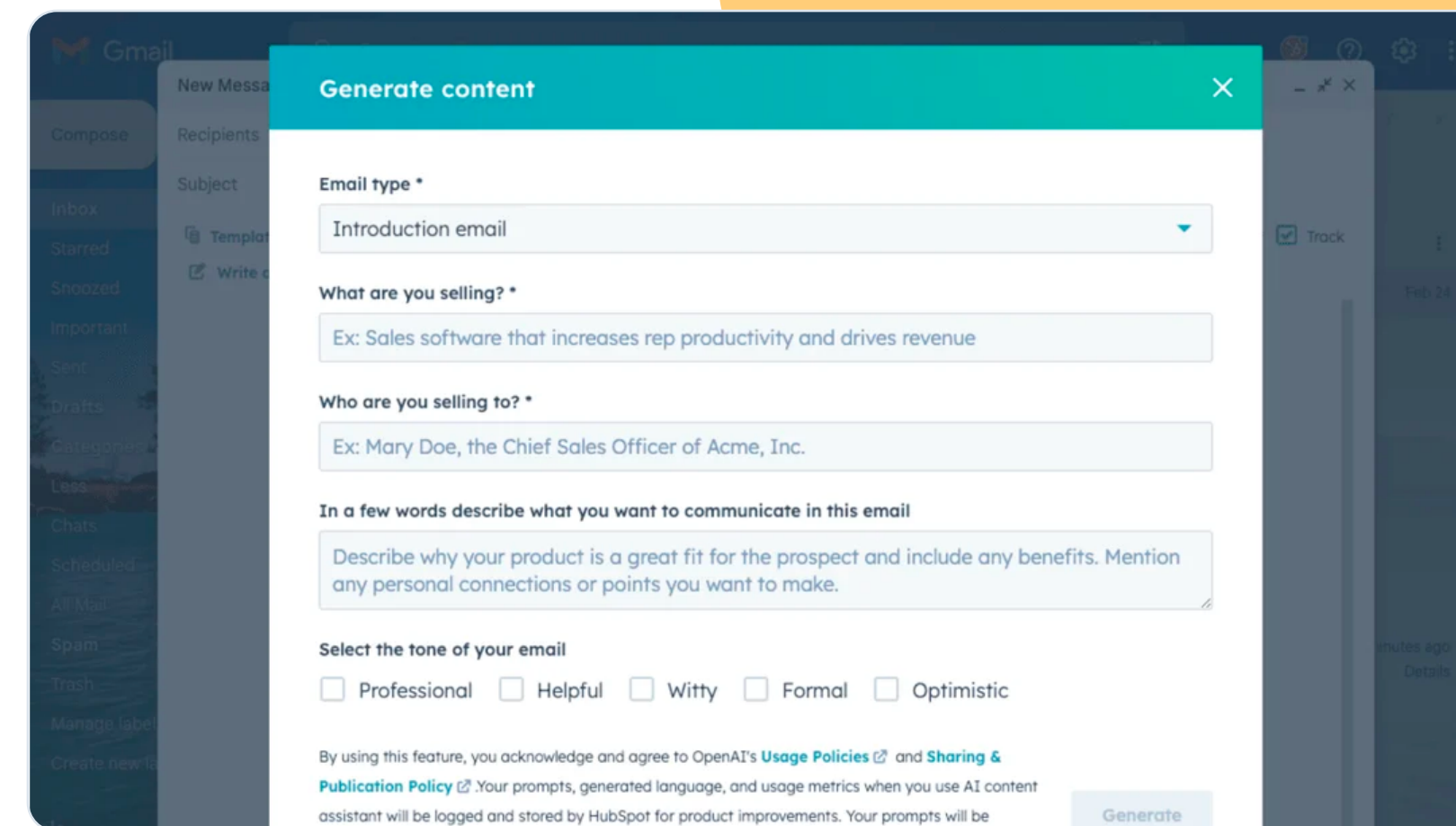
litmus

✦ **Create an email with HubSpot's AI email writer →**

49%
of marketers using AI generate email content with it.

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How to Create an Email Program That's Ready for Anything

Litmus' annual State of Email Workflows Report revealed that 41% of email marketers count email marketing as their most effective channel — that's pretty darn effective. Here's how to make the most of your email marketing program in 2024.

1. Use dynamic content to personalize at scale

It isn't enough to rely solely on a first name in a subject line anymore. The game has gotten more sophisticated! With your first-party data in tow, marketing teams should turn to the inbox to experiment with hyper-personalization.

AI-powered product recommendations, location-specific information, and personalized images are some of the ways brands are getting dynamic content right. Litmus Personalize users have seen a 52% increase in conversions with dynamic content personalization — with some companies seeing as high as a 44% increase in email-driven sales.

Top dynamic content ideas to try this year:

- Personalized content and product recommendations based on past purchases
- Countdown timers
- Live in-email polls
- Nearest store map
- Personalized images
- Social media feeds
- Social signals
- Weather

2. Integrate email programs to save time

Sixty-two percent of email marketing teams take two or more weeks to create an email. Let that statement really sink in! Plus, 23% of teams have up to five emails in production at any given time. Long lead times and multitasking make it harder to react quickly to changes, but email marketing integrations can ease that pressure.

Only 9% of email marketing leaders believe their ESP is very highly integrated with other marketing channels, which means that's a great place to start. Email integrations make a noticeable difference for email teams — EzCater actually saved 2-3 hours of production time on every email with their Litmus integration!

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3. Increase efficacy with AI & emerging technology

The good news is that email has an average ROI of $36 for every $1 spent.

The better news — AI-powered personalization in marketing can increase ROI by up to 70%, and that's just one of many ways email teams can use emerging technologies like AI. Integrating AI tools into your email marketing process streamlines tasks like brainstorming and QA, while also leveraging predictive analytics for email design. Marketers should also consider solutions that can continuously monitor their emails, protecting against unexpected changes from email client updates and beyond. With more opportunities than ever for great brand engagement moments these days, brands can (and should) turn to advanced technologies to ensure their emails result in the best possible experiences.

Make Every Send Count™

Email isn't going anywhere but up. Analysts expect the number of email users to grow by 2.5% in both 2024 and 2025 until the number of email users worldwide hits a projected 4.73 billion.

In the year ahead, email marketing teams can use the inbox to learn about and connect with customers through dynamic, personalized experiences. Integrations, collaboration, and AI-powered tools will help them work efficiently and drive value.

In 2024, personalization is more important than ever. If you're ready to start your personalization journey, choose a tool that has powerful capabilities like quick-start personalization templates, dynamic content automation powered by your CRM, and AI-powered product recommendations, just to name a few.

litmus

Start Your Personalization Journey

Easily create personalized email experiences at scale across your entire customer journey with Litmus Personalize.

Try it now

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VIDEO

Lights, camera, engagement — video is commanding attention and generating ROI

Among different content formats, video continues to bring in top ROI — so more and more marketers are diving in. Marketers are doubling down on TikTok, YouTube, and Instagram to address younger audiences going right to social video platforms to search and engage with brands, even more so than search engines. Short-form video is the #1 format, offering the highest ROI and will see the most growth in 2024. A quarter of marketers plan to invest more in short-form video than any other format in 2024. And more than half of marketers who leverage short-form video will increase their investment in 2024. Aja Frost, Director of Global Growth at HubSpot shared, "Use social listening tools to understand which low, medium-, and high-intent questions prospects and customers are asking, then work with the Social Media team to create content answering those questions — or, even more powerfully, enabling brand advocates to answer it for them."

Build your brand's video strategy

Build out your brand's YouTube presence:
To maximize visibility via video, optimize brand videos with important keywords and create channels and playlists based on your most popular content topics.

Experiment with AI video tools:
Transform blog posts into videos with AI video tools like Pictory, or create talking head videos for your brand using AI avatars on Synthesia.

56%
of marketers using TikTok will increase their investment next year, the highest of any platform.

30%
of marketers who don't use short-form video will start in 2024.

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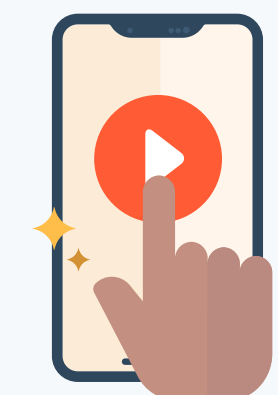
As search fragments and consumers take their queries to TikTok and Reddit before Google, Growth and Social Media teams need to forge a new partnership.

AJA FROST
Director of Global Growth, HubSpot

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Takeaways and action items
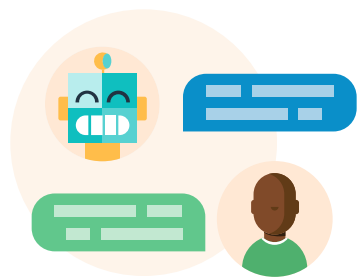
Embrace chatbots to create a more personalized marketing experience.

Use chatbots on your website for visitors and try conversational tools for day-to-day tasks.

Chat, messaging, and video are growing as important channels globally.

Integrate more communication channels like SMS and TikTok into your marketing program.

Be ready to adapt and pivot your marketing plan at all times.

Use data to guide every decision and work with a more agile mindset, planning a few months out.

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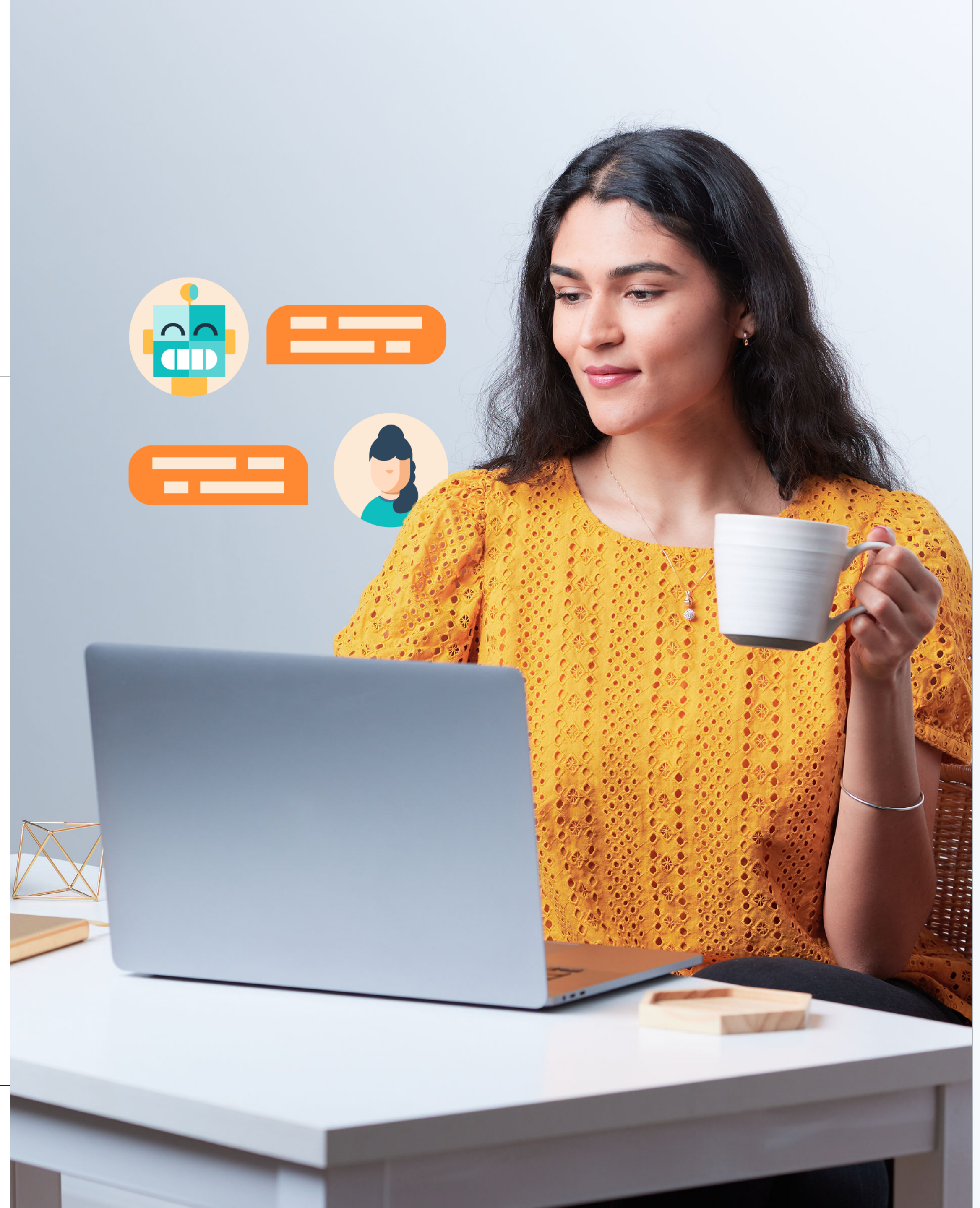
PERSONALIZATION

Privacy is paramount to personalization, people!

In a cookieless future, first-party data is the only way to personalize content.

Privacy   Targeting

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C is for cookie concerns

The way marketers collect data about their visitors and customers is changing dramatically. Google addressed privacy concerns with an initiative to help reduce individual tracking online by phasing out third-party cookies. In response, businesses are turning to first-party data that users provide themselves, and other contextual information that doesn't compromise privacy. Twenty-five percent of marketers plan to collect first-party data from their customers. First-party data solves more than just user security concerns; today, only 65% of marketers report having high-quality data on their target audience.

The answer is in the inbox. Email is the perfect place to collect first-party customer data since most data points gathered via email or form fills are self-reported. When you let customers tell you how to market to them, you can build consent and insights into your marketing and break your reliance on third-party data.
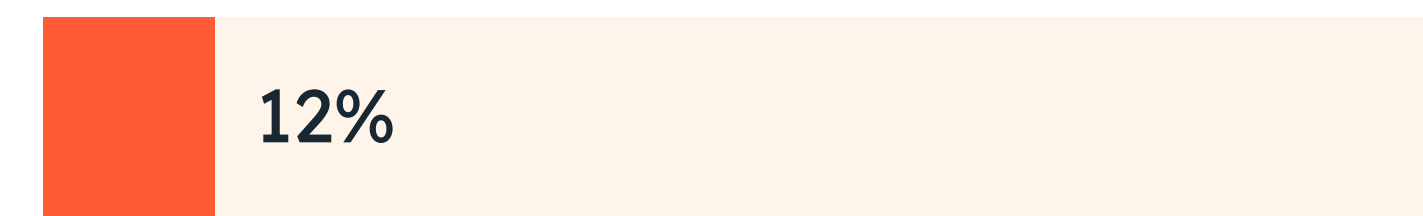
The State of Email Workflows report revealed that while 87% of marketing leaders say email is critical to their success, only 24% of email marketing programs are highly integrated into other marketing channels — now is the time to use email as a hub of insights you apply across all channels.

How to build first-party data into your email strategy

1. Consider what data you have and what you still need

2. Identify what data points to prioritize

3. Keep your data collection gentle — it shouldn't feel like a customer interrogation

4. Hierarchically set data priorities based on your current database

Source: Litmus - Email: The Perfect Place for Building First-Party Data

Is your company working on a plan to approach cookie-free targeting?

Not sure
12%

Yes
47%

No
41%

HubSpot State of Marketing, 2024

Next stop — personalization station

The right targeting can be the difference between a delightful, personalized moment and an annoying or unsettling experience.

Despite the immense benefits of personalization, and the fact that 73% of marketers say personalization is important — **only 35% of marketers feel that customers currently get a very personalized experience with their brand**.

Targeted content improves the customer experience

1 **Personalized experiences contribute to effective marketing.**
Marketers whose brands give customers a personalized experience are 215% more likely to say their marketing strategy in 2023 was very effective compared to marketers at brands that don't offer a personalized experience.

2 **Personalization drives business growth.**
96% of marketers say personalization leads to repeat business, and 94% say it increases sales.

3 **Generative AI and automation are supporting a more personalized customer experience.**
77% of marketers who use generative AI say it helps them create more personalized content. 72% of marketers who use AI and automation say it helps them personalize customer experiences. And 7 in 10 marketers using AI and automation report that it helps them improve the overall customer experience.

> " Switching to a newer tech stack is allowing us to get into loyalty and personalization at a much bigger, better, deeper level.

JUSTIN DRY
Chief Entrepreneur and
Co-founder, Vinomofo

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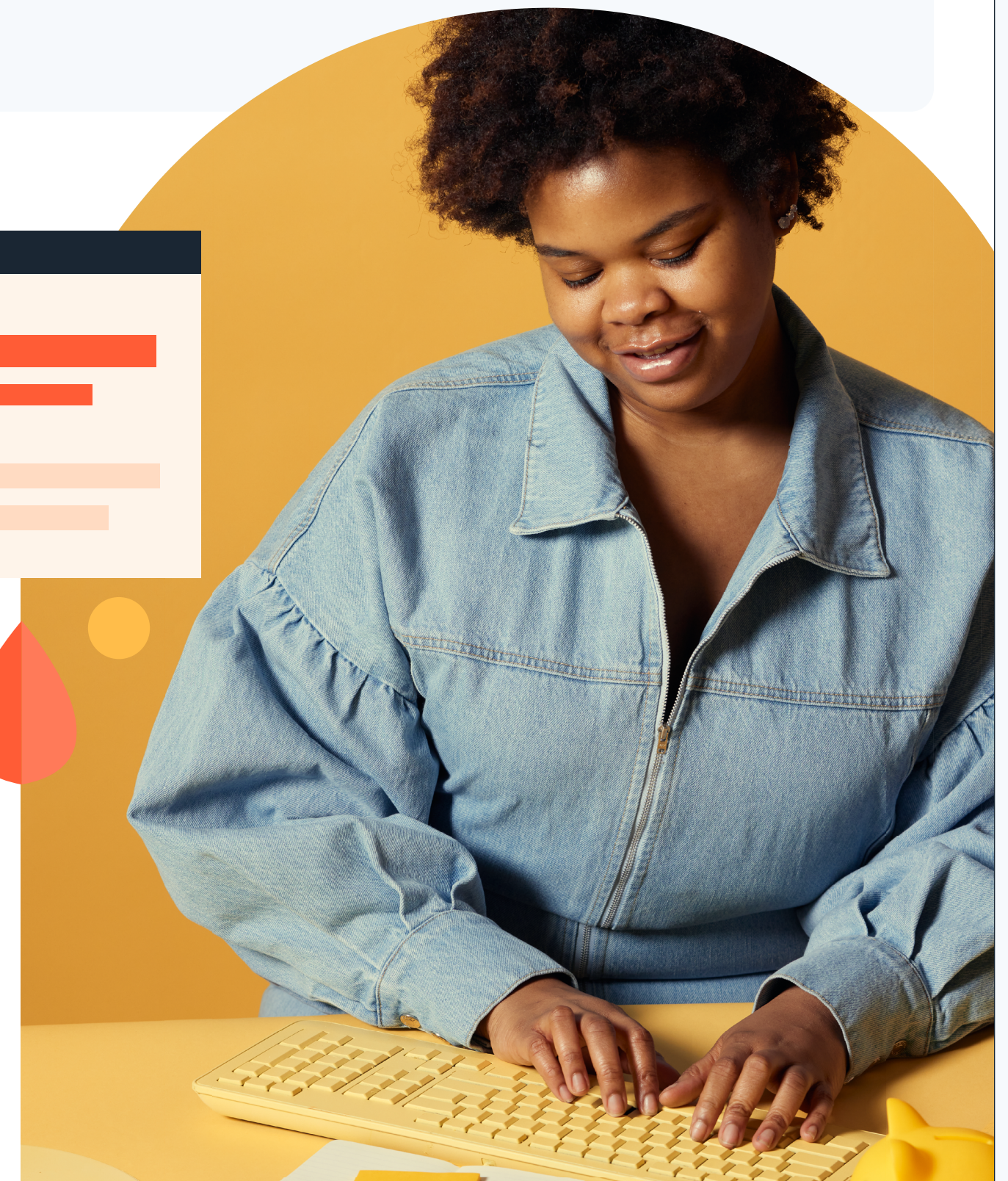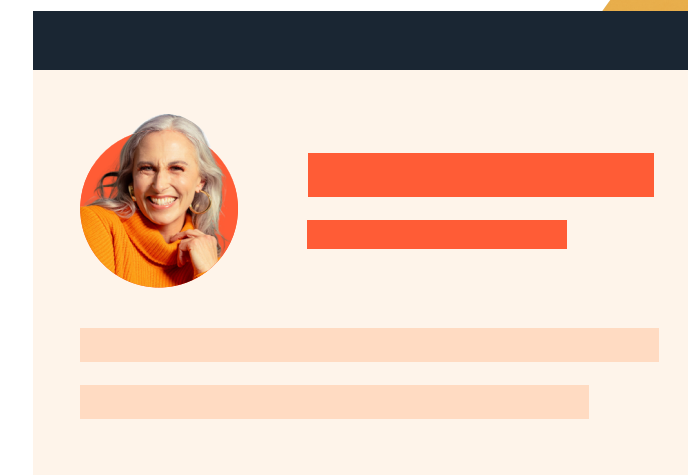
Takeaways and action items

Third-party cookies are so yesterday — use first- and zero-party data instead.

Collect data from your audience via email and use first-party or zero-party data for personalization.

Great data starts with well-organized systems.

Invest in marketing operations solutions that provide a single source of truth.

Use generative AI to learn more about your audience and their needs.

Create personalized content at scale with AI tools to generate more business.

EFFICIENCY

Want more big ideas? Free up your time from manual tasks.

When systems are operating smoothly and you've got some AI help, anything's possible.

AI + Automation

Marketing Ops, Systems, + Tools

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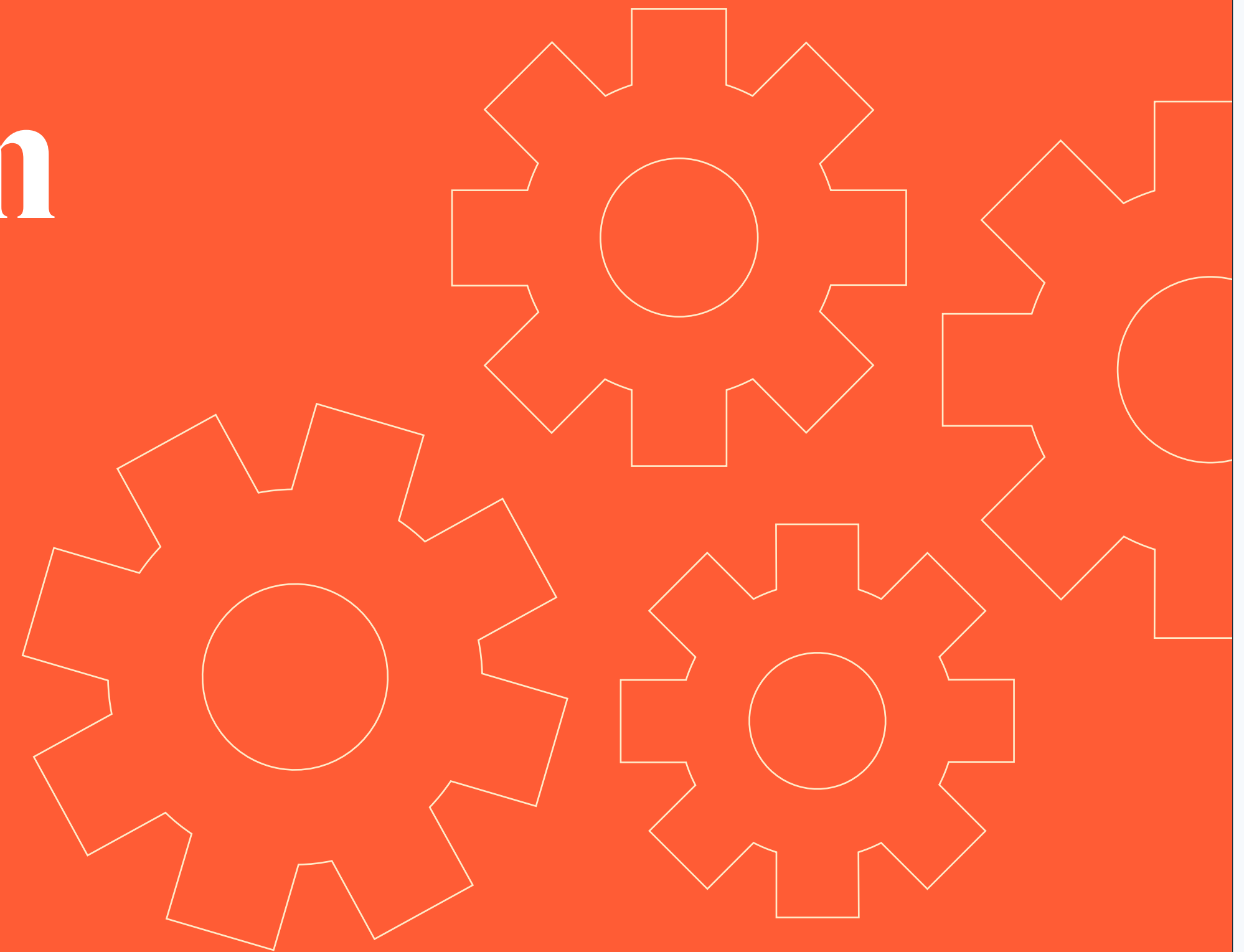
AI + AUTOMATION

AI is more efficient, more effective, more everything

Marketers using AI and automation tools are 95% more likely to say their marketing strategy was very effective.

Get on the AI train

64% of marketers already use AI and automation, 62% find it important to their marketing, and 38% of those who don't use AI plan to in 2024.

Is AI the new Clippy?

20% of marketers see AI primarily taking over menial tasks and 60% of marketers see **AI as an assistant that helps them across their job duties. 81% of marketers** using GAI say it's effective at assisting them in their role.

GAI content performs

63% of marketers believe that in 2024, most content will be created at least in part with the help of generative AI. So far, **56% of marketers who use generative AI for content creation say it performs better** than content created without it.

Data-driven marketing made easier

One in five marketers said **using data to inform marketing strategy became more important from 2022 to 2023**. And 6 in 10 AI and automation users analyze data with AI.

How marketers use AI to create content

To write content
6%

To draft content
18%

For ideas and inspiration
45%

To create outlines
31%
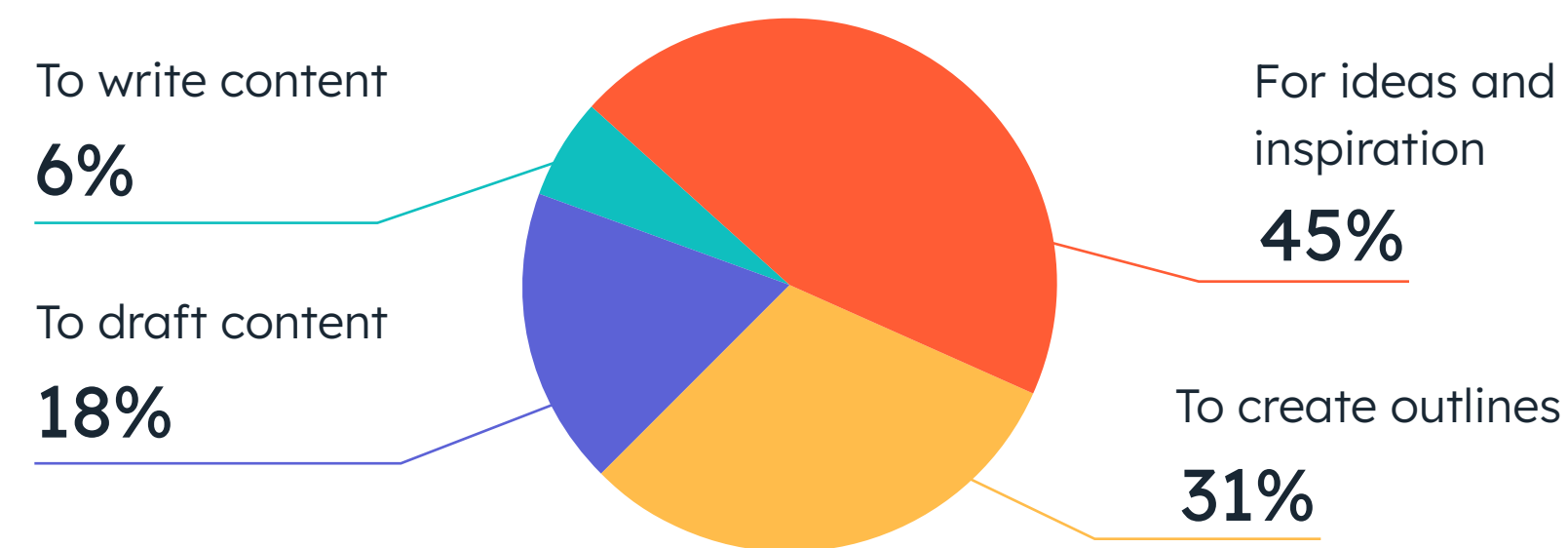
The #1 way to use AI is research

The top **most successful use case for AI is research** — 33% ranked it as #1, above context creation (31%) and data analysis and reporting (30%). 61% of marketers who use AI and automation use Generative AI to do research.

Get the guide: Using Generative AI to Scale Content Operations →

HubSpot   The State of Marketing 2024

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Time saved with AI leads to more creative work

Marketers spend four hours a day on average on manual, administrative, or operational tasks. But with AI tools, marketers are saving 3 hours per piece of content and 2.5 hours per day overall. And the work they're producing is working. Eighty-four percent of marketers using AI are creating content more efficiently, 82% are producing "significantly more content," and 77% are creating more personalized content. The top AI use cases for marketers are finding ideas, repurposing content, writing copy for social posts, emails, blogs, and more, and generating images.

Along with the many positives, 60% of marketers who use generative AI to make content are concerned it can harm their brand's reputation due to bias, plagiarism, or misalignment with brand values. Here's how to address AI risks.

Top AI concerns & their solutions

AI stealing jobs	Marketers will get more comfortable using AI as an assistant — only 16% see AI taking over most of their job duties.
Bias, plagiarism, and brand safety	AI tools will add source and fact-checking features. Companies will hire legal and compliance specialists to guide AI usage.
Security risks	Companies will hire AI security and IT experts, and only choose trusted tools.
Unsure how to use it	Companies will provide AI training sessions and bring on role-specific AI specialists.

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Seeking: A single source of truth

Now more than ever, a single source of truth is vital to maintaining a top-notch customer experience. Seventy-seven percent of marketers agree that having audience data is important to marketing — it helps them successfully reach their audience, understand which strategies are working, plan the right media mix, and create more effective content.

But around one in four marketers say it's difficult to share data with other teams and get data they need from other teams at their company. And only 59% of marketers say the tools they use are interconnected. Marketers are facing challenges with how and where their data is stored, limited access to linked sales and marketing data, and a lack of a single source of truth to guide strategy.
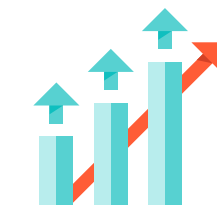
26%
of marketers say data increases the ROI of their marketing efforts.

93%
of marketers with a single source of truth say it's beneficial to their organization.
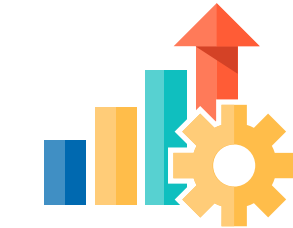
1 in 4
marketers say their marketing data is fully integrated with their tools.

Which tools does your company leverage to target accounts?

HubSpot State of Marketing, 2024

Social media analytics	Website analytics	HubSpot CRM and ABM tools	A CRM platform other than HubSpot	LinkedIn Navigator	Zoominfo	Terminus
45%	41%	38%	37%	33%	27%	25%
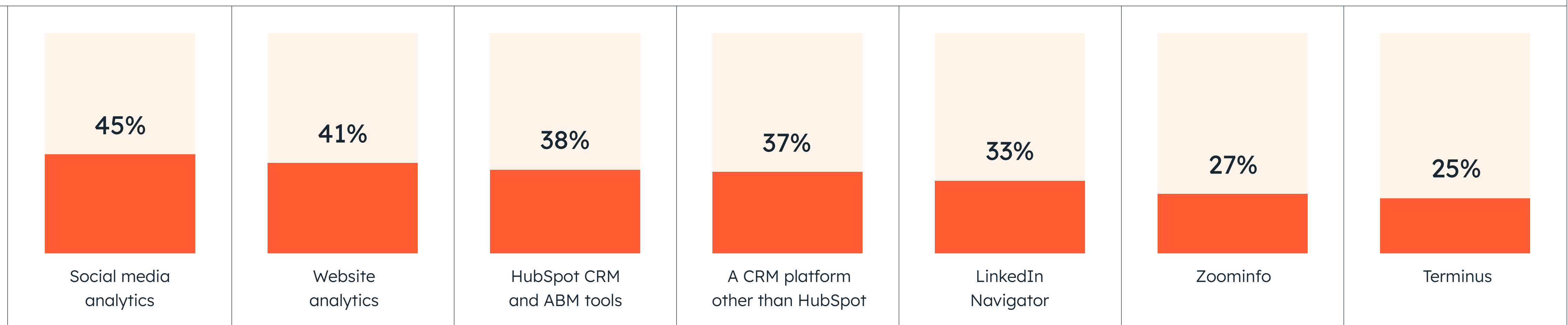
Takeaways and action items

Efficient systems give marketers more time back to be creative.

Marketing ops teams are the unsung heroes — give them the resources and time they deserve.

Use AI to automate manual tasks and improve targeting.

Try AI to learn more about your audience and to scale personalized outreach.

AI is only as effective as those using it — invest in trainings and policies.

AI is here to stay — create clear guidelines on how to use AI tools and share tips with coworkers.

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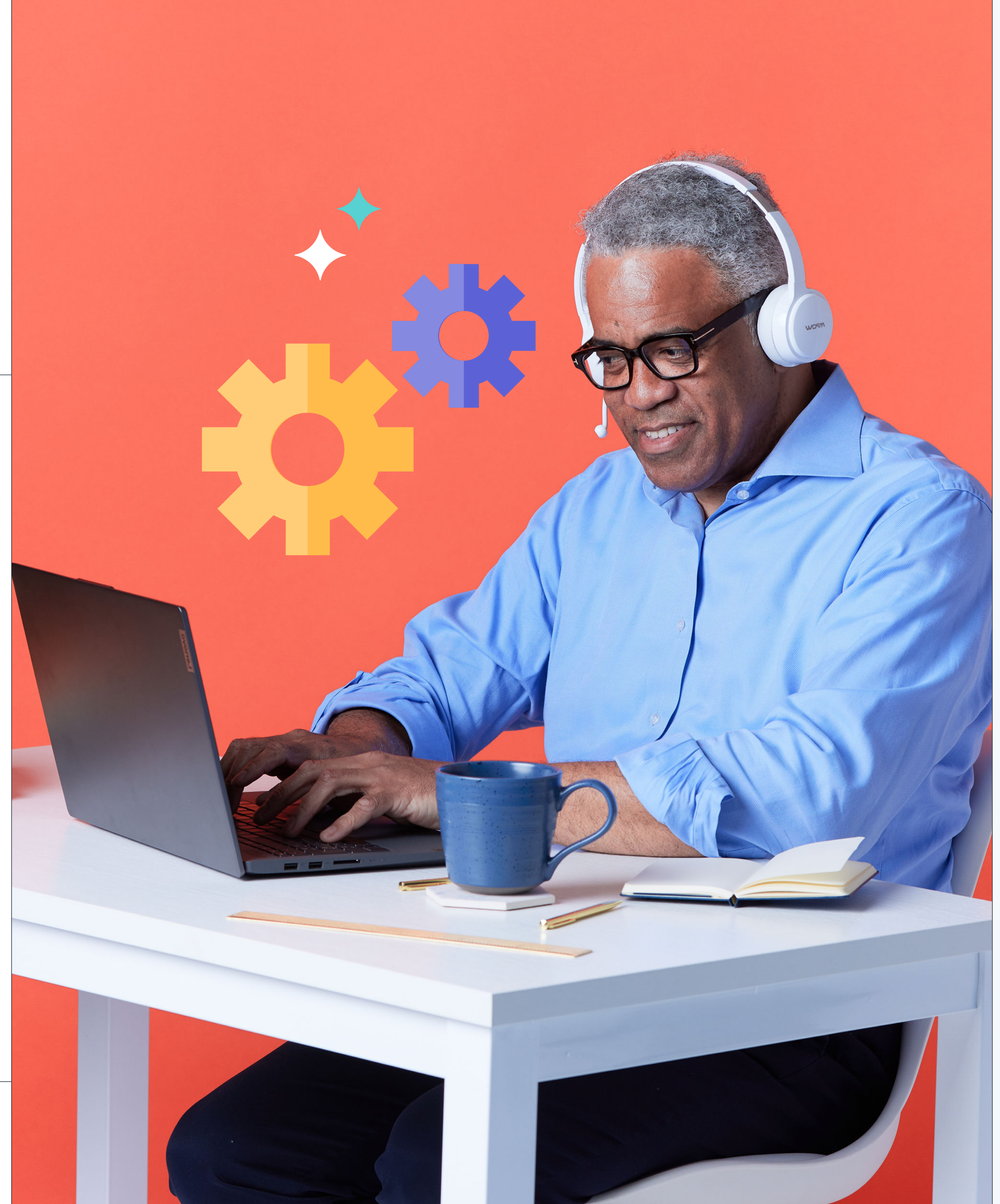
Niche audiences — meet valuable, data-driven content.

Content marketing teams are working closely with sales to share engaging campaigns.

Content Marketing   Sales Enablement

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Navigating the new landscape of marketing with first-party data and AI

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rockcontent

GIUSEPPE CALTABIANO
VP of Marketing, Rock Content

As the B2B marketing landscape continues to evolve, marketers face a growing challenge: reaching and engaging their target audience effectively. Third-party cookies are no longer a viable option. As a result, there has been a shift towards first-party data collection and the use of artificial intelligence (AI) to create personalized content. This surge in AI adoption is a strategic move by marketers to elevate the quality and efficacy of their content. A paradigm shift is in motion, with 63% predicting that the majority of content will bear the imprint of AI assistance.
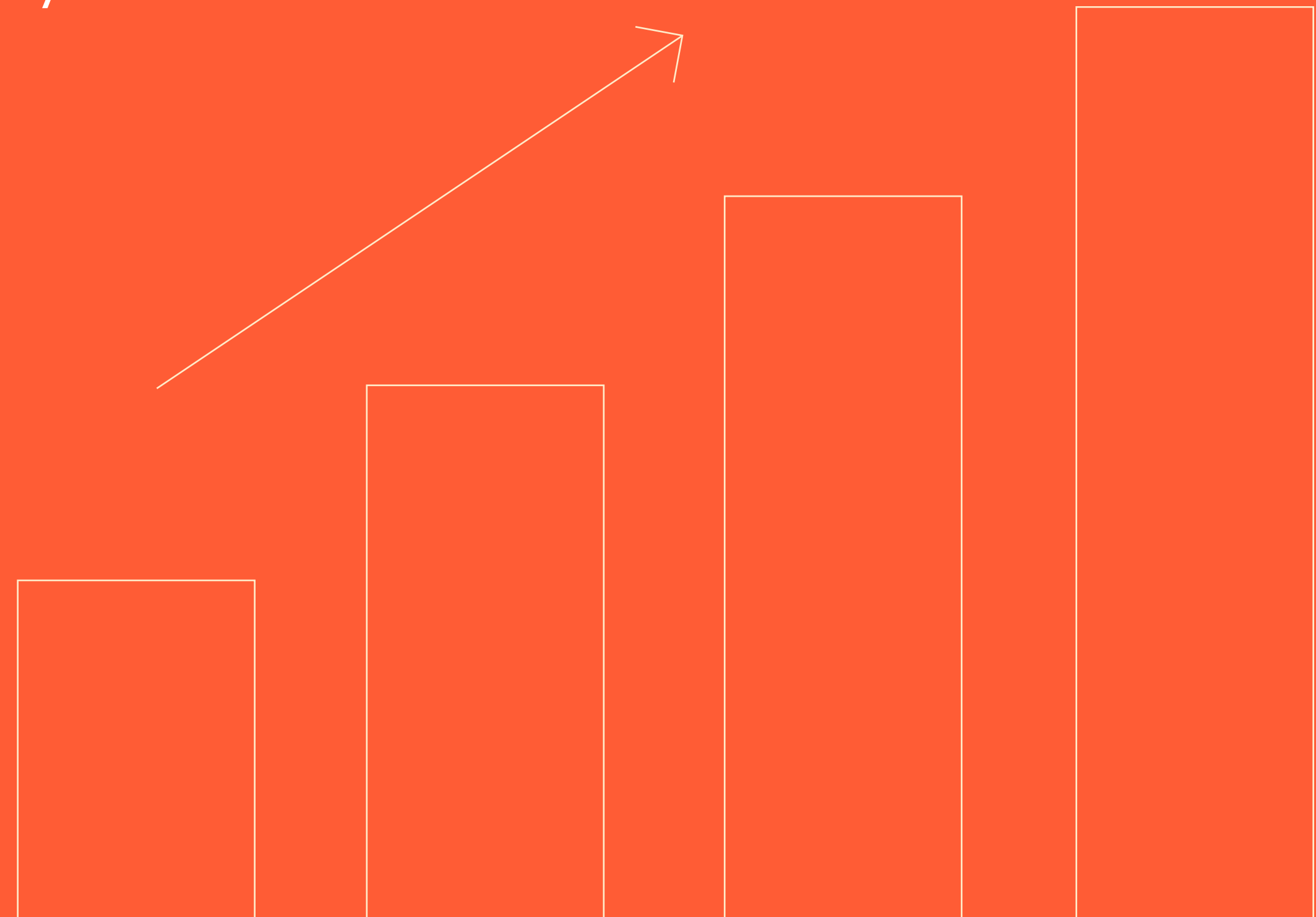
85%

of marketers believe generative AI will have a transformative impact on content creation in 2024.

Generative AI isn't just about efficiency — it's about creating content that outperforms

A staggering 81% of marketers leveraging generative AI report it enhances their roles.

85%
of marketers report that AI improved content quality.

84%
of marketers said AI tools enhanced efficiency in creating content.

82%
of marketers said that AI increased their capabilities for content production.

77%
of marketers felt that AI helped them craft more personalized content.

This aligns with the prevalent trend seen in platforms like WriterAccess — an integrated model with AI tools. They use AI for initial content creation and human writers for refinement, fact-checking, and adherence with the brand's tone and voice. The applications of generative AI encompass data analysis, research, and content creation. Marketers are finding value in generating ideas, repurposing content for different audiences, crafting compelling copy, and creating visually appealing images.

Overcoming barriers to AI adoption

The integration of AI into daily workflows is a journey that marketers are still navigating. While half use AI for specific tasks, 46% feel overwhelmed by the prospect of seamlessly incorporating AI into their daily workflow. And six in ten AI-using marketers are wary of potential biases, plagiarism, or misalignment with brand values. This cautionary approach reflects the conscientious efforts to balance the advantages of AI with the imperative of maintaining brand integrity.

> " As a testament to the evolving nature of marketing, 40% of companies have taken a proactive step by hiring dedicated AI experts to support their marketing teams.

Adapting to data privacy changes

With the rapidly changing landscape of data privacy regulations, marketers are acutely aware of the impact these changes have on their strategies. An overwhelming 84% of marketers acknowledge the significant influence of data privacy changes, with Google's phased withdrawal of third-party cookies at the forefront of their concerns.

The reliance on third-party cookies is pronounced, with 81% stating that their marketing activities depend on them to some extent. The impending loss of access to these cookies has 76% of marketers anticipating increased marketing difficulties.

47%
of marketers are actively exploring alternatives to third-party cookie targeting.

Two frontrunners have emerged: social media targeting and the collection of first-party data, with 25% considering targeted social media ads as a potential solution and 25% prioritizing the collection of first-party data.

Innovative content types, like interactive content from platforms like Rock Content's Ion, provide valuable first-party data, offering a valuable alternative in a cookie-free marketing world.

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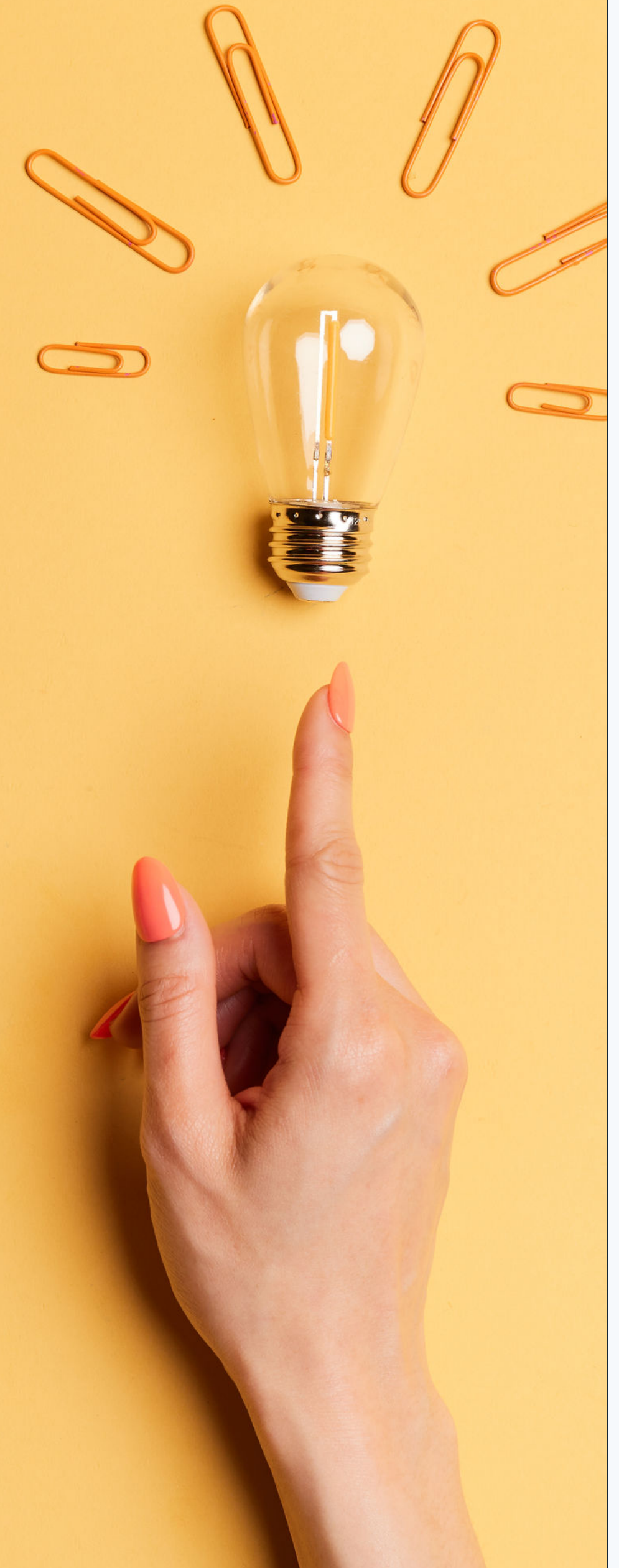
Revolutionizing customer experience through personalization

Amidst these challenges posed by data privacy changes, marketers face a core battle in understanding their target audience. Less than half possess comprehensive data on audience habits, interests, and demographics. A mere 65% claim to have high-quality data on their target audience. This need for more information creates a significant gap in tailoring content to meet the unique preferences and needs of the audience.

In light of the challenges, a mere 35% of marketers claim customers receive a highly personalized experience. The benefits of personalization, however, are undeniable, with 96% agreeing that it increases the likelihood of buyers becoming repeat customers and 94% asserting that it boosts sales. Marketers offering a personalized experience are 215% more likely to deem their marketing strategy effective. This is where the collaboration of AI and first-party data comes into play. Around seven in ten marketers credit AI with enhancing the overall customer experience.
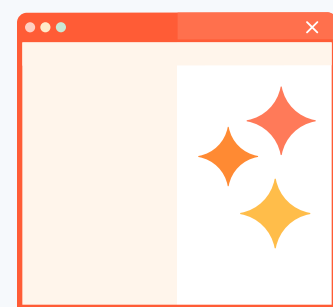
77%
of marketers report that GAI helps create more personalized content.

Blending human creativity with the transformative capabilities of AI

As AI and first-party data take center stage in B2B marketing, the narrative is not one of displacement but of collaboration. Marketers who embrace this paradigm shift will not only navigate the challenges of data privacy changes and AI integration but will also unlock the potential for unparalleled customer engagement and satisfaction.

The future of B2B marketing lies in the hands of those who can seamlessly blend human creativity with the transformative capabilities of AI. This ongoing progression towards a more personalized, efficient, and impactful era of marketing revolutionizes the way businesses connect with their target audience.

rockcontent

Meet AI Content Wizard

Our AI tool swiftly analyzes gaps, crafting optimized content briefs for higher Google ranking. Unlock the fastes and most effective way to identify content creation opportunities that will skyrocket your organic traffic.

Try it for free!

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SALES ENABLEMENT
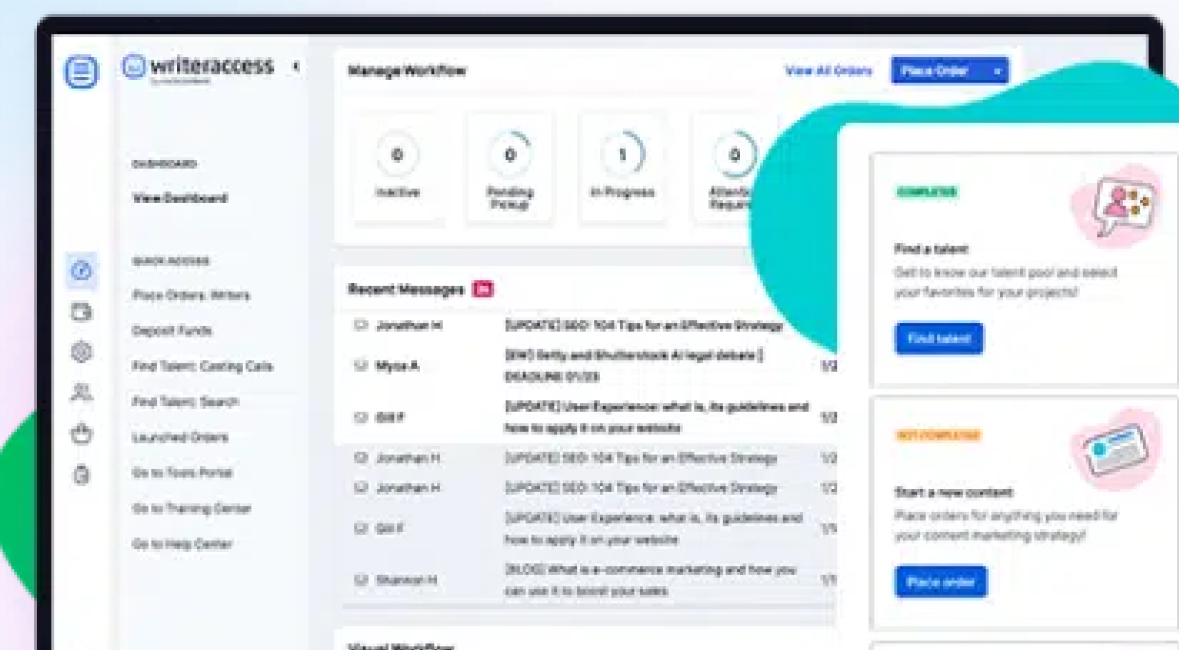
Smarketing alignment starts with centralized data

Just 35% of marketers say their sales and marketing teams are strongly aligned. Oof. Sales and marketing teams don't have a single source of truth, or access to each other's data, which is leading to disconnection between teams.

Top sales and marketing alignment challenges	Results of sales and marketing misalignment
• Lack of effective communication between teams • Sales and marketing teams using different tools • Difficulty sharing data between teams	• Wasted marketing budgets • Lost sales and disengaged leads • A poor, impersonal customer experience

The right tools provide shared access to high-quality data

Marketers with a single source of truth are 56% more likely to be strongly aligned with their sales team, and 26% more likely to say their marketing strategy this year was very effective compared to those who aren't aligned.

More than half of marketers (57%) found that their CRM became more important in 2023, and marketing teams using CRMs are 128% more likely to report having an effective marketing strategy. Marketers with connected tools, data, and teams performed significantly better in 2023 — and AI is helping. Around three in four marketers using AI and automation say it helps their organization share data and collaborate more effectively.

Set up your sales and marketing teams for success, get the SLA template →

HubSpot The State of Marketing 2024

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Takeaways and action items

AI elevates content marketing quality and performance.

Get on board with AI tools, but always incorporate a human touch and your unique brand voice.

The fastest-growing businesses have aligned sales and marketing teams.

Alignment starts with shared data and extends into collaborative goals.

High-performing brands have a single source of truth.

Integrate your marketing and sales data in one place to guide all customer-facing teams.

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CLOSING

TLDR; Get on social, try AI, and align your systems.

Marketing success today depends on quick access to data and personalization at scale.

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More human marketing, powered by robots

Some of the biggest impacts to how businesses operate today are the rapid advancement of technology, the rise of digital natives in the workplace, and overarching economic conditions. All of these factors are driving marketing teams to prioritize efficiency and a tech-powered, seamless digital customer experience. The most successful, fastest-growing companies are investing in the right tools, processes, and systems to drive growth, all while emphasizing creativity and connection.

If you haven't given AI a try yet, what's stopping you? It's time to jump on the AI bandwagon and head into the future of innovation, a bit more magically.
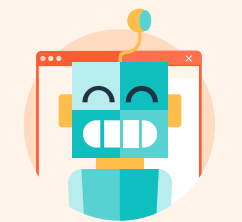
HubSpot

Grow with us

Marketers — we've got all the resources to keep up with trends, best practices, and more.

The Marketing Blog →

The latest insights, ideas, and inspiration for modern creative marketers.

The AI Blog →

Simple breakdowns of the most important AI news for professionals.

Marketing Hub →

Marketing software that helps drive revenue, save time and resources, and measure and optimize your investments.

HubSpot AI Tools →

Embrace the future of productivity and unlock innovation with easy-to-use AI tools, available throughout HubSpot.

Marketing Courses and Certifications →

Learn the latest business and marketing trends from leading experts.

Methodology

We conducted a survey in September 2023 with a total of 1,400+ global B2B + B2C marketers across industries to gain these data points.

Countries represented

Australia, Canada, Denmark, Finland, France, Germany, Japan, Luxembourg, Netherlands, Norway, Singapore, Sweden, United Kingdom, United States

Industries represented

Advertising or marketing	Consumer product manufacturing	Financial services and insurance	Non-profit
Agriculture, food, and beverage	Defense or aeronautics	Government	Retail eCommerce
Business or consumer services	Education	Healthcare or public health	Transportation and logistics
Chemicals and metals	Electronics	Information Technology	Travel and hospitality
Communication services	Emergency services	Manufacturing and materials	Waste management or water systems
Construction	Energy, utilities, and waste management	Media and entertainment	

A Z

Somos especialistas en automatización y omnicanalidad.
Acompañamos la transformación digital de Ventas,
Marketing, Servicio al cliente y Mesa de ayuda.

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contacto@hal.company