

# The B2B Marketing Benchmark

A global look at the state of B2B marketing

June 2023



# B2B continues its ascent

B2B is undergoing a renaissance as business models, innovation drivers and buyers evolve dramatically from decades prior. [Now some of the most profitable companies across the globe are B2B companies.](#)

And while many in the business community cite serious concerns over economic turmoil and rising global uncertainty, B2B leaders are largely optimistic about the fate of their organizations and the role of marketing in helping them grow.

*The B2B Marketing Benchmark* uncovers the trends and practices fueling this optimism: Marketing budgets on the rise worldwide; Excitement among B2B leaders about emerging technologies like Generative AI; Growth in adoption of creative and technical skills that will help marketers meet the demands of these emerging technologies and trends.

What follows is a meticulously researched perspective on how B2B organizations can lead (and succeed) through uncertainty. We reveal key areas of opportunity, what B2B leaders need to do to thrive in a rapidly changing environment and how they should plan for the long term.



Jim Habig  
Vice President, Marketing  
LinkedIn



Melissa Furze  
Senior Director, Customer Science  
LinkedIn

To understand the evolving landscape and opportunity in B2B, we surveyed B2B 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 1,954 B2B Leaders from various industries.

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.

We 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 24 to May 5, 2023

## Qualifying Criteria

B2B Marketing Leaders and CFOs at B2B organizations working in Advertising, Marketing & Communications, General Management, Client Services/Account Management, Sales, Finance, Analytics/Data roles at small (10-49 employees) n=231, medium (50-499 employees) n=806, and large (500+ employees) n=917 enterprises.

## Respondent Profile

- **Regions:** North America (n=350), LATAM (n=200), EMEA (n=904), APAC (n=500)
- **Job title:** C-suite, including CMOs and CFOs (n=751), Senior manager/Director/VP/President (n=1,203)
- **Industries:** Financial services (n=346), Tech (n=443), Agency (n=400), Health (n=226), Education (n=259), Professional services (n=283)

# Analytical Groups and Total Sample Breakdown

Our results analyze the responses of three key groups: B2B leaders, B2B marketing leaders and C-suite executives.

Mentions of **B2B leaders** refer to the full sample of respondents (CMOs, CFOs and senior marketers).

Mentions of **B2B marketing leaders** refer to CMOs and senior marketers, which represent 81% of the total sample.

Mentions of **C-suite** refer to CMOs and CFOs, which represents 38% of the total sample.

Market	Total Surveyed	CMOs	% of Total Sample	Sr. Marketers (Sr. Manager, Director, Sr. Director, VP, SVP, President)	% of Total Sample	CFOs	% of Total Sample	B2B Marketing Leaders	% of Total Sample	C-suite	% of Total Sample
<b>Total</b>	1,954	374	19%	1,203	62%	377	19%	1,577	81%	751	38%
<b>U.S.</b>	350	50	14%	250	71%	50	14%	300	86%	100	29%
<b>UK</b>	351	51	15%	250	71%	50	14%	301	86%	101	29%
<b>France</b>	277	46	17%	178	64%	53	19%	224	81%	99	36%
<b>Germany</b>	276	52	19%	174	63%	50	18%	226	82%	102	37%
<b>Singapore</b>	150	29	19%	88	59%	33	22%	117	78%	62	41%
<b>Australia</b>	150	46	31%	62	41%	42	28%	108	72%	88	59%
<b>India</b>	200	50	25%	100	50%	50	25%	150	75%	100	50%
<b>Brazil</b>	200	50	25%	101	51%	49	25%	151	76%	99	50%

# Overview

We look at several factors driving B2B organizations today – the budgets they're working with, the outlook they have for the future, the organizational structures they're building and the strategies they're using to drive growth.

## 1 → B2B Budgets & Outlook

## 2 → The B2B Marketing Organization

- Evolution of the CMO
- Key B2B Marketing Skills
- Diversity, Equity & Inclusion

## 3 → B2B Marketing Strategies

- Building & Measuring Brand
- Marketing Channels & Tools
- Generative AI

# Key Findings

In helping their companies flourish in such a difficult environment, B2B marketing leaders face a tough road ahead. But they are resilient and up to the challenge. During the past few years, B2B marketing leaders have found new ways to drive influence, impact and growth across their organizations.

1. Base size: n=1954

OUTLOOK: 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?  
BUDGETCHANGEFUTURE: How do you predict your (top client's) company's B2B marketing budget will change one year from now?

2. Base size: n=1954

BUDGETCHANGEFUTURE: How do you predict your (top client's) company's B2B marketing budget will change one year from now?  
SELFSKILLIMPORT: In your opinion, which of the following skills are most important for you in your current role?  
TOPCHANNELS: In your opinion, which channel is most effective at meeting your (top client's) marketing needs?

3. Base size: n=1577

SELFSKILLIMPORT: In your opinion, which of the following skills are most important for you in your current role?

4. Base size: CMO (n=374)

CMOROLECHANGE: In which of the following ways has (your/the CMO's) role changed in the last two years? If you were not in your current role two years ago, please provide your best estimate based on your knowledge of the company's history.  
CMOATTITUDES: Please indicate how much you agree or disagree with each of the following statements about your role.

5. Base size: n=751

CMOIMPORTSELF: In your opinion, how, if at all, has the importance of (your/the CMO's) role changed compared to two years ago? If you were not in your current role two years ago, please provide your best estimate based on your knowledge of the company's history.

1

Global B2B leaders are hopeful about the future.

**Around half of B2B leaders say they are optimistic** they will be able to drive revenue in the coming year. This optimism may be fueled by increasing budgets.

2

B2B marketing budgets are up, a finding that's largely consistent worldwide.

While some minimal differences exist, **B2B leaders across regions expect budgets and spending to increase in the coming years.**

3

B2B leaders are using creative skills to succeed.

**Creative strategy and problem solving** are among the top skills B2B marketing leaders identify as important for their current role and are skills they identified as strengths. Marketing leaders report these skills will continue to be needed in the future to succeed.

4

The role of the CMO is evolving and expanding.

Roughly 2 in 3 C-suite members say the role of the **CMO has increased in importance over the past two years**, while around half say **CMOs have a more direct role in driving revenue and growth now.**

5

CMOs are building relationships across the C-suite.

8 in 10 CMOs say they try to involve other members of the C-suite in B2B marketing decisions.

# Key Findings

In helping their companies flourish in such a difficult environment, B2B marketing leaders face a tough road ahead. But they are resilient and up to the challenge. During the past few years, B2B marketing leaders have found new ways to drive influence, impact and growth across their organizations.

6. Base size: n=1954  
BRANDIMPORT: When thinking about your brand-building efforts, please indicate how much you agree/disagree with the following statements.

7. Base size: n=1954  
BUDGETALLOCATION: Please rank the following objectives in order of how much of your (top client's) B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 4 being the smallest.  
BUDGETALLOCATIONC.U.S.TOMER: Now, please rank the following types of business in order of how much of your (top client's) B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 2 being the smallest.  
CSUITECHALLENGES: Which of the following B2B marketing challenges are you personally most concerned about in the next one to two years?

8. Base size: n=1577  
CHANNELS: What B2B marketing techniques (does your top client/do you) plan to use in the next year?

9. Base size: n=1678  
AICONSIDER: How likely are you to (continue/consider) using generative AI to promote your (top client's) business when advertising opportunities become available that utilize the technology?  
Base size: n=1954  
AIUNDERSTAND: How would you describe your level of understanding of how to promote your (top client's) business using generative AI in marketing campaigns?

10. Base size: n=1954  
DEIIMPORT: How important is diversity, equity, and inclusion to each of the following?  
DEICAPACITY: Does your company have an official capacity that focuses on diversity, equity, and inclusion? This could include a DEI team, official DEI policies, special committees, or dedicated events.

6

Increasingly, B2B organizations are recognizing the importance of brand.

Globally, roughly **6 in 10 B2B marketing leaders say their C-suite has increased the importance of brand building** given economic conditions. Additionally, B2B marketing leaders are reporting increased spending on growing brand awareness.

7

B2B leaders are focused on a full funnel approach.

While B2B leaders cite **lead generation and generating new business** as top areas of budget allocation and spending, they also plan to prioritize branding and demand generation.

8

B2B marketing leaders are focused on making connections.

**6 in 10 B2B marketing leaders say they plan to use in-person events**, and a majority say their use of in-person events is going to increase in the next year. **In-person events were also cited as the most effective B2B marketing channel.**

9

Eagerness outruns know how about generative AI.

**3 in 4 B2B marketing leaders say they plan to start or continue using generative AI.** However, **less than 2 in 10** report they have an extremely good understanding of how to use AI.

10

B2B leaders recognize the importance of equity, but sometimes struggle to action it.

Over **8 in 10 B2B leaders say DEI is important to their company.** However, just **6 in 10** report that their company has an official capacity that focuses on DEI.



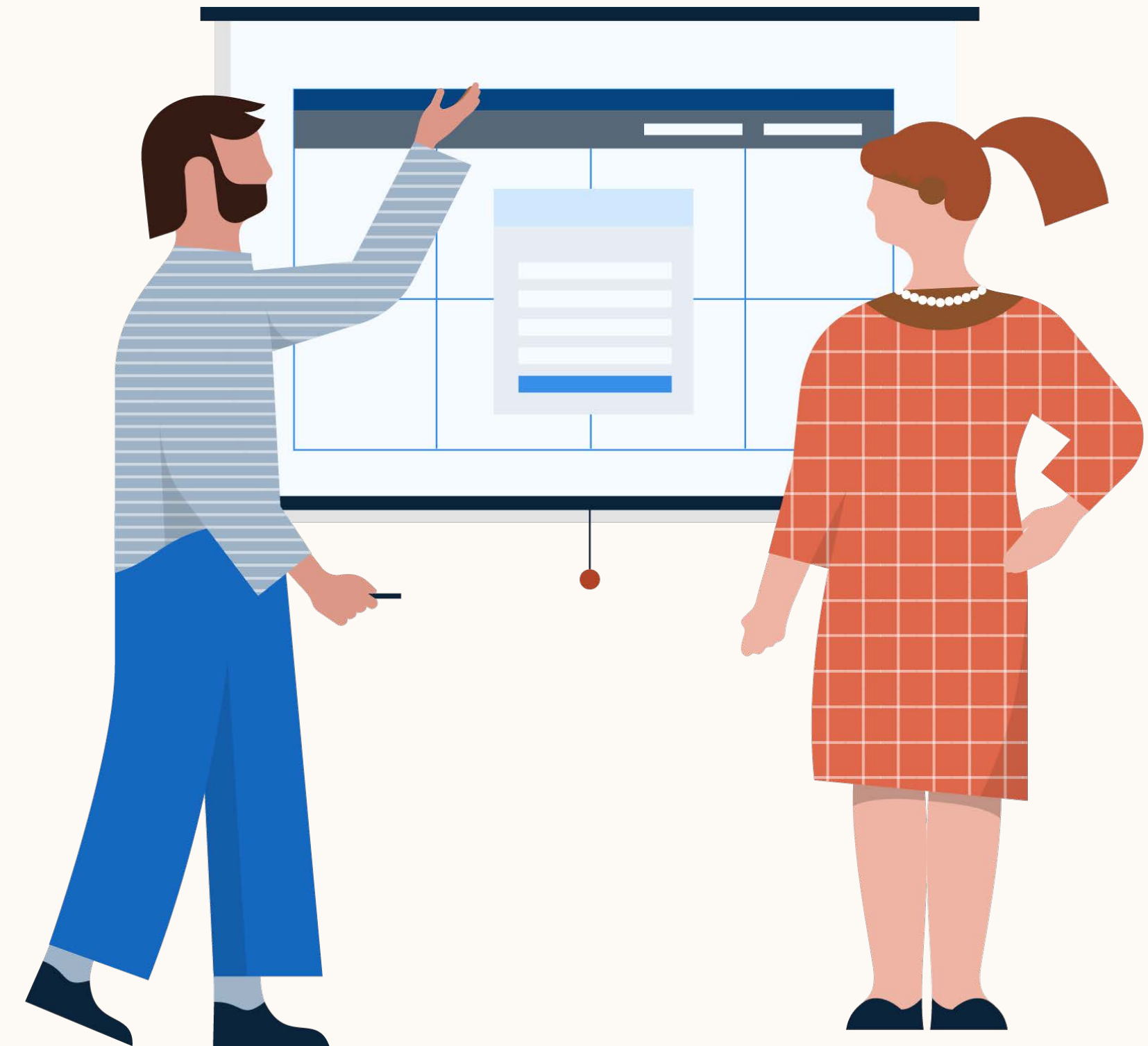
# B2B Budgets & Outlook

See how B2B organizations are spending their marketing budgets. How optimistic are they about the year ahead?



Amid uncertainty, optimism

Budgets are up worldwide and B2B leaders are feeling optimistic about their ability to drive revenue for their companies.



# Despite the uncertain economic environment, current and future B2B budgets are increasing.

As perceptions of the U.S. economy decline, concerns over inflation persist. More than half of small business owners continue to cite it as their top concern.<sup>1</sup>

However, B2B leaders are hopeful about the future, even in these uncertain times.

## The Top Trends Shaping Global B2B Budgets

- Overall, 6 in 10 say budgets have increased in the past year.<sup>2</sup>
- Over 2 in 3 say budgets will increase in the next year.<sup>3</sup>
- The tech sector is a notable outlier, with respondents from this industry saying budgets have decreased (26%), the most compared to all other sectors.
- The APAC region was more likely to say budgets have increased somewhat or substantially in the past year compared to all other regions (71% APAC, 60% N. AMER, 57% LATAM, 53% EMEA)<sup>2</sup>, and was more likely to say budgets will increase somewhat or substantially in the next year compared to all other regions (74% APAC, 66% N. AMER, 65% LATAM, 64% EMEA).<sup>3</sup>

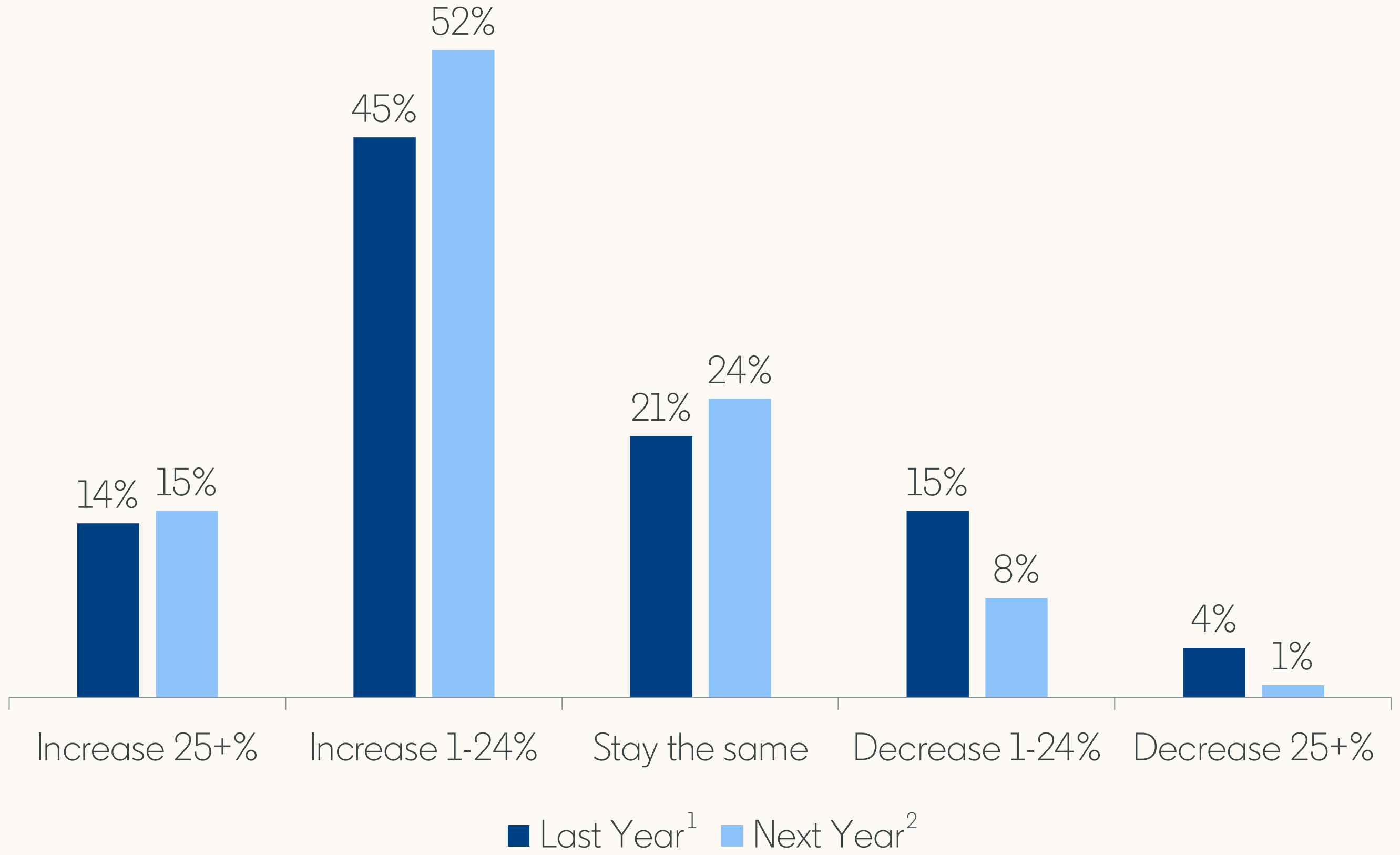
1. <https://www.ipsos.com/en-us/three-five-small-businesses-say-rising-prices-have-forced-them-look-for-more-capital>

2. Base size: Total (n=1954); APAC (n=500); N. AMER (n=350); LATAM (n=200); EMEA (n=904)  
BUDGETCHANGE PAST: How would you describe the change in your company's / your top client's B2B marketing budget compared to one year ago?

3. Base size: n=1954  
BUDGETCHANGE FUTURE: How do you predict your company's / your top client's B2B marketing budget will change one year from now?



## Global B2B Budget Changes



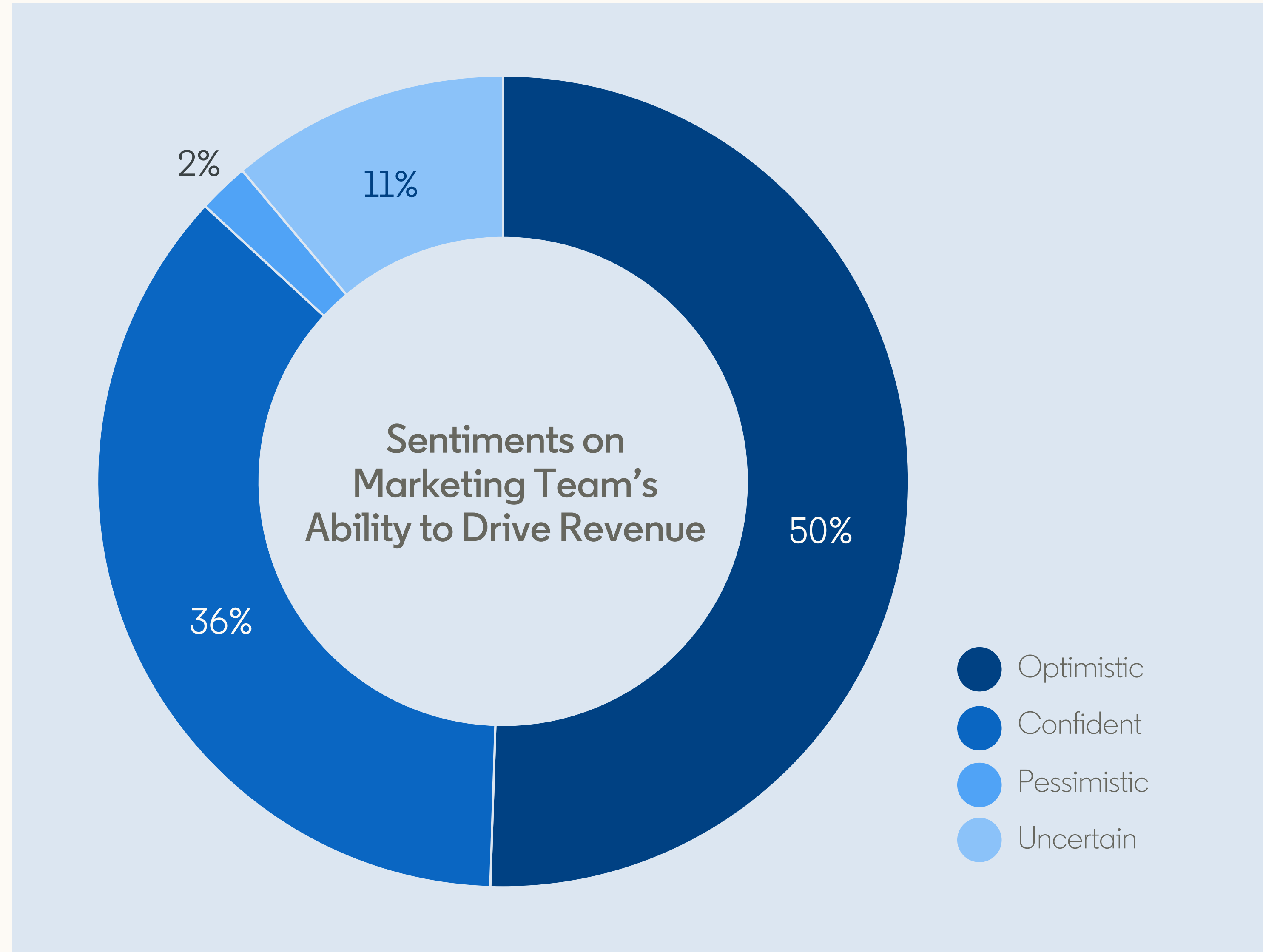
1. Base size: n=1954  
BUDGETCHANGE PAST: How would you describe the change in your company's / your top client's B2B marketing budget compared to one year ago?

2. Base size: n=1954  
BUDGETCHANGE FUTURE: How do you predict your company's / your top client's B2B marketing budget will change one year from now?

Research conducted by Ipsos, March 2023 to May 2023.

B2B leaders also feel good about their ability to drive revenue in the coming year.

CFOs (60%) are more optimistic than CMOs (49%) or Senior Managers to Presidents (48%) in the marketing team's ability to drive revenue.



Base size: Total (n=1954); CFO (n=377); CMO (n=374); Senior Manager – President (n=1203)  
OUTLOOK: 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?

Research conducted by Ipsos, March 2023 to May 2023.

“The demand and lead generation methods using B2B insights and data analytics that we implement are producing significantly better results today, even in an uncertain economic environment.”

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VP, Tech, India

# B2B leaders are allocating their increasing budgets across the funnel.

How to allocate budget and spending across branding, lead generation and demand generation, especially during times of economic uncertainty, is a core issue for most B2B marketing leaders.

In the absence of a silver bullet strategy, data suggests B2B marketing leaders are allocating budget with a focus on the full prospect funnel.

“It is well documented that keeping brand and demand spends high during a slowdown helps brands bounce quicker when the market comes back. However, what is not clear is the delineation of marketing budgets towards customers vs. net new leads.”



**Ricky Abbott**  
President, Transmission



“Most of your growth potential lies in reaching people who won’t buy from you today, but who will buy from you in the future.”

**Ty Heath**

Director of Market Engagement, The B2B Institute, LinkedIn



“There is no [failsafe] for weathering an economic downturn in demand generation. Rather, teams need to work to optimize everything – often in small ways.”<sup>1</sup>

Senior Manager, Tech, U.S.

## The Top Trends Shaping Global B2B Budget Allocation and Spend

B2B leaders are looking at the full funnel in their prospecting efforts to ensure success.

- Although Lead Generation (36%) receives the highest share of B2B budget allocation, B2B leaders are also allocating budget to Brand Building (30%) and Demand Generation (20%).<sup>2</sup>
- Overall, 7 in 10 B2B leaders say their budget is focused on generating new business.<sup>3</sup>
  - Tech sector (85%) more likely than Agencies (72%), Financial Services (70%), Professional Services (68%), Health (67%) or Education (59%) to allocate budget to generating new business.

1. Base size: n=1735  
CSUITEOE: What is the one thing you would like your (top client's) C-suite to know about what your team brings to the table?

2. Base size: n=1954  
BUDGETALLOCATION: Please rank the following objectives in order of how much of your (top client's) B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 4 being the smallest.

3. Base size: Total (n=1954); Tech (n=443); Education (n=259); Financial Services (n=346); Health (n=226); Professional Services (n=283) Agency (n=400)  
BUDGETALLOCATIONCU.S.TOMER: Now, please rank the following types of business in order of how much of your (top client's) B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 2 being the smallest.

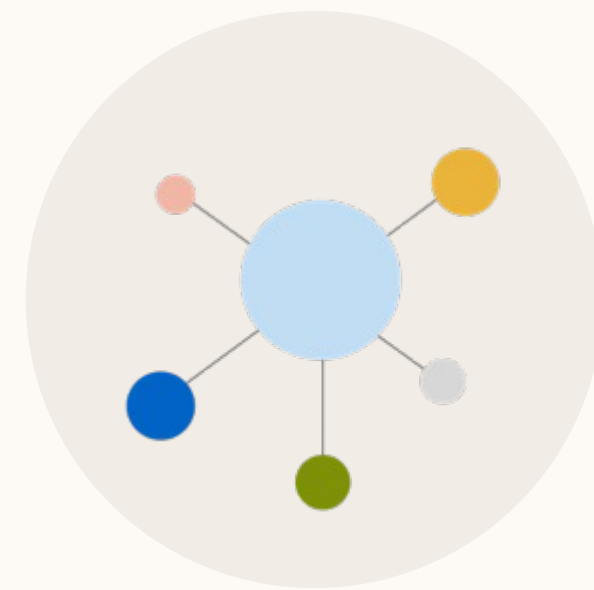
# B2B leaders plan to invest higher proportions of their marketing budgets in lead generation and brand building.

What are B2B marketing leaders planning to spend on? (#1 Ranking Scores)



36%

Lead  
Generation



30%

Brand Building  
& Awareness



20%

Demand  
Generation



15%

Account-based  
Marketing

Base size: n= 1954

BUDGETALLOCATION: Please rank the following objectives in order of how much of your / your top client's B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 4 being the smallest.

Research conducted by Ipsos, March 2023 to May 2023.

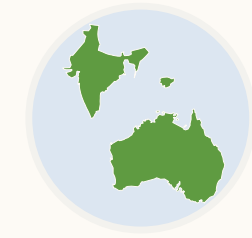
“Although focus is on lead generation, brand building will be an important next step for us as a group.”

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CMO, Financial Services, AU

# B2B budget allocation is largely consistent across regions.

% of B2B Marketing Budget Allocated to Marketing Efforts



APAC



NA



EMEA



LATAM

Global

	APAC	NA	EMEA	LATAM	Global
Lead Generation	32%	37%	38%	31%	36%
Brand Building & Awareness	29%	32%	26%	39%	30%
Demand Generation	21%	21%	20%	18%	20%
Account Based Marketing	18%	11%	16%	13%	15%

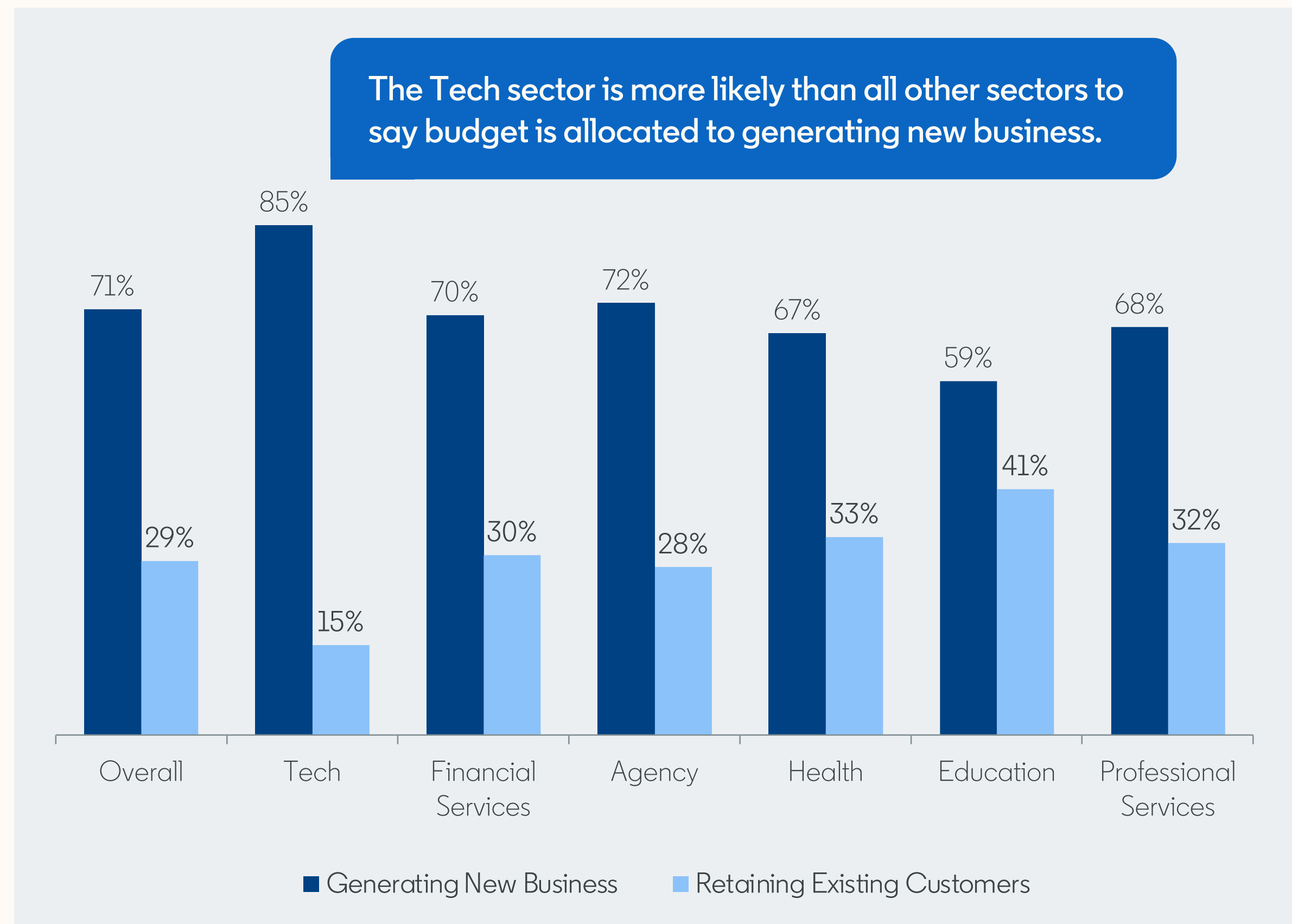
Base size: Global (n=1954); APAC (n=500); NA (n=350); EMEA (n=904); LATAM (n=200)

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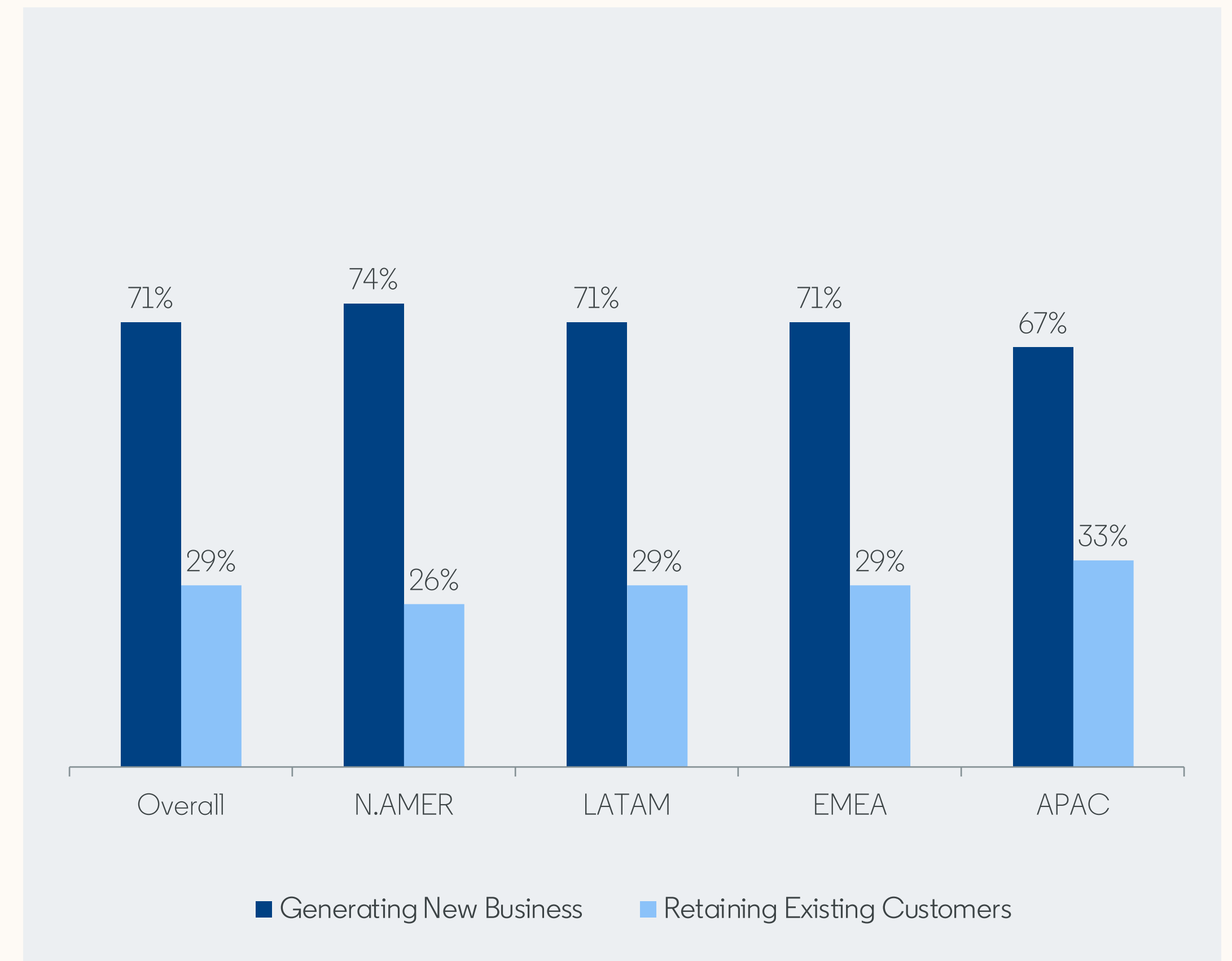
Research conducted by Ipsos, March 2023 to May 2023.

# And B2B marketing organizations spend more on finding new customers than retaining existing customers.

% of B2B Marketing Budget Allocated by Industry



% of B2B Marketing Budget Allocated by Region



Base size: Overall n=1954; Tech n=443; Financial Services n=346; Agency n=400; Health n=226; Education n=259; Professional Services n=283; N.AMER n=350, LATAM n=200; EMEA n=904; APAC n=500  
 BUDGETALLOCATIONCU.S.TOMER: Now, please rank the following types of business in order of how much of your / your top client's B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 2 being the smallest.

# The B2B Marketing Organization

The skills, practices, relationships and tools that B2B marketing organizations need to excel.

- **Evolution of the CMO**
- **Key B2B Marketing Skills**
- **Diversity, Equity & Inclusion**



# Evolution of the CMO

Globally, B2B CMOs played a pivotal role in driving business growth, resilience and agility during and after the pandemic, and as a result, have seen their influence grow in the C-suite. The prominence of the marketing organizations they lead are also growing. To meet the opportunity ahead, B2B marketing leaders and their teams must merge art and science to continue to excel.





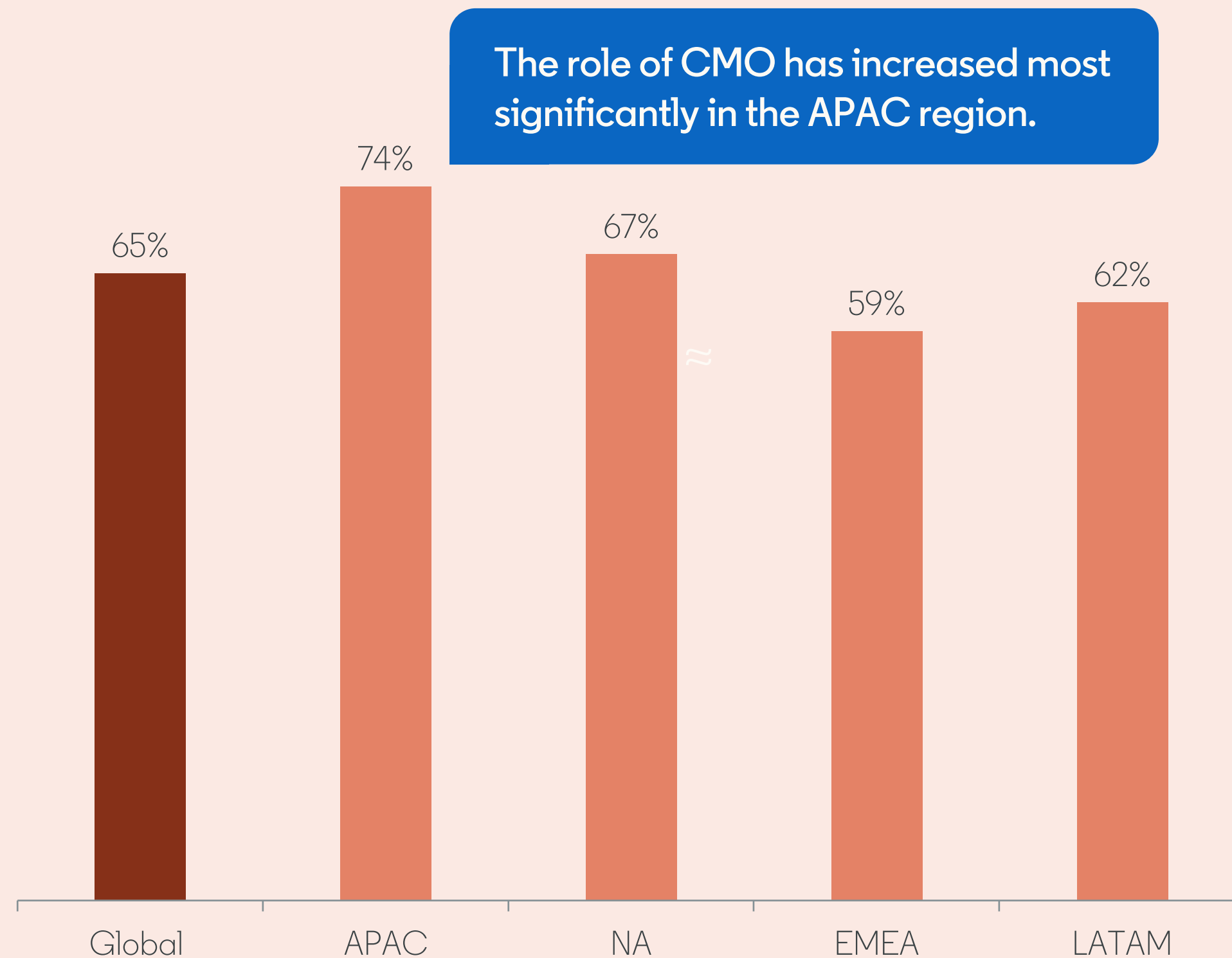
“Marketing’s focus and knowledge of the customer drives far-reaching influence—we are often the data champion of an organization and own the customer journey. We are at the epicenter, connecting teams and processes to form a single view of the customer, and using tools like AI + Data + CRM drive differentiated customer experiences and new revenue streams.”

**Paul Stoddart**

CMO, Customer & Partner Success, Salesforce



## Increase in importance of Role of CMO In Eyes of C-suite<sup>1</sup>



The CMO has increased in importance in the eyes of members in the C-suite, leading to evolving role changes, most notably in impact to the bottom line.<sup>2</sup>

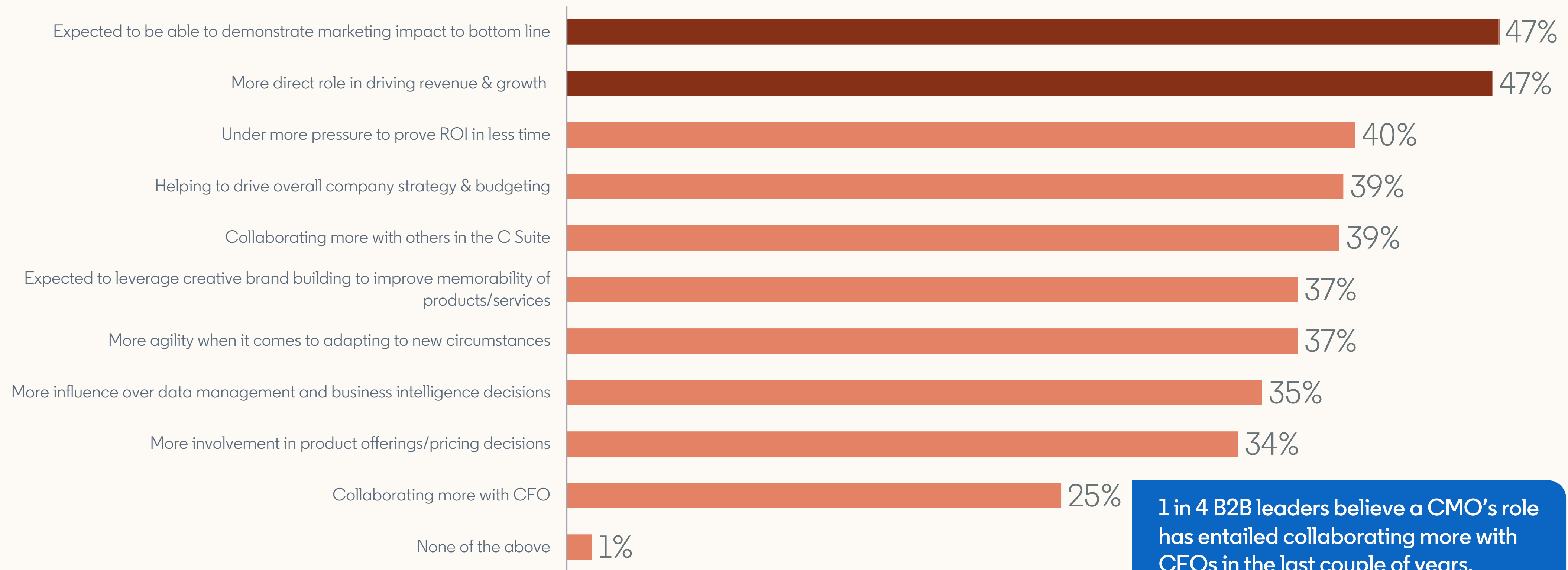
Roughly 2 in 3 CMOs/CFOs say the importance of the CMO has increased in the eyes of the C-suite.<sup>1</sup>

1. Base size: Global (n=751); APAC (n=250); NA (n=100); EMEA (n=302); LATAM (n=99)  
CMOIMPORTCSUITE: Compared to two years ago, how, if at all, has the importance of (your/the CMO's) role changed in the eyes of other members of the C-suite? If you were not in your current role two years ago, please provide your best estimate based on your knowledge of the company's history.

2. Base size: n=751  
CMOROLECHANGE: In which of the following ways has (your/the CMO's) role changed in the last two years? If you were not in your current role two years ago, please provide your best estimate based on your knowledge of the company's history.

Nearly 1 in 2 B2B CMOs and CFOs say the CMO role has evolved to have a more direct role in driving revenue and growth, and that CMOs are expected to demonstrate marketing impact to bottom line.

### Change in CMO Role in the Last Two Years



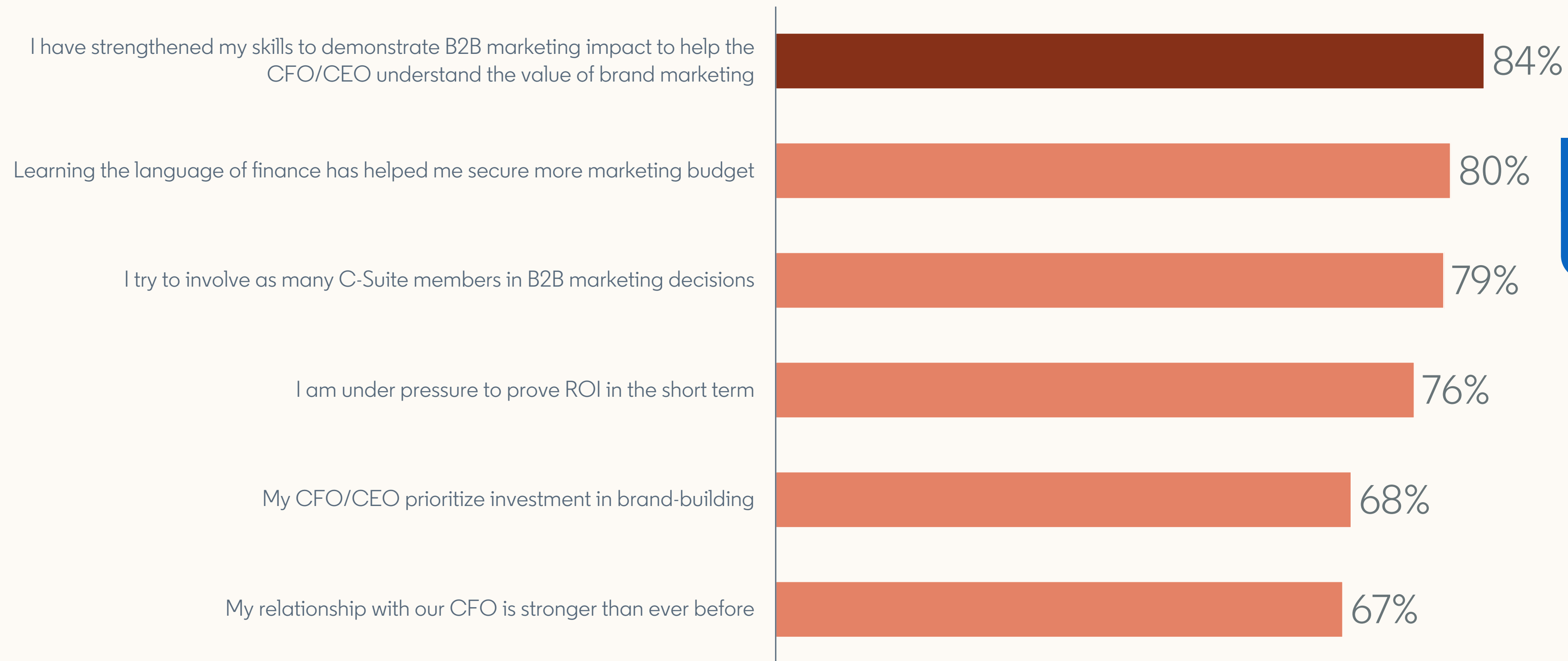
Base size: n=751

CMOROLECHANGE: In which of the following ways has the CMO's role changed in the last two years? If you were not in your current role two years ago, please provide your best estimate based on your knowledge of the company's history.

Research conducted by Ipsos, March 2023 to May 2023.

To meet the growing demands of their roles, over 8 in 10 CMOs agree they have strengthened their skills to demonstrate B2B marketing impact to help the CFO/CEO understand the value of brand.

### Agreement with Statements (Strongly Agree/Somewhat Agree )







The majority of CMOs say learning the language of finance has helped them secure more marketing budget (80%).

Base size: n=374  
CMOATTITUDES: Please indicate how much you agree or disagree with each of the following statements about your role.

Research conducted by Ipsos, March 2023 to May 2023.

# Finding and acquiring new customers was the top challenge for B2B CMOs globally.

Top Challenges CMOs will Face in the Next Two Years (by Region)

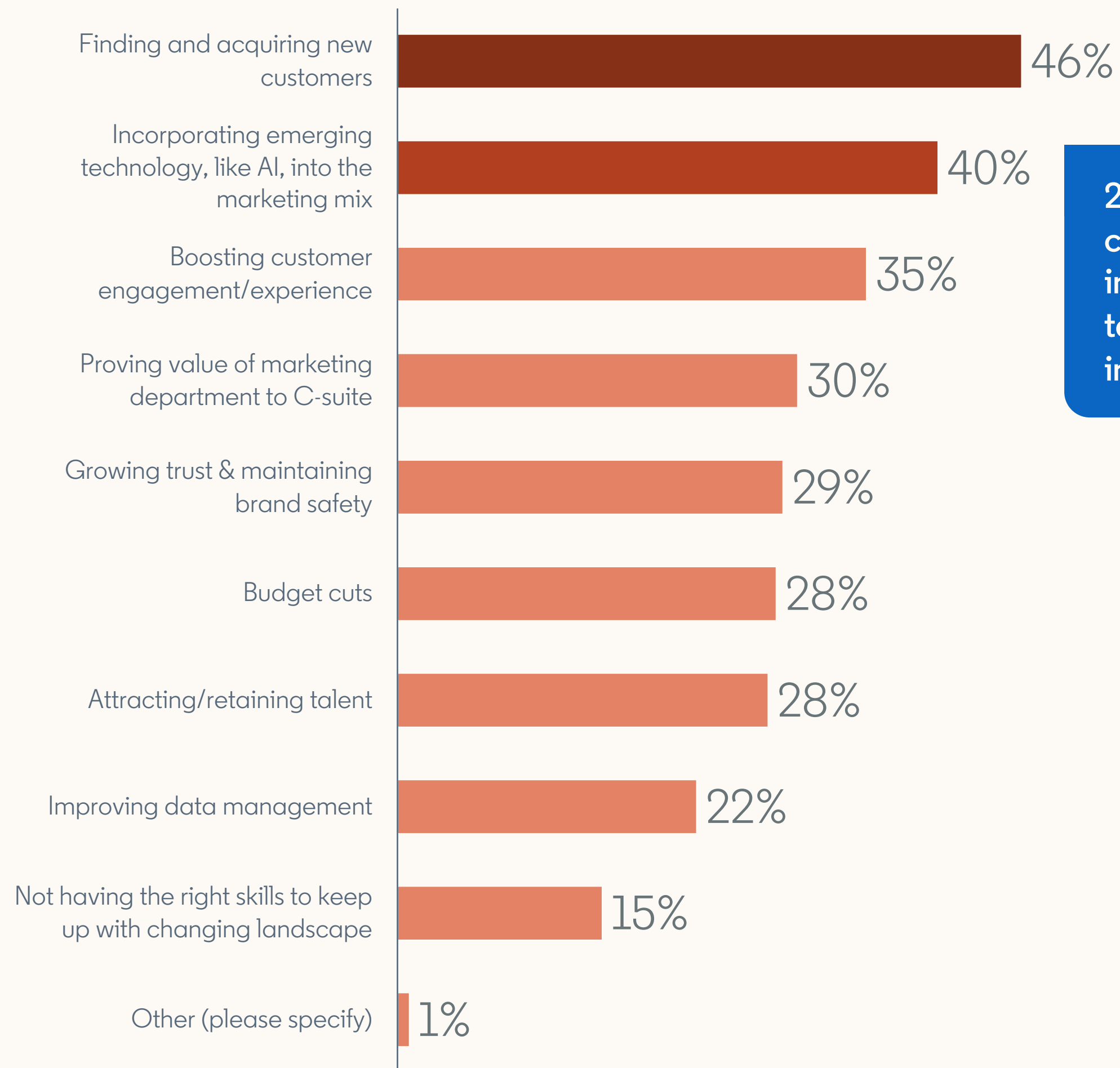
	 APAC	 NA	 EMEA	 LATAM	Global
Finding and Acquiring New Customers	54%	48%	41%	40%	46%
Incorporating Emerging Technology	46%	36%	32%	54%	40%
Boosting Customer Engagement	33%	30%	38%	34%	35%

Base size: Global (n=751); APAC (n=250); NA (n=100); EMEA (n=302); LATAM (n=99)  
 CSUITECHALLENGES: Which of the following B2B marketing challenges are you personally most concerned about in the next one to two years?

Research conducted by Ipsos, March 2023 to May 2023.

Incorporating emerging technology, like AI, into the marketing mix is the second biggest challenge for CMOs.

### Marketing Challenges in the Next 1-2 Years



2 in 5 CMOs are concerned about incorporating emerging technology, like AI, into the marketing mix.

Base size: CMO (n=374)  
CSUITECHALLENGES: Which of the following B2B marketing challenges are you personally most concerned about in the next one to two years?

Research conducted by Ipsos, March 2023 to May 2023.

Technology trends, like AI, were a top area of interest for CMOs on LinkedIn, as reflected by the hashtags they post and engage with.

### Top Posted Hashtags

- 1 #Marketing
- 2 #Business
- 3 #DigitalMarketing
- 4 #Hiring
- 5 #AI
- 6 #SEO
- 7 #SocialMedia
- 8 #Innovation
- 9 #Technology
- 10 #Blockchain

### Top Engaged Hashtags

- 1 #Innovation
- 2 #Marketing
- 3 #AI
- 4 #Business
- 5 #Technology
- 6 #Leadership
- 7 #ChatGPT
- 8 #Team
- 9 #Startup
- 10 #Sustainability

# Key B2B Marketing Skills

B2B leaders are looking to sharpen their teams' skills to create more efficient and agile marketing groups.

To do so, B2B marketing organizations must focus on upskilling their workforces on both technical skills, like MarTech expertise, and soft skills, like creative strategy and problem-solving.



“ New growth inherently involves building internal capacity.

With increase in business, we will need to hire the talent to execute on the new business and create (increase) marketing budget.”

**Senior Manager, U.S.**

Top B2B brands are growing their share of marketing job postings.



MoM Growth  
in Marketing Job posts  
(Apr 2023)



YoY Growth  
in Marketing Job posts  
(Apr 2023)

Source: LinkedIn Internal Data – Based on skills data in total global marketers. Time Range: Jan 2023 – Apr 2023.

Base size: n=1735  
CSUITEOE: What is the one thing you would like your (top client's) C-suite to know about what your team brings to the table?

Research conducted by Ipsos, March 2023 to May 2023.





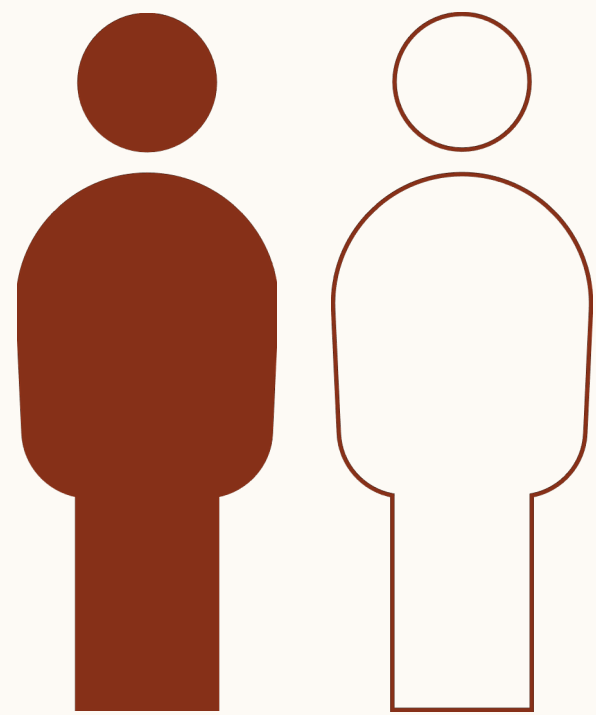
“The surge in job postings among B2B companies, in contrast to their B2C counterparts, during a time when the economy is slowing down can be attributed to their heightened confidence in growth potential. B2B companies often have more stable customer bases and longer-term contracts, making them more resilient in downturns. Consequently, marketing professionals with expertise in B2B strategies, lead generation, and relationship management may witness increased demand for their skills, as B2B companies continue to invest in marketing talent to fortify their market position and seize growth opportunities amid the impending downturn. This underscores the importance of adapting to the evolving business landscape and aligning marketing careers with the sectors that exhibit resilience and growth potential.”

**Rand Ghayad, Ph.D.**

Head of Economics and Global Labor Markets, LinkedIn

In a rapidly evolving technological landscape, technical skills are highly coveted.

Over 1 in 2 B2B marketing leaders say marketing technology mastery is the most important skill for their team members in the next two years.



Base size: n=1577  
TEAMSKILLIMPORTFUTURE: In your opinion, which of the following skills will be most important for your team members in the next one to two years?

Base size: n=1735  
CSUITEOE: What is the one thing you would like your (top client's) C-suite to know about what your team brings to the table?

Research conducted by Ipsos, March 2023 to May 2023.

“We’re modernizing their whole digital marketing approach, modernizing with cookie-less solutions and bringing them into the digital landscape. A better tech stack equals a better share of revenue coming into their business.”

Senior Manager, Health, UK

“B2B Marketing establishes critical engagement and relationship management with those responsible for selling our companies products. Without the creativity and engineering done by the marketing team, sales goals would not be reached. As such, onboarding new and innovative marketing technology and solutions is an essential component of the team and organization’s success.”

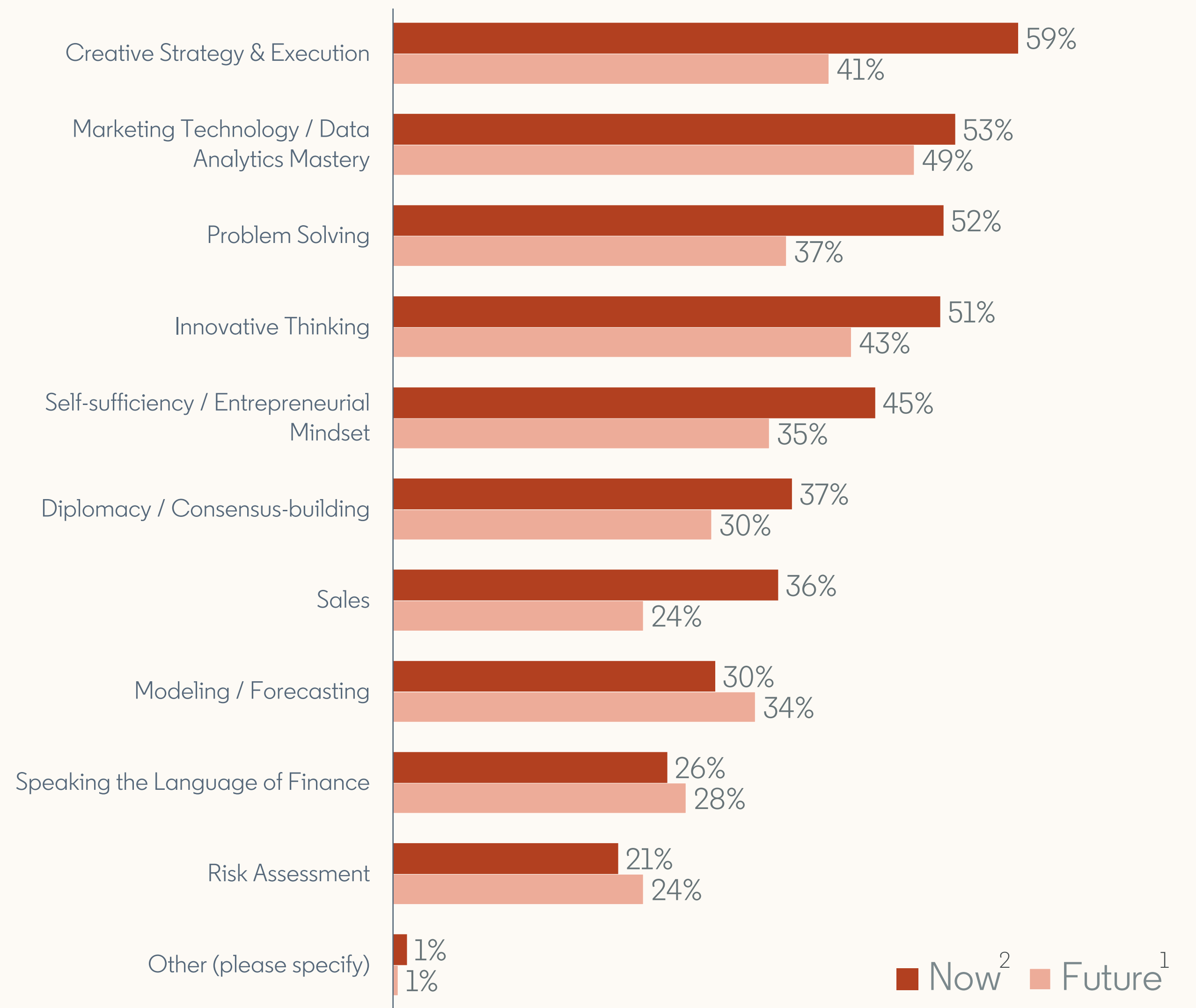
---

**Director, Financial Services, U.S.**

But skills like innovative thinking and creative strategy are also of great importance.



Most Important Skills For CMO Role (Now Vs. Next 1-2 Years)



Base size: CMO (n=374)

1. SELFSKILLIMPORTFUTURE: In your opinion, which of the following skills will be most important for you in your role in the next one to two years?

2. SELFSKILLIMPORT: In your opinion, which of the following skills are most important for you in your current role?

Research conducted by Ipsos, March 2023 to May 2023.

# Top and Fastest-Growing Skills for CMOs

## Top Current Skills

- 1 **Digital Marketing**
- 2 **Marketing Strategy**
- 3 **Business-to-Business (B2B)**
- 4 Marketing
- 5 Communication
- 6 Digital Strategy
- 7 Project Management
- 8 Sales
- 9 Leadership
- 10 Social Media Marketing

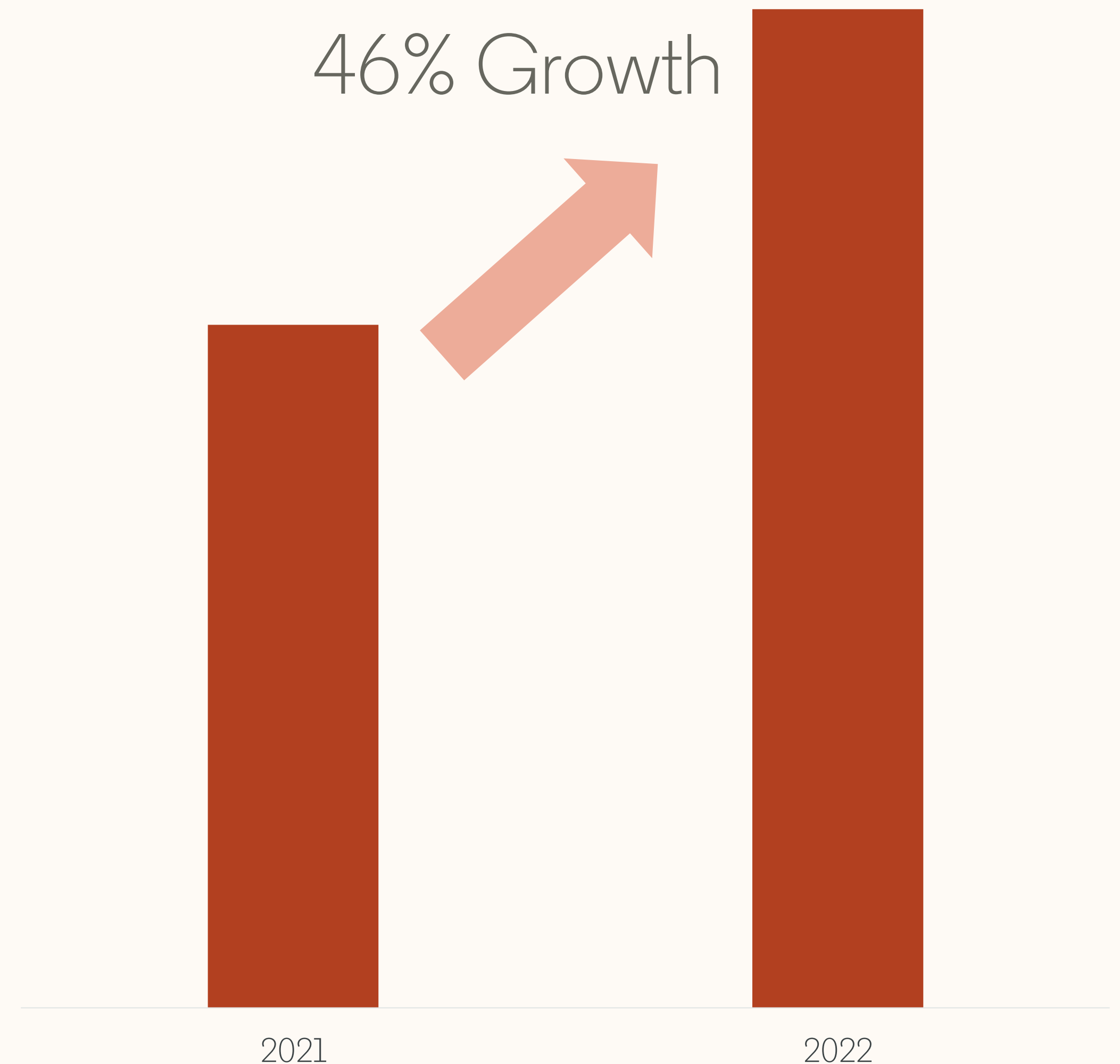
## Fastest-Growing Skills

- 1 **Customer Acquisition**
- 2 **Digital Strategy**
- 3 **Business-to-Business (B2B)**
- 4 Sales Operations
- 5 Change Management
- 6 Team Management
- 7 Branding & Identity
- 8 Software as a Service (SaaS)
- 9 Cross-functional Team Leadership
- 10 Brand Development

Creative skills  
are on the rise.

46% more creative  
skills were added  
to marketers' profiles in  
the past year.

Creative Skills Added to Profile



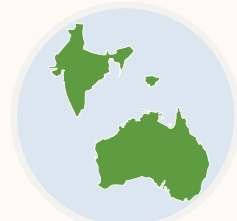
Marketers have been adding more creative and essential skills to their LinkedIn profiles than ever before.

Skill	Rank in 2022	Rank in 2021
Social Media	<b>#3</b>	#8
Customer Service	<b>#9</b>	#20
Adobe Photoshop	<b>#11</b>	#17
Copywriting	<b>#13</b>	#30
Graphic Design	<b>#14</b>	#23
Adobe Illustrator	<b>#21</b>	#27



# B2B marketing leaders also rely on emotional intelligence skills and soft skills in order to succeed in their current roles.

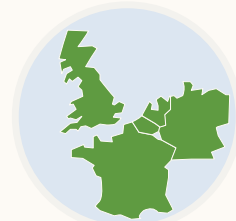
Most Important Skills For B2B Marketers In Current Role



APAC



NA



EMEA



LATAM

Global

	APAC	NA	EMEA	LATAM	Global
Creative Strategy and Execution	60%	<b>66%</b>	<b>68%</b>	62%	<b>65%</b>
Problem Solving	<b>62%</b>	59%	60%	74%	<b>62%</b>
Marketing Technology / Data Analytics Mastery	61%	56%	60%	<b>78%</b>	<b>61%</b>
Innovative Thinking	61%	61%	55%	58%	<b>58%</b>

Base size: Global (n=1577); APAC (n=375); NA (n=300); EMEA (n=751); LATAM (n=151)  
 SELFSKILLIMPORT: In your opinion, which of the following skills are most important for you in your current role?

Research conducted by Ipsos, March 2023 to May 2023.





In 2023, “**communication**” moved to the top added (previously 3<sup>rd</sup>) non-creative skill for marketers on LinkedIn.

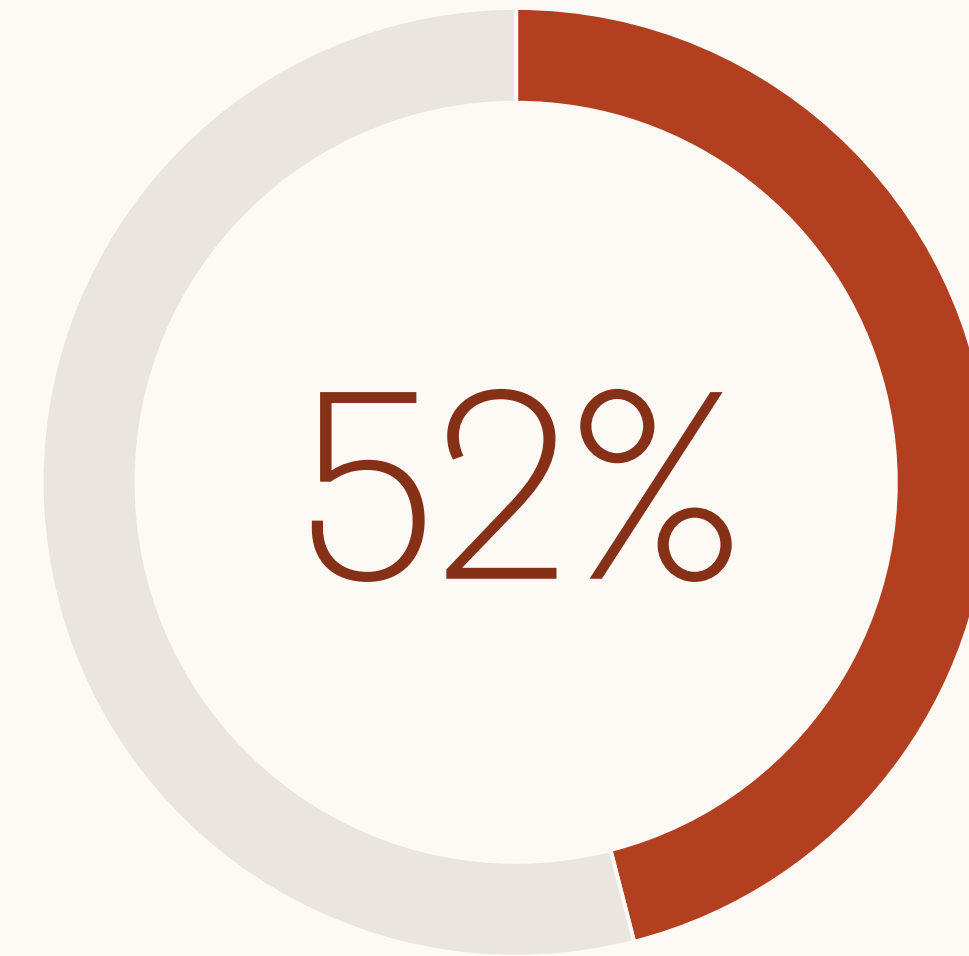
#### Top Creative Skills Added in 2023

- 1 **Marketing Strategy**
- 2 Adobe Photoshop
- 3 Graphic Design
- 4 Adobe Illustrator
- 5 Branding

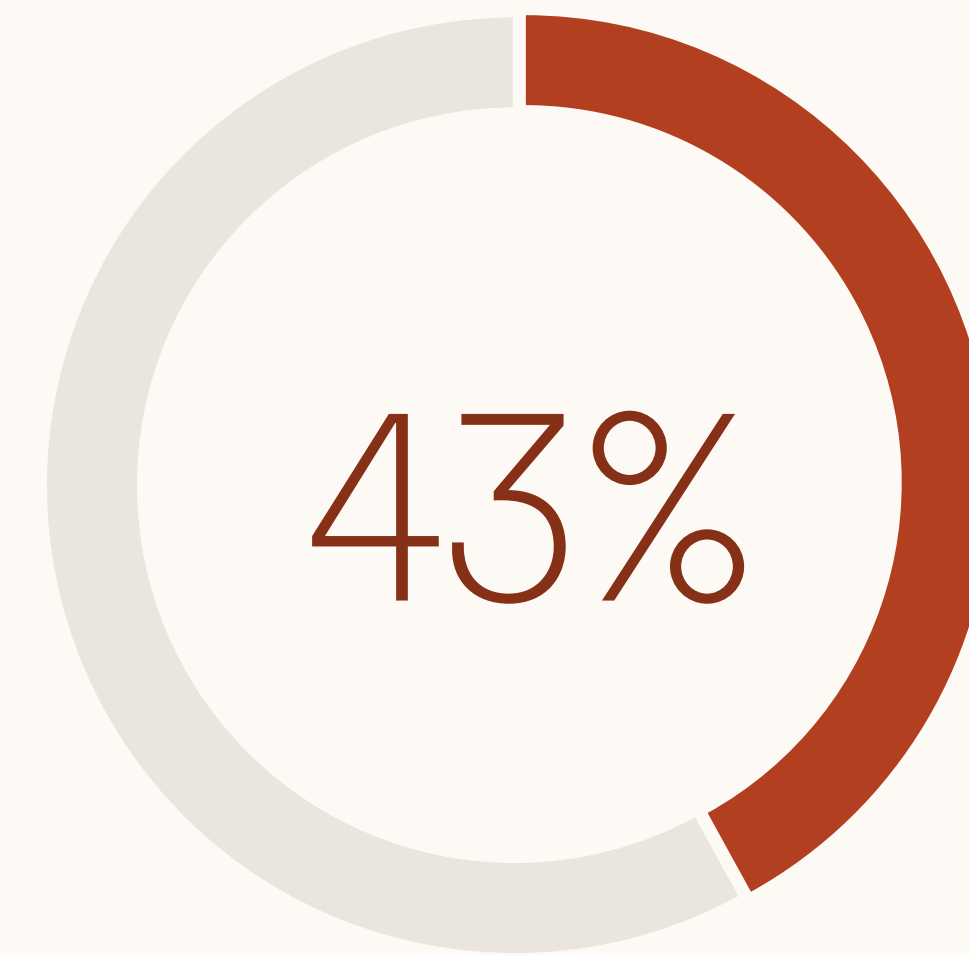
#### Top Non-Creative Skills Added in 2023

- 1 **Communication**
- 2 Digital Marketing
- 3 Project Management
- 4 Analytical Skills
- 5 Marketing

Looking ahead: Marketing Technology and Storytelling stand out as key future skills for marketing teams to develop, according to B2B marketing leaders.



say **Marketing technology / data analytics mastery** will be one of the most important future skills for their marketing teams.



say **Storytelling / Ability to develop creative that connects with target audience** will be one of the most important future skills for their marketing teams.

Base size: n=374

TEAMSKILLIMPORTFUTURE: In your opinion, which of the following skills will be most important for (members of your team/members of the B2B marketing team) in the next one to two years?

Research conducted by Ipsos, March 2023 to May 2023.



“Advances in technology, especially Generative AI, require that marketing professionals understand how to best apply innovation to understand more complex problems, unlock new opportunities, and meaningfully connect with more customers. But winning the future is rooted in compelling storytelling. Human interpretation, perspective, and refinement complemented by the speed and scale that technological advances will provide is what will differentiate marketing mediocrity from marketing excellence.”

**Allyson Hugely**

Director, Customer Insights, LinkedIn

# Top and Fastest-Growing Skills among B2B Marketers

## Top Current Skills

- 1 **Digital Marketing**
- 2 **Communication**
- 3 **Analytical Skills**
- 4 Project Management
- 5 Marketing Strategy
- 6 Social Media Marketing
- 7 Marketing
- 8 Social Media
- 9 Data Analysis
- 10 Search Engine Optimization (SEO)

## Fastest-Growing Skills

- 1 **Campaigns**
- 2 **Business Insights**
- 3 **Growth Strategies**
- 4 Reporting & Analysis
- 5 Stakeholder Management
- 6 Budget Management
- 7 Digital Strategy
- 8 Go-to-Market Strategy
- 9 Sales Enablement
- 10 Client Relations

# Country Breakdown: Fastest-Growing Skill by Country



# Diversity, Equity & Inclusion (DEI)

The continued prioritization of DEI in marketing organizations will enable better and more informed decision-making. Additionally, factoring DEI into marketing content and advertising campaigns will also help B2B organizations connect with a larger audience.





“Any organization that responds to outside pressures and trends to get started on DEI initiatives will lose momentum if they’re not fully integrated into their core values and business strategies.

Within my Community-Led Growth team, we embed DEI into our team culture, marketing strategies and customer experiences.”

**Laurie Aquilante (she/her)**  
VP of Community-Led Growth, HubSpot

B2B leaders understand the value of DEI efforts.

Over 8 in 10 (85%) agree DEI is important to their company.

- Respondents in APAC (90%) are more likely than respondents in all other regions to say DEI is important to their company (NA 81%, EMEA 84%, LATAM 83%).

Base size: Total (n=1954); APAC (n=500); NA (n=350); EMEA (n=904); LATAM (n=200)  
DEIIMPORT: How important is diversity, equity, and inclusion to each of the following?  
T2B -Very important/Somewhat important

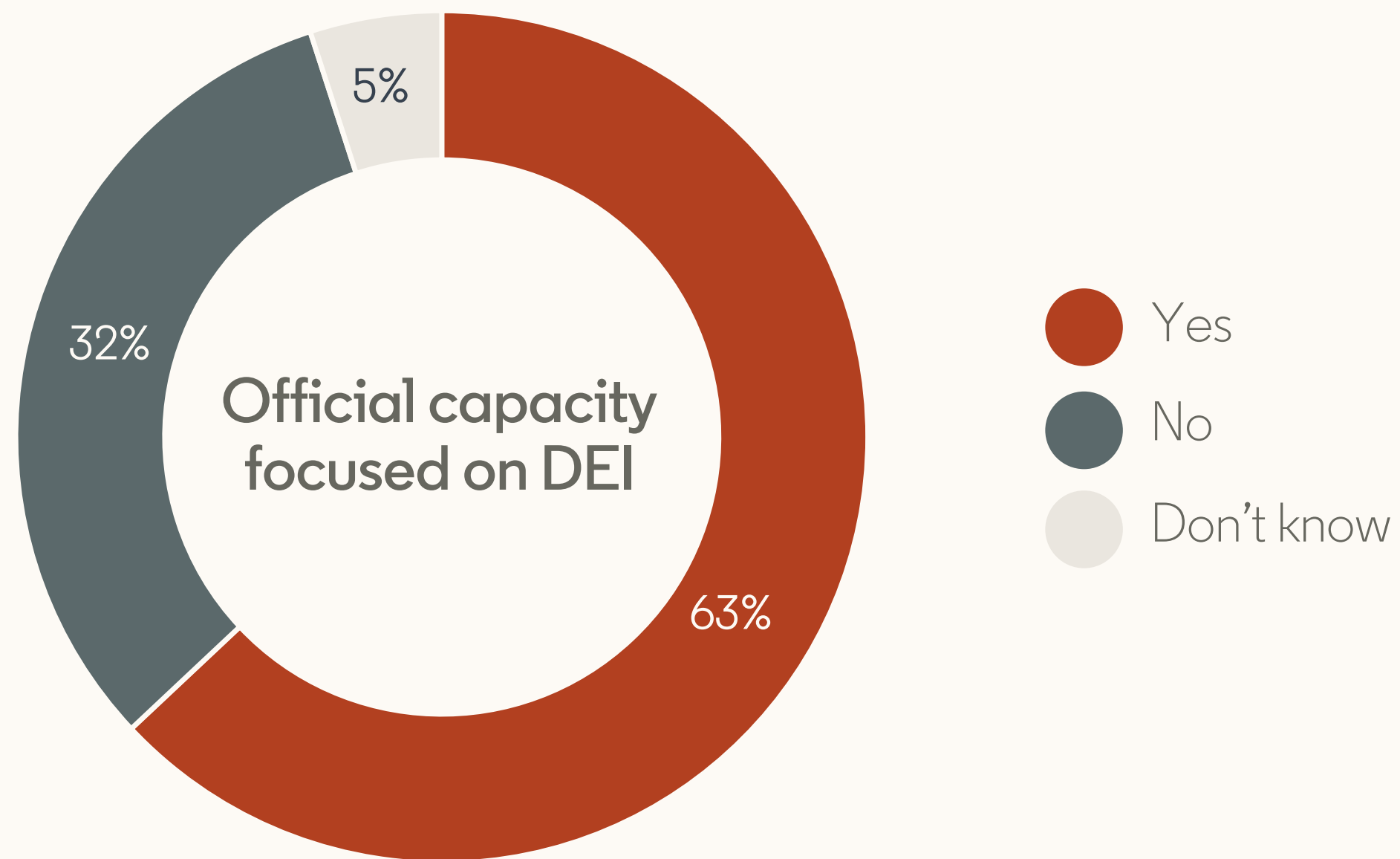
Research conducted by Ipsos, March 2023 to May 2023.





But action to adopt official DEI programs paces behind interest levels.

Roughly 6 in 10 B2B leaders say their company has an official capacity that focuses on DEI.



Base size: n=1954  
DEICAPACITY: Does your company have an official capacity that focuses on diversity, equity, and inclusion? This could include a DEI team, official DEI policies, special committees, or dedicated events.

Research conducted by Ipsos, March 2023 to May 2023.

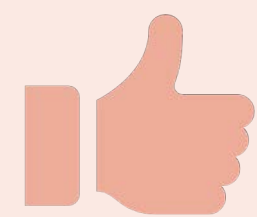
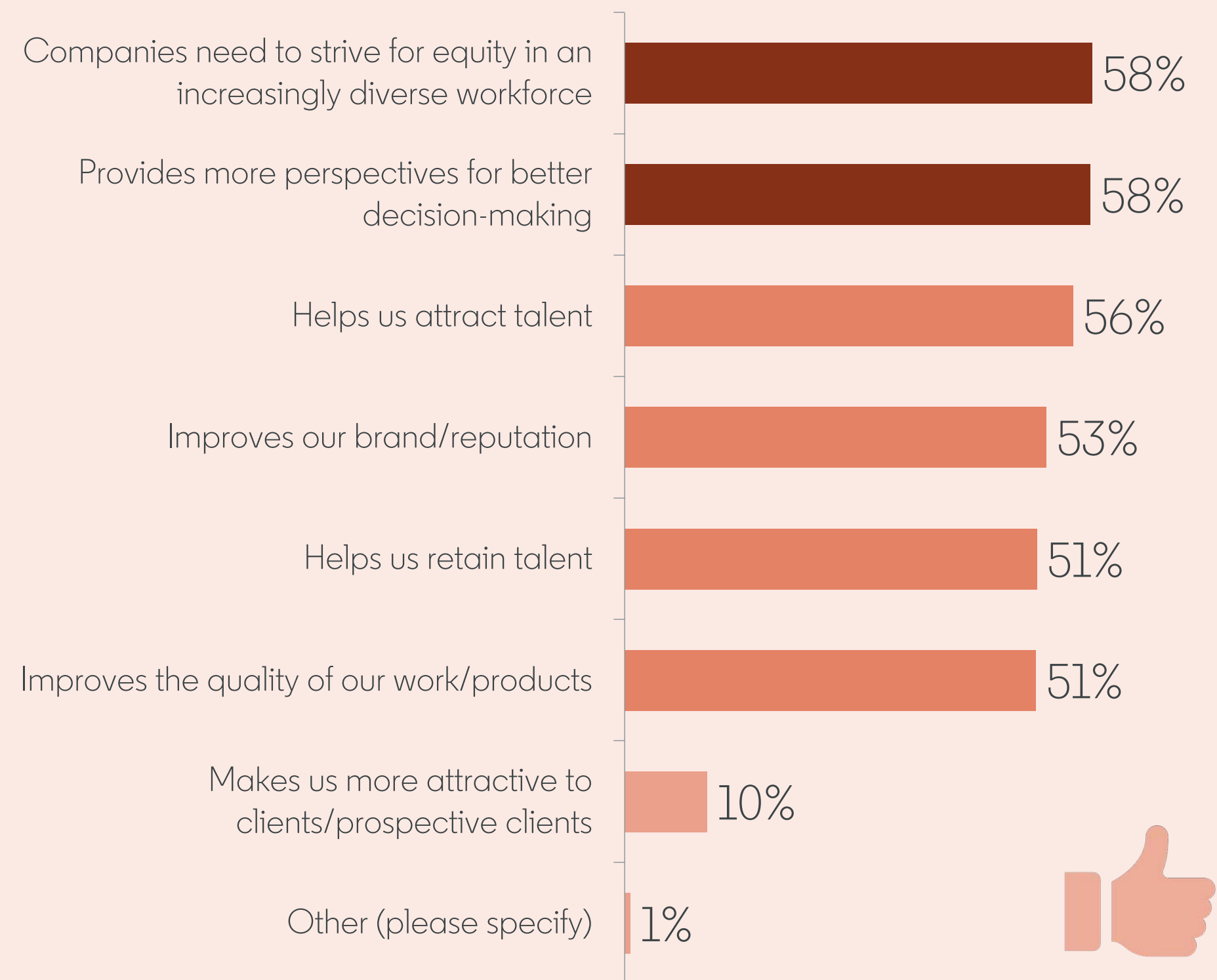
“It’s this failure to align DEI with corporate goals that has, in part, led to it fading into the background, relegated to little more than a token role for recruitment teams. The impact of DEI programs is naturally slower burn, but fatigue at organizational and individual level can be overcome by taking a strategic approach – by considering both the resources required to achieve impact and structured, regular measurement of progress – and appointing diversity champions who act as catalysts for change, keeping the business accountable.”



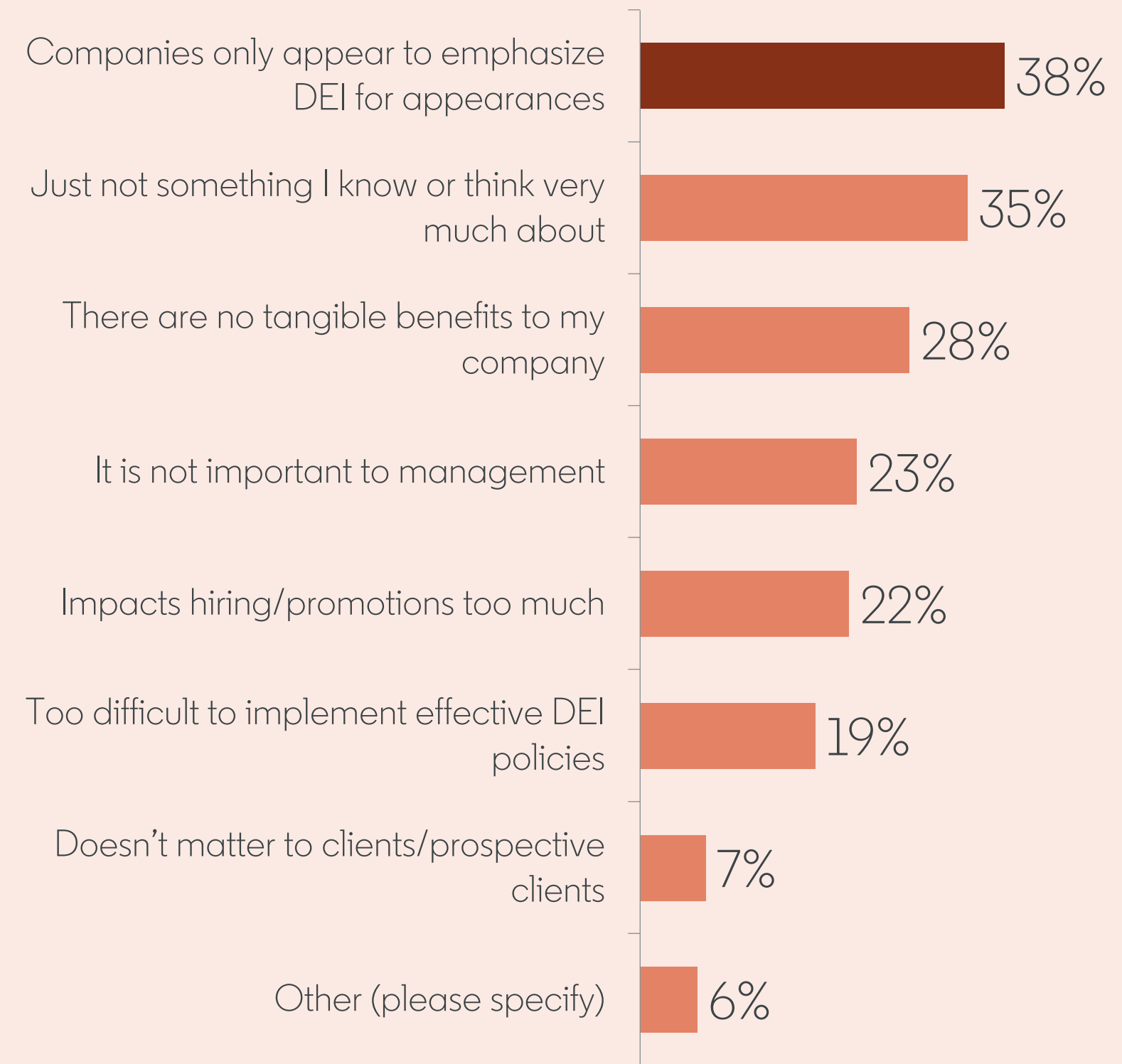
**Chris Bagnall**  
CEO & Founder, Transmission

# And a majority believe companies need to strive for equity in an increasingly diverse workforce and to attract top talent.

## Why is DEI Important<sup>1</sup>



## Why is DEI Not Important<sup>2</sup>



Among those that find DEI unimportant, the top reason is that DEI is used only for appearances by some companies.

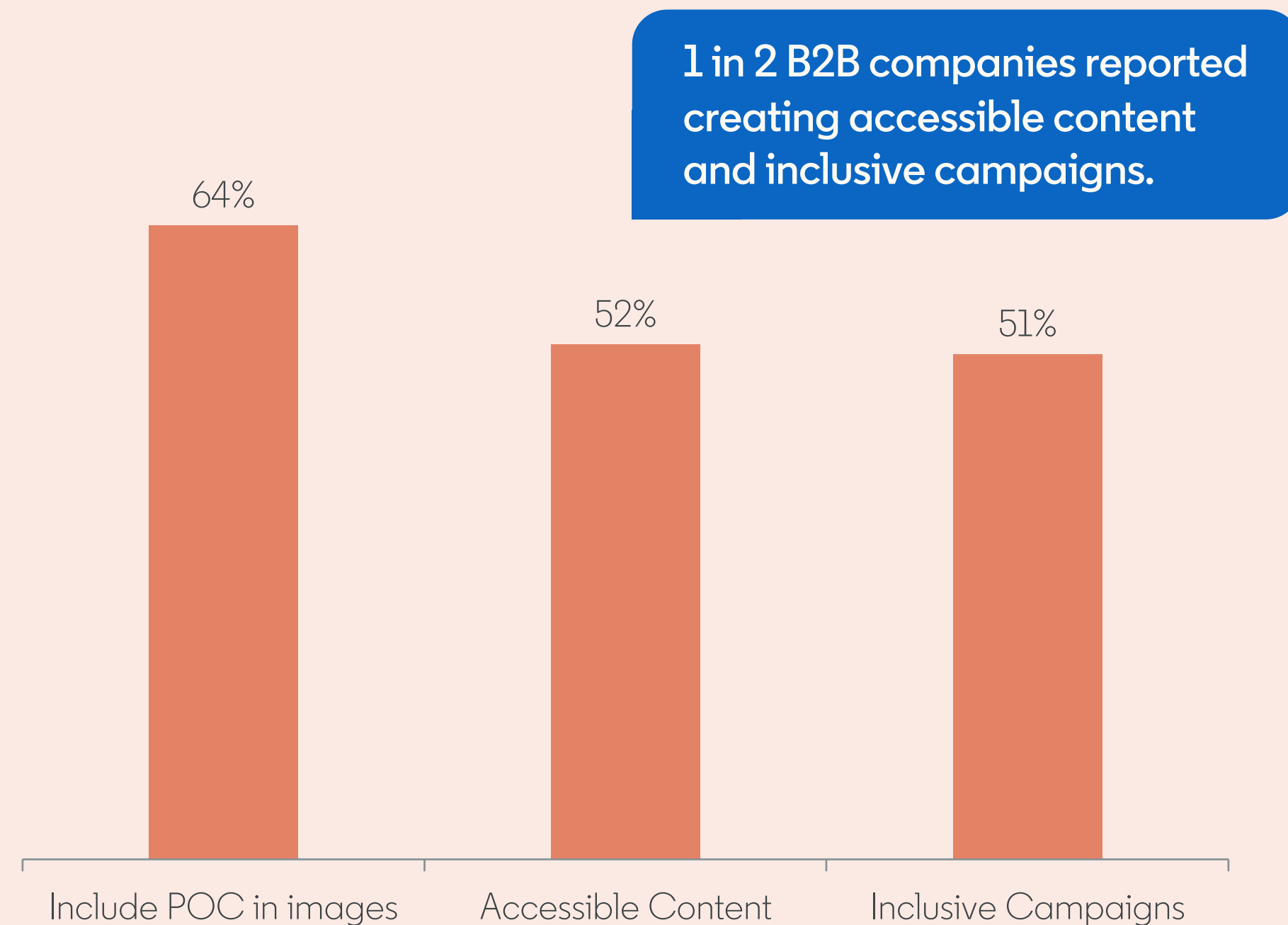


1. Base size: n=1722  
DEIIMPORTWHY: Please select any of the following reasons why DEI is important to you.

2. Base size: n=232  
DEIIMPORTWHY\_1: Please select any of the following reasons why DEI is not important to you.

# Efforts focused on ensuring inclusivity and accessibility lead current DEI efforts in B2B marketing content.

## DEI efforts in marketing content and campaigns<sup>1</sup>



## How does the marketing organization measure the impact of DEI efforts?<sup>2</sup>

- Track number of diverse employees across organization (52%).
- Track number of diverse leaders across organization (46%).
- Track participation in DEI training sessions/programs (44%).

1. Base size: n=1235  
DEIINVOLVE: What kinds of DEI initiatives does your marketing organization participate in?

2. Base size: n=1235  
DEIMETRICS: How does your marketing organization measure the impact of its DEI efforts?



## What's at stake? Brand trust.

According to Ipsos research, nearly all Americans want to see significant change in the world when it comes to sustainability and equity. And American consumers would like to see brands representing this change. As a result, it is critical that brands build trust in these areas.

Over half (54%) of consumers expect brands to take a stand on equality issues, particularly among young (18–34, 65%), Hispanic (64%) and Black (62%) consumers.

Source:  
[https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-04/21-04-53\\_Forget\\_pov\\_v3.pdf](https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-04/21-04-53_Forget_pov_v3.pdf)

Research conducted by Ipsos, March 2023 to May 2023.

# B2B Marketing Strategies

The most important avenues for reaching B2B customers and prospects.

- **Building & Measuring Brand**
- **Marketing Tools & Channels**
- **Generative AI**



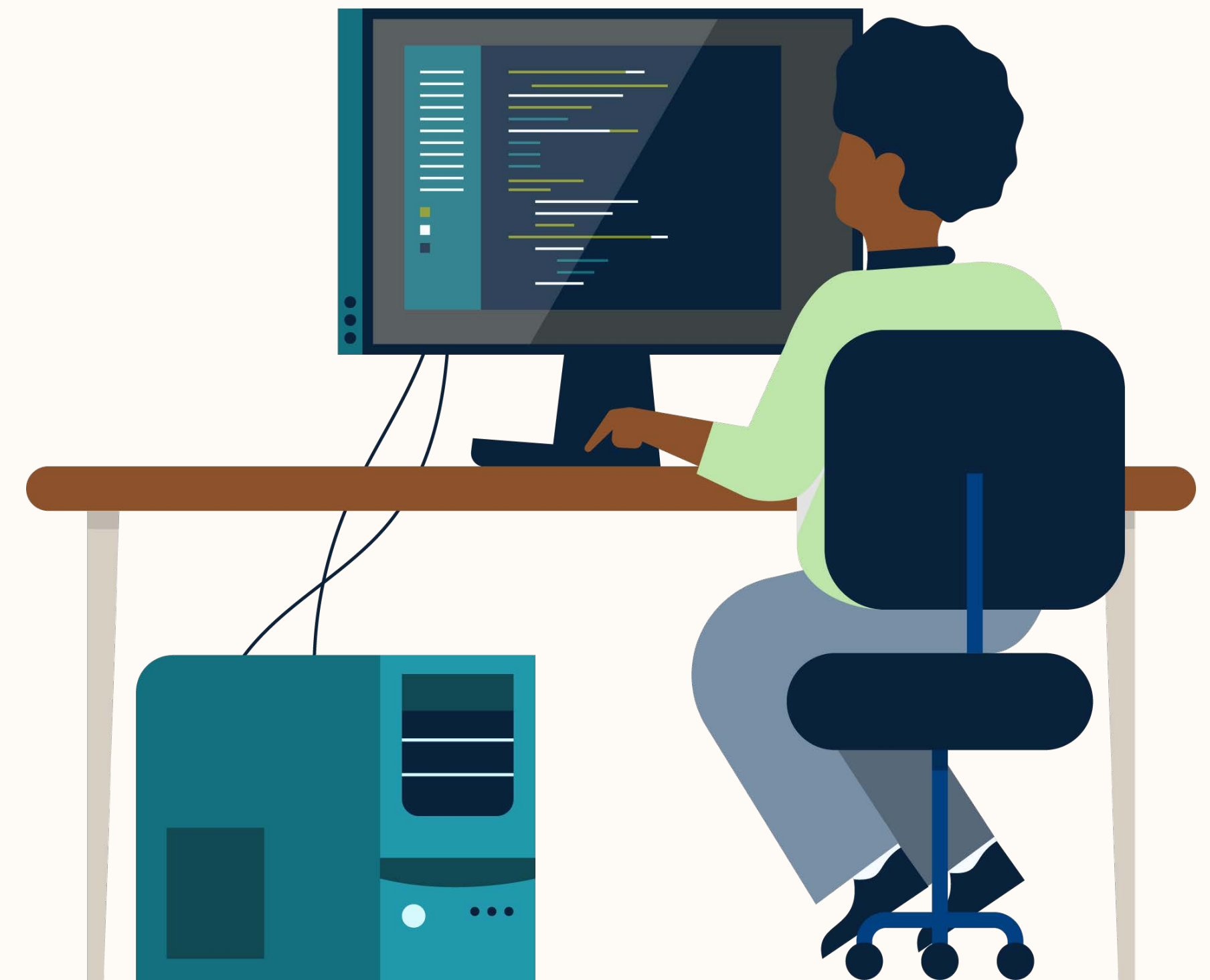
# B2B Marketing Strategies

As the pandemic accelerated B2B buyers' shift toward digital, connecting with buyers via content and event marketing has become more important than ever.

And even though B2B marketers are realizing that emerging technologies, such as generative AI, will help them to deliver more impactful, personalized campaigns in the near future, much of the marketing potential of AI continues to go unrecognized.

# Building & Measuring Brand

B2B leaders see value in building brand and view brand-building efforts as a creative way to generate revenue.



“The best revenue generating campaigns are also those that are the most unconventional. When we’ve run some tests that could have been seen as ‘risky’, the performance was usually better than for conventional campaigns.”<sup>1</sup>

Director, UK

Over 6 in 10 B2B marketing leaders say their companies have increased spending on growing brand awareness.<sup>2</sup>

- Globally, 59% of B2B marketing leaders say their C-suite has increased the importance of brand building given economic conditions.
- A significantly higher percentage of CFOs believe their company has the right creative skills on their marketing team to support brand building efforts, compared to CMOs (79% vs 68%).

1. Base size: n=1735  
CSUITEOE: What is the one thing you would like your (top client's) C-suite to know about what your team brings to the table?

2. Base size: Total (n=1577); CFO (n=377); CMO (n=374)  
BRANDIMPORT: When thinking about your brand-building efforts, please indicate how much you agree/disagree with the following statements.



“In addition to driving short term goals, the marketing team is increasing value long term through brand reputation, distinctiveness and relevance for our core audiences.”

—  
CMO, Tech, UK

Base size: n=1735  
CSUITEOE: What is the one thing you would like your (top client's) C-suite to know about what your team brings to the table?

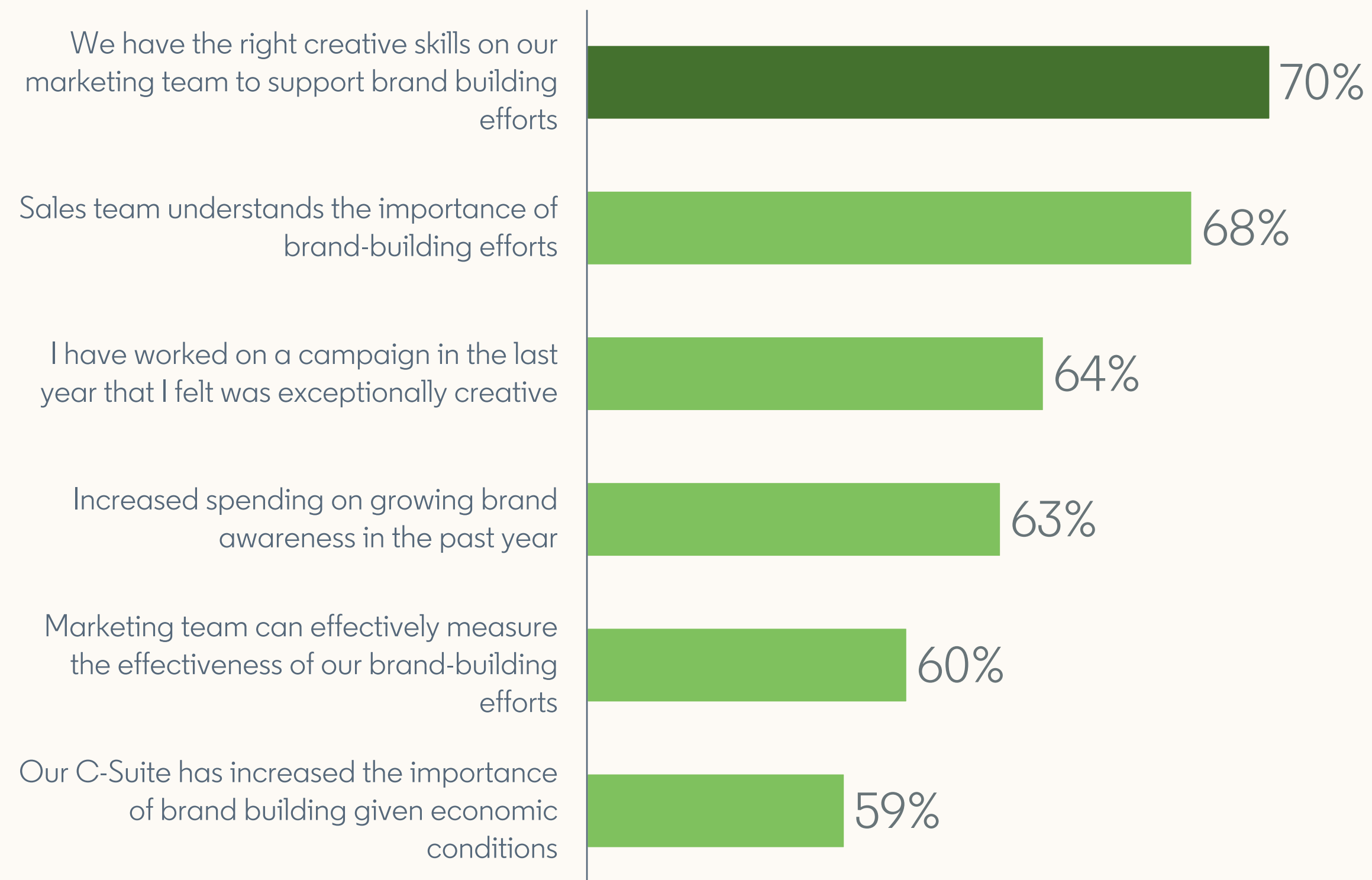
Research conducted by Ipsos, March 2023 to May 2023.

“My team and I are consistently working on a thorough marketing plan that works with the company in a more creative and effective approach.”

CFO, Australia

B2B marketing leaders also understand the importance of branding, and their leaders are confident in their teams’ ability to deliver.

% B2B Marketing Leaders Agree With Statements (Strongly/Somewhat Agree)



Over 7 in 10 say their team understands importance of brand building and they have the right creative skills to support brand building

Base size: n=1577  
BRANDIMPORT: When thinking about your brand-building efforts, please indicate how much you agree/disagree with the following statements?

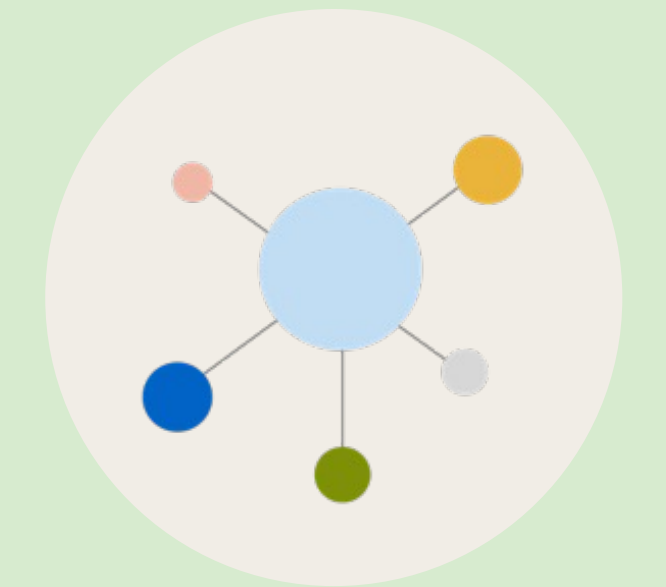
Research conducted by Ipsos, March 2023 to May 2023.

But despite B2B marketing organizations' broad support and understanding of brand building efforts, B2B marketing campaigns still favor product promotion over brand building.



62%

Product Promotion

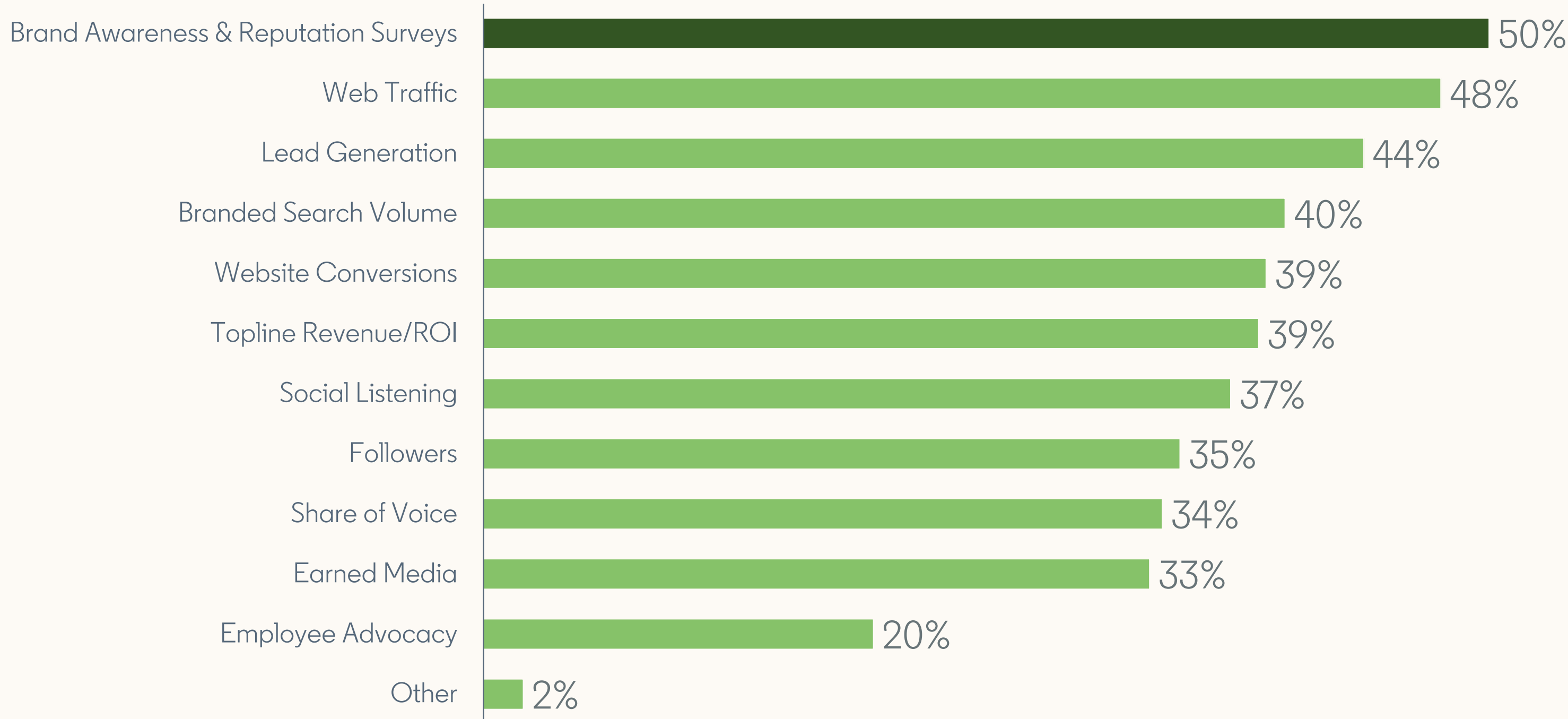


37%

Brand Building

This product/brand split is reflected in how B2B marketing leaders measure their efforts, too. Half of B2B marketing leaders leverage brand surveys to measure brand health, while a similar percentage measure down-funnel metrics, like lead generation.

### Brand Health Measurement Metrics



Web Traffic and Lead Generation play a significant role in brand health assessment, even more so than Topline revenue/ROI.

Base size: n=1577  
BRANDMEASURE: How does your top client/do you measure brand health?

Research conducted by Ipsos, March 2023 to May 2023.

# Just over 1 in 3 B2B marketing leaders measure ROI within 4 weeks after campaign launch.

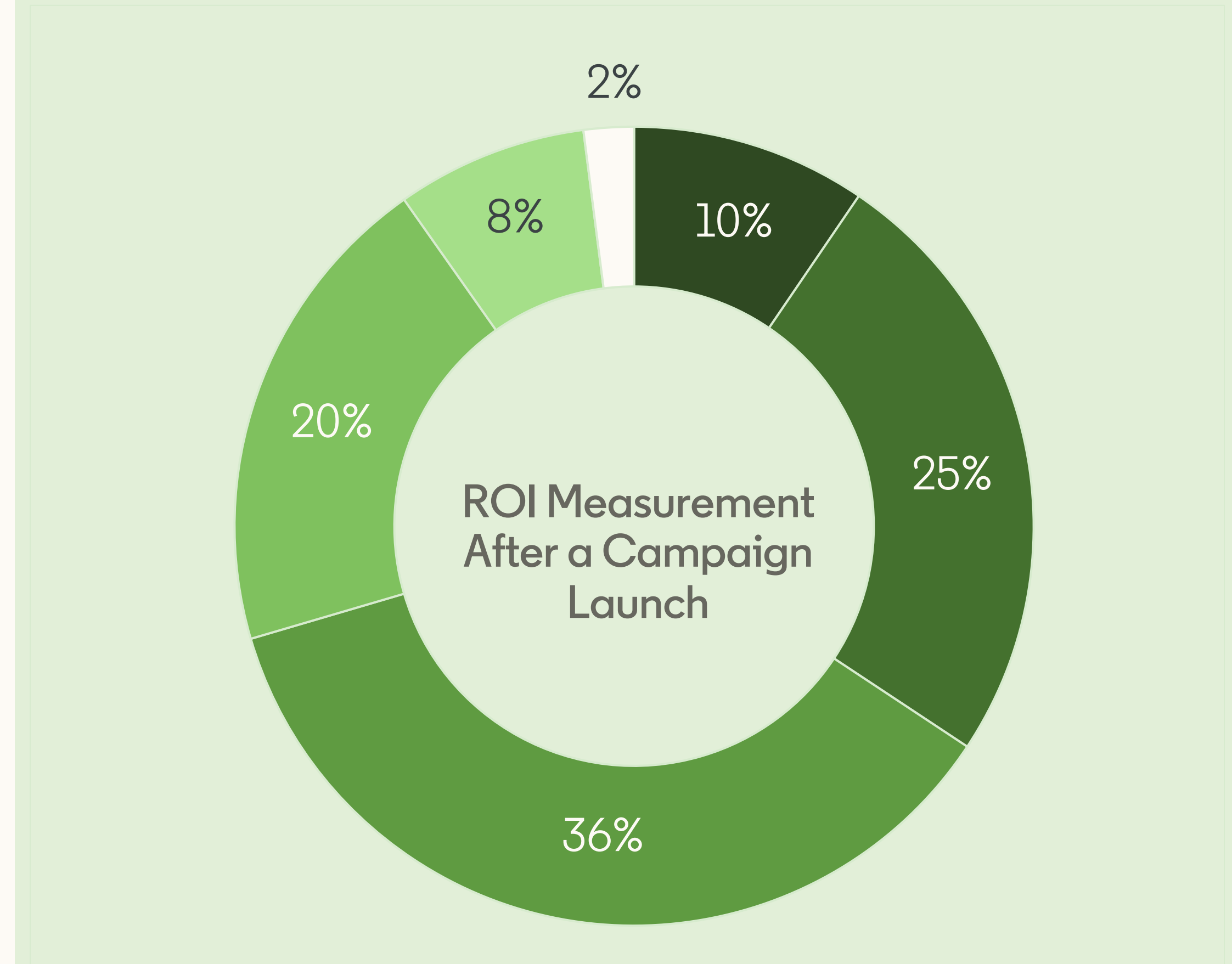
A majority of B2B marketing leaders are running nine or fewer campaigns concurrently.<sup>1</sup>

- 38% run one to four campaigns
- 37% run five to nine campaigns
- 66% of respondents agree that timeframe used to measure ROI is about right.<sup>2</sup>

1. Base size: n=1577  
CAMPAIGNS. Typically, how many unique campaigns does your top client/do you run at one time?

2. Base size: Total n=1577  
ROITIMEALIGN. How do you personally feel about the timeframe your (top client/team) uses to measure ROI?

3. Base size: n=1577  
ROITIME. Typically, how long after a campaign does (top client's) B2B marketing team measure return on investment (ROI)?





In certain regions like APAC, B2B organizations also consider employee advocacy and Share of Voice as important indicators of brand health.

- Employee advocacy is a significantly stronger measure of brand health in APAC than other regions (28%, vs 18% in NA, 21% in LATAM, and 16% in EMEA).
- Share of Voice is a significantly more important tool for brand measurement in APAC than other regions (45%, vs 27% in NA, 21% in LATAM, and 34% in EMEA).

Base size: Total (n=1577); APAC (n=375); NA (n=300); LATAM (n=151); EMEA (n=751)  
BRANDMEASURE: How does your top client/do you measure brand health?

Research conducted by Ipsos, March 2023 to May 2023.

# Marketing Channels & Tools

B2B marketing leaders cite the effectiveness of both in-person and digital channels, demonstrating the need for a multi-faceted approach to reach key buying groups.



“ In today’s economic environment it is important for B2B companies to generate new leads and grow their business.

[The] key to this is leveraging the most effective channels, techniques, and tools to meet marketing objectives.”<sup>1</sup>

**Senior Manager, France**

## The top channels for B2B marketing

- In-person events (60%), video (59%), thought leadership (57%) and digital events (49%) are the top channels B2B marketing leaders are looking to leverage in the next year.<sup>2</sup>
- In-person events (21%) and thought leadership (20%) are seen as the most effective B2B marketing channels.<sup>3</sup>

1. Base size: n=1735  
CSUITEOE: What is the one thing you would like your (top client’s) C-suite to know about what your team brings to the table?

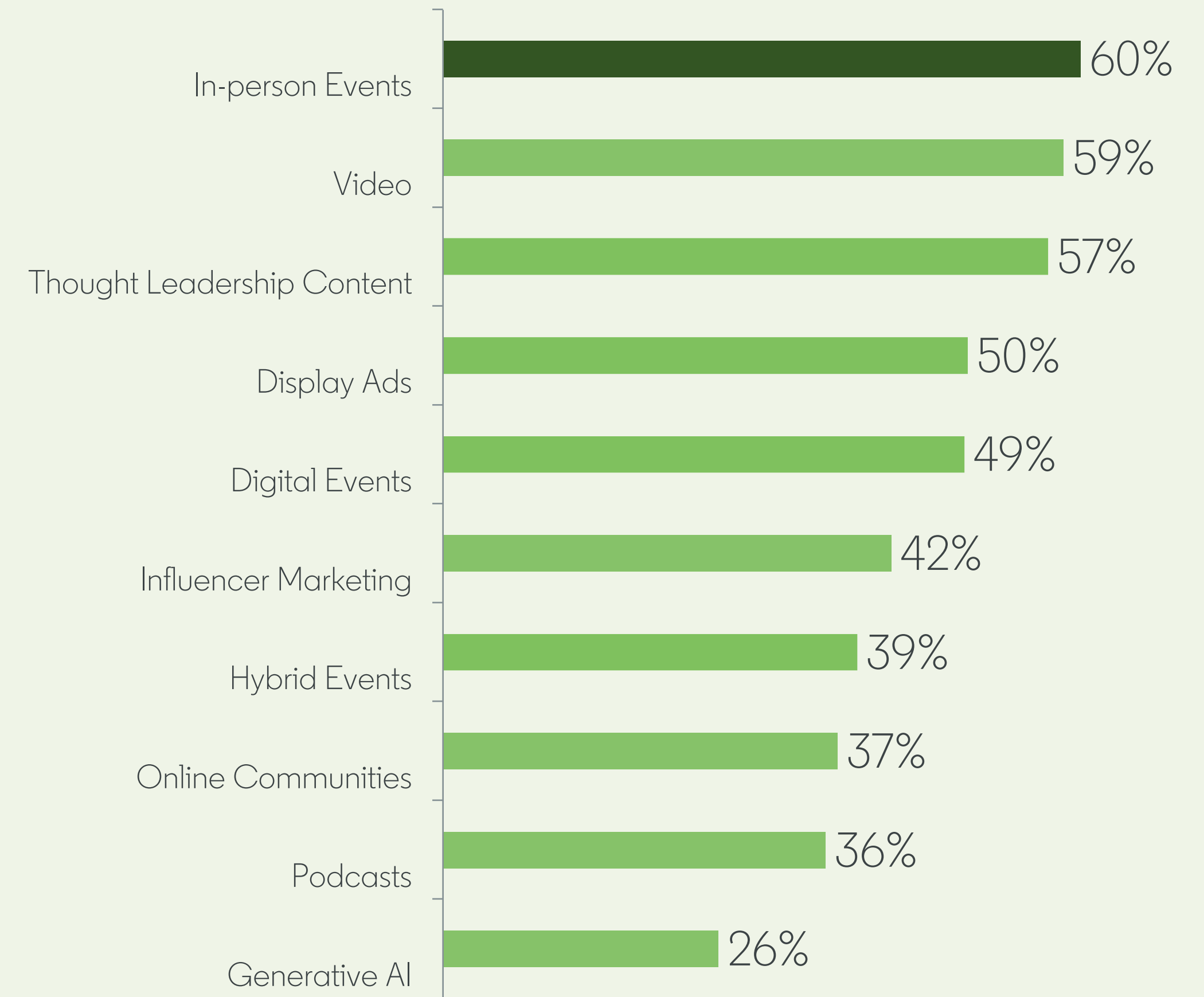
2. Base size: n=1577  
CHANNELS: What B2B marketing techniques do you/ does your top client plan to use in the next year?

3. Base size: n=1575  
TOPCHANNEL: In your opinion, which channel is most effective at meeting your (top client’s) marketing needs?



B2B marketing leaders identified in-person events as the most effective marketing channel; 3 in 5 plan to use this strategy to meet their needs.

### Marketing Techniques Planned to be Used in the Next Year



Base size: n=1577  
CHANNELS: What B2B marketing techniques (does your top client / do you) plan to use in the next year?

Research conducted by Ipsos, March 2023 to May 2023.

Roughly 3 in 5 B2B marketing leaders plan to use thought leadership techniques in the following year, on par with in-person events and video.

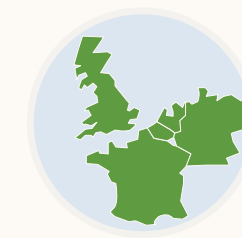
Top Marketing Techniques B2B Marketing Leaders are Planning to Use in the Next Year



APAC



NA



EMEA



LATAM

Global

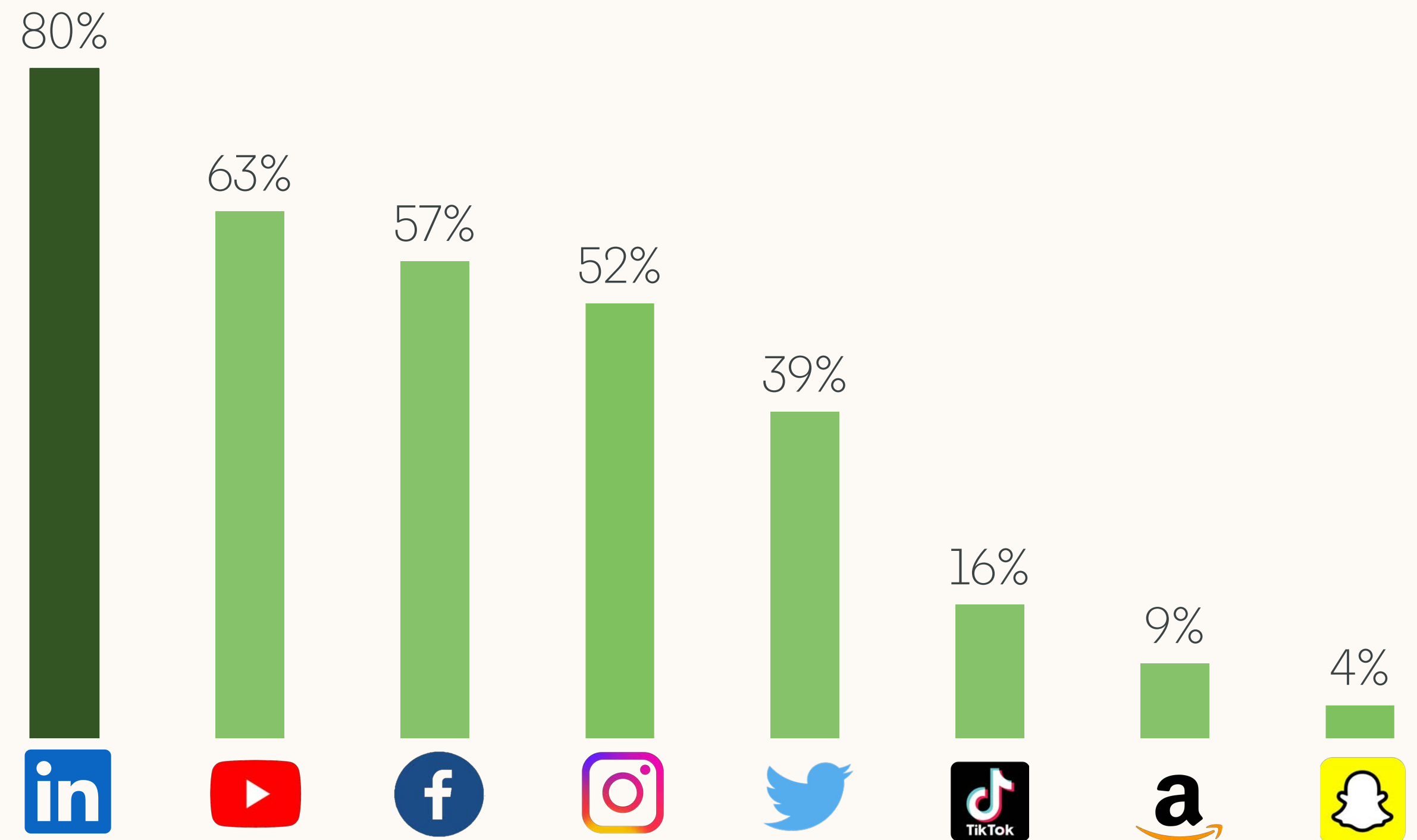
	APAC	NA	EMEA	LATAM	Global
In-person events	58%	<b>59%</b>	61%	<b>66%</b>	<b>60%</b>
Video	53%	53%	<b>64%</b>	57%	<b>59%</b>
Thought leadership	<b>61%</b>	54%	61%	36%	<b>57%</b>
Digital events	47%	50%	49%	54%	<b>49%</b>

Base size: Global (n=1577); APAC (n=375); NA (n=300); EMEA (n=751); LATAM (n=151)  
CHANNELS. What B2B marketing techniques (does your top client/do you) plan to use in the next year?

Research conducted by Ipsos, March 2023 to May 2023.

And LinkedIn is the 'go-to source' for B2B marketers; leading as the most used social platform in the past year.

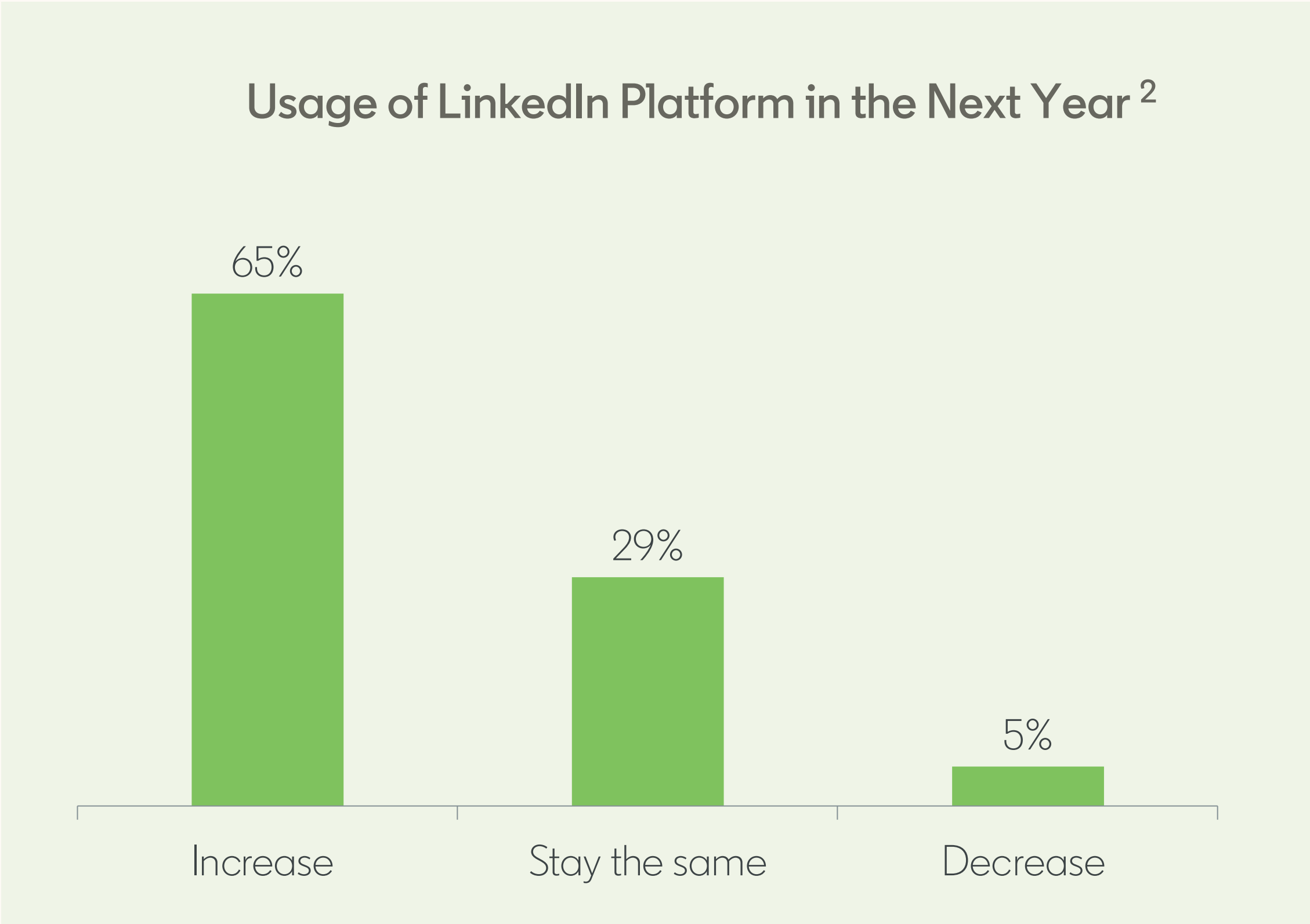
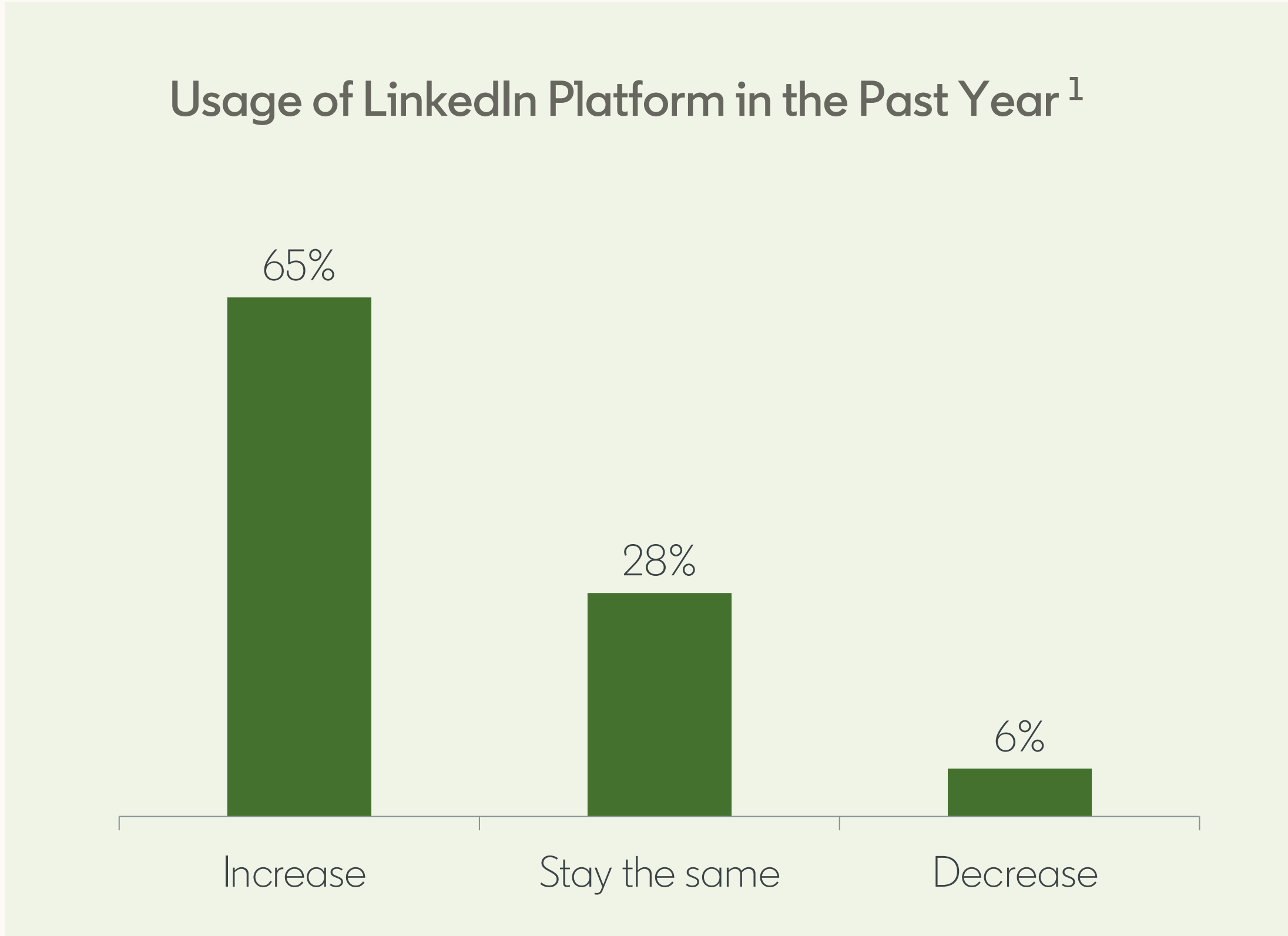
### Social Platforms Used for B2B Marketing in the Past Year



Base size: n=1577  
SOCIALPLATFORM. Which of the following social media platforms have (your top client) used for B2B marketing in the past year?

Research conducted by Ipsos, March 2023 to May 2023.

# The majority of B2B marketing leaders have increased their usage of LinkedIn in the past year and expect usage to grow.

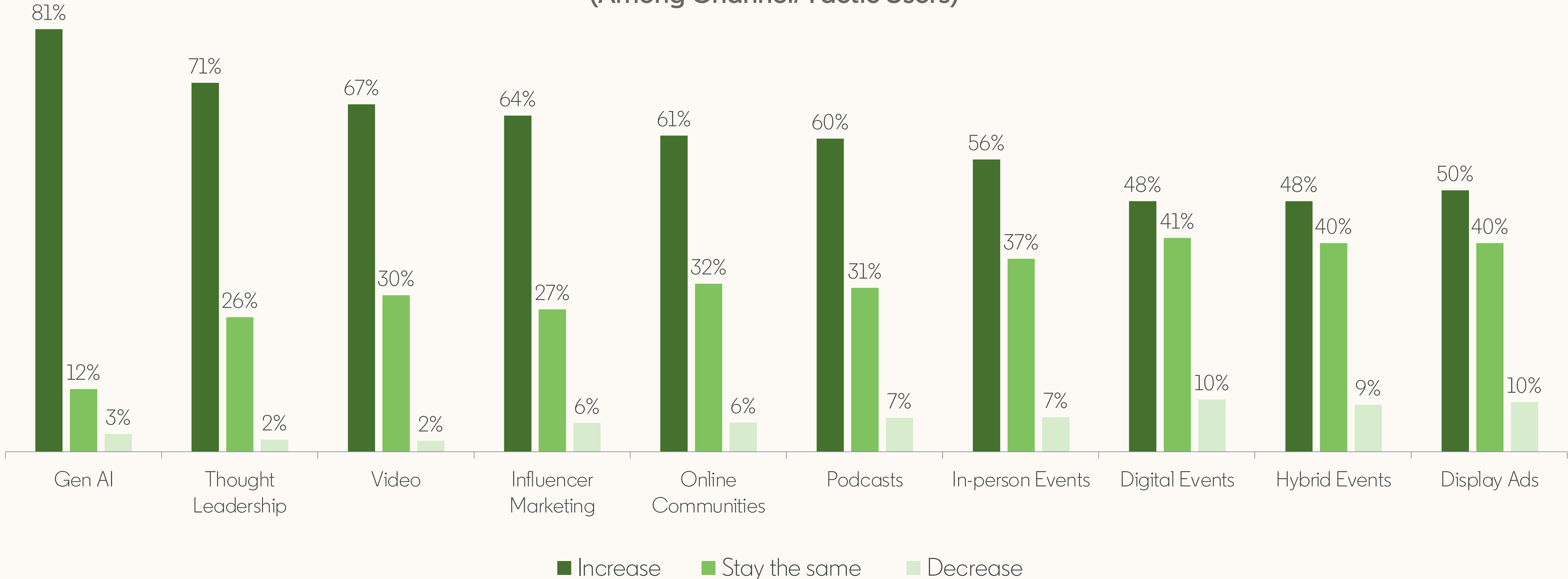


1. Base size: n=1577  
PLATFORMCHANGE PAST: We would like to know a bit more about your use of one randomly selected platform:  
How, if at all, has your (top client's) use of LinkedIn changed in the past year?

2. Base size: n=1577  
PLATFORMCHANGE FUTURE: We would like to know a bit more about your use of one randomly selected platform:  
Thinking about the next year, how, if at all, do you think your (top client's) use of LinkedIn will change?

# Generative AI has the highest predicted usage increase in the next year among B2B marketing leaders\* who currently use the technology.

Change in Channel/Tactic Use in the Next Year  
(Among Channel/Tactic Users)



Base: Total CHANNELFUTURE. Thinking about the next year, how, if at all, do you think your/your top client's usage of each of the following channels will change?

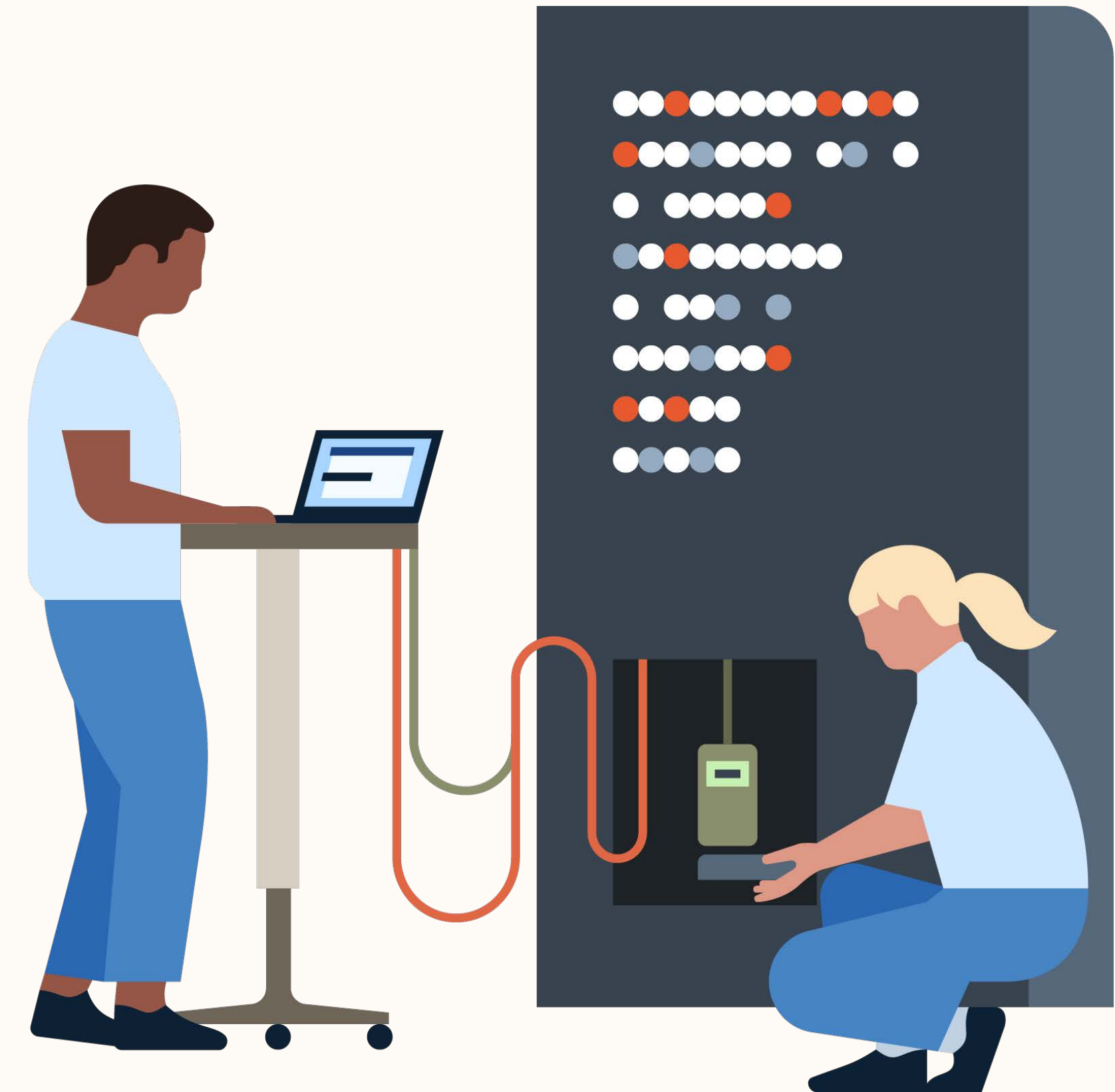
Research conducted by Ipsos, March 2023 to May 2023.

\*411 B2B marketing leaders cited as current users of Generative AI

# The emerging popularity of Generative AI in B2B Marketing

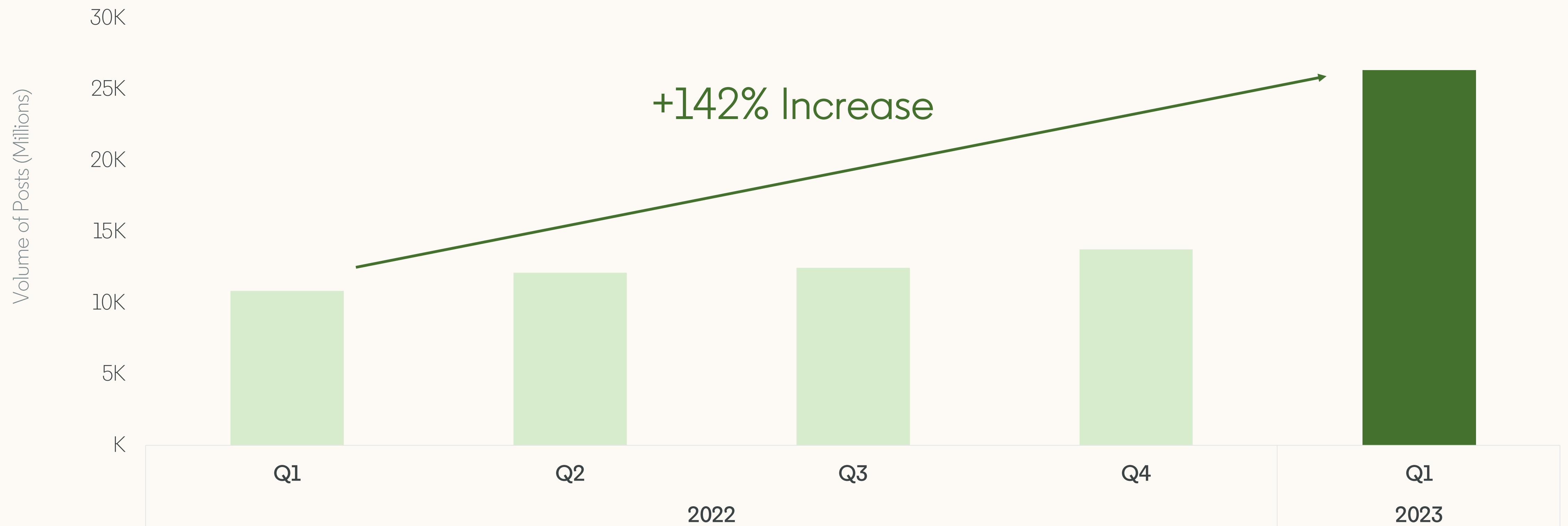
What role can generative AI play in shaping the future of B2B marketing?

B2B marketing leaders are beginning to realize that emerging technologies, such as generative AI, will help them to deliver more impactful, personalized campaigns. But much of the marketing potential of AI continues to go unrecognized.



LinkedIn has seen a significant growth in “AI”-related posts indicating a growing interest among B2B marketers on the platform.

Posts by Top B2B Marketers Mentioning “Artificial Intelligence” by Quarter



The hashtag **#AI** has continued to rise in popularity throughout Q1 '23.

### January 2023

- 1 #Hiring
- 2 #Business
- 3 #Marketing
- 4 #Technology
- 5 #Jobs
- 6 #RealEstate
- 7 #Leadership
- 8 #Work
- 9 #Innovation
- 11 **#AI**

### February 2023

- 1 #Hiring
- 2 #Business
- 3 #Marketing
- 4 #Technology
- 5 #Innovation
- 6 **#AI**
- 7 #Jobs
- 8 #Leadership
- 9 #RealEstate
- 10 #Jobs

### March 2023

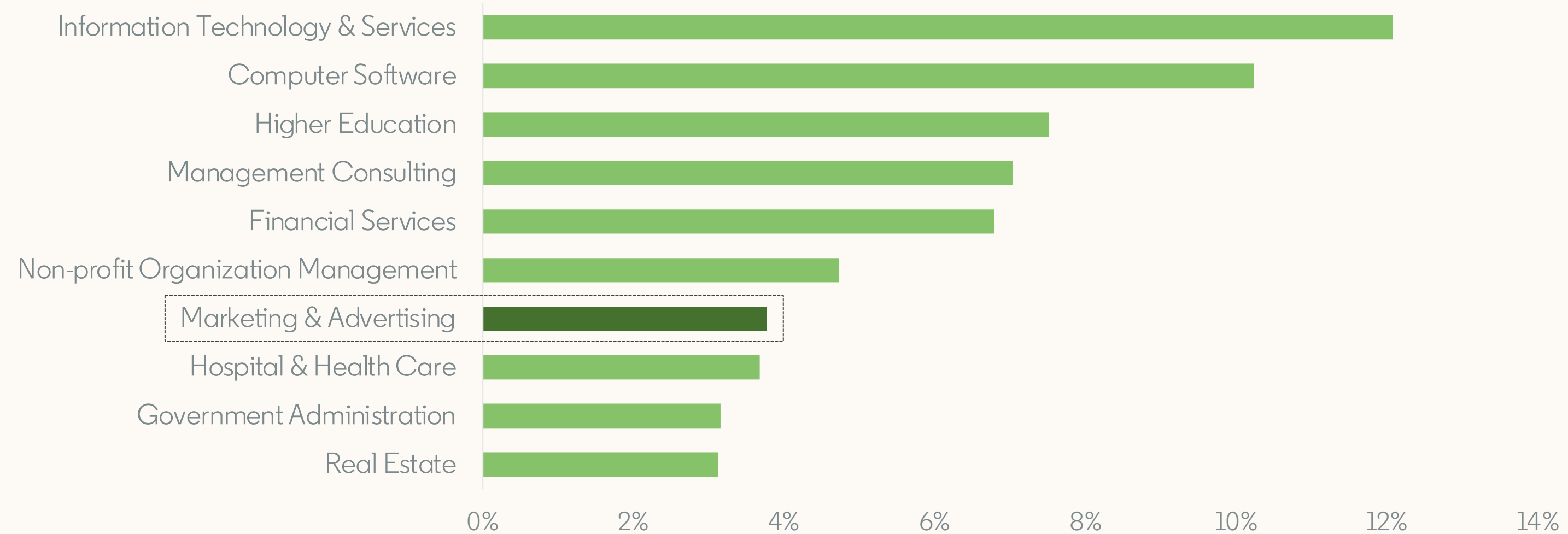
- 1 #Hiring
- 2 #Business
- 3 #Marketing
- 4 #Technology
- 5 **#AI**
- 6 #Innovation
- 7 #RealEstate
- 8 #Leadership
- 9 #Jobs
- 10 #Team



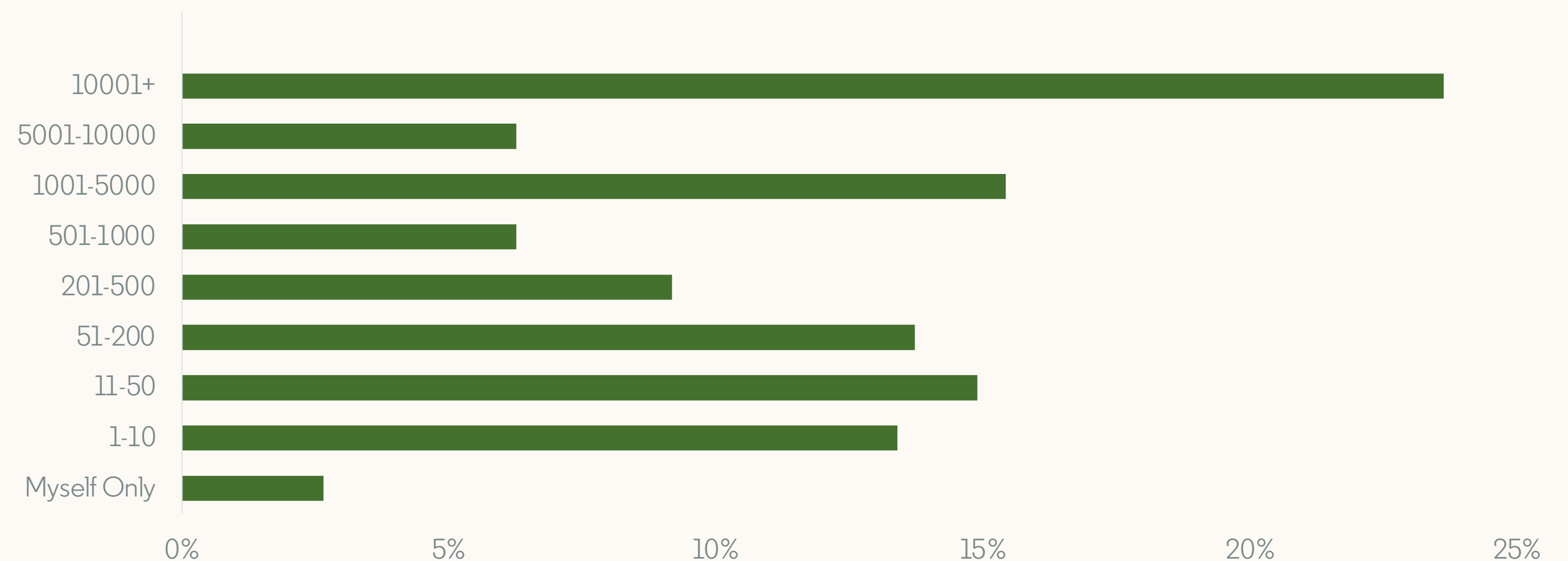
LinkedIn members in the marketing & advertising industry were among some of the most engaged in AI-related conversations.



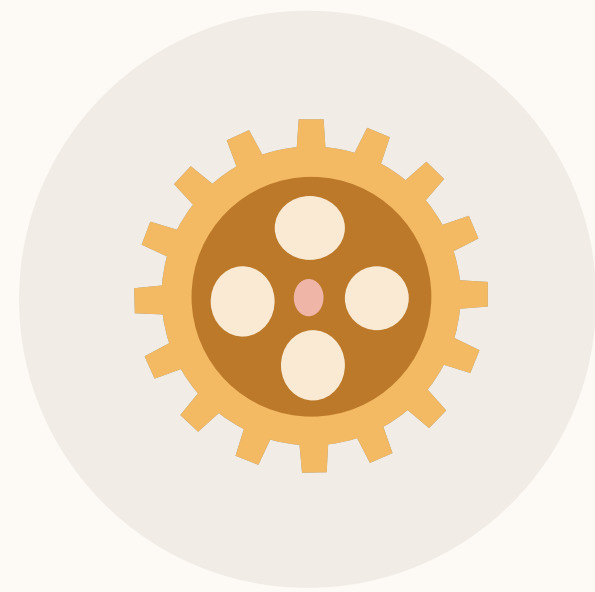
### Top Industries



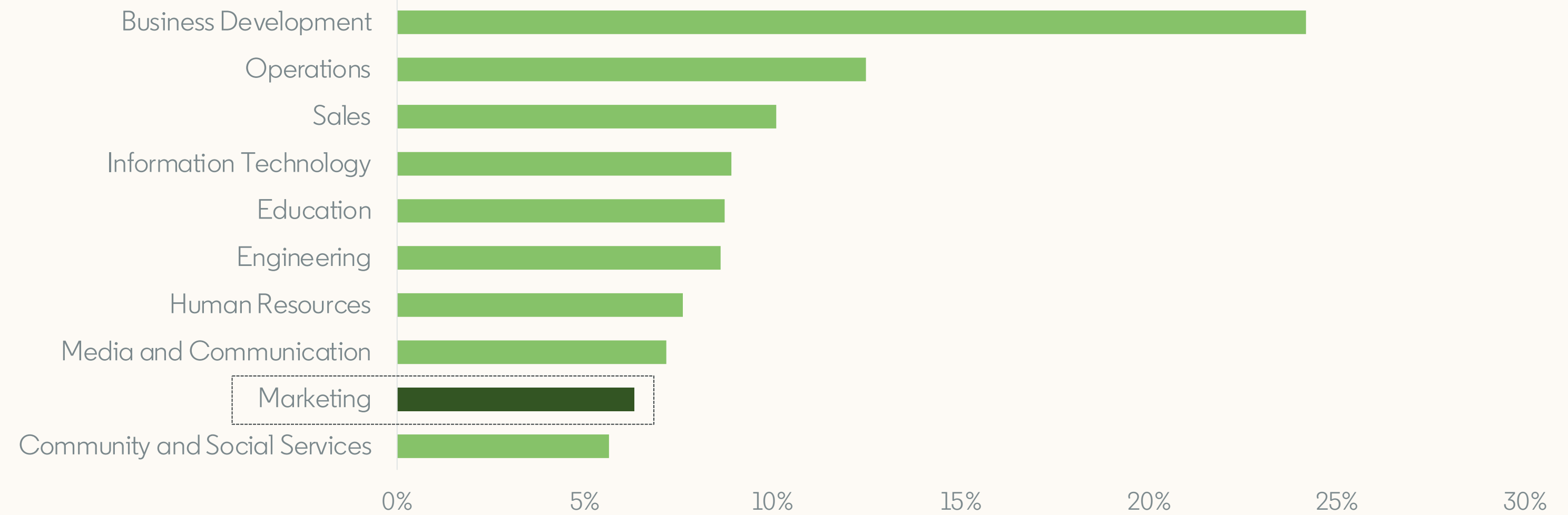
### Top Company Sizes



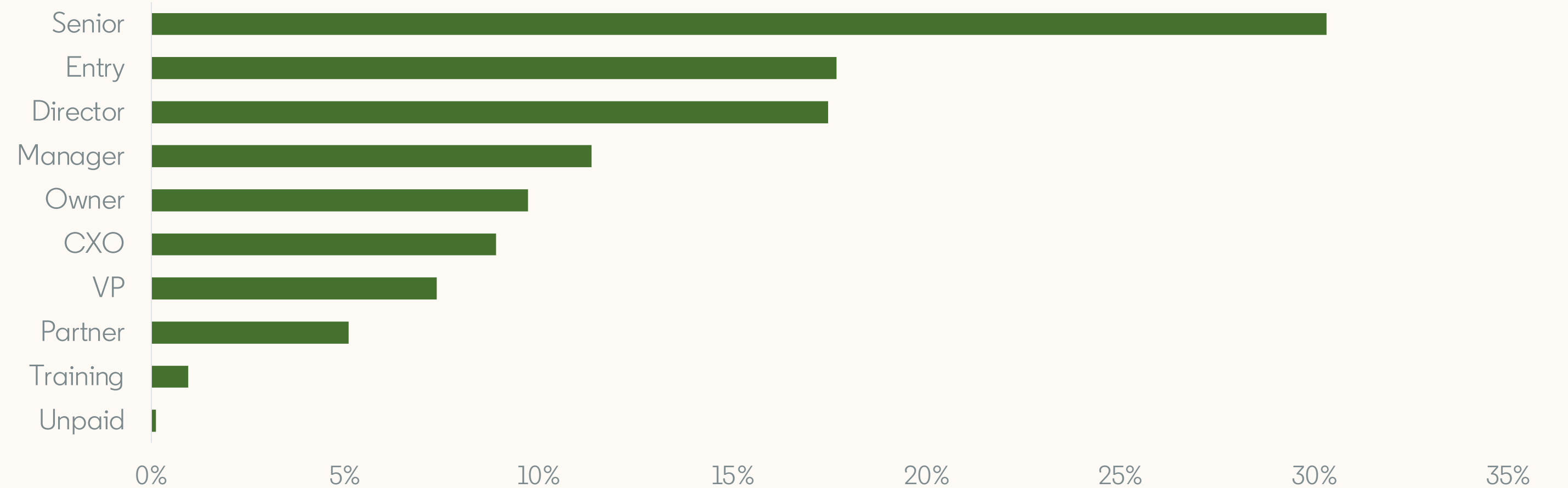
# And marketing is among one of the top functions of members engaging with AI.



## Top Functions



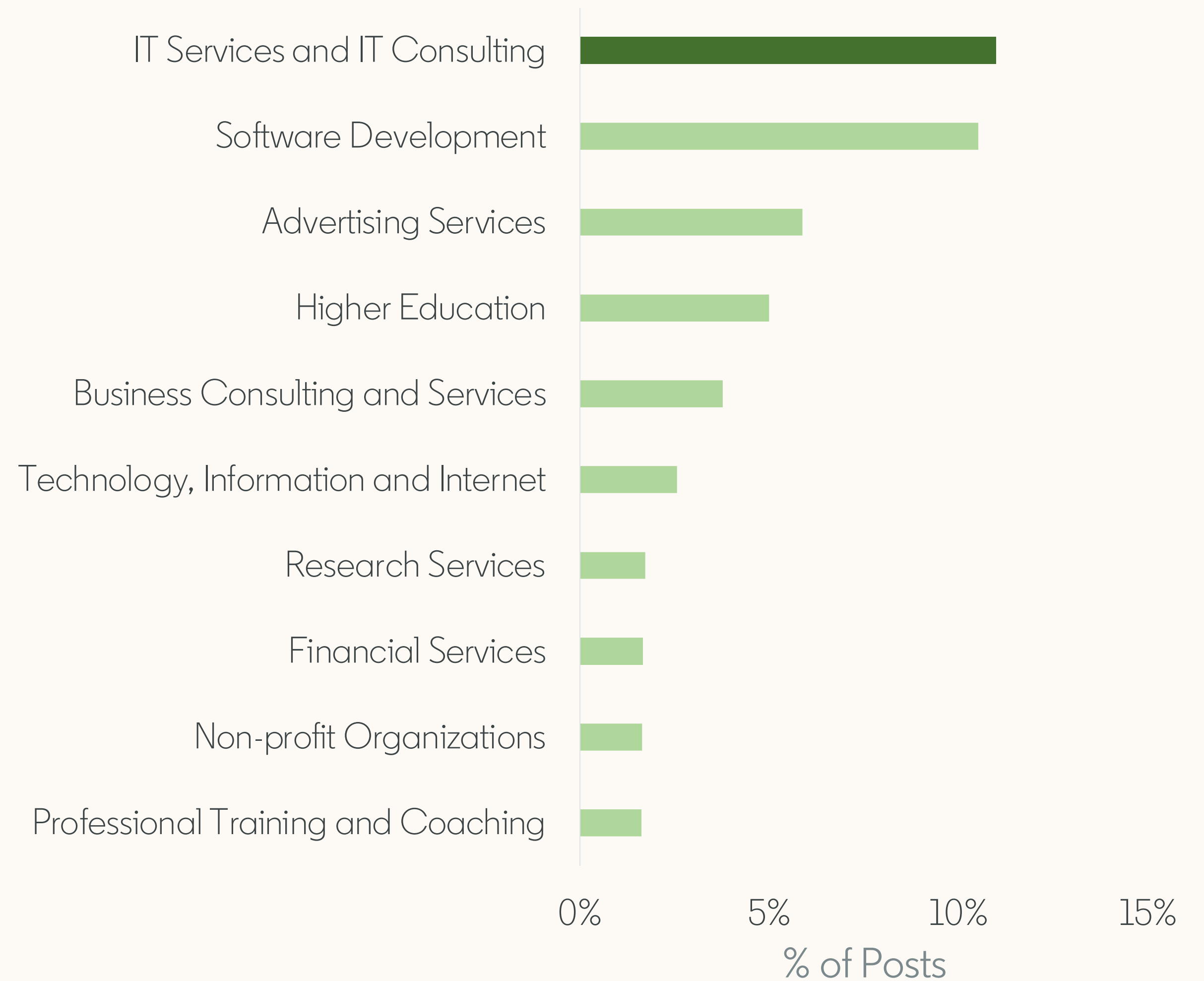
## Top Seniority



### Author Industries

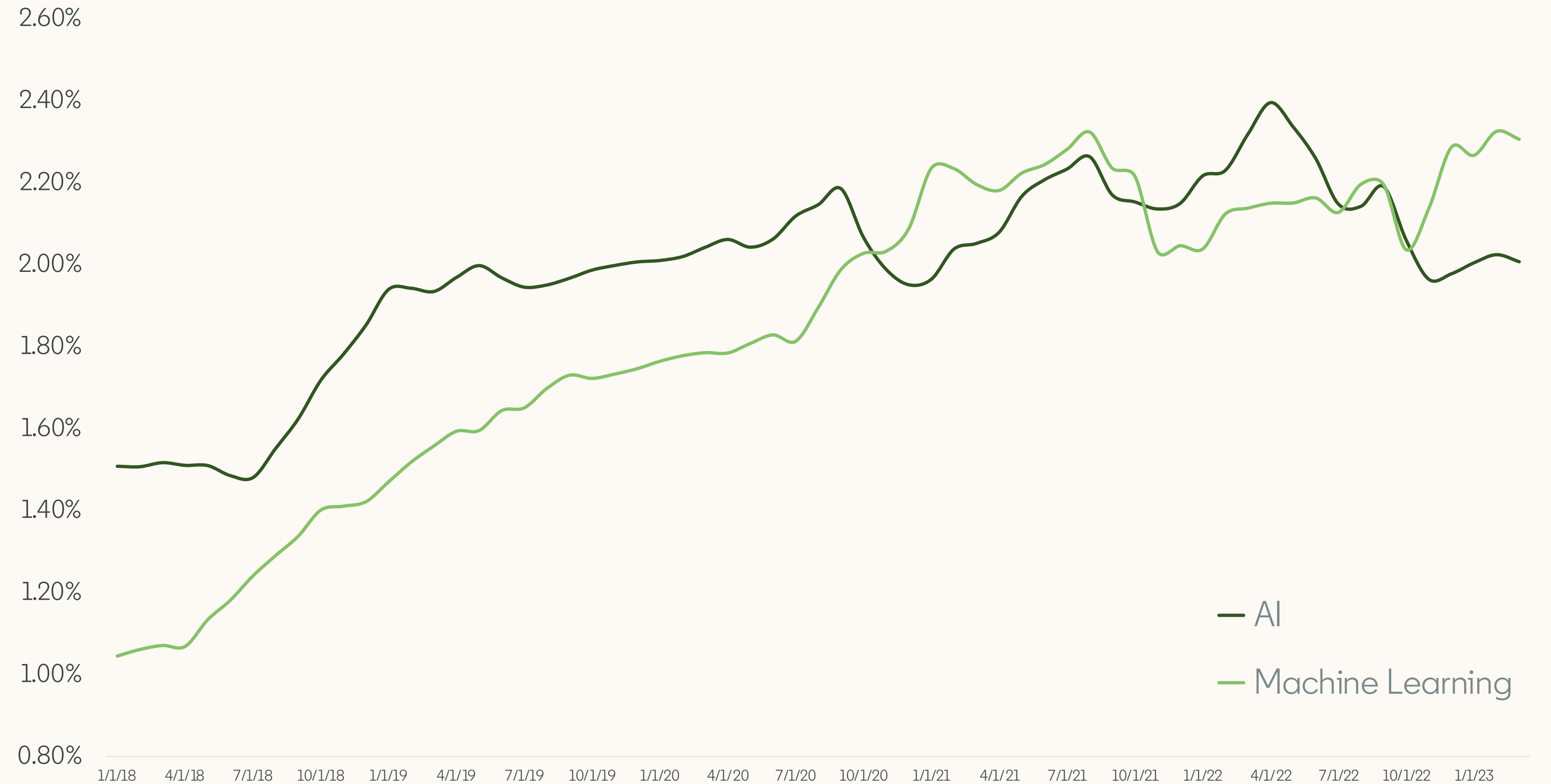
Members and companies within IT services/IT consulting have been the most active contributors to the “**Generative AI**” conversation, indicating a relevant B2B opportunity.

### % of Posts by Author Industry



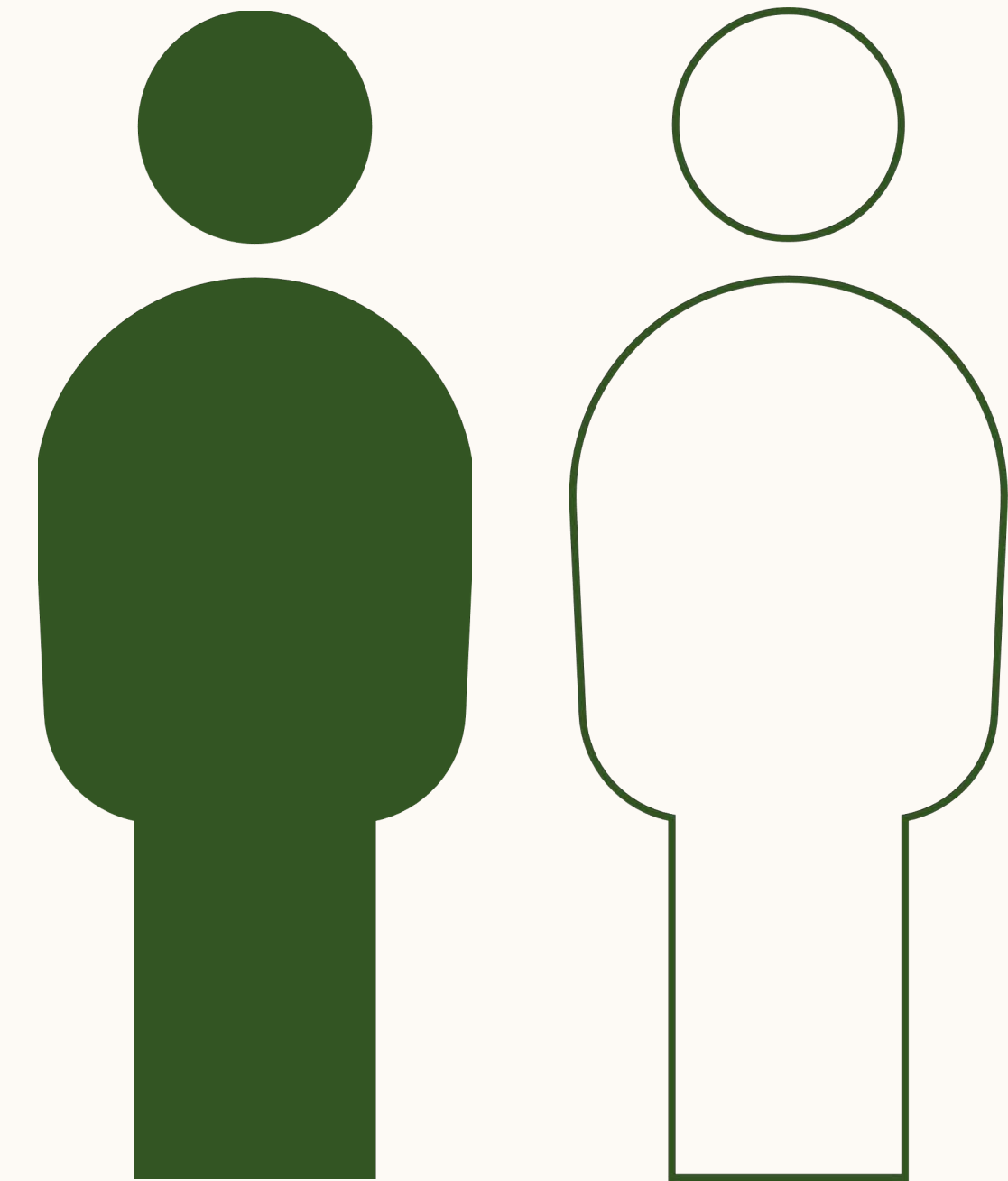
And the probability of **AI or ML skill** appearance in a job posting has been increasing consistently over the past few years.

Probability of AI or ML Skill Appearance In a Job Posting

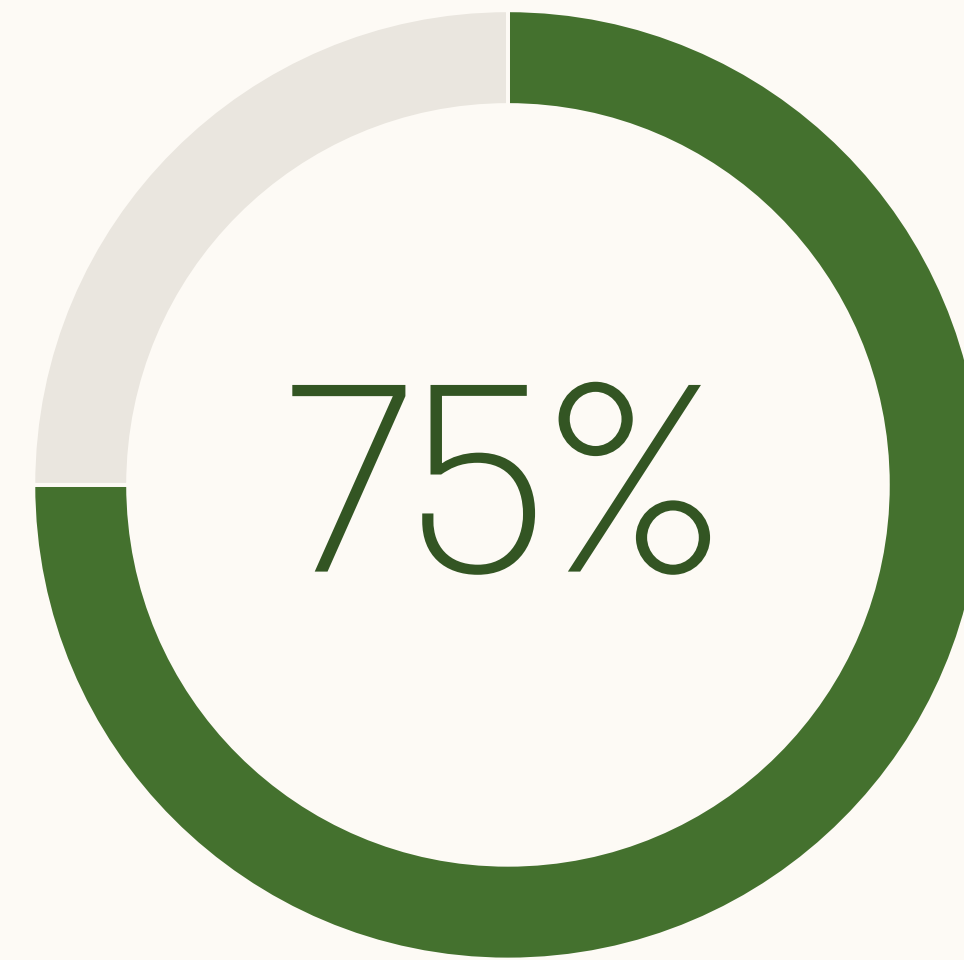


Many B2B marketing organizations are already leveraging AI applications.

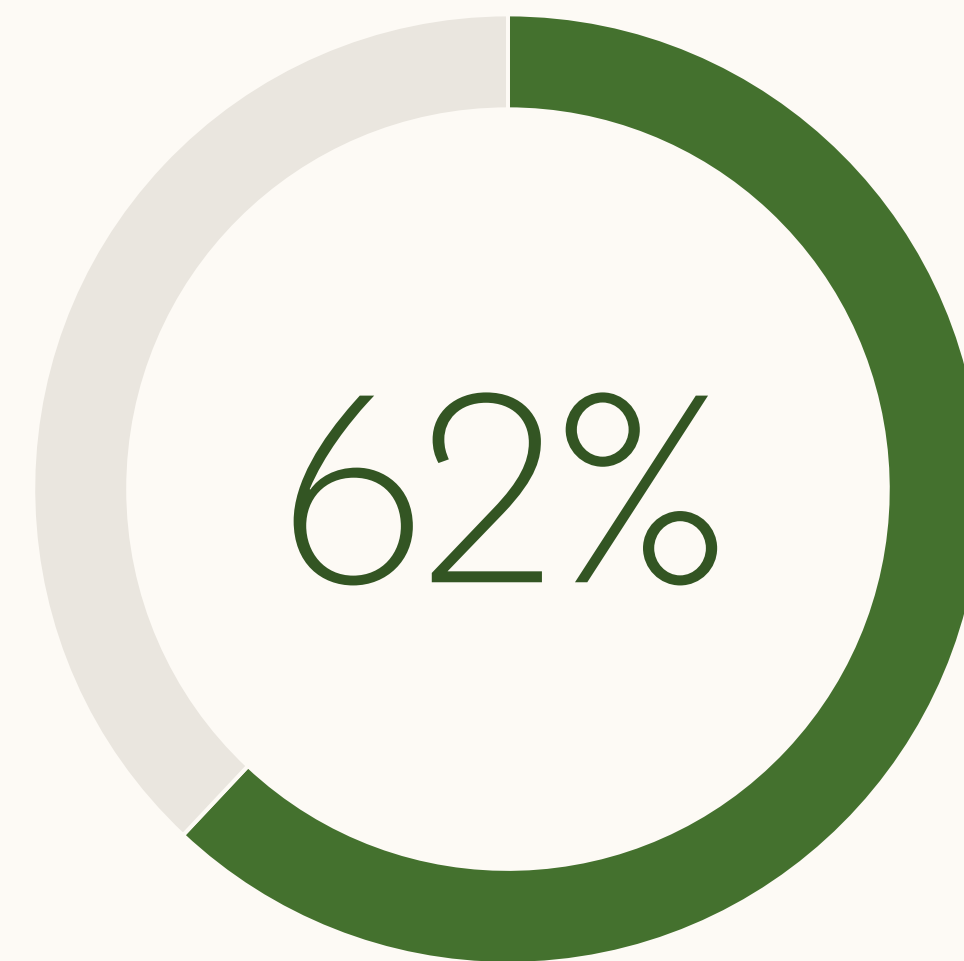
Just under 1 in 2  
B2B marketing leaders  
are currently using AI  
applications for business  
marketing activities.



There's excitement around and eagerness to embrace the technology.



Of B2B marketing leaders say they are likely to use or continue using generative AI to promote business when AI-driven advertising opportunities become available.<sup>1</sup>



Of B2B marketing leaders claim they have good understanding of how to promote business using generative AI in marketing campaigns.<sup>2</sup>

1. Base Size n=1577  
AI CONSIDER: How likely are you to continue/consider using generative AI to promote your/ your top client's business when advertising opportunities become available that utilize the technology?

2. Base Size n=1577  
AI UNDERSTAND: How would you describe your level of understanding of how to promote your/ your top client's business using generative AI in marketing campaigns?

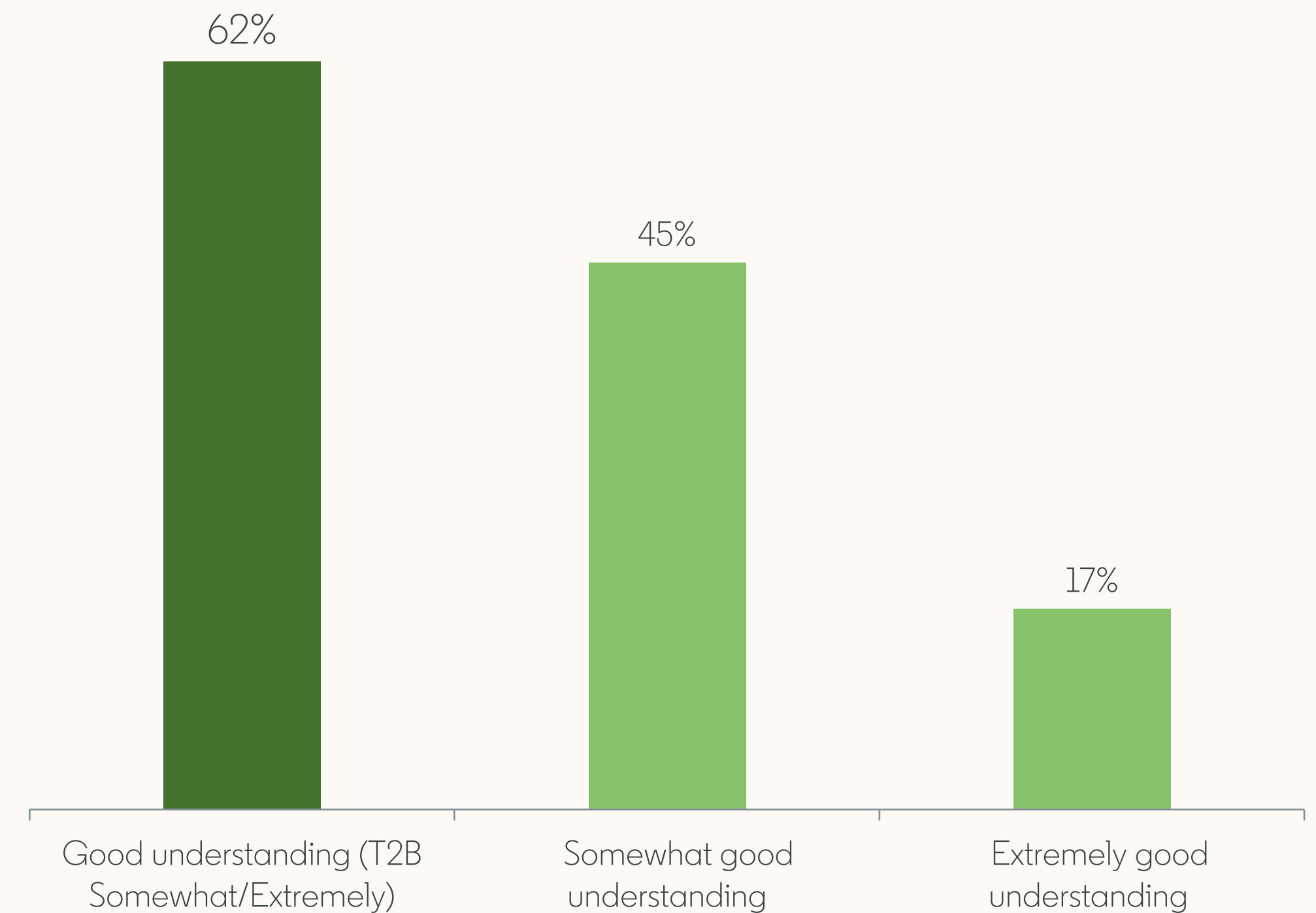
But there are also gaps in understanding about how to leverage AI for marketing among some B2B marketing leaders.

Just over 2 of 5 B2B marketing leaders say they have a “somewhat good” understanding of how to leverage generative AI marketing tools for B2B marketing campaigns. However, “extremely good” understanding is lower than 1 in 5.

Base Size n=1577  
AI UNDERSTAND: How would you describe your level of understanding of how to promote your/ your top client's business using generative AI in marketing campaigns?

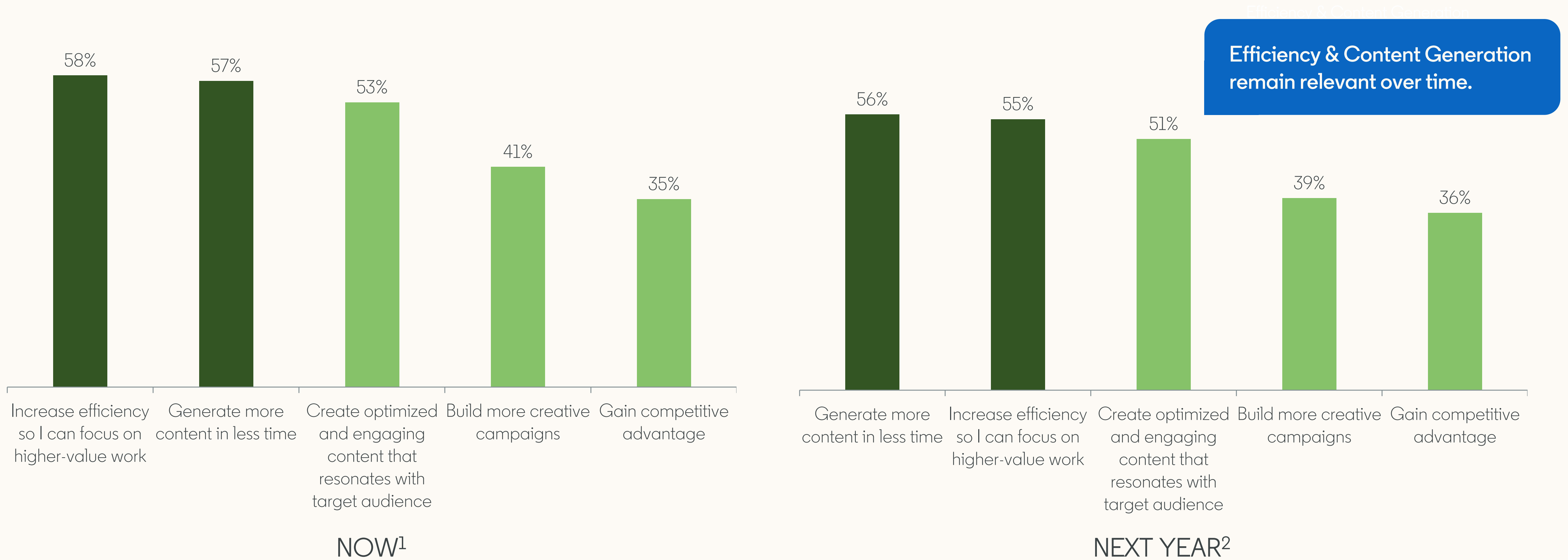
Research conducted by Ipsos, March 2023 to May 2023.

### Level of Understanding of Generative AI Marketing Techniques



# Functional uses of Generative AI for B2B marketing will remain consistent in the next year; focused on efficiency & content creation.

Top 5 B2B Marketing Uses of Generative AI Technology (Now vs. Next Year)



1. Base Size n=710  
AIU.S.ES: Thinking about the various uses of generative AI for B2B marketing, which is your/ your top client's business currently using?

2. Base Size n=1577  
AIU.S.ESFUTURE: Which, if any, of the following would you/ your top client consider using generative AI for in the next year?





“When properly integrated, generative AI empowers marketing and advertising teams to achieve near-perfect content and ideas with remarkable speed. Its capabilities go beyond a mere generation or paraphrasing of copy; for instance, we can leverage generative AI to support the planning stages of the campaign lifecycle.”

**Arun Pattabhiraman**  
CMO, Sprinklr

While AI is here to stay, with an estimated value of \$2 Trillion USD by 2023, there are real concerns about ethical and safe usage of the technology.

A majority of Americans are worried about:

- Privacy concerns (72%) and being able to reach a human when needed (72%).
- An inability to discern what is AI or produced by humans (71%) and that more misinformation will be spread online (70%).
- Discrimination or bias from AI tools (57%) or even harm caused by AI tools (65%).
- Difficult-to-understand outputs (60%) and opaque algorithms (59%).<sup>4</sup>

“AI will not replace you – someone using AI will”  
– Opportunities!

AI is here to stay. And B2B leaders need to understand what that means for their customers, providers, technologists and employees.

Source: <https://www.ipsos.com/en/chatgpt-and-rise-generative-ai-navigating-changing-landscape-ai>

1. Artificial Intelligence Market Size and Share | Analysis - 2030 (nextmsc.com)

2. Buchholz, K. (2023). “ChatGPT Sprints to One Million Users”, statista.com. <https://www.statista.com/chart/29174/time-to-one-million-users/>

3. Base Size n=374  
TEAMSKILLIMPORT: In your opinion, which of the following skills are most important members of your team who report to you?

**2 Trillion**  
USD

The value of Artificial Intelligence is expected to grow twentyfold by 2030, up to nearly two trillion USD<sup>1</sup>

AI tech including chatbots, image generating AI and mobile apps are expected to show strong growth in the coming decade.

**1 Million**  
users

ChatGPT reached its first million users in only five days<sup>2</sup>

The trajectory of Generative AI’s popularity has been a sharp one, and it’s not showing any signs of slowing down.

**42%**  
CMOs

CMOs Believe eagerness to adopt new technology...<sup>3</sup>

Is one of the most important skills for their team members to possess.

# Seize the Day

To most of us, it's the big consumer brands that are the household names; the iconic advertising campaigns they've created have made sure that we know exactly who they are. (Just Do It, anyone?)

However, an [analysis by Brand Finance](#) shows that the top 100 global B2B brands account for \$2 trillion in total brand value. Yet almost \$1 trillion of business value remains untapped by B2B brands, who lag B2C brands in terms of brand contribution to business value.

If the pandemic proved anything, it's that B2B marketers are resilient and are finding new ways to drive influence, impact and growth across their organizations. Emerging technologies such as Generative AI make it more important than ever for B2B marketers to be able to merge art and science to develop bold and dynamic campaigns. The time is now – and our results show that B2B marketers are up to the task.

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



LinkedIn connects the world's professionals to make them more productive and successful and transforms the way companies hire, learn, market, and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has over 930 million members and has offices around the globe.



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Zach Quittmeyer

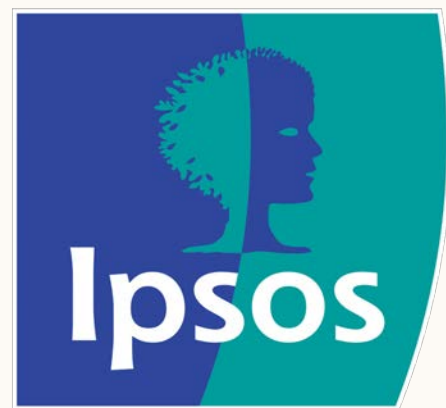
Insights Analyst,  
Marketing Solutions



Kylene Ye

Insights Analyst,  
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We are the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

**Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of marketers.**



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