



15th ANNUAL

B2B CONTENT MARKETING

**BENCHMARKS, BUDGETS,
AND TRENDS**

**OUTLOOK
FOR
2025**





B2B CONTENT MARKETING BENCHMARKS, BUDGETS, AND TRENDS: OUTLOOK FOR 2025

B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2025 Key Takeaways

Content Marketing Institute and MarketingProfs surveyed 1,186 global marketers between June and August 2024 about their content marketing practices, strategies, concerns, challenges, and technology use (including generative AI).

Here are some key findings based on the 980 B2B marketers who answered the questions.

Special thanks to The MX Group for sponsoring the 15th annual content marketing survey.

[See the full report here.](#)



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KEY TAKEAWAY



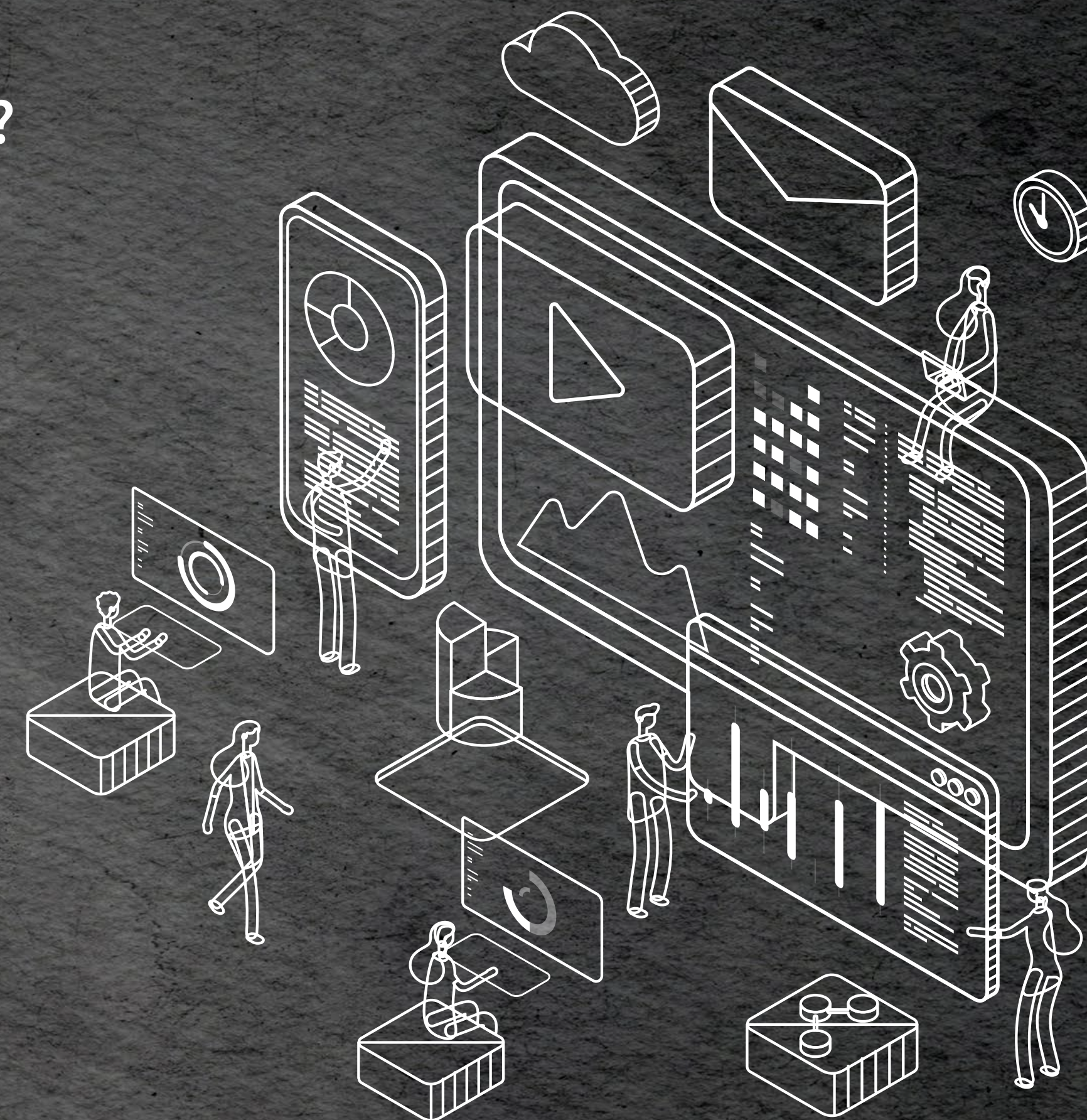
B2B CONTENT MARKETING BENCHMARKS, BUDGETS, AND TRENDS: OUTLOOK FOR 2025

Are B2B marketers satisfied with the state of B2B content marketing?

The answer is likely “no” given how much more they say they want. They need goals. Resources. Scalable models for content creation. Technology. More inspiration.

Without these, many feel just meh about their work.

But, while many find themselves simply treading water, a group of top performers has found a way to surge ahead. They’ve figured out how to understand their audience’s needs, produce high-quality content, and use AI to create more efficient workflows.



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STRATEGY



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58%

of B2B marketers say their content strategy is
moderately effective.

Fine. But not impressive. What would help them improve?



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CLEAR GOALS

42% of B2B marketers with moderately successful strategies say clear goals could help them improve their effectiveness.



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CONTENT MARKETING CHALLENGES



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54%

of B2B marketers say lack of resources is a problem.
And it shows up as a challenge year after year.



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55%

of B2B marketers say creating content that prompts
a desired action is challenging.



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“My question is ... how do you know your content is not creating the action you want to inspire? Marketers need to rethink the messy muddle of attribution to consider more meaningful ways to know what’s ‘working.’ Re-think off-the-shelf metrics (because there is no shelf).”

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ANN HANDLEY

Chief Content Officer
MarketingProfs



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27%

of B2B marketers lack the right content management technology.
Another 38% have the technology but aren't using it to its potential.



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56%

of B2B marketers face difficulty attributing ROI to their content efforts and tracking customer journeys.



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45%

of B2B marketers lack a scalable model
for content creation.



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“Marketing teams must let go of the mindset that being 100% busy is a good thing. The only way out of ‘meh’ content and marketing results isn’t to seek new resources to supplement repair and maintenance work. To be remarkable, you must create space for the possibility of creating something remarkable.”

.....

ROBERT ROSE

Chief Strategy Advisor

Content Marketing Institute



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AI IN CONTENT MARKETING



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81%

of marketers use AI for content tasks, up from
72% the previous year.



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But only **19%** of B2B marketers say AI is integrated into daily processes/workflows.



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56%

of B2B marketers say AI-powered automation will be
a high or medium priority in 2025.



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SUCCESS FACTORS AND INDICATORS



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WHO ARE THE TOP PERFORMERS?

22% of B2B marketers surveyed characterized the success of their content marketing as extremely or very successful. We looked at what these top performers do differently from their peers and explored the factors they attribute to their success.





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82%

of B2B top performers attribute their content marketing success to **understanding their audience.**

Other success factors they cite include:

- High-quality content
- Industry expertise
- High-performing team members
- Aligned goals



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Key areas where B2B top-performing content marketers differ from their peers

	Most Successful	All Respondents	Least Successful
Think size of content marketing team will grow in 2025	38%	27%	19%
Say their content strategy is extremely or very effective	74%	29%	2%
Organization has generative AI usage guidelines	49%	38%	29%
AI is integrated into daily processes/workflows	31%	19%	12%
Realizing more efficient workflows from AI	56%	45%	31%
Seeing improved content optimization from AI	55%	42%	31%
Have the right technology in place to manage content across the organization	46%	26%	13%
Have a scalable model for content creation	61%	35%	17%
Content creation model creates the desired outcomes	71%	41%	6%
Agree that organization measures content performance effectively	84%	51%	15%

Chart term definitions: Top performers (aka “most successful”) are respondents who characterized their organization’s overall content marketing approach as extremely or very successful. The “least successful” characterized their organization’s approach as minimally or not at all successful.

Source: 15th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs



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SOCIAL MEDIA USE



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68%

of B2B marketers increased their use of LinkedIn over the last 12 months.

That's no surprise since B2B marketers say it's the social media platform that provides the best value for their organization.



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“LinkedIn is a goldmine for B2B marketers right now. If your brand approaches LinkedIn with a modicum of personality and entertaining content, you’ll pop off. Think you need to be overly formal, corporate, and professional on LinkedIn? Nope. Nowadays, creator-led campaigns and vertical videos are bringing a funnier and less stodgy flavor to the LinkedIn feed.”

.....

HEIKE YOUNG

**Head of Content and Integrated Marketing
Microsoft**



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X/TWITTER USE CONTINUES TO FALL.

Only **61%** of B2B marketers used Twitter in the last year.
That's down from 73% the previous year.



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BUDGETS, SPENDING, AND TEAM OUTLOOK



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46%

of B2B marketers expect their content marketing budget to increase in 2025.
Only 8% think it will decrease.



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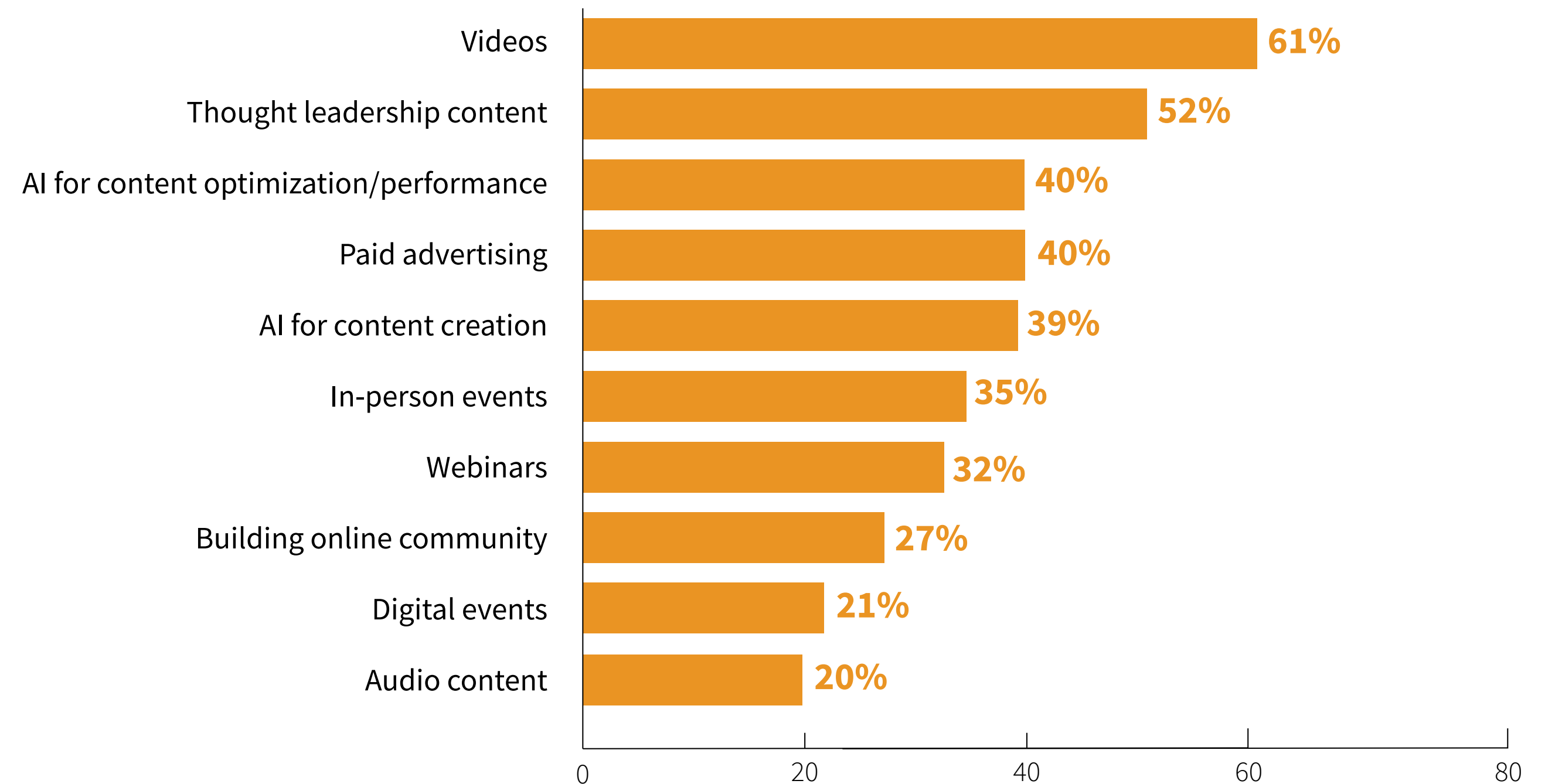
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Video content and thought leadership top the list of areas where B2B marketers expect to increase investment in 2025.

Where B2B marketers see organizations' investments increasing in 2025



Q: How do you think your organization's investment in the following areas will change in 2025 compared with 2024?

Base: B2B marketers who know their content marketing budget.

Source: 15th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs



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27%

of B2B marketers think their content marketing team will grow in 2025.
That figure is even higher among the top performers (38%).



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TO LEARN MORE

For full details and analysis, including many more stats and charts,
explore the full report [here](#).



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About Content Marketing Institute

Content Marketing Institute (CMI) exists to do one thing: advance the practice of content marketing through online education and in-person and digital events. We create and curate content experiences that teach marketers and creators from enterprise brands, small businesses, and agencies how to attract and retain customers through compelling, multichannel storytelling. Global brands turn to CMI for strategic consultation, training, and research. Organizations from around the world send teams to Content Marketing World, the largest content marketing-focused event, the Marketing Analytics & Data Science (MADS) conference, and CMI virtual events, including ContentTECH Summit. Our community of 215,000+ content marketers shares camaraderie and conversation. CMI is organized by Informa Connect. To learn more, visit www.contentmarketinginstitute.com.

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About The MX Group

The MX Group is the second-largest independent B2B marketing agency in the U.S., with a mission to impact the marketplace for companies that impact the world. For over 35 years, we've created meaningful Market Experiences for national and global B2B brands. Our clients are leaders and innovators in the automotive, energy and utilities, financial services, food, oil and gas, industrial, manufacturing, packaging, technology and SaaS sectors as well as trade associations. Whether a client is an established brand or a startup, we have the people and perspectives to be a strong partner that makes a difference. For more, visit themxgroup.com.



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