



OUTLOOK 2024

**KEY STRATEGIES TO EMPOWER GROWTH
IN TIMES OF SIGNIFICANT CHANGE**







**INFUSE INSIGHTS REPORT:
VOICE OF THE MARKETER
2024**

INFUSE.com

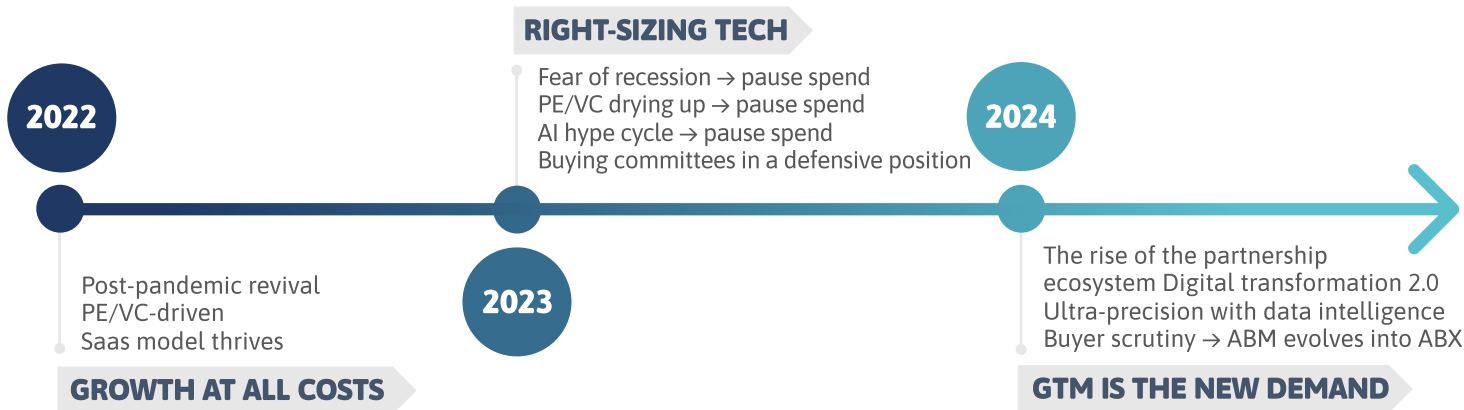
Three white, stylized, overlapping shapes resembling the top of a series of steps or a modern architectural element, located in the bottom right corner of the page.

As we approach the end of another year, it is a fitting moment for those in B2B marketing to reflect on the effectiveness of their 2023 strategies and contemplate how to refine and devise new approaches to accomplish their goals in 2024.

This **second annual INFUSE Insights Voice of the Marketer report** showcases the evolution of the B2B demand generation space. As buyer scrutiny increases, the buying cycle becomes more sophisticated, forcing marketers to catch up with innovation and develop strategies that resolve pain points and encourage funnel velocity. This research covers:

-  How to tackle buyer scrutiny
-  Go-to-market (GTM) models
-  Nurturing strategies and how to leverage BDRs across all engagement channels
-  The future of content marketing
-  The power of demand intelligence
-  The evolution of AI

The market is shifting fast



The market has grown, right-sized, and then evolved through GTM

“The ‘growth at all costs’ mindset, when the need for post-pandemic revival at most organizations was a major driving force, has now been replaced by significant dampening of PE/VC investments and increased buyer scrutiny. As a consequence, we find ourselves in the era where GTM is the new demand—a shift underscored by buyers assuming a defensive position for the foreseeable future.”

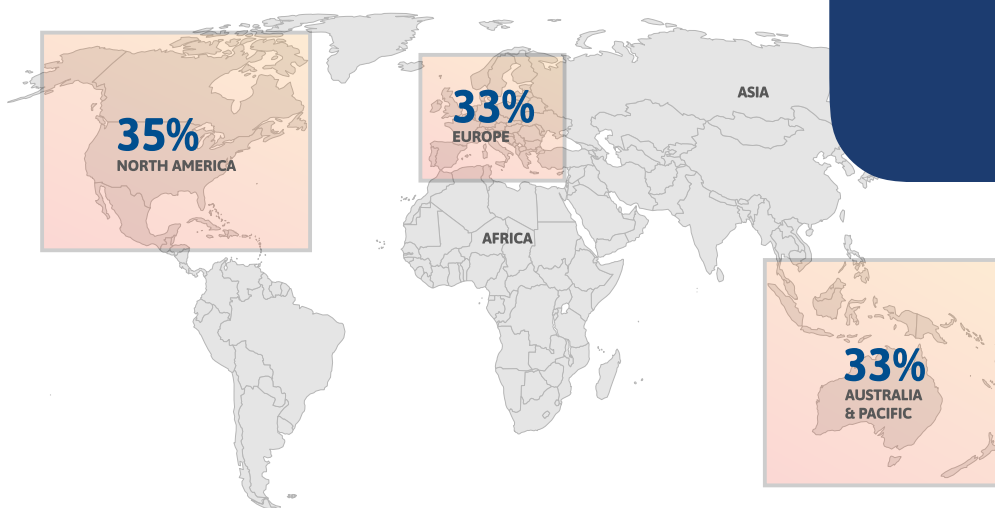


— **Victoria Albert**,
 VP of Marketing

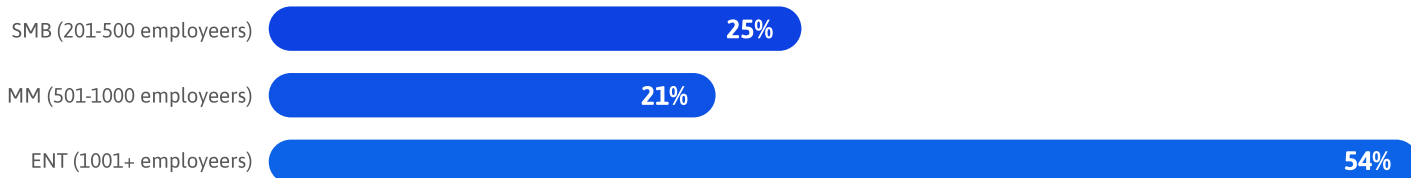
As such, 2024 is poised to be shaped by the following trends:

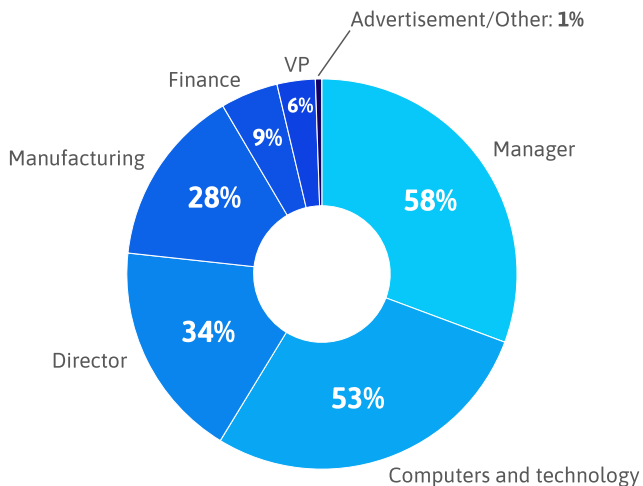
- ▮ GTM should not only drive demand but also seamlessly integrate with RevOps to formulate a comprehensive growth strategy for B2B organizations.
- ▮ ABM remains the predominant GTM strategy.
- ▮ Buying group demand strategies are still in their early stages, with many marketing teams focusing on leads at target accounts rather than addressing the complete buying committee in a true ABX fashion.

AUDIENCE OVERVIEW



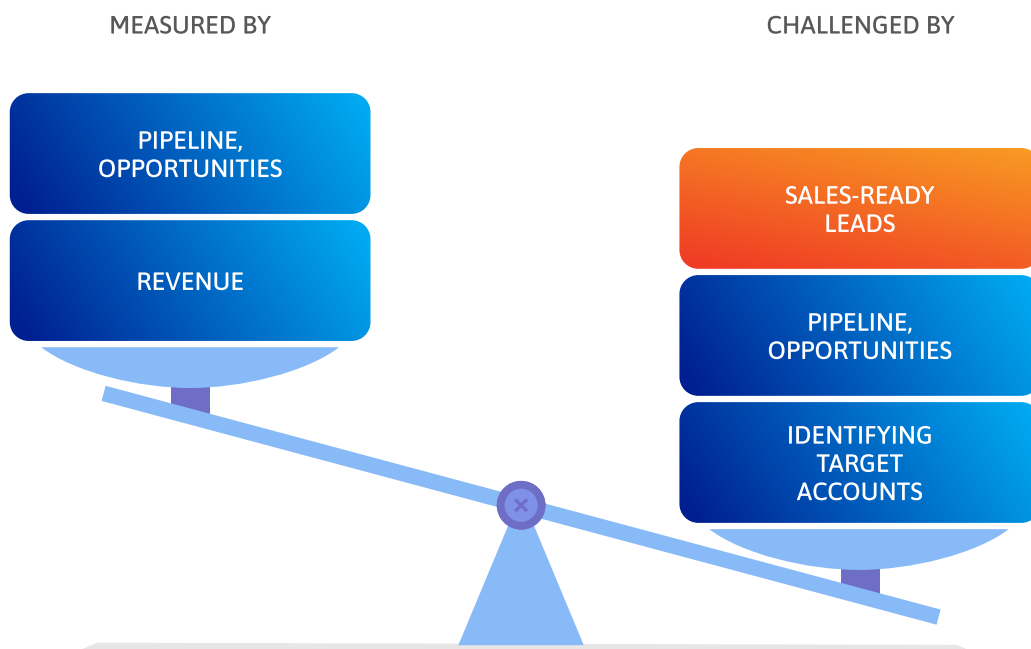
RESEARCH METHODOLOGY: AUDIENCE PROFILE





To compile our data, we reached out to marketers across the globe and from B2B organizations of all sizes. The predominant focus was on the technology sector, and the individuals we interviewed held decision making authority, with titles ranging from Manager to C-level executives.

THE GTM CHALLENGE



The trend of organizations demonstrating an intense drive to boost sales poses a significant challenge for GTM models in 2024 as marketers feel the pressure of having to cater to pressing sales demands to meet revenue goals.

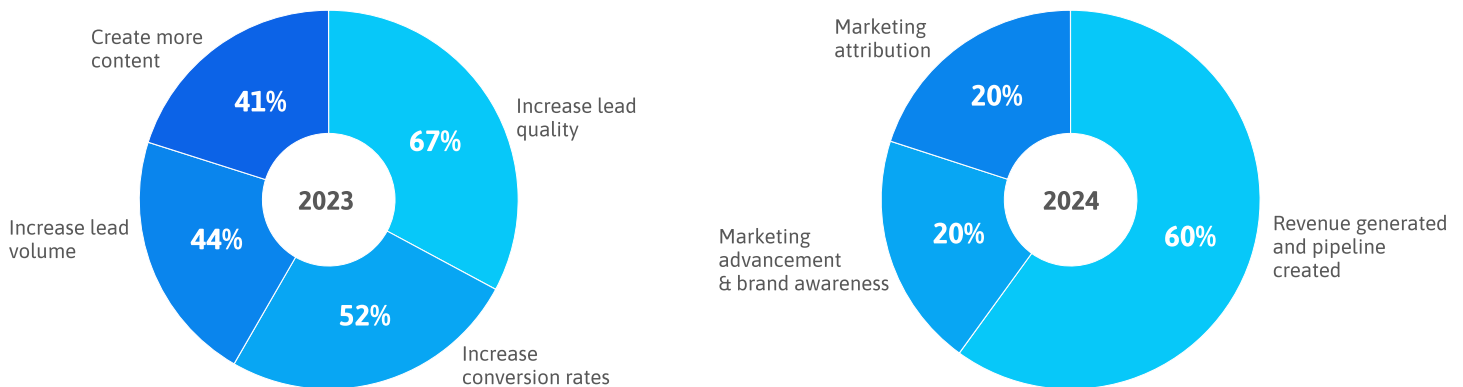
Simultaneously, sales teams need to align with the [evolving preferences of B2B buyers](#), who now dedicate less time to direct sales interactions and more time to self-serve research and engaging with content.

- ▮ **The majority of marketers are measured by their impact on revenue and pipeline**, steering away from measuring success against arbitrary marketing activities and vanity metrics. This marks a departure from last year’s focus on lead quality, conversion rates, and lead volume, evolving towards a broader commitment to revenue attribution and pipeline metrics. The primary indicators of success are the creation of pipeline opportunities and the generation of revenue, aligning with overarching revenue goals.
- ▮ **However, the foremost challenge identified in this transformation is the generation of sales-ready leads**, signaling a notable shift toward prioritizing tactics integral to driving sales engagement. This underscores the necessity to align marketing efforts with tangible business outcomes but also signals a strong drive to boost sales, potentially at the expense of maintaining effective marketing strategies.

These challenges are symptomatic of a systemic misalignment within GTM models. In the current environment, the pressures have led marketers to approach their sales teams as clients, rather than prioritizing the buyers as the primary clients. This imbalance in the GTM strategy significantly influences the experience that teams can provide to buyers, consequently affecting the outcomes they can anticipate.

The death of “random acts of marketing”

Define your organization’s approach to marketing performance measurement and ROI tracking:

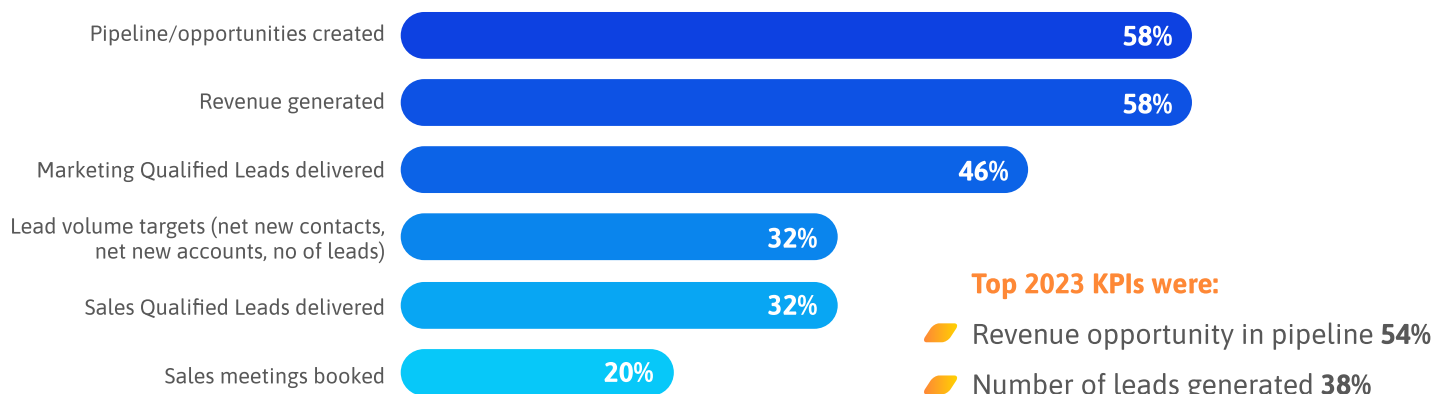


Key findings

- 60% of respondents said they need to **demonstrate how much revenue and pipeline** are influenced and generated by **sales and marketing**. For the majority of marketers, this signifies a shift from marketing value being limited to the performance of specific activities to revenue attribution. This is a positive move toward a focus on more strategic and comprehensive programs and less experimentation.
- Last year's top three priorities were lead quality, conversion rates, and lead volume, followed by content creation and improving alignment. This year's change shows a radical shift in focus from a more granular view of lead generation and elements of nurturing to a broader focus on revenue attribution and pipeline considering the role of all marketing activities as a whole.

Success is measured on pipeline and revenue

How is the success of your demand marketing effort and investment measured?



Key findings

- The top 2 measures of success are **pipeline/opportunities created (58%)** and **revenue generated (58%)**. Last year's (2023) top 2 KPIs were revenue opportunity in pipeline (64%) and number of leads generated (38%).
- The least prevalent measures of success were sales-qualified leads delivered (32%) and sales meetings booked (20%).

Priorities continue to get more precise

Top 3 challenges as a B2B Demand Marketer:



Top 2023 challenges were:

- Personalized outreach **39%**
- Not enough resources **32%**
- Driving pipeline and ROI **32%**
- Sales-ready leads **32%**

Key findings

- The top challenge in 2024 is **generating sales-ready leads (34%)**. This demonstrates an intense drive to boost sales taking precedence over the primary objectives of marketing teams.

“This has essentially become the ‘squeaky wheel problem’ for many organizations. The generation of sales-ready leads has emerged as a primary concern for marketers, viewed as a key performance indicator crucial for the success of many organizations. Such a heavy weighting toward these metrics demonstrates a challenge to prioritize marketing initiatives that drive immediate revenue.”

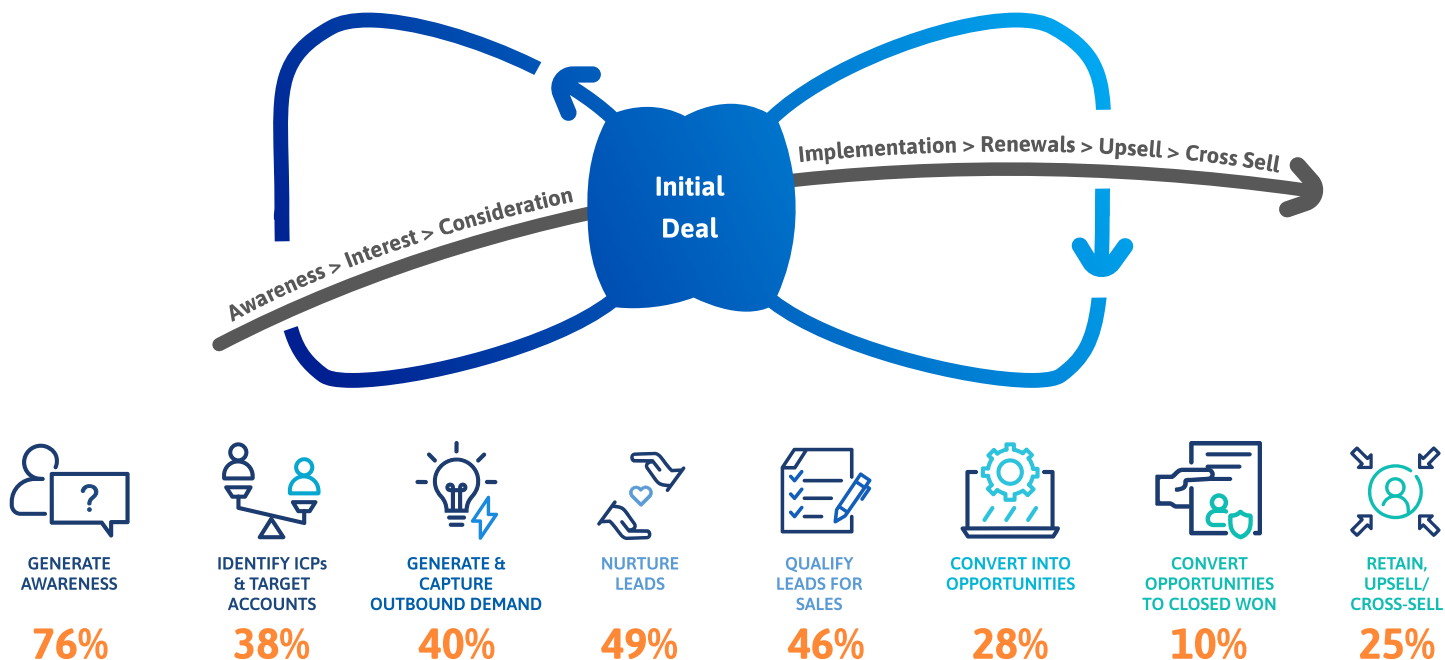


— **Victoria Albert**,
VP of Marketing

- Pipeline opportunities (32%)** and **identifying/targeting accounts (29%)** take second and third place, an indication of the emphasis organizations are placing on marketing contribution to pipeline and revenue.

Brand to demand to retention: the bow-tie model

MARKETERS ADOPT THE BOW-TIE MODEL
 What areas of the funnel does marketing have primary ownership of?



Source: [Winning By Design](#)

Key findings

More marketers are adopting a full-funnel focus (up from 49% last year) that now **includes client retention and upsell** as promising additions.

This year also reveals stratification across hybrid funnels:

- 28% of marketers focused on **converting leads into opportunities**
- 10% of marketers focused on **converting opportunities to closed-won**
- 25% of marketers focused on **retention with upsell/cross-sell**

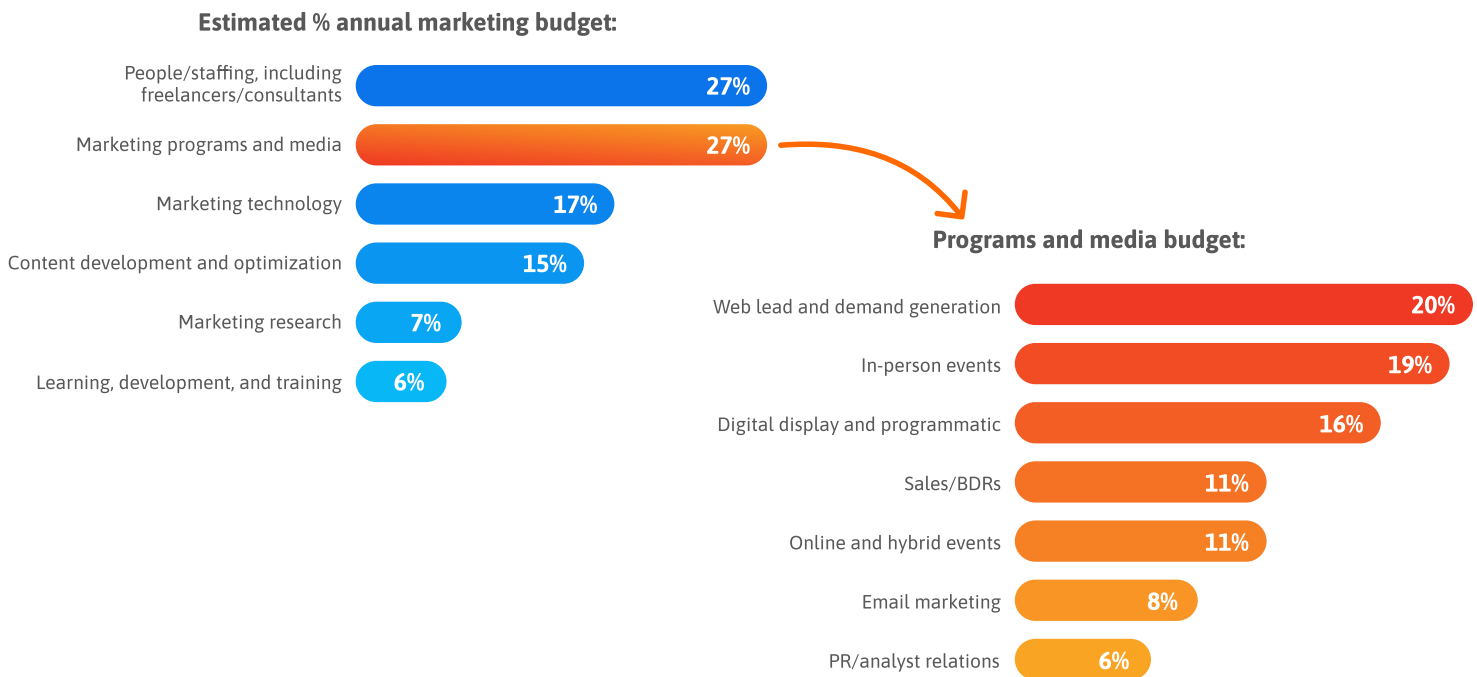
Overall, marketers are taking a more holistic approach to the sales funnel. This is the first step in a transformative journey toward [combining GTM and RevOps motions into a single, revenue-centric model](#) that orchestrates the collaboration of sales, marketing, and client success teams to achieve common goals.

- The increased popularity of hybrid funnels is leading to the rise of the bow-tie model. This model prioritizes nurturing and lead qualification for more effective demand strategies and a “whole of marketing” approach.

The movement away from a top-heavy focus marks a change from last year’s data that indicated a 60% increase in TOFU demand generation.

- While generating awareness is still a prominent part of the funnel, this model is based on balance across the funnel as a whole. The bow-tie model therefore promotes a more cyclical, iterative approach that naturally prioritizes critical strategies such as retention efforts that support CLTV.

Spend money to create demand, not just capture demand



Key findings

- Equal budgets are being allocated to **staffing (27%)** and **marketing programs and media (27%)**. This shift indicates that organizations are recognizing the role both human capital and effective marketing programs play in their overall success. Organizations are striving to strike a harmonious balance between the people who drive their marketing efforts and the platforms that enable them to reach their target audiences.

- Technology (17%) and content (15%) continue to take up significant portions of marketing budgets. This reflects the prioritization of adopting the latest software, automation, and data analytics tools to enhance marketing strategies and improve targeting. Simultaneously, content development and optimization is a top priority, highlighting the importance of delivering valuable, engaging, and relevant content to buyers.
- Within the programs and media budget, **lead and demand generation is the #1 spend (20%)**, followed by **events (19%)**, and **paid media (16%)**. Organizations are investing in strategies across multiple channels to create demand—not just capture demand.

THE NURTURING CHALLENGE



Nurturing is another area where organizations are prioritizing support for sales over nurturing leads to meet the evolving needs of buyers. This is particularly apparent with respect to content and indicates continued emphasis on internal alignment.

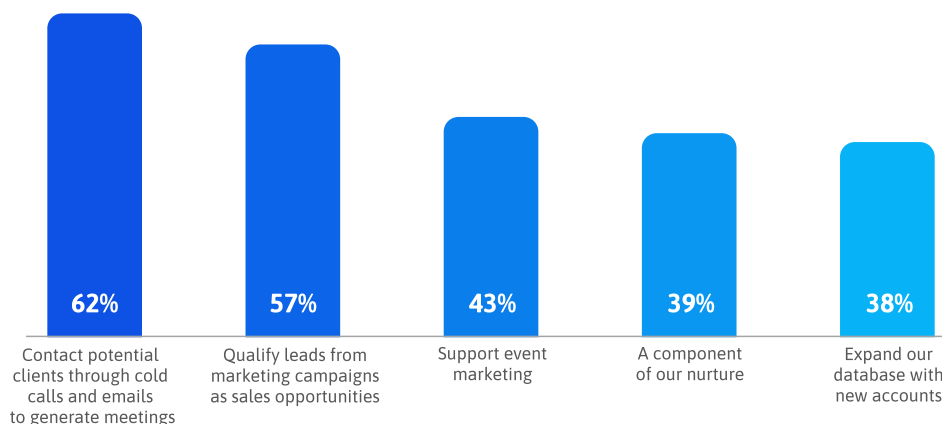
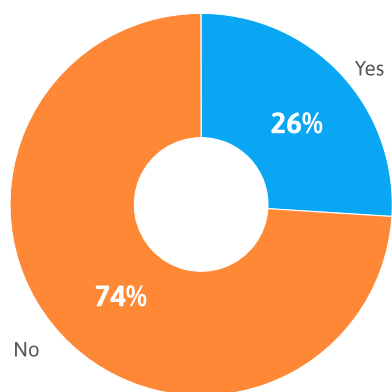
Content is produced first for sales, then for brand, with nurture seeming to be an afterthought.

Promisingly, there is a significant shift toward omnichannel marketing, demonstrating a broader trend toward improving lead qualification and nurturing efforts, despite the slight increase in organizations who use limited lead nurturing or avoid it altogether. However, this may be indicative of marketers prioritizing specific target accounts for nurturing rather than investing in strategies for all prospective buyers.

One channel where marketers continue to wield significant influence is BDRs and their function within demand strategies. This points to a greater debate regarding how BDRs are managed and whether they report back to marketing or sales leaders. In either case, this dynamic presents an interesting challenge for organizations striving to achieve alignment.

BDRs play an increasingly more strategic role

Do your Business Development Reps report into Marketing?

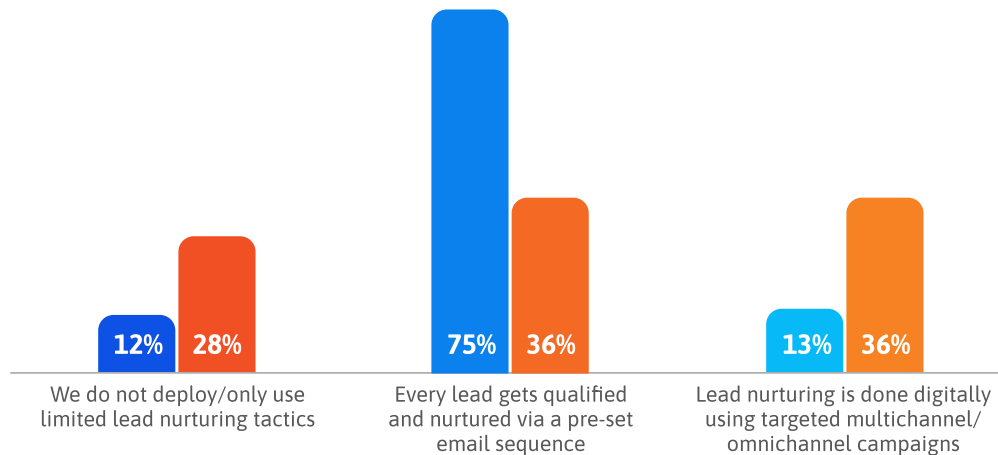


Key findings

- ▮ **More than a quarter (26%) of BDR teams report to marketing.** When making alignment decisions, organizations must consider the demand generation process, particularly in regards to defining the process of lead routing, scoring, and qualification. Aligning BDRs with marketing teams naturally resolves the latter three.
- ▮ However, **only 39% use BDRs for nurturing**, which highlights a missed opportunity for activating them as an additional channel for fostering relationships with prospective clients and building effective buyer’s journeys.
- ▮ Additionally, **38% use BDRs to expand their database**, a critical strategy for collecting lead intelligence to enhance demand generation activities.

Nurturing is more personalized and omnichannel

What type of nurturing strategies are deployed in your marketing organization today?



Key findings

- 36% of marketers utilize pre-set nurturing sequences. However, this marks a substantial decrease from 2023, where a staggering 75% relied on pre-set nurturing sequences, and may be a welcome evolution to a more personalized engagement approach.

Certainly, with the [recent Google and Yahoo announcements](#) set to roll out stricter bulk mail rules in early 2024, this trend is poised to rapidly persist.

- The adoption of multichannel/omnichannel nurturing has seen a significant uptick (36%), showcasing a remarkable increase from the 13% reported in 2023. This shift reflects a growing awareness among organizations as to the effectiveness of omnichannel strategies in nurturing leads and driving sales opportunities.

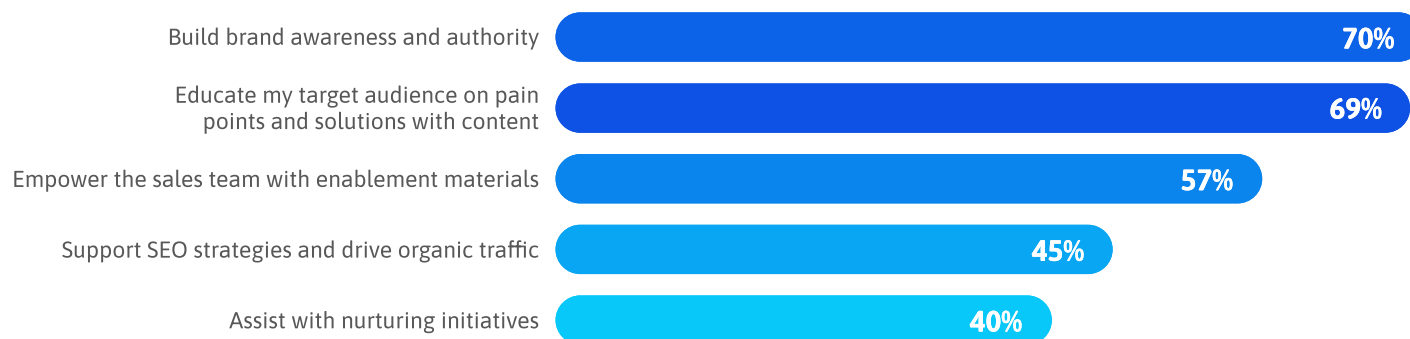
THE CONTENT CHALLENGE

In 2024, content marketing is pivoting from a focus on lead quality and conversion rates to a more empathetic and educational content approach, highlighting the importance of understanding client needs and serving a holistic strategy across the marketing ecosystem.



Content serves multiple use cases

What are your top 3 current priorities regarding the function of the content that you are producing and/or leveraging?



Key findings

- One of the top content priorities going into 2024 is **educating target audiences on pain points (69%)**. This signals a shift toward a client-centric approach with the aim of building stronger connections with buyers, demonstrating the need for marketers to address buyer demands for unique and personalized client journeys.
- Additionally, marketers are focusing on **building brand awareness (70%)** as another content priority. In a competitive digital landscape, marketers understand the importance of establishing a distinctive brand identity and conveying a unique value proposition at the forefront of content.
- In 2023, lead quality and conversion rates held the top positions in marketing priorities, with a significant focus on lead quality at 67% and conversion rates at 52%. This indicated a strong emphasis on refining the sales and marketing funnel and improving the overall effectiveness of marketing efforts. Increasing lead volume followed closely at 44%, highlighting the desire to expand the top of the funnel. Creating more content was the fourth priority at 41%, indicating the importance of content marketing, but it was not as dominant as lead-related metrics.



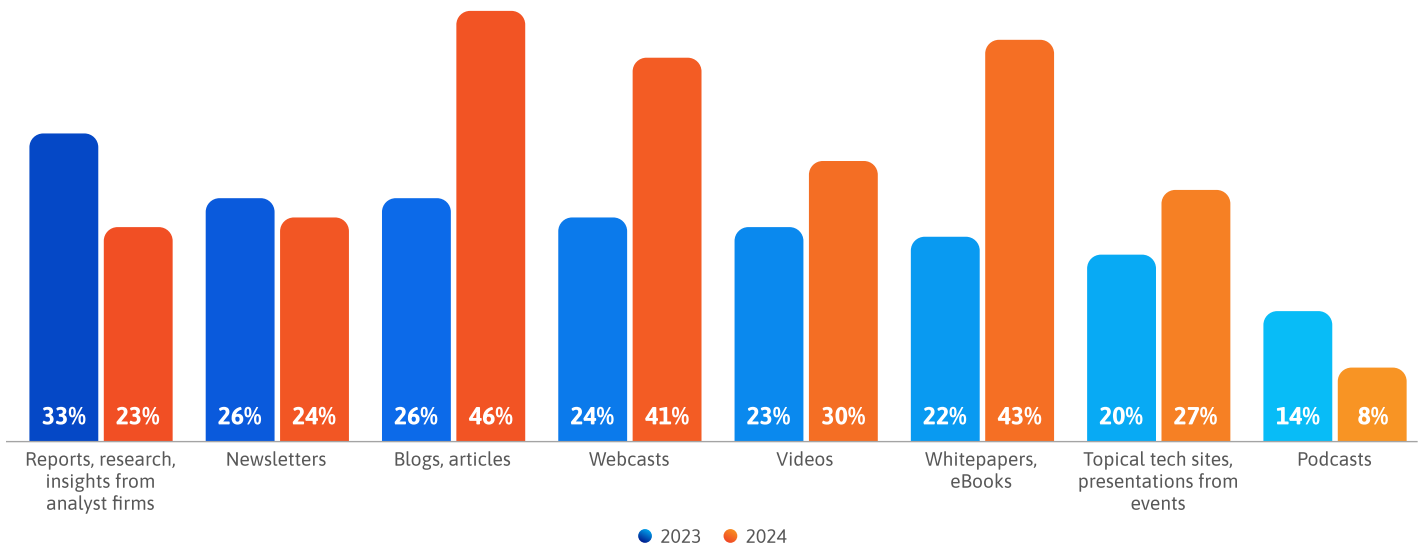
“The 2024 shift to more educational and personalized content may reflect a deeper understanding of client needs. It also highlights the evolution of marketing strategies in response to changing market dynamics and buyer preferences, underlining the importance of staying agile and adaptive.”



— **Joseph Braue**,
VP of Custom Content Solutions

The most effective content formats

What are the most effective content formats in your demand marketing strategy?



Key findings

- Blog posts** are the #1 content format going into 2024. This trend may reflect the current short attention spans of buyers, a preference for quick access to information to facilitate their decision making process, or simply the convenience of using AI to generate content.
- Webcasts (41%) and whitepapers (43%)** continue to dominate the top of the list, with **videos (30%)** coming in at fourth.

- ▮ The continued emphasis on thought leadership and educational content is underscored by the effectiveness of these top-performing formats. They play a crucial role in addressing the common concerns of buyers.
- ▮ AI may have contributed to the growing popularity of content formats like blogs, particularly when viewed from a marketer’s perspective. In the current landscape, where content is abundant, the need for quality content that has clear value to its target audience has become more important than ever to stand out.

THE AI CHALLENGE

AI has become integral to content formats like blogs, yet marketers adopt a cautious approach to significant AI investments. The predominant use of AI still lies in content creation over other, arguably more sophisticated use cases.

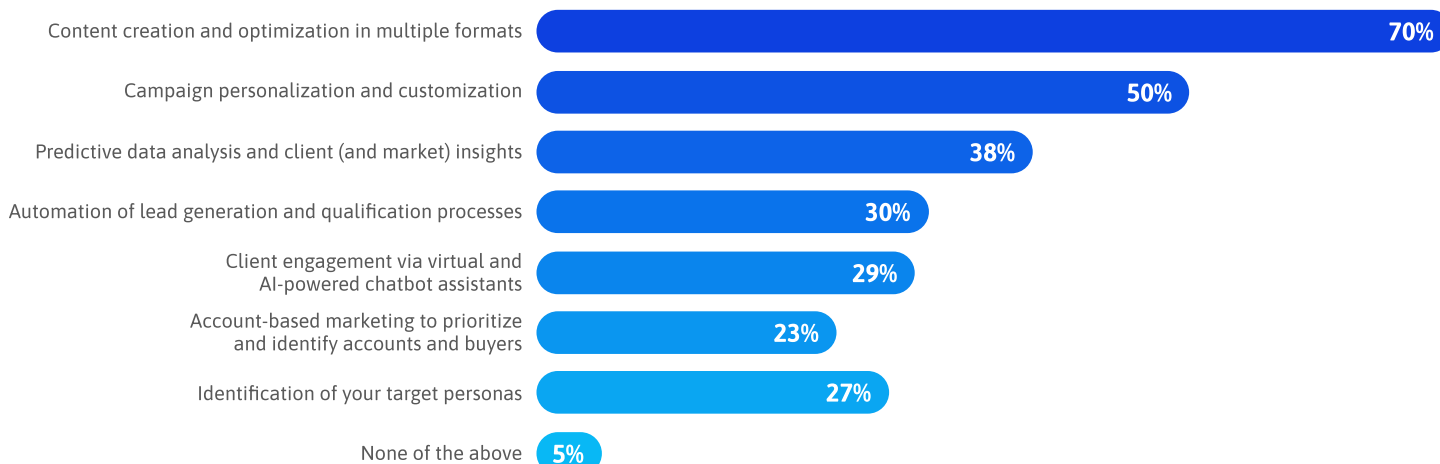


While AI has moved beyond the hype cycle and is now a crucial part of marketing tech stacks, there is still a “wait and see” approach among marketers, especially regarding generative AI. Despite the buzz, the transition for marketers from the current content emphasis to nuanced aspects like account prioritization, intent identification, and data intelligence is expected to be gradual.

Content is the primary use case

THE OBLIGATORY AI QUESTION

How do you foresee AI being used to improve your revenue and demand performance over the next 12 months?



- The top use case for AI in demand **continues to be content creation and optimization (70%)**. Although generative AI has been a popular discussion point, marketers remain hesitant to make significant investments in AI technology for complex processes. The vast majority are still leveraging AI solely for content creation.
- The prevailing sentiment seems to be a cautious “wait-and-see” approach to AI, despite the fact that it has moved beyond the hype cycle and firmly entrenched itself as an integral component in the marketing tech stack.
- The majority of marketers have yet to leverage AI for advanced activities beyond content creation and optimization. **Predictive data analysis, market insights, demand generation, and lead qualification automation are utilized by less than 40% of marketers.**
- Encouragingly, **only 5% of respondents have indicated a complete lack of engagement with AI**. Nevertheless, the transition for marketers from the current emphasis on the content cycle to the more nuanced aspects of account prioritization, intent identification, and data intelligence is anticipated to necessitate a gradual evolution in 2024.
- According to [Pavilion](#), the top priorities for B2B leaders leveraging AI are set to be enhancing product features and user experience (42%), followed by increasing operational efficiency (24%) and market analysis (15%). In any case, 2024 is set to be a transformational year for the use case of AI.

“A cautionary note for marketers: The excessive production of AI-generated content that falls short in meeting the demands of today’s defensive buyer or fails to personalize their experience will not be successful and may be counterproductive.”



— **Joseph Braue**,
VP of Custom Content Solutions

THE DATA CHALLENGE

At the forefront of data utilization, the primary use case is intent. Surprisingly, **only 16% of respondents currently utilize advanced buyer and account intelligence models** to shape their sales and marketing efforts.

There is a significant opportunity to leverage this wealth of data in sales enablement and marketing operations, identifying the right accounts and personas to inform outreach.

The key is to collate these diverse data sources into an intelligent demand system that informs where engagement is currently happening or might occur in the future. This represents the most under-utilized strategy regarding data and one with the greatest potential.



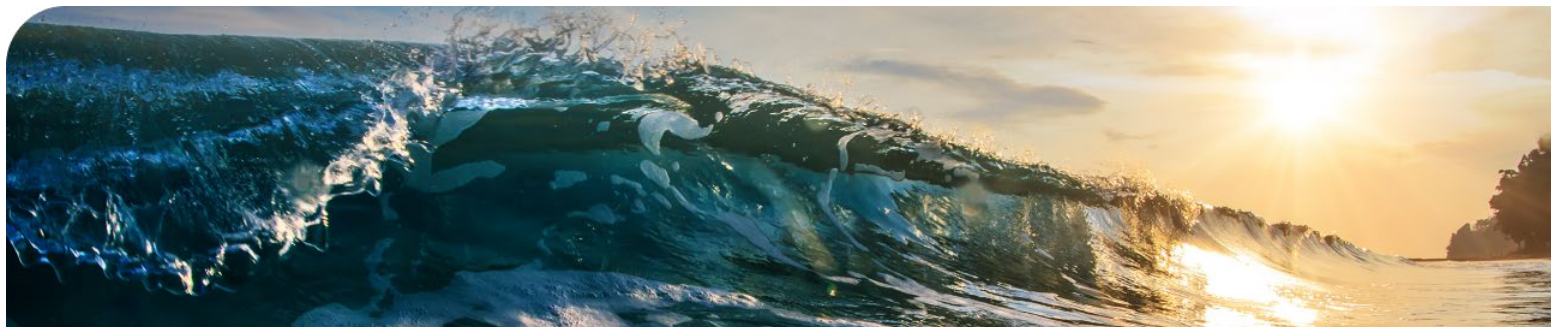
Intent is the top use case

How is buyer and account data/intelligence used in your demand efforts?



Key findings

- ▮ **Intent data (59%)** is the top use case for data utilization. This trend suggests a growing emphasis on organizations investing in understanding behavior to enable the tailoring of products and services more precisely to buyer needs.
- ▮ **Only 15% of the respondents use advanced buyer and account intelligence models** to inform their sales and marketing outreach. There is a significant advantage to using this data in sales enablement and marketing operations to identify the right accounts and personas and inform outreach.
- ▮ **Only 24% of the respondents use technographic data.** This underscores another significant opportunity for enhanced account qualification, especially in tech. Importantly, [technographics](#) can be instrumental in refining target audiences, understanding competitor landscape, and customizing strategies to align more precisely with the needs and preferences of prospective buyers.



KEY TAKEAWAYS

- **Demonstrating and showcasing ROI remains a primary source of frustration for marketers.** This challenge can be effectively addressed by embracing a GTM strategy that emphasizes revenue generation and synchronizing the goals and activities of marketers with revenue KPIs.
- **Reaching alignment with sales** and ensuring that marketers prioritize their goals in a mutually beneficial manner for both marketing and sales teams, **remains an ongoing challenge.** Many marketing teams perceive sales as their “client” and formulate strategies to fulfill their requirements before those of the brand (such as generating sales-ready leads).
- B2B organizations encounter persistent challenges in identifying and targeting accounts, as **ABX strategies are not universally adopted.** Furthermore, many ABM campaigns focus on individual leads at target accounts rather than addressing entire buying committees in a personalized and relevant manner.
- **Marketers are moving toward a full-funnel approach and adopting hybrid funnels,** with brand awareness becoming a key demand generation tactic alongside client expansion.

EXPLORE OUR VOICE OF THE BUYER 2024 RESEARCH

to uncover more findings on the top priorities, challenges, and needs of B2B buyers in 2024 →



OUTLOOK 2024

2385 NW Executive Center Drive, Suite 100
Boca Raton, FL 33431
info@infuse.com

INFUSE.com