

# How can B2B marketers respond to generative AI's opportunities and challenges?

Article

**Key stat:** Fifty-seven percent of B2B marketers said creating the right content is a challenge.

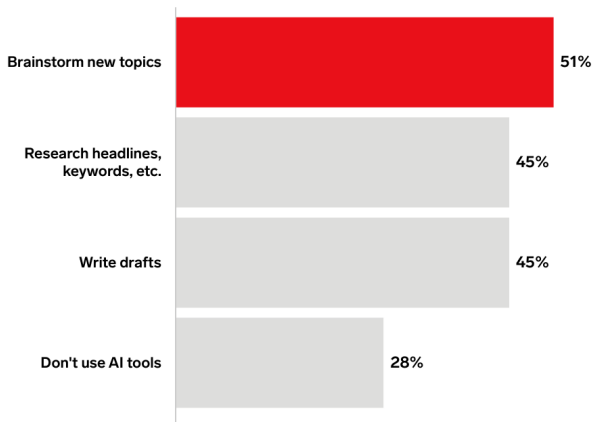
# Embrace genAI as a creative ally

- **Recognize genAI's creative benefits.** B2B content marketers are already jump-starting their content campaigns using genAI. Marketers worldwide said they use genAI for brainstorming, researching, and writing drafts—all ways that support the content creation process, according to CMI and MarketingProfs.

## How Do B2B Content Marketers Worldwide Use GenAI tools?

% of B2B content marketers worldwide, July 2023

Q: Does your content team use generative AI for any of these content tasks?



Note: n=1,080; respondents were asked to select all that apply  
Source: Content Marketing Institute and MarketingProfs, "B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2024" sponsored by Brightspot, Oct 18, 2023

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- **Use genAI to personalize content.** Personalization requires a deep understanding of buyers' pain points, interests, and decision-making processes. GenAI can help marketers tailor content to specific personas, industries, or individual companies. And that's key to audience engagement.
- **Apply genAI to time-consuming, routine tasks.** GenAI can offer great support for mundane tasks. For example, it can provide keyword suggestions and be used for SEO to maximize the discoverability of content through the strategic use of these keywords.
- **Keep an eye on genAI's greater creative potential.** GenAI is being used for more complex use cases, such as making campaigns hyper-dynamic based on real-time analytics to ensure the content is always relevant and useful. But marketers also need to be aware of the risks and downsides of genAI, such as misinformation, bias, and deep fakes.

Report by Kelsey Voss Jan 30, 2024

# How Can B2B Content Marketers Successfully Integrate GenAI?

