



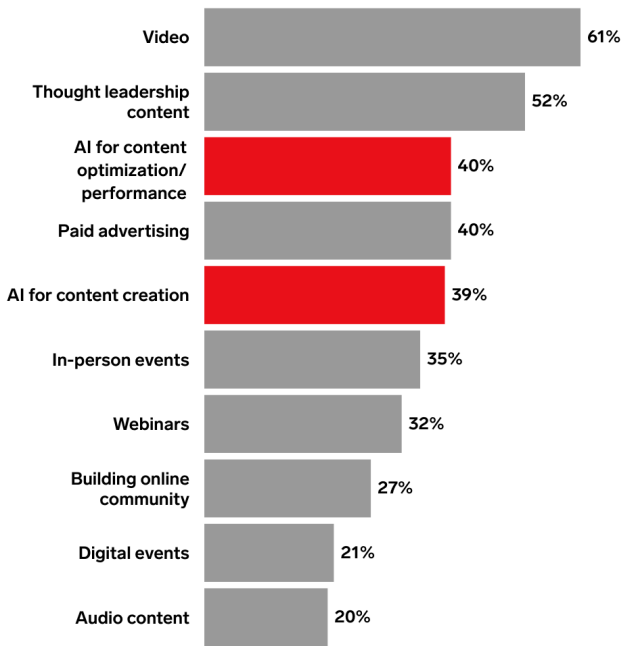
AI is reshaping B2B content marketing

Article

AI has become essential for B2B marketers. In a November 2024 Madison Logic survey conducted by The Harris Poll, 60% of marketers said they plan to invest more in AI tools this year across all areas of marketing. Similarly, an October 2024 Content Marketing Institute (CMI) survey revealed that more than half of B2B content marketers plan to prioritize AI-powered automation in 2025, and AI for content creation joined the list of top investments for the first time.

Budgets for AI Content Creation and Optimization
Join the List of Investments for 2025
% of B2B marketers worldwide, Aug 2024

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



Note: only responses of "will increase investment" shown
Source: Content Marketing Institute (CMI) and MarketingProfs, "B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2025," Oct 9, 2024

Read the full report, **B2B Content Marketing**.

Report by Kelsey Voss Mar 14, 2025

B2B Content Marketing

