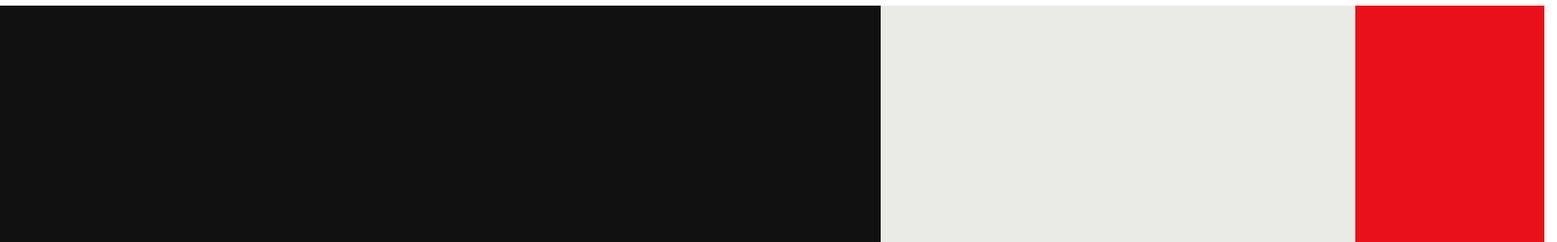# Most B2B content marketers have trouble creating the right content for their audience
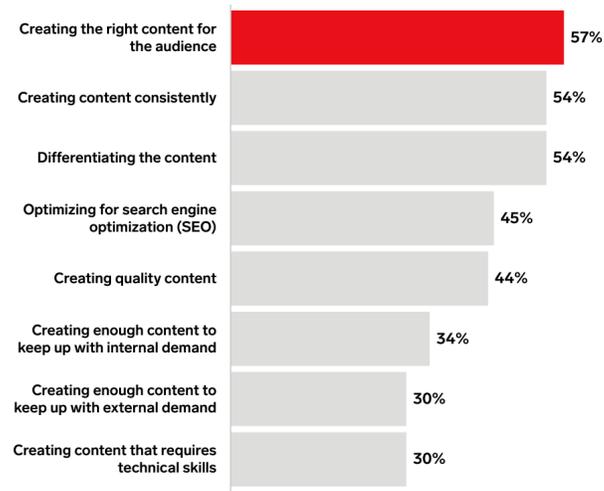
Article

What Are the Top Challenges Faced by B2B Content Marketers Worldwide?
% of B2B content marketers worldwide, July 2023

Q: What content creation challenges does your content team face?

Challenge	%
Creating the right content for the audience	57%
Creating content consistently	54%
Differentiating the content	54%
Optimizing for search engine optimization (SEO)	45%
Creating quality content	44%
Creating enough content to keep up with internal demand	34%
Creating enough content to keep up with external demand	30%
Creating content that requires technical skills	30%

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

350797   Insider Intelligence | eMarketer

Key stat: 57% of B2B content marketers worldwide face challenges creating the right content for their audience, according to a July 2023 survey from Content Marketing Institute (CMI) and MarketingProfs sponsored by Brightspot.

Beyond the chart:

- The same survey found that 54% of B2B content marketers have difficulty creating consistent content, as well as differentiating content.

- Generative AI is a powerful solution to these creative challenges, assisting in every step of content strategy—from ideation to personalization—and at scale.

- More than half (51%) of B2B marketers worldwide use generative AI to brainstorm new topics, while others report using the technology to research headlines and keywords (45%) and write drafts (45%).

Use this chart:

- Identify pain points within your content marketing team.

Beyond the chart:

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- Nearly a third of B2B marketers are using AI for chatbots, coding, and design

- Should you be using TikTok for B2B marketing?

- Email marketing is the most impactful channel for B2B marketers

- How Can B2B Content Marketers Successfully Integrate GenAI?