

# The State of B2B Content Marketing 2025

A Quantum Leap Marketing Survey Brief

*Full Survey Insights and Discussion Available on Request*



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# The State of B2B Content Marketing 2025 – Summary Survey Results

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## Survey Background

B2B marketers face a new content marketing landscape with:

- An increasing demand to create more content and the need to support twice as many channels as only five years ago,
- New AI tools and innovations are available daily and organizations need to prepare for the day when a single prompt creates an entire marketing program,
- Promotions are increasingly social and incorporate video.

Within this new reality, this survey of B2B Content Marketers was designed to uncover what is working now, identify key challenges to being AI ready, and content and AI initiatives for 2025. The survey also informed an article for Exit Five Media on B2B Content Marketing best practices.

For context, survey leader Bob Hanson has 30 years of experience as a B2B content marketer for start-ups to Fortune 50 companies. He has run benchmarking surveys in concert with primary research firm Osterman Research and conducted tracking surveys on B2B Marketing. The survey population represented 41 valid completes and all individual responses are kept confidential.

## Executive Summary of the Survey

The survey highlights key trends and challenges in the industry with a response bias towards early adopters of new content marketing strategies and AI tools. As such, these survey results represent where forward-thinking organizations are today. Content marketers must prepare for the day when one AI prompt creates an entire content marketing campaign.

### Context on the Survey includes:

- The survey population comprised 63% Marketing Executives or Business Owners and about half were in small businesses with no more than 100 employees.
- Over 9 in 10 self-identified as proficient or expert at Content Creation and Promotion.
- Roughly 2/3 viewed Content Marketing as important or essential to marketing and revenue generation, while only 1 in 4 viewed AI as essential to powering content marketing efforts.

### Participants shared the most common use cases of AI in Content Marketing, summarized as:

- **Research** – data from great sources
- **Outlining** - it's great at outlining content
- **Sparring Partner** – feedback, editing and idea generation
- **Analytics** – Identifying commonalities in past content, for example
- **Favorite AI Tools** - varied but ChatGPT and Claude were frequently cited.

## Barriers to Broader AI and Content Repurposing Adoption NOT about the Tools:

When asked about their top frustration in the Content Marketing creation and repurposing process, it was less about the tools, but more about lack of organizational alignment of purpose, resources, process and/or clarity of message. Many cited a lack of coordination in various teams and not knowing what content was available.

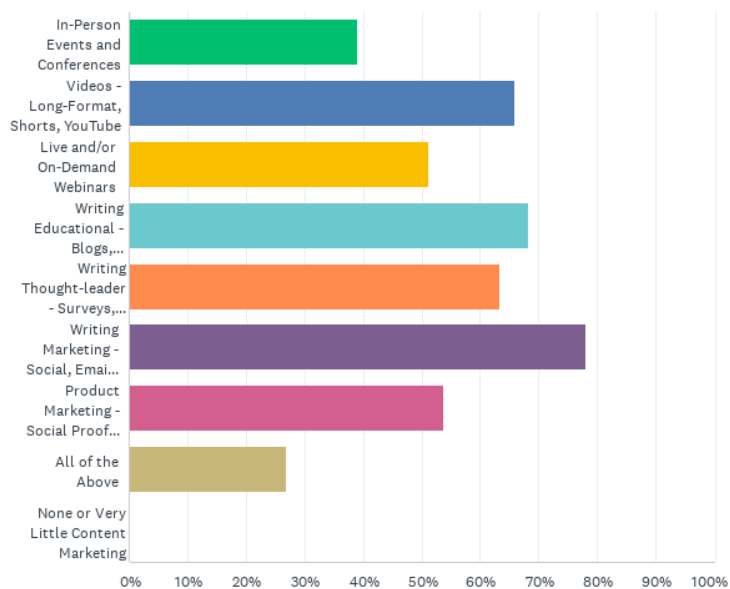
Repurposing video and video transcripts with AI are prevalent among Content Marketers.

## Key Charts and Data from the Survey of B2B Content Marketers

Keep in mind for the following data the survey pool skews SMB up to 100 employees and those who self-identify as proficient or expert content marketers.

Here are the top four charts from the survey.

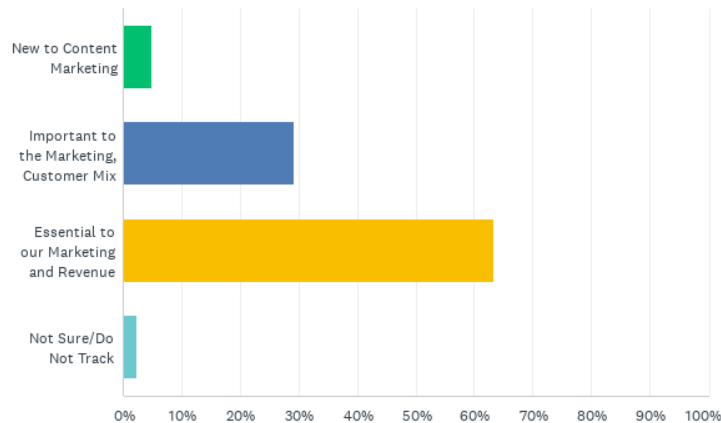
### Q4 What Types of Marketing Content is Your Organization Currently Creating?



Content marketers surveyed use a lot of different types of content, writing and video in different forms being the most popular. The survey population is less involved in virtual and in-person events.

**Survey Insight:** The survey shows all the different forms of content being created, managed, and distributed by today's B2B Content Marketers. Note that other surveys also show the typical B2B Marketer supports roughly twice as many channels as before the Pandemic. Clearly, Content Marketing teams are stretched as competitive and organizational demands have multiplied. The marketing multiplier here is 2x the content and 2x the channels is 4x the burden on Content teams.

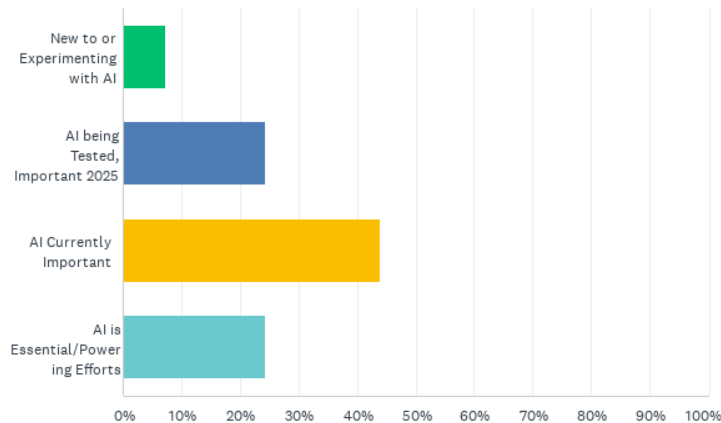
### Q5 What best describes the Results/ROI from the Content Marketing efforts?



Content Marketing is important or essential to marketing and revenue generation, with 93% in one of those camps.

**Survey Insight:** We would consider this group to be Early Adopters, and all Content Marketers should closely watch this relatively advanced group and learn from this survey.

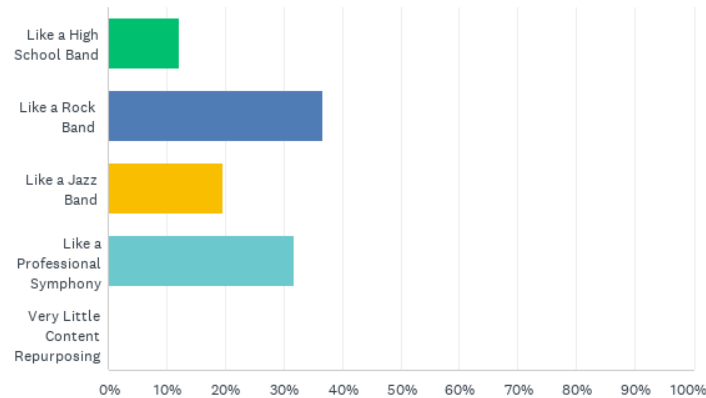
### Q6 What best describes the current role of AI in your Content Marketing?



One in four say AI is being tested and should be Important or Essential in 2025. Roughly 44% say AI is important to the Content Marketing Process while another quarter say AI is essential/powering our Content Marketing efforts.

**Survey Insight:** The survey group is quickly moving beyond experimentation into AI adoption, but not at the mastery stage quite yet. Content Marketers and Teams that are not actively leveraging AI currently are likely falling behind their peers and at a competitive disadvantage.

Q8 What best describes the Content Marketing Creation, Repurposing Capabilities in your organization? (Using the analogy of music groups)



Using the analogy of different music groups, about 12% felt like a High School Band - Basic Content Marketing and Minimal Repurposing. About 37% described their organization like a Rock Band - Good Content Marketing and Some Repurposing.

About 20% felt like a Jazz Band - Sometimes Great Content but No Repurposing System/Consistent Processes, while 32% are Advanced at B2B Content Marketing and Coordinated Repurposing of Content, playing more like a Symphony Orchestra.

**Survey Insight:** Roughly one in three in the survey pool have an advanced and coordinated content creation and repurposing engine. Other content marketing teams may want to adopt the advanced/symphony model. The symphony-like Content Marketing model means there is one conductor, all marketers are proficient at their content type(s) and channel(s), and all work off the same sheet of music or marketing playbook.

## Key Action Items for Forward-Thinking Content Marketers and Executives

For those early in the AI adoption curve, this survey gives you a window into where your organization needs to be when it comes to content repurposing and AI proficiency.

Every B2B content marketer should prepare for the day when a single AI prompt creates a comprehensive content marketing campaign.

Here are three recommended actions to future-proof your Content Marketing Strategy.

### 1. Still Early Days with AI Tools for Content Marketers, Majority Adoption Expected Soon

**Content Marketers' use of AI across the marketing team and the enterprise is still in its early days.** As processes and tools mature, which could occur over the next 6 to 18 months, those teams behind the curve will be at a competitive disadvantage. B2B marketers and content teams should be actively engaged in piloting key AI use cases and expect wide adoption of AI. For example, with an assist from AI and a smart process, marketers can create a comprehensive webinar with draft content/video and marketing promotion within a day, a process which used to take a week or more.

### 2. Before Going Deep on AI, Gain Alignment on the Content Marketing Strategy

**The survey highlighted a significant barrier to entry for organizations wishing to adopt a high-performing content repurposing engine.** Specifically, one or more fundamental steps in a comprehensive content marketing strategy are missing in their organization. They include, but are not limited to, clarity of objectives and a target audience for each content track, messaging guidelines and POV, alignment with executive and key stakeholders and within the marketing team, and a process and playbooks to create, manage and re-purpose content.

### 3. Leverage AI with Existing Long-Form Video and Webinars for Content Repurposing

**A quick win for any organization is starting to re-purpose long-format video** like in-person presentations, podcasts, and webinars into other content forms like video snippets for social sharing, video segments for the website, and on demand videos for evergreen marketing campaigns. In addition, presentation visuals can be re-purposed socially, transcripts can often yield up to a dozen social posts and articles, and winning topics and presentations that attract and convert can become a series to repeat and scale.

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To get a free access to Bob Hanson's *B2B Content Marketing and AI Readiness Kit*, which includes a video discussion of this survey and an introduction to his Perpetual Content Marketing Framework, the full article on the B2B Content Flywheel, as well as information on a complimentary Content Marketing and AI Readiness Audit at <https://www.mustseewebinars.com/free-content-audit> or email Bob at [bhanson@mustseewebinars.com](mailto:bhanson@mustseewebinars.com).