

Are B2B Marketing And Sales Leaders Ready For 2024?

As part of ViB's ongoing project, Benchmarked, we surveyed **hundreds of B2B marketers and sales leaders** to capture their voices in the latest industry trends. In this edition, we uncover statistics around new marketing and sales strategies for 2024, along with a retrospective of the past year.



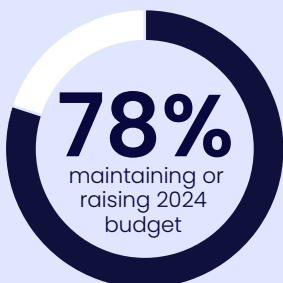
Half of the cohort did not meet their overall 2023 B2B marketing performance expectations.

In fact, **18%** were really below their expectations. Only **12.5%** exceeded their goals, and a majority **37.5%** simply met their expectations.



Quality and volume of lead generation continues to be a primary goal in 2024, with **36%** aiming to improve lead quality and conversion rates, and **29%** focusing on generating more leads.

Other goals included increasing brand awareness (**14%**) and increasing marketing's contribution to the pipeline (**10%**).



2024 budgets are going up, not down, compared to the past year. **29%** are maintaining their budgets, **36%** are increasing moderately, and **14%** are increasing significantly.

On the flipside, **15%** are decreasing their budget moderately, and **7%** are decreasingly significantly.



31% **25%**

say events or web are the best
channels for 2024

Respondents believe that events and webinars (**31%**), then web, SEO and organic channels (**25%**), will be the most effective for B2B lead generation in 2024.

Next in line are social media marketing (**12%**), paid advertising (**10%**), content (**10%**), and email (**8%**) – interestingly rather far behind.

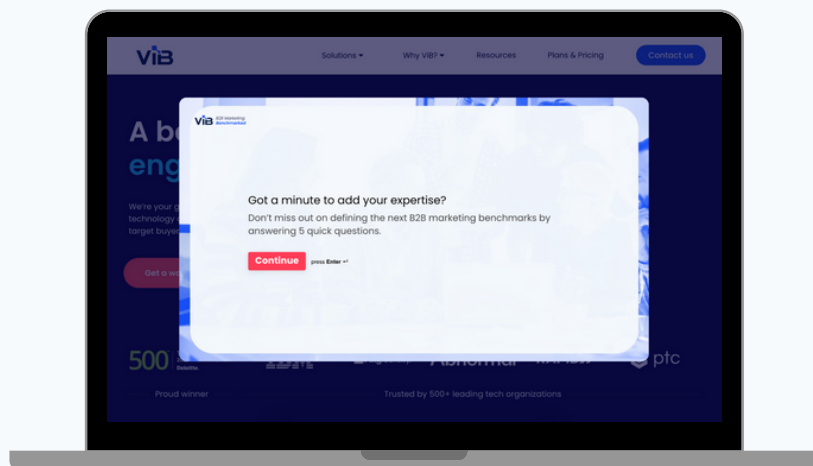
GenAI search
is the top predicted trend

What are the most likely trends for 2024? **32%** predict a ramp-up of GenAI search, **17%** believe in more human and emotional positioning strategies, and **15%** see increasing use of influencers in B2B.

Contribute your benchmarks in the next edition

In B2B marketing and sales too? We'd love to capture your expertise!

Visit vib.tech to access the next set of questions for *Benchmarked*, or register to get notified whenever we release new questions and data.



Need more **support** for B2B lead generation?

With 50% trailing behind their 2023 goals, plus a high volume and quality of leads being top of mind this 2024, we're here to help.

Easily crush your goals this time, with **lead generation solutions** that are **affordable**, bring **guaranteed results**, and require **minimal heavy lifting**.

As an exclusive part of this project, grab a trial package for any of ViB's flagship demand generation solutions, to test how our approach and audience will get you results.



Amplify your brand, upcoming event, or any offering, with a targeted email blast.

Try Emails



Actively promote your asset with a targeted lead guarantee.

Try Syndication



Meet self-qualified leads who opt-in to see your solution.

Try Appointments

Smash your 2024 targets with guaranteed leads, on your budget

Request a no-pressure walkthrough