### Five Insights from the 2020 Chief Marketer B2B Marketing Outlook Survey

1. **Channels that Produce B2B Leads with Highest ROI**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>50%</td>
</tr>
<tr>
<td>Content Marketing</td>
<td>34%</td>
</tr>
<tr>
<td>Search (Optimization &amp; Marketing)</td>
<td>43%</td>
</tr>
<tr>
<td>Live Events</td>
<td>23%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
</tbody>
</table>

2. **Social Media Marketing as a Lead Generation Channel**

   The percentage of marketers using social media for lead generation is increasing, with LinkedIn leading the pack. The biggest challenges to effective social media marketing include:**

   - Inadequate social budget: 27%
   - Engagement: 63%
   - Having enough content: 36%
   - Measuring social ROI: 55%

3. **Biggest Challenges to Creating the Best Customer Experience**

   - Budget: 43%
   - Organizational support and silos: 28%
   - Bandwidth/Resources: 20%
   - Personalization: 18%
   - Engagement: 7%

4. **Top 5 Challenges to Effective Email Marketing**

   - Content: 55%
   - Subject Line: 43%
   - Time of Day: 38%
   - Preheader/Preview Text: 31%
   - From Address/Reply-To: 19%

5. **Customer Experience is a Priority for Most B2B Marketers**

   - 98% of B2B marketers believe customer experience is important to their business.

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**Source:** 2020 Chief Marketer B2B Outlook

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**METHODOLOGY:** A total of 167 B2B marketers were surveyed via email in 2019. Annual marketing budgets range from “less than $25,000” (20 percent) to “$100,000 to $250,000” (17 percent) to “over $1 million (21 percent).” Approximately 27 percent hold the title of Chairman/CEO/President/C-Suite Executive; 25 percent are directors; 23 percent are SVP or VP; and 19 percent are managers. Company size: 67 percent work in organizations of under 500 people and 17 percent indicated “more than 5,000.” Respondents work in a variety of markets, including professional services, information technology, entertainment and media, manufacturing, financial services, hospitality, healthcare, aviation and construction.