FIVE INSIGHTS FROM THE 2020 CHIEF MARKETER B2B MARKETING OUTLOOK SURVEY

1. **Channels that Produce B2B Leads with Highest ROI (TOP 5):**
   - **Email**
   - **Content Marketing**
   - **Search (Optimization & Marketing)**
   - **Live Events**
   - **Other**

2. **Social Media Marketing as a Lead Generation Channel is Increasing, with LinkedIn Leading the Pack.**
   - **LinkedIn**
   - **Facebook**
   - **Instagram**

3. **Biggest Challenges to B2B Marketing (TOP 3):**
   - **Budget**
   - **Organizational Support and Silos**
   - **Bandwidth/Resources**

4. **Top 5 Challenges to Creating the Best Customer Experience for Your Brand (TOP 5):**
   - **Budget**
   - **Organizational Support and Silos**
   - **Bandwidth/Resources**
   - **Personalization**
   - **Engagement**

5. **Customer Experience is a Priority for Most B2B Marketers, but Email Is the Top Channel for Moving Prospects Through the Sales Funnel.**

**Source:** 2020 Chief Marketer B2B Outlook

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