

2024 AI Trends for Marketers:

How AI Is Driving Personal Productivity and Business Growth

Table of Contents

FOREWORD

An AI-Powered Future for Marketing 3

INTRODUCTION

AI Is Here to Stay—And That’s a Good Thing 5

CHAPTER ONE

Marketers Are Addressing AI Hesitation 8

CHAPTER TWO

AI Is Driving Career Momentum for Marketers 13

CHAPTER THREE

Marketers Are Navigating Content Creation with AI 20

CHAPTER FOUR

What Marketing Leaders Are Saying about AI 26

CHAPTER FIVE

Investing in AI for a Powerful Future 30

CONCLUSION

Smarter Marketing for Better CRM 35

FOREWORD

An AI-Powered Future for Marketing



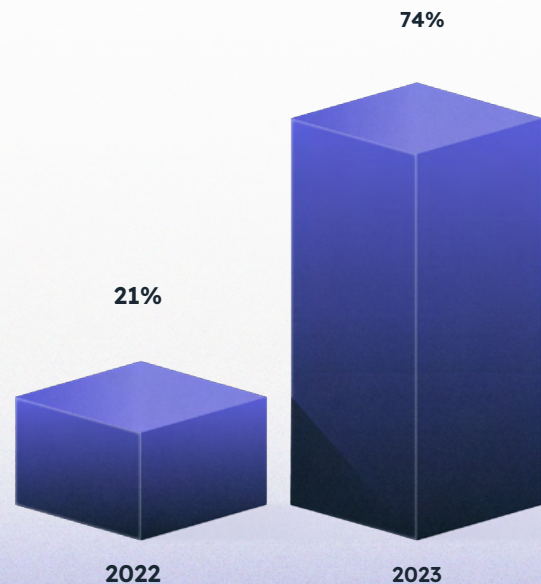
Kipp Bodnar
CMO, HubSpot

There’s no denying it—last year posed a lot of hurdles for marketers. Financial instability and restructuring seemed to be common themes for businesses everywhere, regardless of industry. But marketers didn’t shy away from the challenges facing their teams. In fact, they were more resilient than ever.

As marketers, we’re tasked with a heavy responsibility. We start, nurture, and rebuild customer relationships in ways that empower our colleagues in sales and customer experience (CX) to succeed. To tick those boxes, we have to think creatively. And in 2023, that’s exactly what marketers did—it’s part of why we saw a sharp increase in artificial intelligence (AI) usage.

When we step outside our day-to-day routines and examine marketing from a new angle, it’s easy to see how AI seamlessly fits into the equation. There’s no shortage of tools, after all, that use AI to streamline routine processes like emails, give social media captions a personal touch, and even breathe new life into legacy tools. Business leaders are catching onto the trend, as well. According to our research, we’re seeing directors, VPs, and executives start to prioritize AI integrations with their marketing teams, and realize what that efficiency boost can do for bottom lines.

Increase in marketing AI tool usage



So, how do marketers actually feel about AI? Are we actually using this tech in practice?

The short answer is yes. The long answer is that marketers don't just use AI—they're using it to give themselves a leg up in their careers.

AI is accelerating, and marketing is moving forward with it. But just because marketers are using AI doesn't mean that the tech is going to displace employees or lead to downsizing. Those concerns are still real, but disruptor technology like AI is always going to cause some discomfort when it's moved from theory into practice.

In our research, we've seen time and time again that AI is a tool to improve workflows. It's not self-sufficient, and it's dependent on human knowledge to generate something that's worth your customers' time.

If your primary concern about AI is that it'll replace your role at your organization, remember this:



You're a marketer. And your future is yours to decide.

At HubSpot, we believe in **growing better**. And that's exactly what AI can help marketers do. It can help us learn new skills, get more free time for the work we enjoy, create cool content, and crush KPIs for our organizations. If you're ready to start growing better, we're ready to meet you halfway with research, tools, and industry insights that'll tell you everything you need to know about AI.

So, let's hear from the marketing professionals we surveyed with The Next Wave—and see how they used AI to drive results for their businesses. And for themselves.



Introduction

AI Is Here to Stay—And That’s a Good Thing

Do More of What You Love with AI

There's a reason why nearly 75% of marketers believe AI will become a workplace staple within the coming years. When it comes to automation, customer engagement, and data analysis, AI-powered tools act like an ace up a marketer's sleeve. According to the marketers we surveyed, the days of manually personalizing every email and poring over massive spreadsheets are numbered.

AI has the potential to support a number of tasks in a marketing department. In our conversations, we learned that marketers were commonly using the technology to:

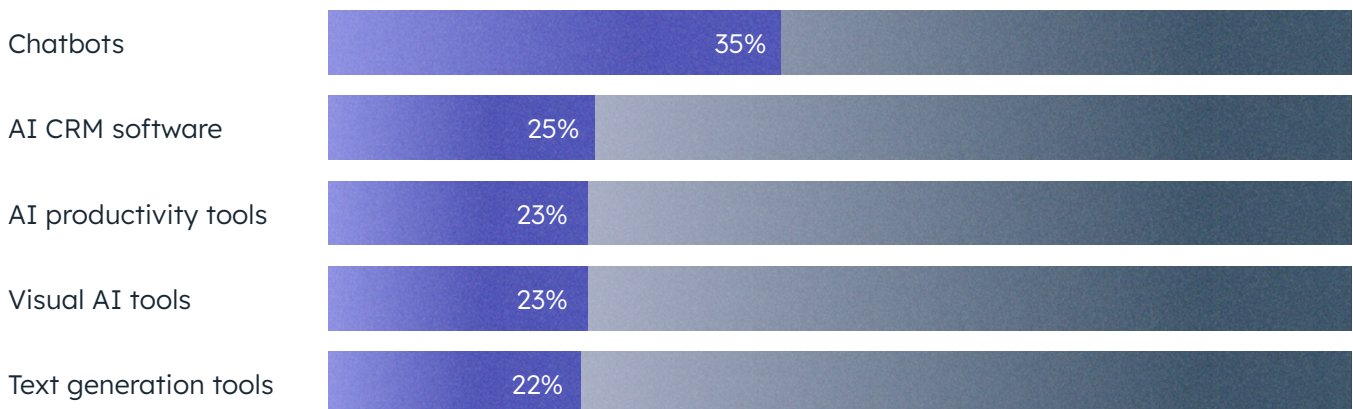
- Optimize emails for better customer experiences
- Iterate taglines and slogans for their businesses
- Strengthen top-of-funnel outreach through data analysis
- Accelerate content creation at a rapid rate

More than 74% of marketers believe that most people will use AI in the workplace by 2030

But AI isn't just a blanket term that can address every marketing challenge at once. Since the viral launch of [DALL.E](#), new AI tools have flooded the market, each accomplishing a unique objective. Generative image tools speed up content creation, text generators make email and caption writing more efficient, and machine learning tools take the lift out of data analysis. Today, marketers use a combination of AI-powered tools to improve customer relationships at scale.

Looking for an AI marketing solution? Visit [Future Tools](#) to find AI-powered software that works for you.

Most popular marketing tools in our survey



But marketers aren't exclusively onboarding new AI tools. Tech providers are supplementing existing productivity technology that marketers already know and love with AI capabilities that can not only make their days easier—it can make them more efficient.

AI upgrades to existing tools

Gemini. This chatbot powered by Google AI rivals other popular text generators like [ChatGPT](#). It's available for free as a Google Workspace app.

Grammarly. Marketers are likely familiar with Grammarly's spelling, grammar, and readability suggestions—but the tool has gotten an AI upgrade to make writing more seamless.

HubSpot. We use AI technology to support sales, CX, and marketing teams with tools they need to foster better customer relationships.

With AI upgrades to existing tools—and new software entering the market daily—marketers have more time to focus on the aspects of their job that they love. Whether that's creating a new campaign strategy, interacting with customers one on one, or brainstorming ways to grow their careers, AI gives marketers more agency over their roles. And marketing leaders are resonating with the boost in productivity.



While the rise of AI still leaves some marketers uncomfortable, we're dedicated to helping marketers understand the technology better. That's why we sat down with marketers from leading businesses. In our survey, we discovered:

- How marketers feel about AI today
- Where marketers are using AI to grow their careers
- What AI means for content creation
- How marketing leaders see AI in their businesses' futures
- What tools, tips, and tricks, marketers can leverage today

So, let's dive into the state of AI, and see how marketers like you are using the technology to grow their careers, support their teams, and drive engagement for their businesses.

Chapter 1

Marketers Are Addressing AI Hesitation



Replacing Fear with Confidence: Marketers + AI

Before we explore sentiments from marketers who are already on board with AI, it's important to acknowledge that there are still many professionals who are skeptical about the technology's impact. From fears of being displaced by the technology to ethical concerns around copyright infringement, marketers who approach AI with a grain of salt are practical—and in the past, they've been right to be concerned.

However, advancements in policy, best practices, and workplace implementation may help some marketers feel more comfortable—and confident—as AI enters the workplace.

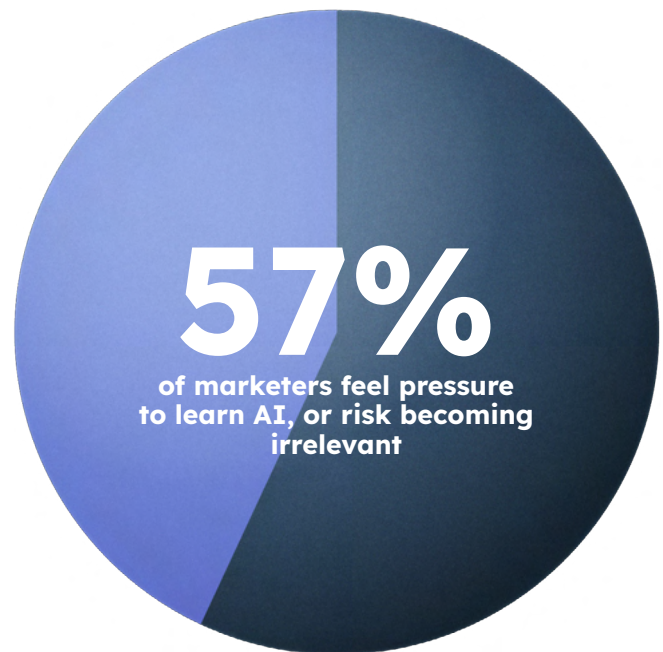
Let's take a closer look at some of the most common concerns that marketers have about AI, and what they're doing to address them.

Undermining competency

Marketers wear a lot of hats. They're often responsible for social media metrics, customer service, and web performance, among other KPIs. So, when it comes to AI, marketers who are overextended may feel frustrated about adding yet another tool to their kit—but feel pressured to move forward anyway. In fact, more than half of the marketers we surveyed said they feel at risk of becoming irrelevant if they don't learn how to use AI in their workflows. This pressure translates to sentiments that AI undermines a marketer's competency at work, making them appear behind the curve compared to other professionals in the field.

Common concerns about AI

- Undermining **competency**
- Negatively impacting **relevancy**
- Reducing job **security**



Industry trends often multiply this pressure and make it feel more immediate. Heavier workloads, faster turnarounds, and [understaffing](#) all lead to marketers feeling like they're at the end of their rope.

While it's undeniable that AI is becoming commonplace in marketing, that doesn't mean marketers can't stay competitive in the changing landscape. By learning more about AI's functionality, how it works, and what it can do to help, marketers can feel more comfortable as the technology integrates with familiar tools. And they can calm their fears around relevancy.

Ready for an AI crash course? Learn more about HubSpot Academy's free training, [AI for Marketing](#).

Negatively impacting relevancy

Early adopters of AI feel optimistic about its potential to drive their careers forward. But, for marketers who are more skeptical, the technology can feel like a significant blocker in their path towards upward mobility. Where 68% of marketers felt AI offered a boost to their career, the rest were less enthusiastic. As a result, marketers who have concerns about AI feel that the technology makes their roles less relevant to their organization's success.

There are a few reasons why marketers feel this way, including:

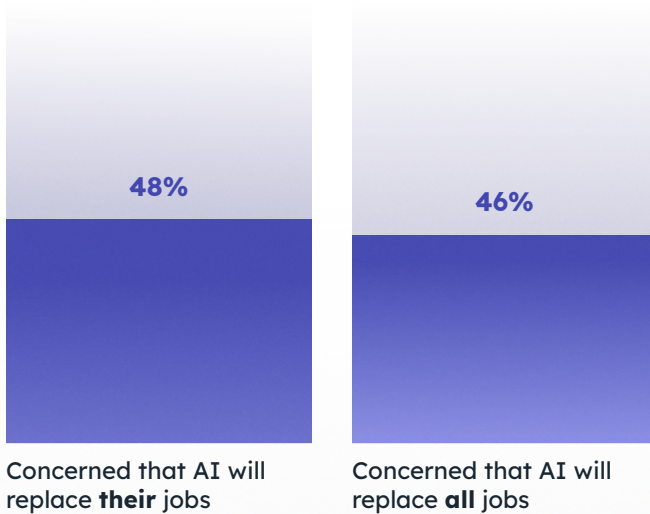
- Lack of understanding about AI
- Misuse of the technology
- Long adoption times for new AI-powered workflows

When marketers struggle to understand AI's impact—or how to implement the tools at all—they may see momentary dips in their productivity. Marketers who fear becoming irrelevant in the rise of AI technology might consider taking a step back, gaining a foundational understanding of the technology, and reaching out to colleagues for support.

Reducing job security

One of the most commonly voiced concerns around AI is its potential to replace human workers. According to our survey, this sentiment was still prominent in the marketing industry. Nearly half of marketers stated that they felt their jobs—and the entire job market—were at risk of being replaced.

Outlook from marketers on job security with AI



As time progresses, we believe this concern will essentially address itself. Marketing is a robust industry with the need for human engagement at every stage of the customer journey. While it's true that AI can automate some routine tasks, such as basic customer service, messaging customization, and some creative generation, it's also true that AI is a **tool**, not an **alternative**.

Marketers who feel concerned about losing their jobs to AI can take a few steps to feel more confident—besides staying patient.

1. Conduct research.

Sign up for free courses and see how AI's trajectory is changing in real time.

2. See it in action.

Get a free demo, partner with a colleague, or experiment with user-friendly AI tools. Facing the unknown can make it feel less daunting.

3. Opt for automation.

Consider how AI can reduce lift for time-intensive manual tasks. By freeing up working time, marketers can focus on more creative tasks that feel more rewarding.

How AI tools work

Understanding AI can help marketers visualize its potential—and its limitations.

Text generators.

AI uses a manual prompt to create suggestions for content. These outputs are often substantial, but lack a human touch that makes the writing feel authentic.

Image and video generators.

By using prompts, these generators compile existing datasets to create a net new output. This technology is growing, but blurry backgrounds, lack of detail, and onscreen text errors can all show a lack of humanity.

Data analysis.

Machine learning tools parse data and provide informed suggestions about engagement tactics, such as meta descriptions, SEO keywords, and taglines. Marketers should always quality control these outputs, as the technology can make mistakes.

Learn more about AI's role in marketing through the HubSpot Blog and The Next Wave on YouTube

- [AI in Digital Marketing — The Complete Guide](#)
- [The Rise of Generative AI Video Tools](#)

The Bottom Line

AI is here to stay, but more than half of marketers are still hesitant about its growing role in the industry. Common concerns around competency, relevancy, and job security leave some marketers feeling uncertain about an AI-powered future. Staying informed, trialing low-lift free products, and using AI for task automation can help marketers assuage fears around AI—and boost their careers with a tool built for productivity.

Chapter 2

AI Is Driving Career Momentum for Marketers

Seven Leading Use Cases for AI in Marketing

With common concerns addressed, let’s pivot and discuss how surveyed marketers used AI to their advantage.

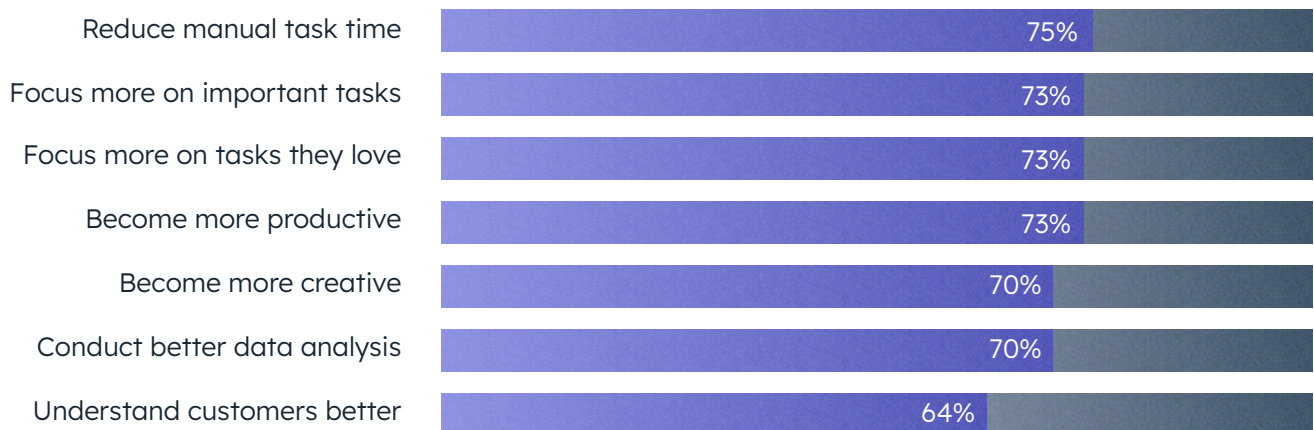
At a glance, marketers used AI to **empower more efficient workflows** and **have more enjoyable experiences at work**. While this might sound like a no-brainer, there’s careful nuance to these benefits, each powered by a strategic move from a marketing professional.

As we’ve already discussed, marketers used a combination of existing tools and new solutions to leverage AI’s potential in their workloads. While upgrades to existing tools were a key driver of AI usage, optimistic marketers also saw utility in onboarding new tools—especially when they received support from leadership at their organization. As a result, marketers felt more fulfilled—and they felt more confident in their potential for future career growth.

According to our survey results, there were seven popular ways that marketers used AI to support their day-to-day responsibilities:

- Manual task automation
- Task prioritization
- Enjoyability
- Productivity
- Creativity
- Data analysis
- CRM

How marketers use AI



Manual task automation

Last year, 75% of marketers used AI to reduce the time they spent on manual tasks. That's a significant portion of the industry, and it demonstrates AI's potential to streamline manual processes across the board. By handing off routine tasks to an AI-powered tool, marketers not only improve their own workflows—they also support a healthier bottom line for their organization, as well.

What tasks can you automate with AI?

- Customer support via chatbots
- SEO keyword research
- Email personalization
- Voice and tone adjustments
- Website meta descriptions
- Market segmentation
- Summarization
- Calls-to-action (CTAs)

Tip: You can use an AI-powered text generator to create A/B testing options for taglines, captions, meta descriptions, and CTAs.

Task prioritization

By handing off routine tasks to an AI tool, marketers gain more time in their workdays. They can use that extra time to focus on tasks that require more strategic thinking—or have the potential to drive better results for their business. Some of these intensive tasks might include:

- Creative ideation
- Campaign management
- SWOT analysis
- Competitor research
- Interdepartmental collaboration

Of course, AI can also help streamline these intensive projects, as well. Some tools, like [HubSpot AI](#), help analyze campaign performance analytics and offer insights that marketers may have overlooked on their own. With 73% of marketers already using AI to help with task prioritization, there's a strong case for exploring this further.

Enjoyability

Beyond the KPIs, performance reports, and time saving capabilities, there's one key perk of AI in marketing. **AI helps marketers spend more time doing things they love.**

Marketers often spend valuable time handling routine customer inquiries, fine-tuning product descriptions, or even rewriting web copy to better communicate a unique value proposition (UVP). And, while many marketers recognize these responsibilities as a vital part of their role, there's also the opportunity to hand off these tasks—and spend more time on things that make them feel fulfilled.

A few ways marketers can better spend their time, thanks to AI

Creative exploration.

More time to think outside the box can result in more compelling campaign assets.

Critical analysis.

With support from AI-powered software, marketers can dig into data and discover new insights that may power more effective campaigns.

Collaboration.

When marketers aren't relegated to silos to meet hefty deadlines, they can spend more time working together. That improved collaboration can improve job satisfaction—and lead to better office morale.

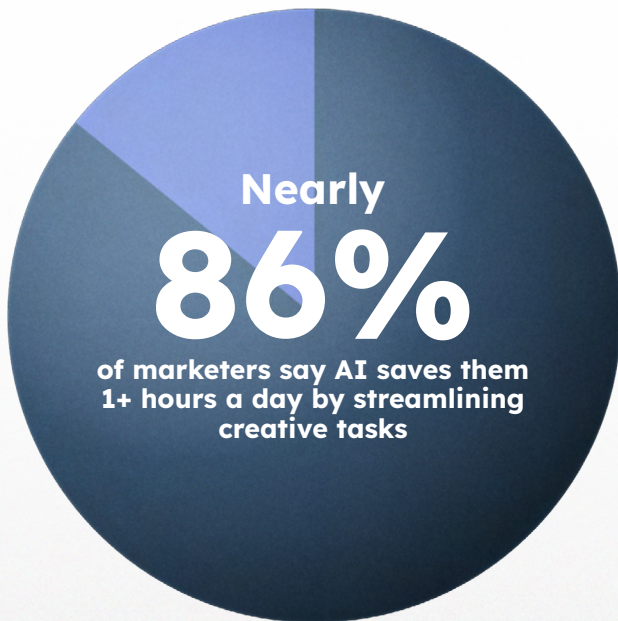
Opportunities to grow.

As marketers learn to streamline their workflows with AI, they can spend more time pursuing professional development opportunities. These personal investments can help them address business goals more efficiently—and pursue career growth.

Productivity

With better task prioritization in place, it's clear that AI can help drive productivity for many roles within a marketing team. Nearly 75% of marketers indicate that AI tools help them become more productive at work—and that translates to benefits for their business, as well.

When marketers accomplish more during their day, they have the potential to reach more customers, increase engagement, and support sales teams with materials that move leads down the funnel. By streamlining daily workflows, AI can help a marketing team generate more sales leads, resulting in better ROI potential.



Creativity

Marketing offers a variety of creative roles that help professionals feel fulfilled—and rewarded—in their careers. And, according to our survey, 70% of marketers said that using AI tools helped them become more creative.

When marketers hand off technical communications, basic data analysis, and optimization to AI software, they can focus on projects that require more brain power. But, beyond that, AI can serve as an inspiration tool to help overcome writer's block, see a problem from a new angle, and find creative ways to reposition a product or service. Marketers who use text or image generators often find that they can accomplish more. In fact, nearly 86% of marketers said that AI helped them save more than an hour every day on creative ideation.

Data analysis

AI software can act like a companion tool for marketers who perform data analytics on a regular basis. Entrusting marketing data, campaign analytics, and customer demographics to a secure AI-powered tool can help marketers parse more data on a faster timeline. Last year, 70% of marketers used AI to help streamline data analysis—and nearly half of marketers say the software can effectively analyze data on its own.

By integrating AI tools with data analysis workflows, marketers can potentially identify new campaign strategies, outreach methods, or engagement tactics they may have overlooked otherwise. As a result, marketers with more attuned strategies are in a better position for growth at their business.



CRM

While customer relationship management may seem more valuable to customer service departments, many marketers use CRM tactics to devise campaigns that drive better engagement. For example, 64% of marketers said they used AI tools to gain a better understanding of their customers. With this strategy, marketers can analyze a customer's history with their business—including past customer service calls, resolved tickets, and even social media engagement—to create marketing assets tailored to customer interests. With support from AI, marketers can find recommended writing styles, key messages, and proof points that will resonate more strongly with customers at scale.

Prioritize security above all else

With so many AI tools on the market, it's sometimes difficult to know which solution is the right choice for your organization. But **be cautious** when exploring AI software—not every solution offers best-in-class security practices, and confidential data may be at risk of data leaks. Additionally, many AI models use customer-provided datasets to generate outputs.

Follow these tips to maintain security when using AI:

Consult with your supervisor and IT department.

Always confirm that a tool is approved before inputting sensitive data.

Be cautious with free trials.

While some AI solutions may appear to have no strings attached, they may retain sensitive data after your trial is complete.

Choose trusted software.

Consider opting for solutions from AI experts with proven track records of reliability. Brush up on their policies to understand what providers can offer the most secure AI services for your business.

The Bottom Line

There are a number of use cases for AI in marketing—but seven popular use cases helped surveyed marketers build their career momentum in a promising way. By streamlining manual tasks and prioritizing larger projects, AI helped marketers become more productive—and creative—with improved data analysis. Additionally, insights from AI-powered CRM helped marketers demonstrate a high level of customer care at their organizations. By relying on secure solutions that prioritize data safety, marketers can position themselves as **valuable resources** within their business, and move their careers forward.

Chapter 3

Marketers Are Navigating Content Creation with AI

Keeping Pace in an Agile Market

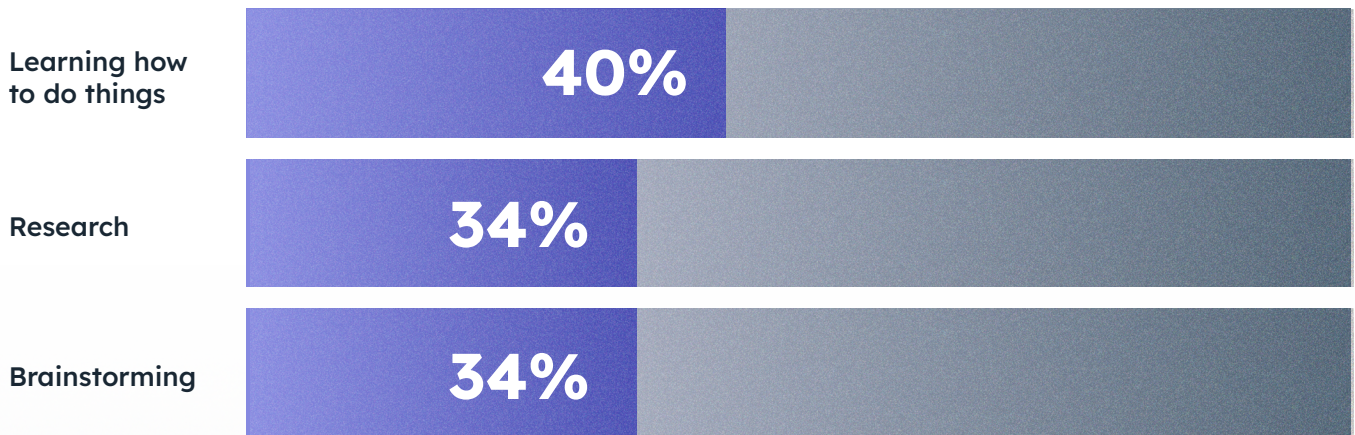
Across digital, physical, and social marketing channels, the content creation boom has led to higher expectations for marketing than in previous years. To stay relevant, marketers are often tasked with large workloads and tight turnarounds that may leave some professionals feeling overwhelmed. As businesses across industries lean into content creation trends, marketers are finding new tactics to accomplish their goals.

To keep up with increasing demands for always-on content, marketers are using [creative solutions like AI](#) to increase productivity while also [guarding against burnout](#). Nearly half of marketers who used AI in their role found ways to streamline content creation.

Marketers know that high-fidelity content creation is a lengthy, involved process. Juggling expectations from internal stakeholders, polishing content for external engagement, and monitoring performance on the backend are all amplified when creating content for a more upscale audience.

That’s where AI comes in.

Popular use cases for AI



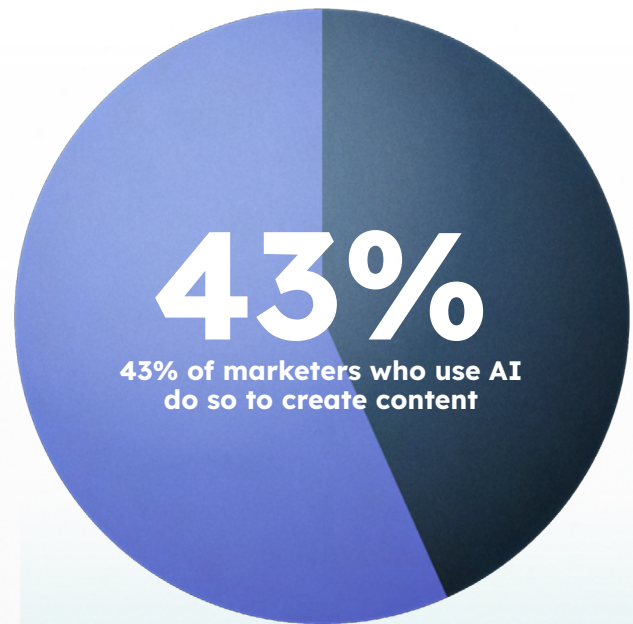
Leveraging AI in content creation can empower marketers with more attuned campaigns that deliver better results.

In this chapter, we'll focus on content creation, and ways that marketers found ways to streamline production processes throughout the year.

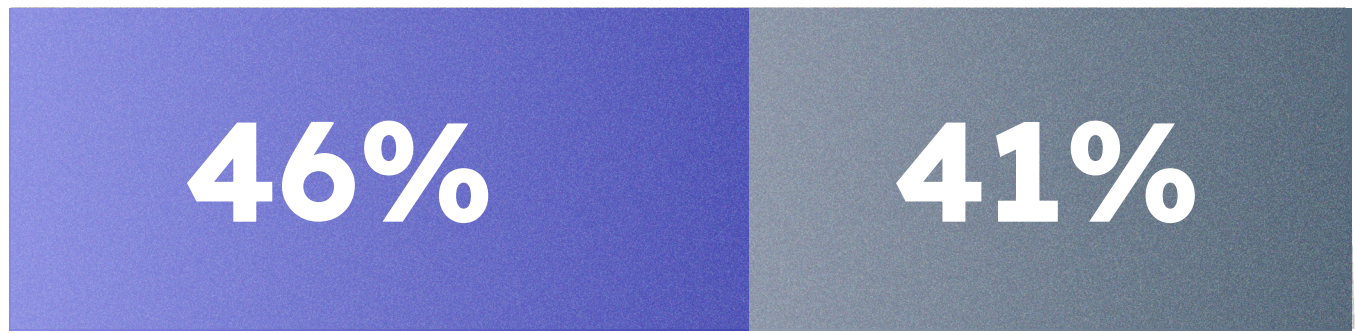
AI + Writing: Best Practices from Marketers

Across industries, marketers suggested that AI was especially useful when creating written content for their business. For example, about 40% of marketers used AI as an educational tool to support better writing. Similarly, about a third of marketers said that AI helped them understand, research, and brainstorm content for their written materials.

Becoming a subject matter expert (SME) on a topic isn't always feasible for marketers with tight timelines. Even marketers with a deep understanding of their organization might overlook industry nuances or incorrectly use jargon in an important press release. But, with AI, marketers found that they could conduct better research and write more informed content that built trust with their audiences.



Percentage of marketers who use AI to write marketing copy vs. outlines



■ Use AI to write marketing copy

■ Use AI to write outlines for marketing content

Building research skills wasn't the only way that marketers used AI to improve their writing, though. In addition to research and education, marketers also found ways to streamline writing processes from start to finish with AI tools like text generators. In fact, nearly half of marketers used AI to write copy, or to outline preliminary content.

If you're considering using AI to supplement your copywriting tasks, keep these best practices in mind to create materials that are original, attuned to business goals, and engaging for readers.

1. Brainstorm original content ideas

AI tools can help optimize content, but their ability to generate new ideas is still limited. Because generative AI can only create outputs based on their existing datasets, they often lack the creativity or unique perspectives that human marketers bring to the table. Before opening your AI tool of choice, consider brainstorming some original ideas and experimenting with ways that AI can best help you meet your content goals.

2. Make it more personal

If you're using tools like [ChatGPT](#) or [HubSpot's AI Content Writer](#), you can make adjustments to outputs by providing additional prompts. For example, if our AI Content Writer created a blog post based on your prompt, you could instruct the tool to "make it more personal." The software would immediately readjust the content to the voice and tone you want, helping you create deliverables that effectively communicate key messages.

3. Fact check outputs every time

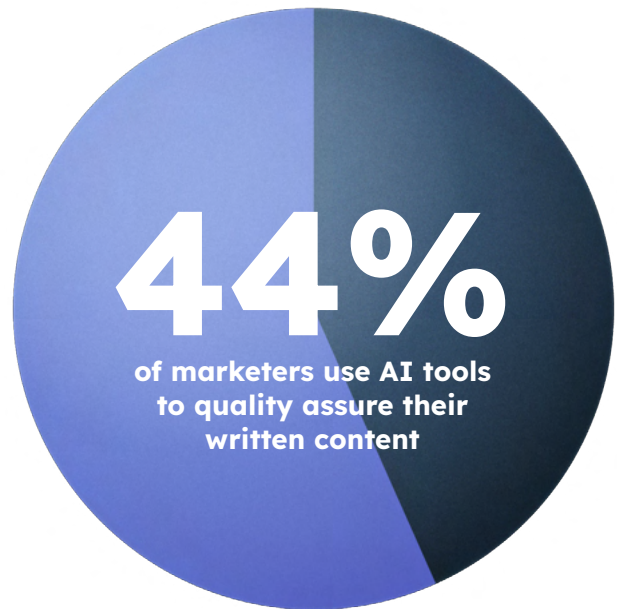
AI software can parse massive amounts of data in an instant—but its outputs are only as accurate as its current dataset. If you’re using AI to write content based on industry research, statistics, or sensitive information, take the time to meticulously fact check every statement. Inaccurate content can reflect negatively on an organization, require rewrites that lower productivity, and impact customer trust.

4. Prioritize quality assurance

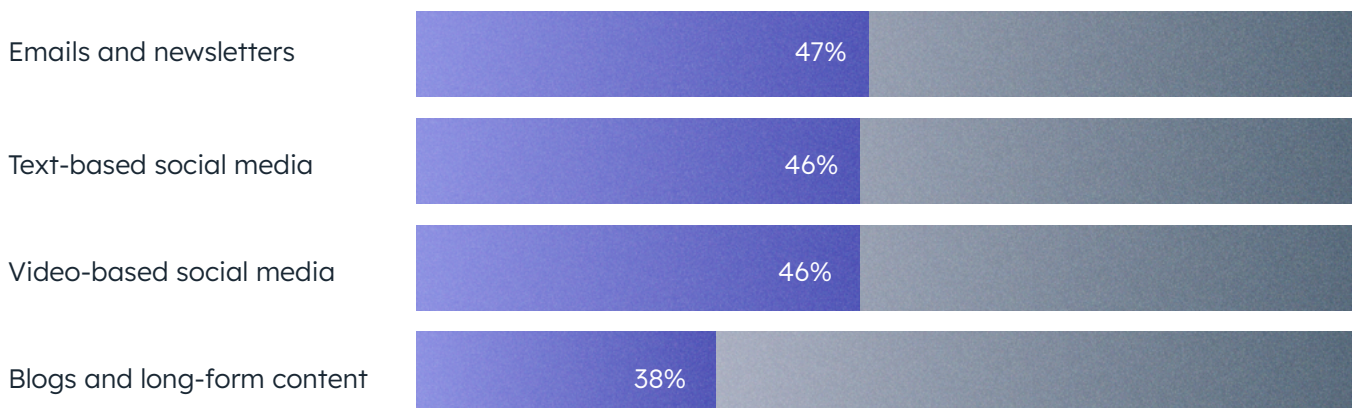
Nearly half of all the marketers we surveyed indicated that they used AI to check the quality of their content. These checks can include grammar, spelling, or tonal adjustments that help make content feel more personal for customers. Even if you write content without the support of an AI tool, consider how running your finished content through a text generator can help streamline your content and improve engagement.

5. Get creative

AI isn’t just for long-form content—it can support a variety of assets, regardless of length or format. Marketers took advantage of this, leveraging AI solutions to create custom content across emails, blogs, and social media platforms. With AI’s ability to support creative ideation, consider how new forms of content creation can help you drive results for your business—and help you feel more fulfilled in your responsibilities.



Most common use cases for AI-powered written content



6. Give content a human touch

While AI tools can help support faster workflows, it's not yet self-sufficient. The majority of marketers who use AI for content creation complete a round of manual edits after generating an output they're satisfied with. By taking the time to conduct manual edits, marketers can:

- Add human vibrancy to factual content
- Weave in key messages or unique selling points (USPs)
- Make quick adjustments for accuracy, readability, and flow



86%

of marketers using AI take time to edit the content it produces

The Bottom Line

When it comes to creating fast-paced, high-quality content that drives results, marketers often get creative with solutions and technology to streamline workflows. AI-powered software can help marketers generate written content on a repeatable timeline—and they can use best practices to get the best outputs from the text generator they prefer. Marketers interested in learning how AI can play a role in, image generation, and video content can learn more from our blog—and from free products like [HubSpot AI](#).

Chapter 4

What Marketing Leaders Are Saying about AI

Marketing + AI: Performance Results

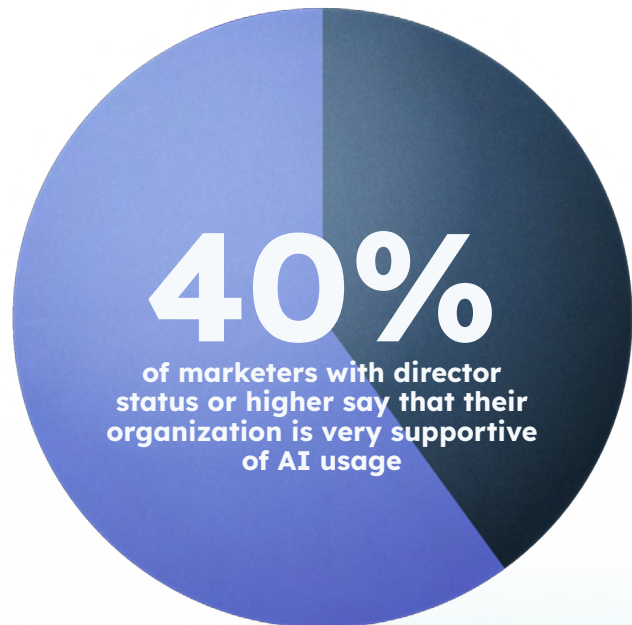
At every level, marketers are finding that AI-powered tools can help them become more efficient, effective, and productive at work. Marketing leaders are taking note of the change, and considering ways to leverage that success for better results.

But AI is still in its early years. In fact, the majority of marketing leaders said that, as of 2023, their organizations **did not have policies regarding AI**. While sentiments might not be recorded in writing just yet, a significant portion of those same leaders said they felt their organizations would support AI implementations within workflows.

Garnering top-down support for AI will be crucial for marketing leaders looking to drive efficiency—and job satisfaction—for their teams. And many leaders are optimistic that, with verbal support from business executives, policies encouraging AI usage won't be far away.

As marketing teams continue navigating a challenging ecosystem of understaffing, frequent deadlines, and demands for greater personalization, there are four business objectives that marketers can use to make the case for AI at their business. Those objectives are:

- Refreshed marketing strategies
- Boosted sales performance
- Nurtured customer relationships
- Optimized content creation



OBJECTIVE #1

Refreshed marketing strategies

When employees have more time to focus on large-scale, creative projects, they are more energized to make big moves that drive customer engagement—and lead to improved lead generation. Marketing leaders can foster that energy within their teams by encouraging professionals to use AI-powered tools to streamline wherever possible. Those refreshed strategies translate to better outcomes, as well: more than half of surveyed marketing leaders said that AI tools improved their teams’ productivity, with a significant portion of directors and executives echoing that same sentiment.

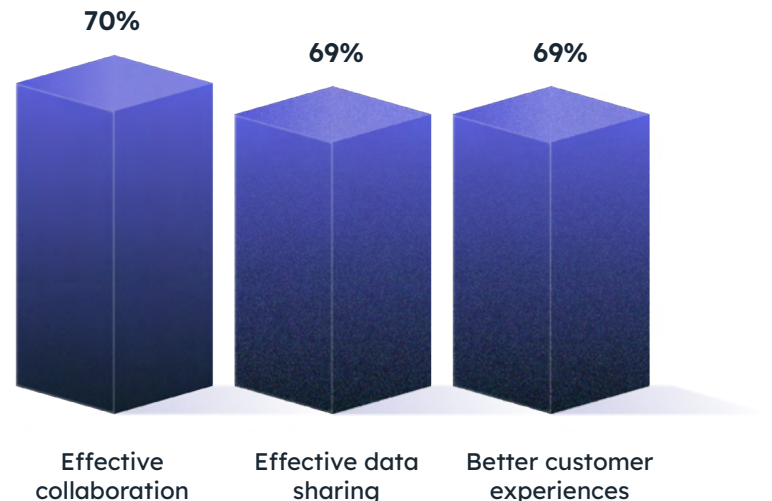


OBJECTIVE #2

Boosted sales performance

By using AI tools to determine what messages resonate at each stage of the funnel, leaders can empower their teams to craft attuned assets that empower sales teams with more connections. Additionally, marketing leaders can improve interdepartmental collaboration by streamlining processes with AI. Marketers with powerful analysis tools, strong connections in the workplace, and regular communication with other departments can ladder up to better productivity, as well.

Organizational benefits of using AI



OBJECTIVE #3

Nurtured customer relationships

Equipping marketers with tools to support better CX can make teams more well-rounded across an organization. AI software, for example, can help marketers optimize a customer’s journey from end to end by using campaign performance analytics to illuminate when and where customers find value in an organization’s services. Coupled with personalization tactics, this boost in optimization demonstrates how AI helps marketers put on CX hats, develop new skills, and drive engagement.

Approximately 69% of marketers believe that AI can improve end-to-end customer experiences. This figure includes those who don’t use AI.

OBJECTIVE #4

Optimized content creation

With content optimized to drive results at every stage of the funnel, marketing leaders can demonstrate how their teams are closely attuned to their business’s goals—and communicate messages more clearly with customers. When backed by AI tools, this strategy can demonstrate efficiency and help a marketing team achieve KPIs that reflect well on their supervisors.

About 68% of marketers using HubSpot say that [HubSpot AI](#) helps them achieve business objectives.



of marketers using HubSpot believe that full AI implementation would lead to unprecedented company growth

The Bottom Line

Marketing leaders believe that AI’s biggest potential lies in boosted productivity and efficiency for their teams. By streamlining processes, boosting sales, nurturing customer relationships, and creating optimized content, AI can empower marketing leaders with performance metrics that demonstrate their teams’ utility within their organization—and support a growth model that leads to healthier business outcomes.

Chapter 5

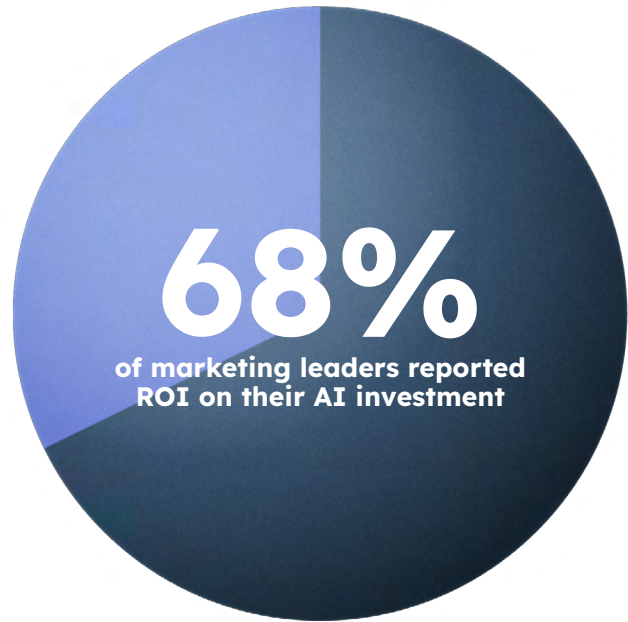
Investing In AI for a Powerful Future

An AI-Powered Future for Marketers

In 2023, marketers recognized AI’s potential as a driver of productivity, efficiency, and optimization. Looking ahead, it’s likely that organizations will not only adopt policies regarding AI—they are already onboarding AI solutions to their teams.

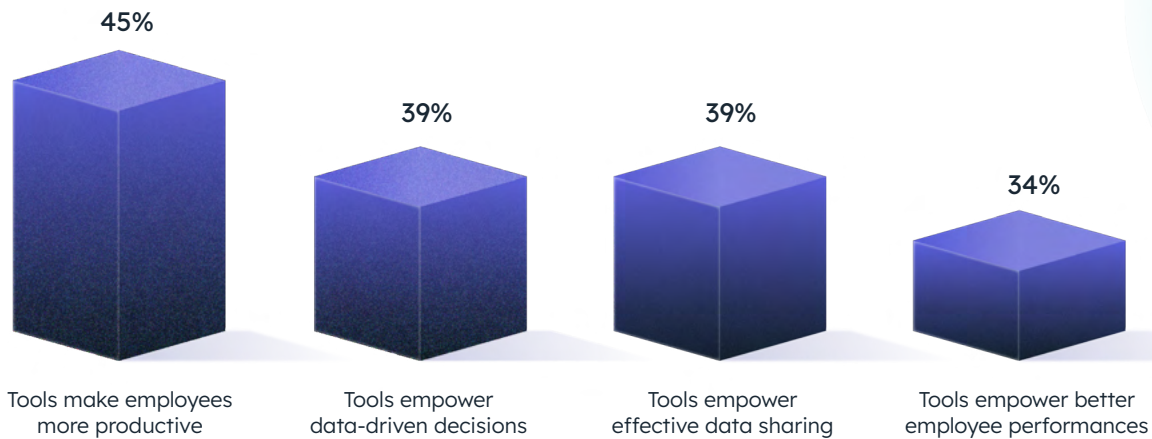
Understanding AI from a functional standpoint can help explain why marketers see the technology as such a powerful opportunity for their teams—and their organizations. In general, AI software solutions are often affordable, scalable, and customizable to fit an individual business’s needs. With these benefits, it’s not hard to see why more than half of marketers saw ROI from their AI investments in 2023.

In addition to strong ROI potential, AI solutions also help marketing directors empower their teams with data analysis capabilities. Data-backed strategies are easier for marketing leaders to defend, leading to more confidence from business executives who have decision-making power on AI’s future.



Underscoring every KPI, however, is the perception that marketing leaders have about AI. Many of these leaders do not hold the same industry-wide hesitations regarding job replacement—in fact, significant portions of marketing directors focus on AI’s ability to improve their team’s productivity and morale.

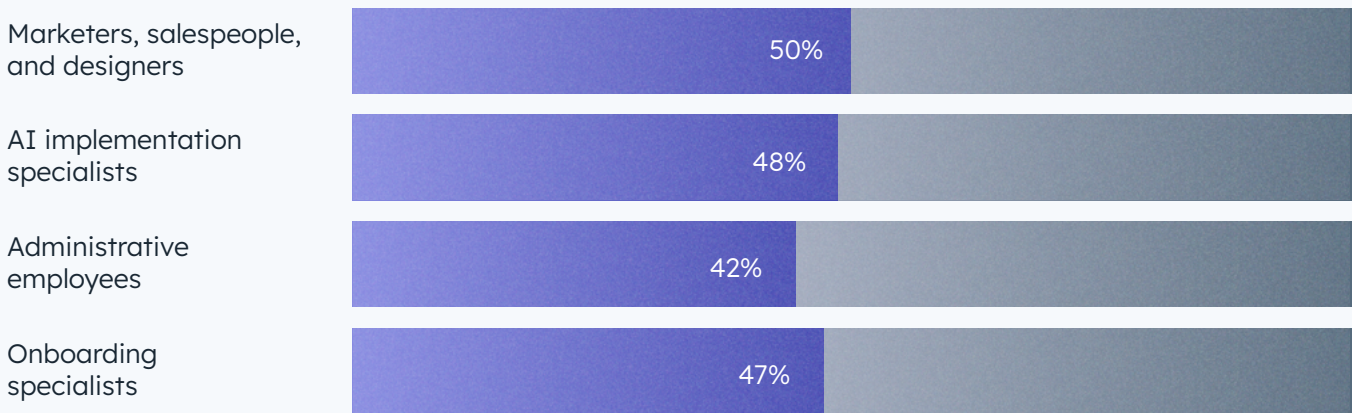
Where marketing directors see AI’s value at an organization



Improving team performance with AI-assisted hiring

Executives are using AI to help make hiring processes more efficient—but this process will have a large, tangible impact on marketing’s future. AI-assisted hiring refers to processes that organizations use to screen applicants for suitability and compatibility. These processes rely on AI to parse applicant data and ensure necessary role-related keywords appear on applicant materials. In fact, half of all AI-assisted hires consisted of marketing, sales, and design roles.

AI-assisted hires



That may sound discouraging for applicants hoping for human reviewers—but on the business side, AI-assisted hiring helps protect a business’s future by ensuring that a candidate meets role requirements. In addition to this, AI-assisted hiring also reduces lift for staff, who may field hundreds of applications for a single position.

Within an existing team, however, leaders focus more on using AI as a productivity tool than an application screener. Taking a look at AI’s holistic benefits for teams, customers, and overall businesses alike has led a large number of leaders to onboard solutions for their teams. **Nearly half** of marketing leaders said they have already invested in AI tools for their business.



Adopting the Right AI Strategy for Your Team

Thinking of bringing AI to your day-to-day workflow? Consider these three tips to choose a tool that's right for your business.

Take advantage of free trials

Free tools like [ChatGPT](#), [Copilot](#), and [HubSpot AI](#) help marketers experiment with AI—without making a commitment. Remember to read terms and conditions, and familiarize yourself with security concerns before putting confidential information into an AI tool.

Select the right software

Once you've received approval from leadership, think carefully about the AI software that you'll introduce to your marketing team. The most valuable AI solutions not only drive measurable KPIs like customer satisfaction and lead generation—they also make your team feel confident in their role, supported in their growth, and encouraged to be creative.

Collect results

Complete the trial, and encourage members of your team to join you. Compile the results of your experiment into scannable data analytics that you can present to your leadership team. Focus on recording KPIs that demonstrate improved productivity, customer satisfaction, and lead generation, if possible. These metrics will help your leadership team make an informed decision about the future of AI at your organization.

For more information on choosing AI tools, check out our blog: [These AI Tools Upped My Productivity, Here's How](#)



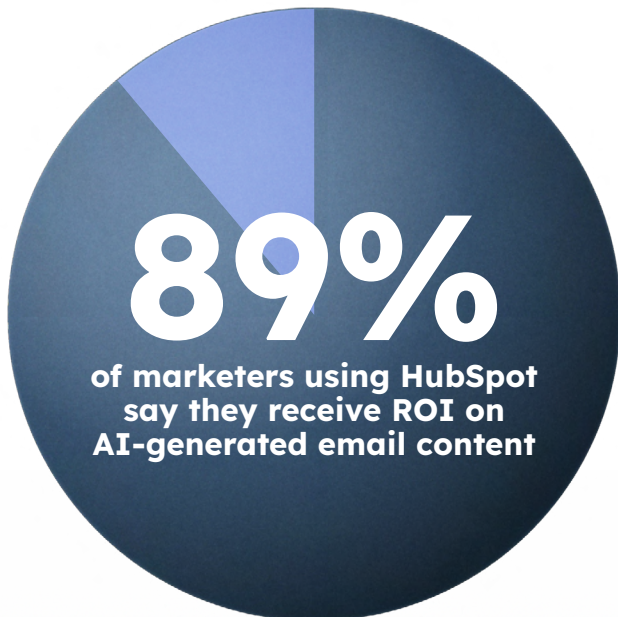
34%
of marketing directors
say AI leads to more personal
customer experiences

The Bottom Line

In 2023, the state of AI showed that marketers at every level of their organization had an opinion on the technology's future. While skepticism met optimism halfway, a majority of marketers felt that AI technology offered crucial benefits for growing their careers. Marketers who used AI did so to make content creation more seamless; drive productivity at scale; and enjoy more creative opportunities to do what they loved most.

Marketing leaders, managers, directors, and executives agreed that, while AI's future is still growing, there are opportunities that teams can start leveraging to increase ROI now. And, by approaching AI with caution, respect for business objectives, and a dedication to customer satisfaction, marketing leaders can foster a positive, confident space for their teams to explore AI's wide range of use cases.

Whether you're already using AI at your organization or considering solutions for the future, HubSpot AI is a powerful tool that businesses are already using to drive engagement. Read on to see how you can empower your team to work smarter, not harder, with software that's optimized to drive results.



Running a small business? See how you can use AI to streamline your marketing and reach more customers. Check out our blog: [How to Use AI To Market Your Small Business](#)

Conclusion

Smarter Marketing for Better CRM

HubSpot AI can support you and your team as you elevate your marketing moves—and pursue your own career growth. With our tools optimized to reach marketing KPIs, you can unlock:

- Efficiency at scale through task automation
- Enhanced data analysis with campaign monitoring capabilities
- Creative exploration with generative features
- Maximized engagement with web, email, and content production

Supercharge Your Work with HubSpot

Ready to boost your productivity and create better content? Elevate your customer's journey from end to end by getting started with HubSpot AI today.

[Try It for Free](#)

Get More AI Insider Tips with The Next Wave

Ready to take the next step into AI? Stay up to date on the latest AI news with The Next Wave. With expert insights from tech leaders, you can visualize what AI means for organizations like yours—and get actionable tips on how to use AI to grow your business.

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About the Survey

The metrics from this report were collected in a HubSpot survey conducted in partnership with The Next Wave. We surveyed 1,062 US marketing and advertising professionals. Of those survey respondents, 60% worked in B2C businesses, and 40% worked in B2B businesses. Categories are not exclusive. Additionally, 60% of respondents did not

hold director status or higher, while 40% did serve in director or higher roles within their organization. Lastly, 56% of respondents indicated they worked at organizations composed of 100 or fewer employees, and 44% of respondents indicated they worked at organizations composed of 101 or more employees.