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# Marketing Manager Mindset Report 2023



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## Welcome to the 2023 Marketing Manager Mindset Report, back this year by popular demand!

Marketing is a dynamic, constantly changing field. But 2022 was even more dynamic than usual.

We faced a global recession, the lingering effects of COVID-19, geopolitical conflicts, the rise of artificial intelligence, and many other changes and challenges. This year might have been a time to grow, reflect, or re-evaluate, depending on your perspective.

It's a lot. How are marketers doing? For 2023, we investigated digital marketing priorities across different industries, company sizes, and regions, and how they've changed from last year.

We've focused on 4 areas — budget, strategy, content marketing, and social media marketing — and broken down trends that affected marketers, including the global financial recession.

Think of this report as a marketing industry pulse check. With data-driven benchmarks, our findings can give context to, or even guide, your own decisions.

Whether we're selling software or satellites, pajamas or cars, all marketers are working towards a common goal. We want to find new customers and show them what makes our product special.

Here's how over 680 marketing decision makers made that happen this year.

1.

# Marketing budgets in 2023

## Take-aways

- Marketing budgets are lower this year
- 58% of marketing budgets decreased or stayed the same, compared to 26% last year
- Companies with 500 to 5,000 workers were most likely to decrease their budgets
- Agencies seem to have been hit hardest financially

## How much

No matter how big your marketing dreams, you need to consider your budget first.

Here's how much money marketers are working with as they chase key metrics and goals.

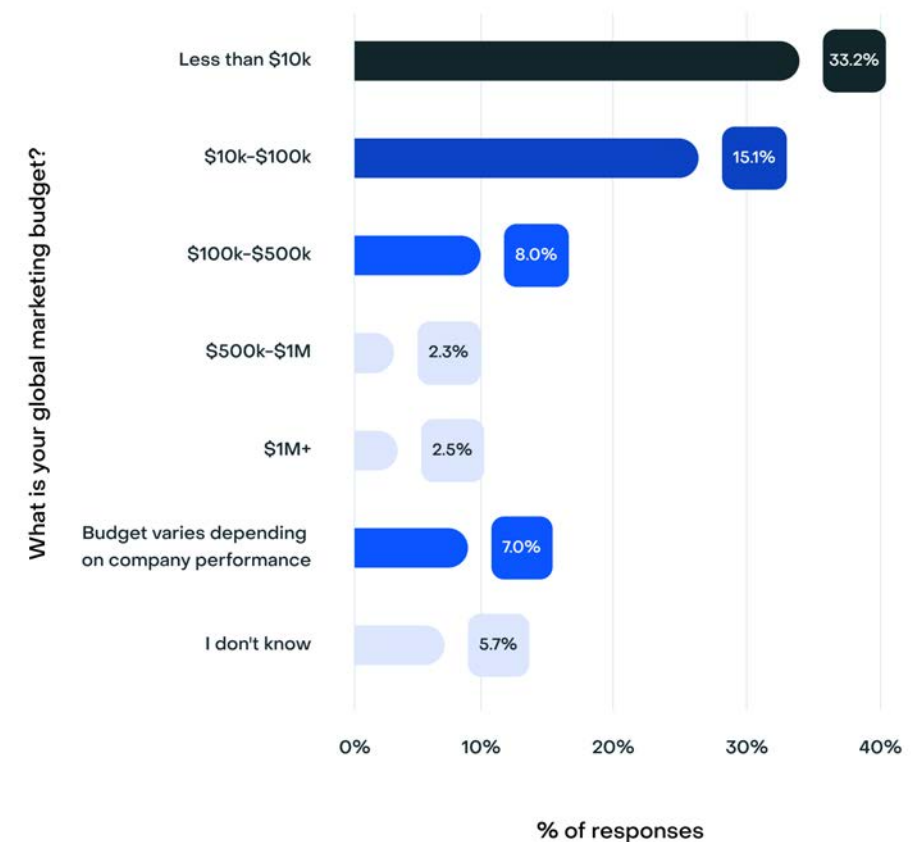
Overall, budgets were on the low side. A third of the marketers we surveyed were working with budgets under \$10k, compared to 20.9% in last year's report. Less than 15% of surveyed companies had a budget over \$100k, a dramatic drop from over 40% the year before.

However, this doesn't necessarily mean marketing teams everywhere are in a money crunch! This year, our survey sample contained more small and mid-sized businesses, who naturally have smaller budgets. The following charts show some interesting insights when we break the data down further by company size.

Variable budgets also remained popular. At 7%, they're up slightly from 5.7% last year.

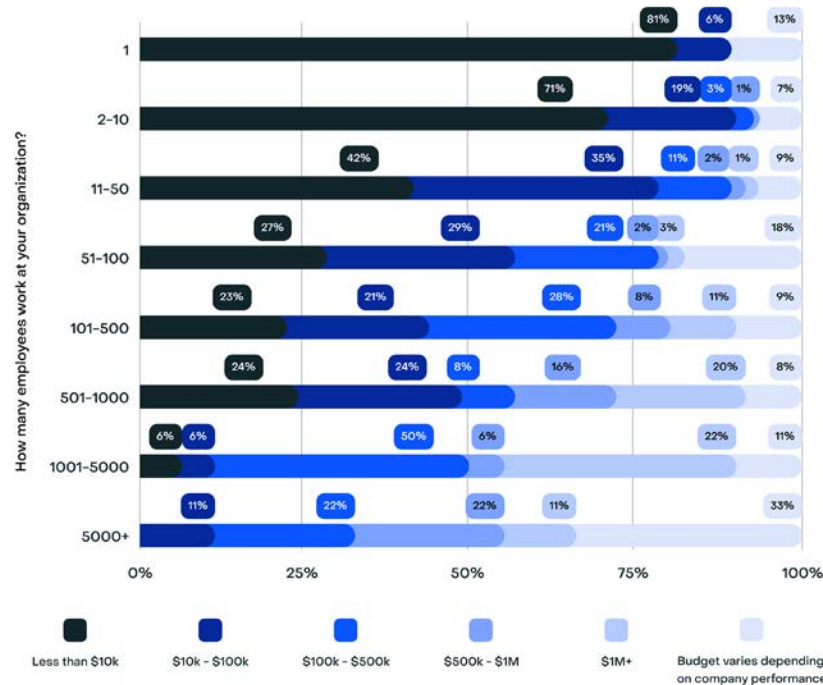
## Global annual marketing budget

All responses (646 Respondents)



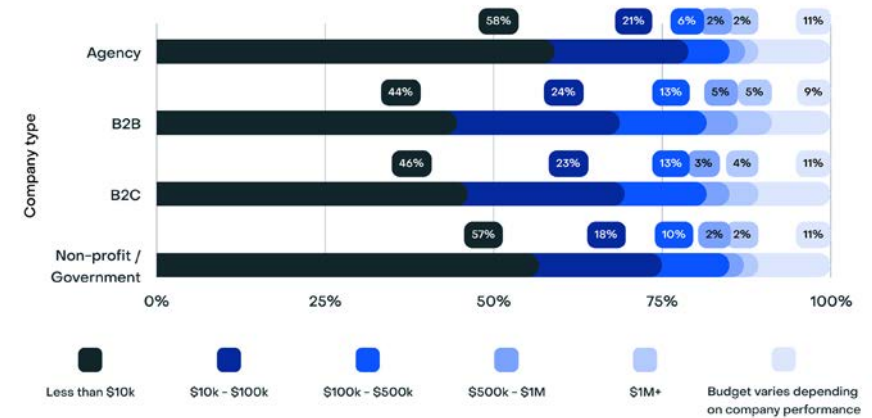
## How much is your annual marketing budget? (by company size)

All responses (877 Respondents)



## How much is your annual marketing budget? (by company type)

All responses (596 Respondents)



## Budgets by company size and type

The budget picture gains more nuance once we break down our findings by company size and type.

B2B teams had the largest marketing budgets, followed closely by B2C. Unsurprisingly, the larger the company, the most financial resources their marketing team had to work with.

While variable budgets were equally popular with all types of businesses, they were by far most common (33%) at large enterprises with 5,000 employees or more. Interestingly, the next runner-up was companies with 51–100 people, of which 18% had variable budgets. These companies might be scaling quickly, preparing to leave the SMB category behind!

Interestingly, agency budgets looked very similar to those at nonprofits and government bodies. In fact, more nonprofits had budgets over \$100k! Could agencies have been hit especially hard by the financial tumults of the past year?

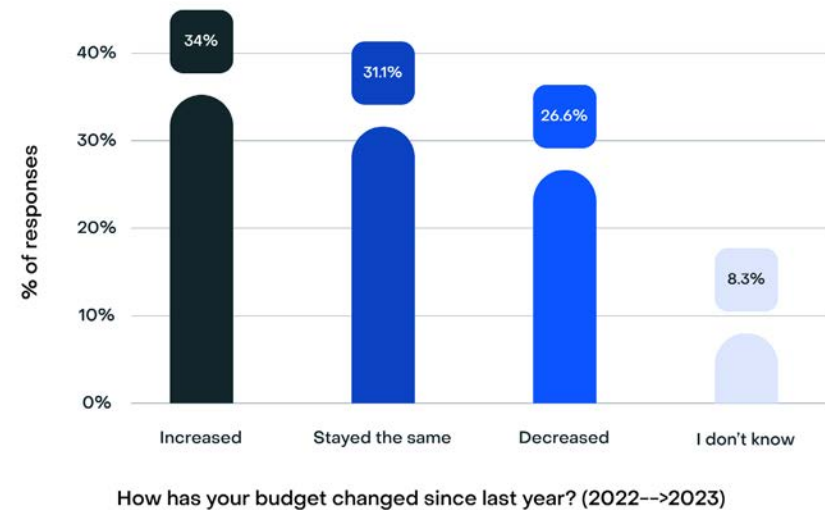
## Budget Evolution

New year, new budget! While every marketer would love to devote more cash to their strategy, budgets usually rise and fall over time.

Here's how our respondents' marketing budgets fluctuated this year.

### How has your marketing budget changed since last year [2022]

All responses (422 respondents)



We see a very different picture from last year. In the 2022 report, just 26% of budgets decreased or stayed the same. This year, it was close to 60%!

Plenty of budgets (34%) increased, too — but these are still concerning figures that likely reflect the ongoing global recession. We'll dive into that in a later chapter, so stay tuned.



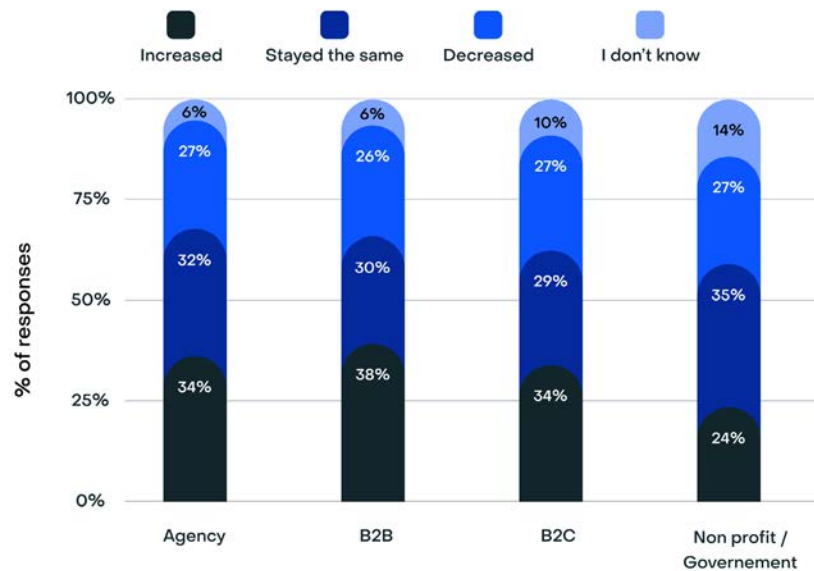
## Budget evolution by company size, type, and industry

The differences between company types are not super dramatic. Nonprofits and government organizations were less likely to increase their budgets, but overall, it seems like everyone's feeling the effects of the recession.

Whether they're B2B, B2C, or agency, all the marketers we surveyed were equally likely to decrease their budgets or keep them the same.

### How has your marketing budget changed since last year (2022)

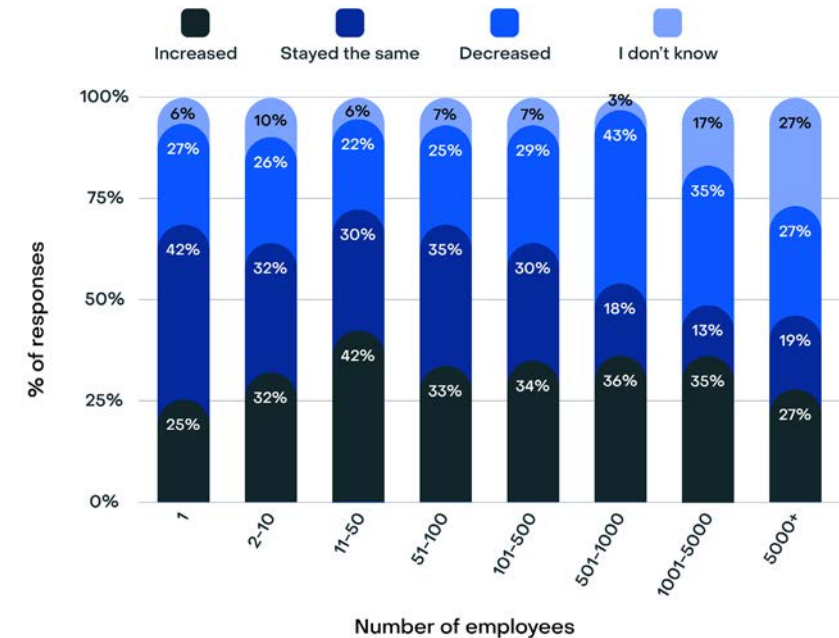
All responses (422 respondents)



How has your budget changed since last year? (2022-->2023)

### How has your marketing budget changed since last year (vs company size)

All responses (586 respondents)



Here, the data reveals something surprising — smaller companies, with 11-50 workers, were most likely to increase their budget.

All smaller firms we surveyed had fewer budget cuts, while solopreneurs were most likely to keep their budget the same. This is a stark contrast from last year, when firms with over 500 people were most likely to spend more on marketing.

Companies with 500 to 5,000 workers saw the most budget decreases. In 2022, large tech companies faced many, highly public rounds of layoffs. It's possible we're seeing the results of that belt-tightening here.

How did 2023 feel for marketers? Well, the answer depends on your industry.

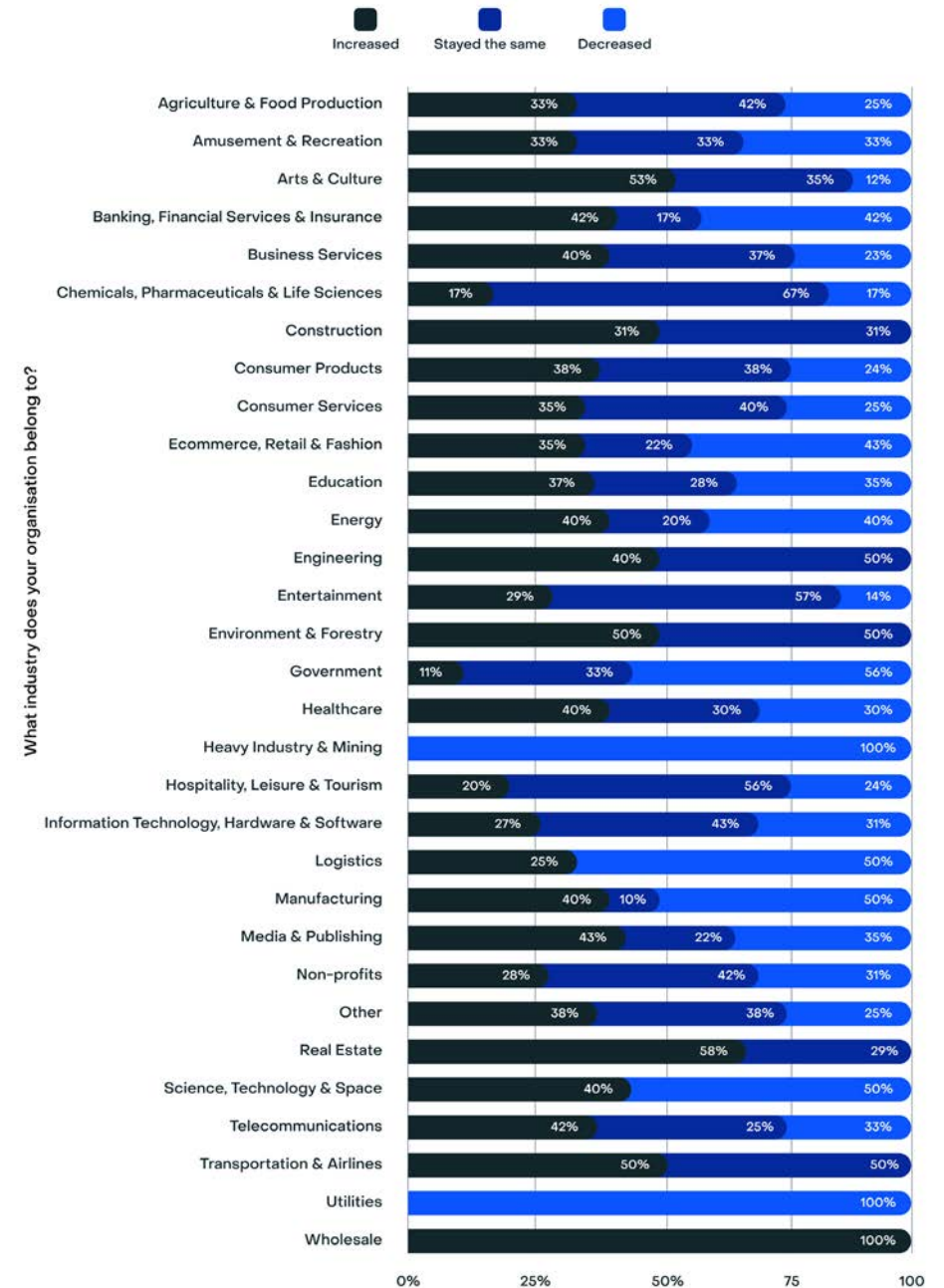
Resource-intensive sectors, like logistics, utilities, manufacturing, and mining, all saw more budget decreases than increases. Science and technology, government, and e-commerce were all hit hard, too.

It's possible that global supply chain issues (some related to the war in Ukraine) impacted sectors like manufacturing and logistics. Inflation also reduced government budgets and shoppers' spending power, and we know it was a challenging year for tech.

On the flipside, construction, wholesale, transportation, engineering, and real estate all saw their budgets rise. Could the housing market be picking back up? Are people enjoying the freedom to travel again?

## What industry does your organization belong to?

All responses (693 Respondents)



## Spotlight on B2B marketing budgets

Like many companies, B2B marketing budgets got smaller. Less than 40% of B2B marketers we surveyed had a budget over \$10K. In our last report, that figure was nearly 75%!

Variable budgets were also slightly more popular than average here, at 8.8%. However, B2B companies tend to be larger, with higher budgets overall.

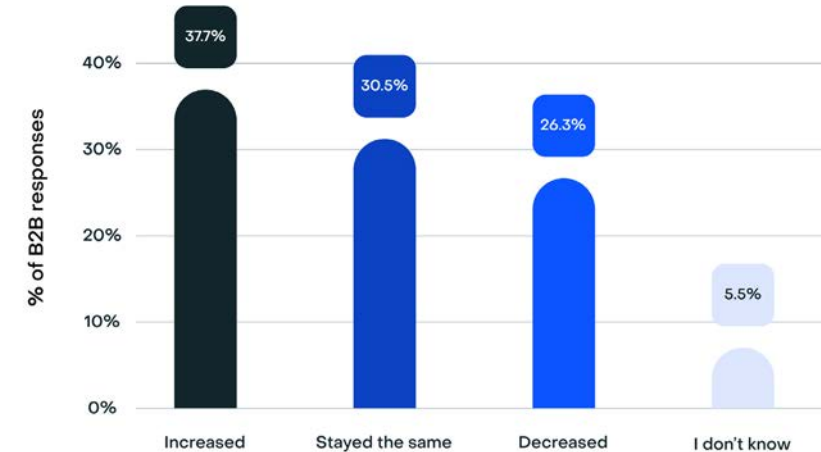
### Global annual marketing budget

B2B companies (238 respondents)



### How has your marketing budget changed since last year (2022)

B2B companies (236 respondents)



In our last report, the majority of B2B budgets had increased. But this year, just 37% of respondents decided to spend more on marketing.

**26% of B2B budgets actually decreased – compare that to 11% in last year's data!**

This picture fits in with the changing investment landscape and widespread layoffs that affected many tech firms in 2022.

To cope with these destabilizing changes, marketing teams should focus on demonstrating ROI from their efforts. Look into fine-tuning your marketing tech stack, and leveraging automation to do more with less.

# Spotlight on B2C marketing budgets

In the B2C world, we saw similar budget trends. Nearly twice as many companies (42%) had a budget below \$10K, compared to last year's 24%.

However, the drop in larger budgets wasn't quite so dramatic for B2C marketers. 20% of companies have a budget between \$10K and \$100K, compared to 25% last year. There are still many B2C companies with mid-sized budgets, too.

However, super-high budgets (\$500K - \$1M+) had nearly dropped off the map at 6.6%, down from 14.5% last year. But let's not forget that this year, we surveyed more small and mid-sized businesses.

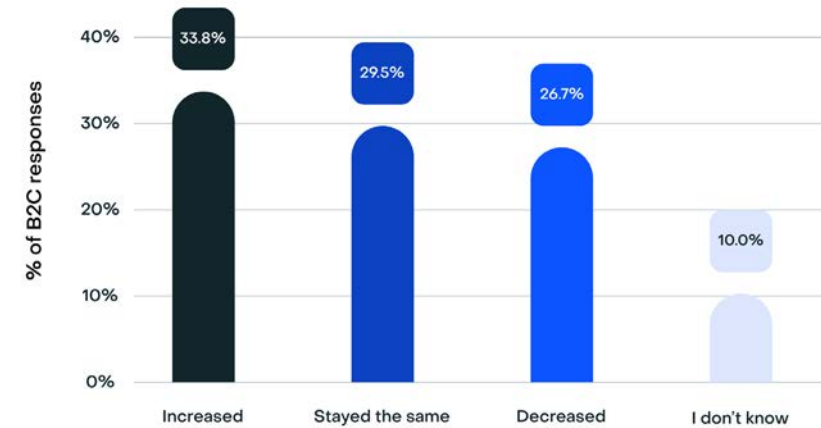
## Global annual marketing budget

B2C companies (213 respondents)



## How has your budget changed since last year? (2022 -> 2023)

B2C companies (210 respondents)



Just one third of B2C budgets increased, while over 50% either stayed the same or dropped. In last year's report, 23% of B2C budgets didn't change, and just 18% decreased.

# Spotlight on agency marketing budgets

## Global annual marketing budget

Agencies (102 respondents)



Agencies seem to have been worst affected by the turbulence of the past year. But they also tend to employ less people, so it makes sense their budgets are smaller.

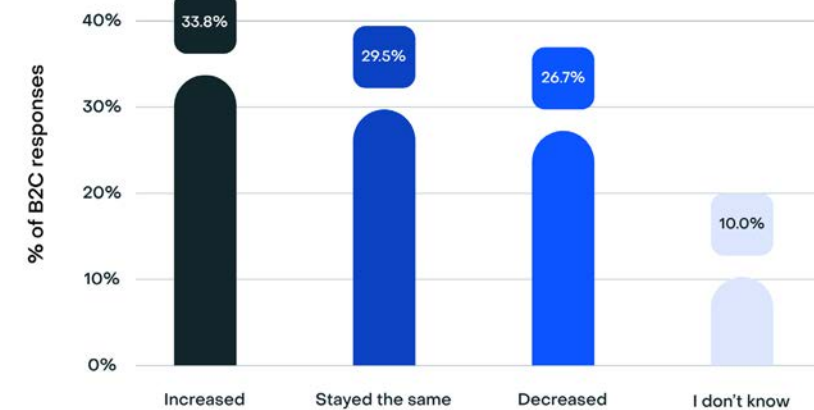
Over half of agencies are working with budgets under \$10K, roughly double last year's findings. Last year, over 30% of the respondents had a budget over \$100K, whereas this year, they're all but gone.

Many more agencies chose to keep their budgets static (33% vs. 19% last year).

However, only 6% more cut their budgets than in 2022. Could agencies be reaching the bare minimum of resources they need to operate, and simply can't go any lower?

## How has your budget changed since last year? (2022 -> 2023)

B2C companies (210 respondents)



2.

Marketing strategy in 2023

## Take-aways

- Marketing budgets are lower this year, and more budgets have decreased
- Marketers are more focused on increasing revenue and generating leads
- There's a shift towards in-house content production, away from outsourcing
- Facebook and Instagram are the most popular social media channels, but LinkedIn is the most important



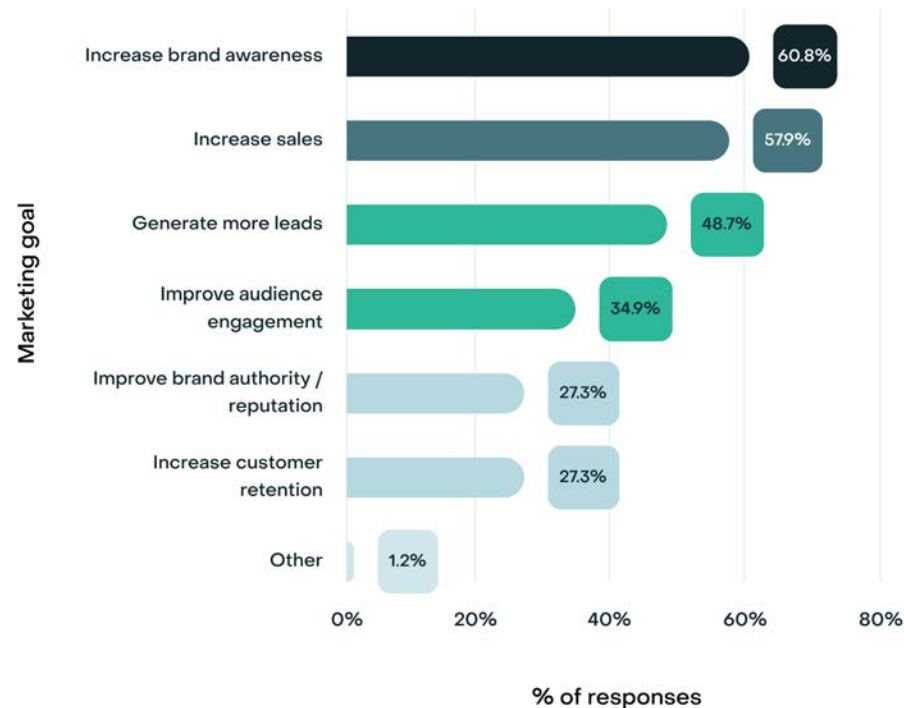
## Goals and KPIs

What was top of mind for marketers in 2023? What outcomes are they directing their budgets towards, and what key performance indicators (KPIs) are they using to measure success?

Here are the milestones marketers have their eyes on this year.

### What are your most important marketing goals?

All responses (673 Respondents)



### What are your most important marketing goals?

Marketers want to get the word out about their brands. **Just like last year, brand awareness held the top spot.**

But interestingly, **both runners-up are revenue-focused — increasing sales and generating leads.** That's a shift from the last report, when brand authority and reputation was #2.

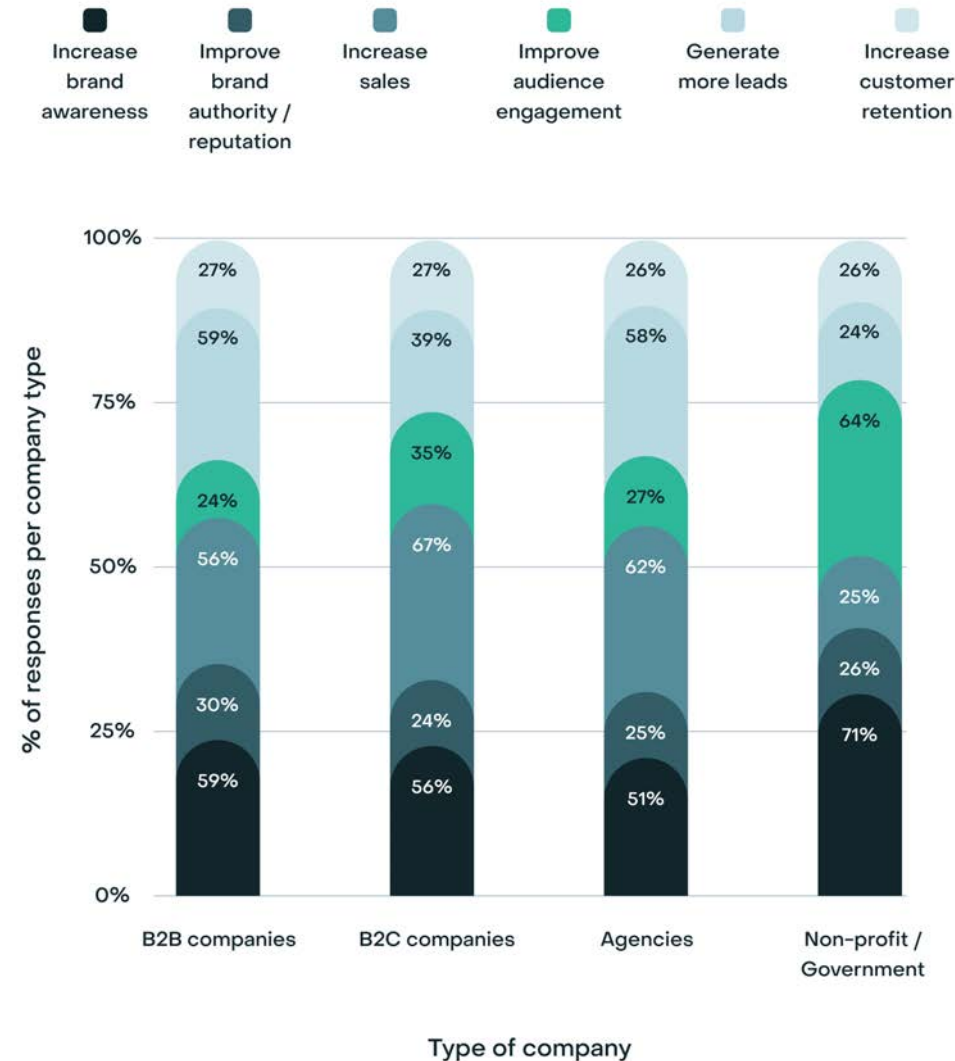
These bottom-of-funnel objectives might be more of a priority in a landscape where budgets are tight, and layoffs commonplace. Marketers are aiming to prove exactly how much profit they're driving for their company!

Customer retention was the lowest priority, as we found in our last report. Many marketers consider retention the domain of customer support — but maybe they should reconsider. We all know it's cheaper to keep a customer than gain a new one, and strong Customer Lifetime Value (CLV) is key to building a sustainable revenue stream.



# What are your most important marketing goals? (by company type)

All responses (673 respondents)



## Marketing goals by company type

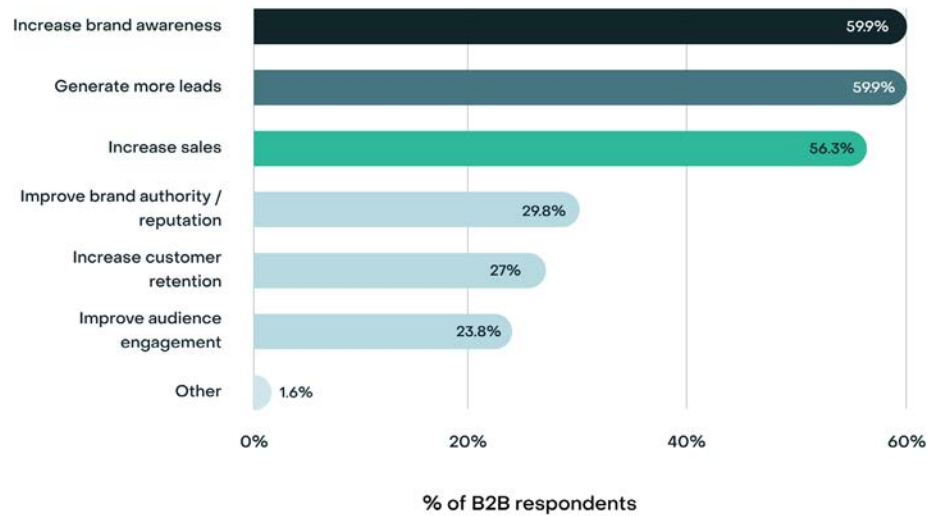
Nonprofit and government organizations cared the most about brand awareness and audience engagement. That makes sense, because they usually don't have a product to sell.

B2B firms and agencies put a much stronger focus on lead generation than other companies, while B2C had the largest emphasis on sales. B2B and agencies often have longer sales cycles, and can be dependent on ongoing client relationships.

Brand authority and customer retention were a relatively low priority for all types of companies. Could other teams, like public relations or customer support, be focusing on these goals?

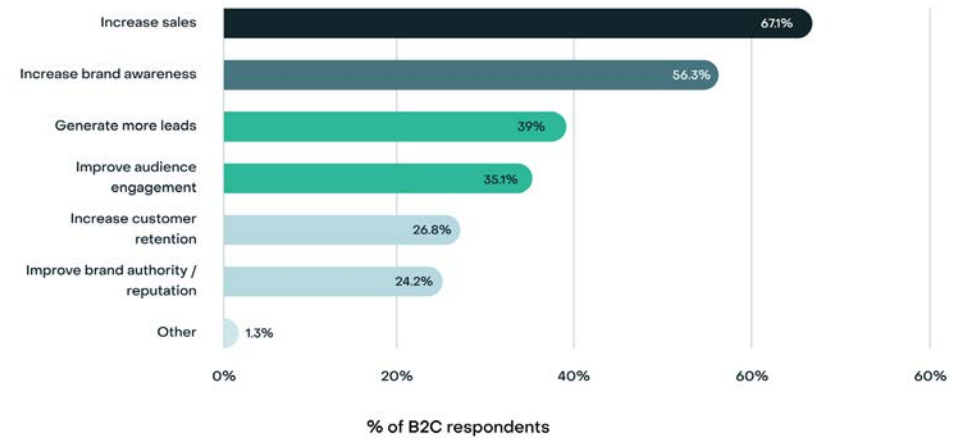
## What are your most important marketing goals?

B2B companies (252 respondents)



## What are your most important marketing goals?

B2C companies (231 respondents)



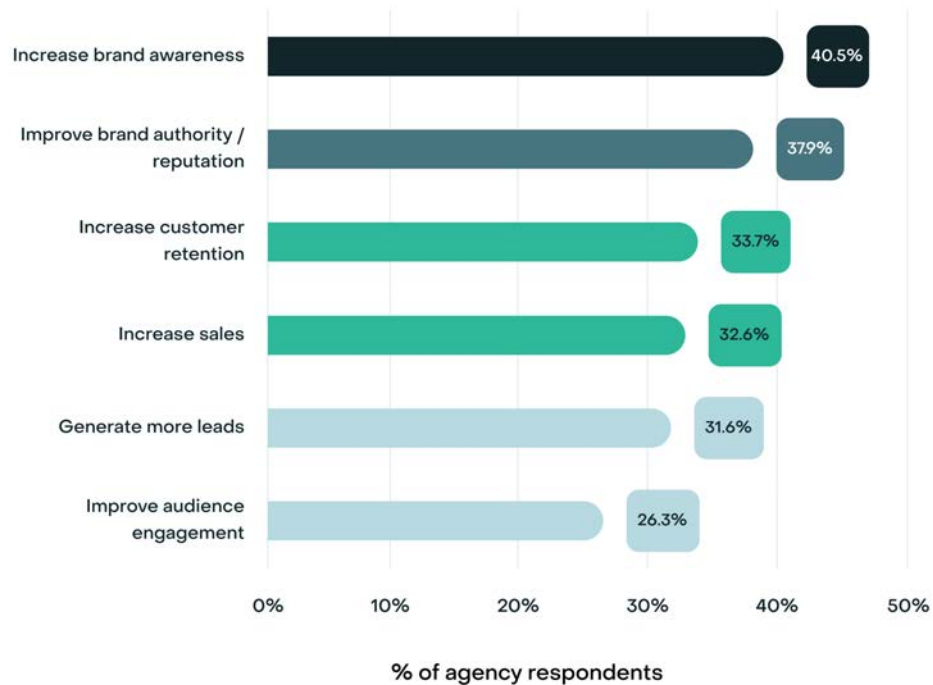
Sales, lead generation, and brand awareness were top priorities for both B2B and B2C companies. However, awareness came first for B2B, while B2C emphasized sales.

## What are your most important marketing goals?

While brand authority and retention dropped off overall, they remained a strong concern for agencies. These companies rely on strong client relationships, and being seen as leaders in their field.

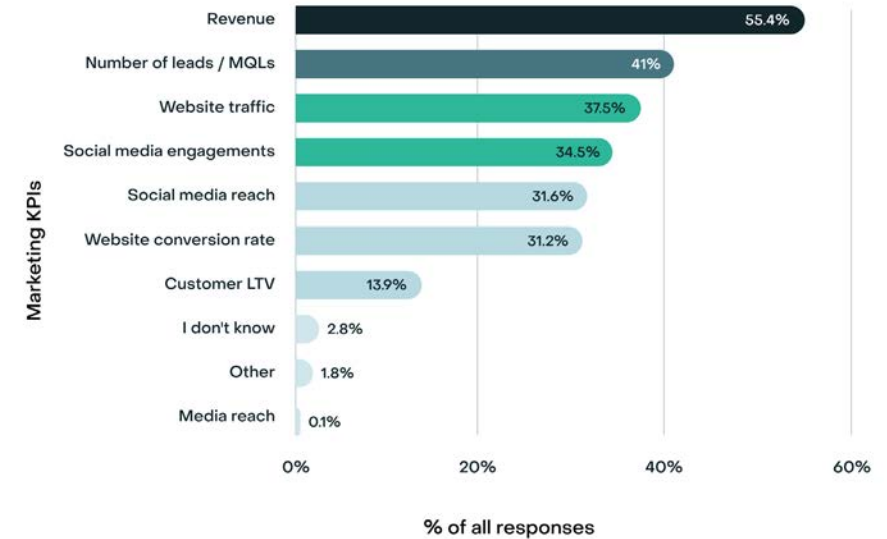
## What are your most important marketing goals?

Agencies (109 respondents)



## What are your most important marketing goals?

All responses (670 respondents)



## What are your most important marketing KPIs?

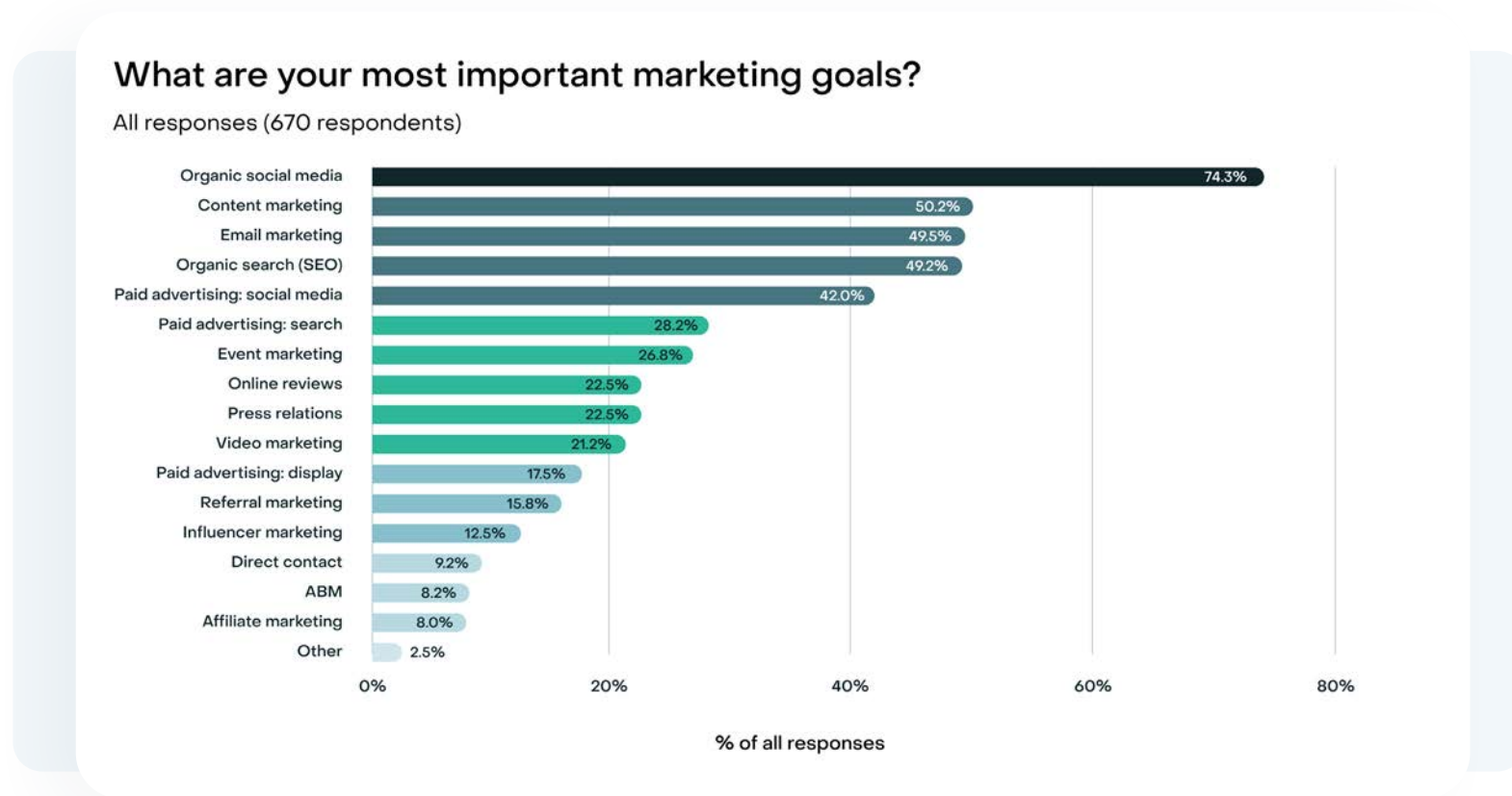
Top KPIs reflected the general shift we're seeing towards **bottom-of-funnel focus and ROI**.

Revenue and leads were the top two metrics that marketers cared about. Last year, the top spot was held by traffic, which has now dropped down to third place. Customer Lifetime Value is also at the bottom, which makes sense as marketers aren't prioritizing retention.

While these conversion-focused metrics of course matter, top-of-funnel metrics are important to long-term growth. We'd urge marketers to make sure they're working towards a healthy, ongoing stream of revenue, not just closing sales today and tomorrow.

# Key channels

Where are people focusing their efforts? We asked marketers which channels they were actively using, then asked them to rank the three that were most important.

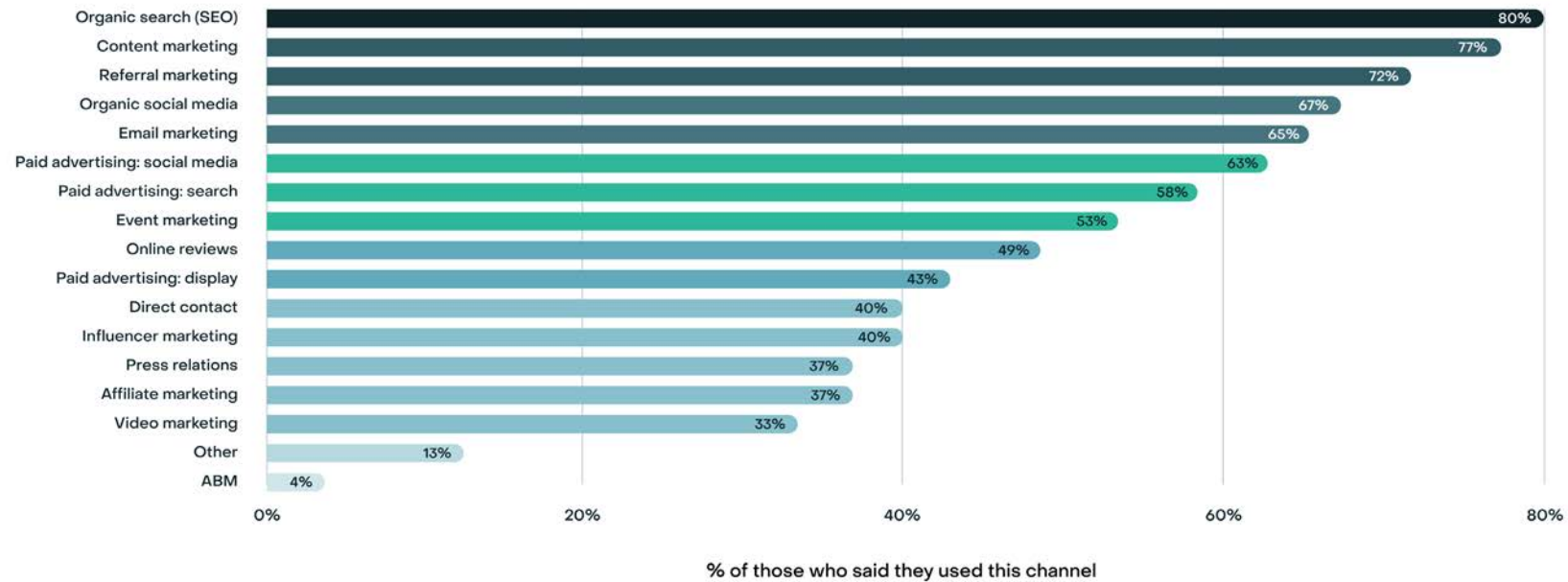


**Organic social is still #1** — and it's even more popular than last year, used by 74% of the marketers we surveyed. Content marketing rose in popularity, overtaking paid social, which held #2 last year.

Other low-budget channels that can be handled in-house, like email marketing and SEO, have gained popularity. Direct contact and account-based marketing are still at the bottom of the list, but they're both 8% more popular than last year.

## What is the most important digital marketing channel?

All responses, based on those who used that channel (660 respondents)



To find these percentages, we asked only the marketers using a channel if they considered it key to their strategy.

SEO was voted #1 in terms of importance, even though it was only the 4th-most popular channel. But the most popular channel, social media, was #4!

Email marketing, another low-cost channel, also rose in importance, ranked highly by 65% of marketers from 37% last year.

It's interesting that content and SEO were considered important, because they're usually associated with top-of-funnel strategy and long-term gains. They're not as connected to immediately gratifying goals, like revenue and lead gen, which became more popular.

Referral marketing wasn't especially popular, but it's crucial for 72% of marketers who use it. That's way higher than last year, when just 27% considered it their most important channel.

The takeaway? Marketers who do use paid channels consider them important — they're just less popular overall.

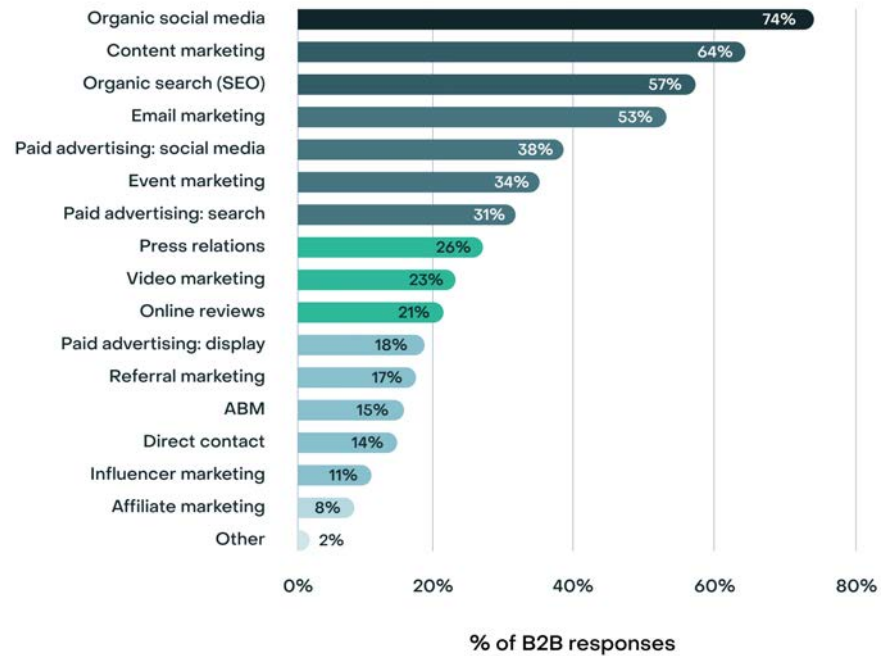
## Key marketing channels for B2B

The same overall trends were reflected here — SEO and content marketing are both slightly more popular than average.

One difference is that event marketing was very popular, used by 34% of B2B companies compared to 26% overall.

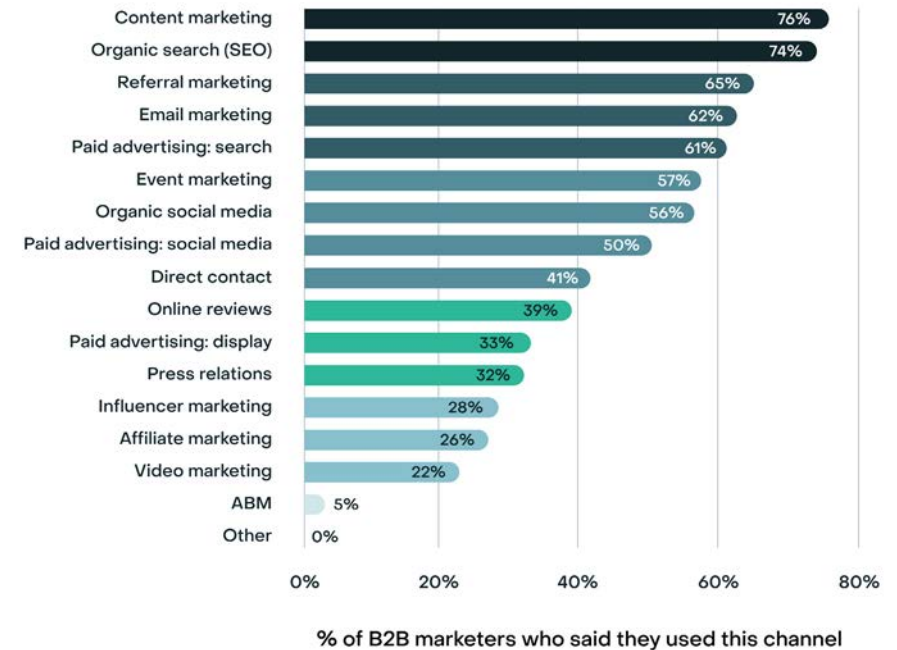
## What digital marketing channels are you actively using?

B2B companies (238 respondents)



## What is the most important digital marketing channel?

B2B companies, based on those who used that channel (238 respondents)



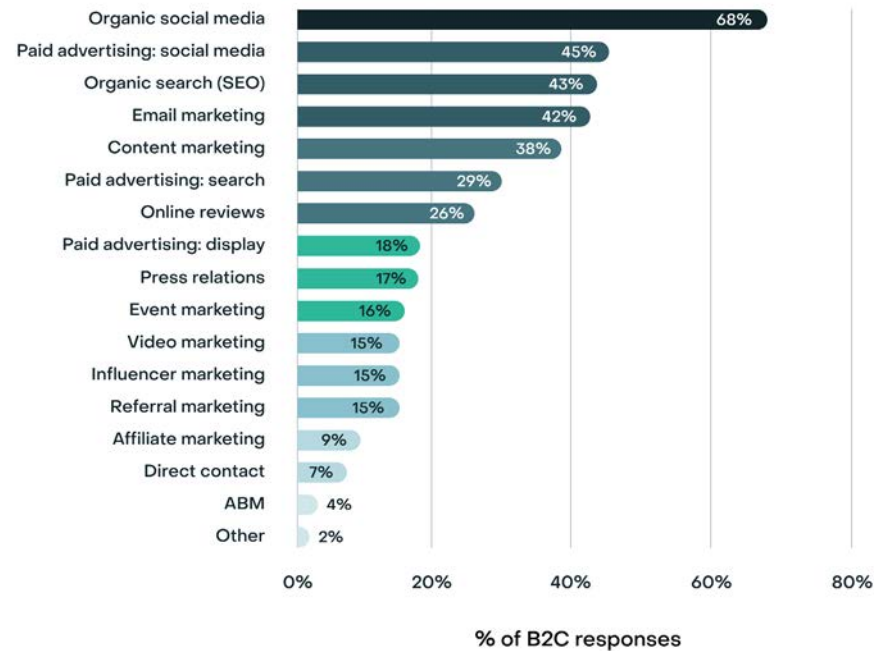
Of these channels, content marketing is most important — much more so than last year when it was at 45%, and more than the overall trend. Events also jumped a lot, from 39% to 57%. This could represent a final bounce back from the lingering effects of COVID.

Organic social dropped from 72% to 56%, and many of the less important channels were less popular with respondents, too.

## Key marketing channels for B2C

### What digital marketing channels are you actively using?

B2C companies (231 respondents)



B2C companies focused on organic social over content marketing. Reviews, paid social, and influencer marketing were all more popular choices than average here.

Though it's at the bottom of the list, account-based marketing (ABM) was used here, even though it's typically associated with B2B marketing.

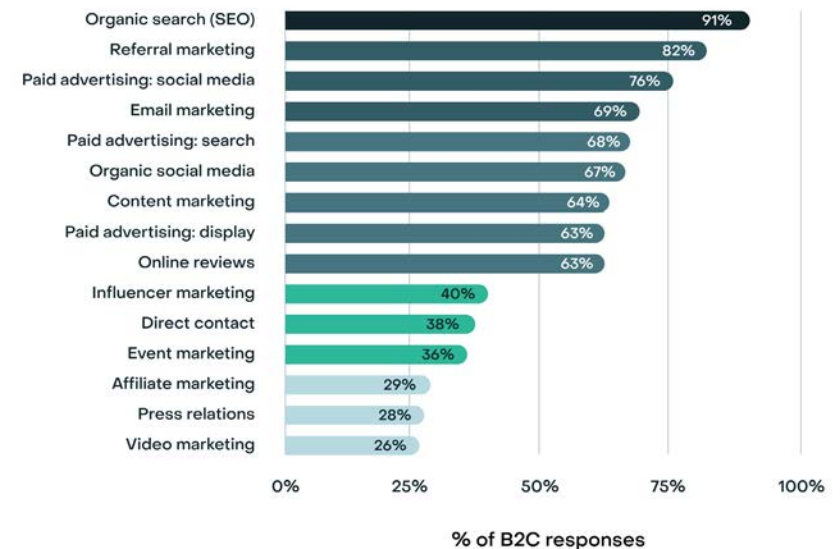
Following the trend, organic search was most important for B2C marketers. Though organic social media was popular, it wasn't the most important channel — it came in at just #6.

Interestingly, online reviews became much more important, ranked highly by 63% of marketers compared to 45% last year. Paid social media rose, too! It played an important role to 76% of marketers, 10% more than last year.

It's possible that when B2C marketers have the budget to do so, they're using these paid channels to generate conversions and sales. We also know that online reviews are an important factor in online purchase decisions, so they could be considered a bottom-funnel tactic as well.

### What digital marketing channels are you actively using?

B2C companies, based on those who used that channel (220 respondents)

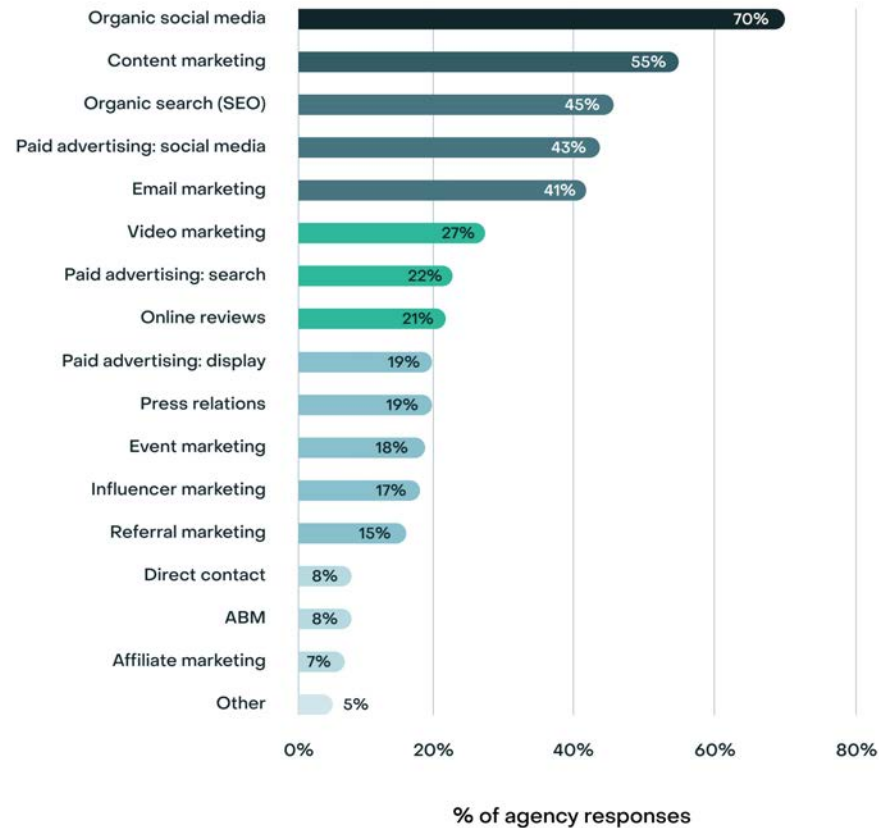


## Key marketing channels for agencies

Organic social, content, and SEO were the most popular channels here, and content marketing was more popular than the average (50%).

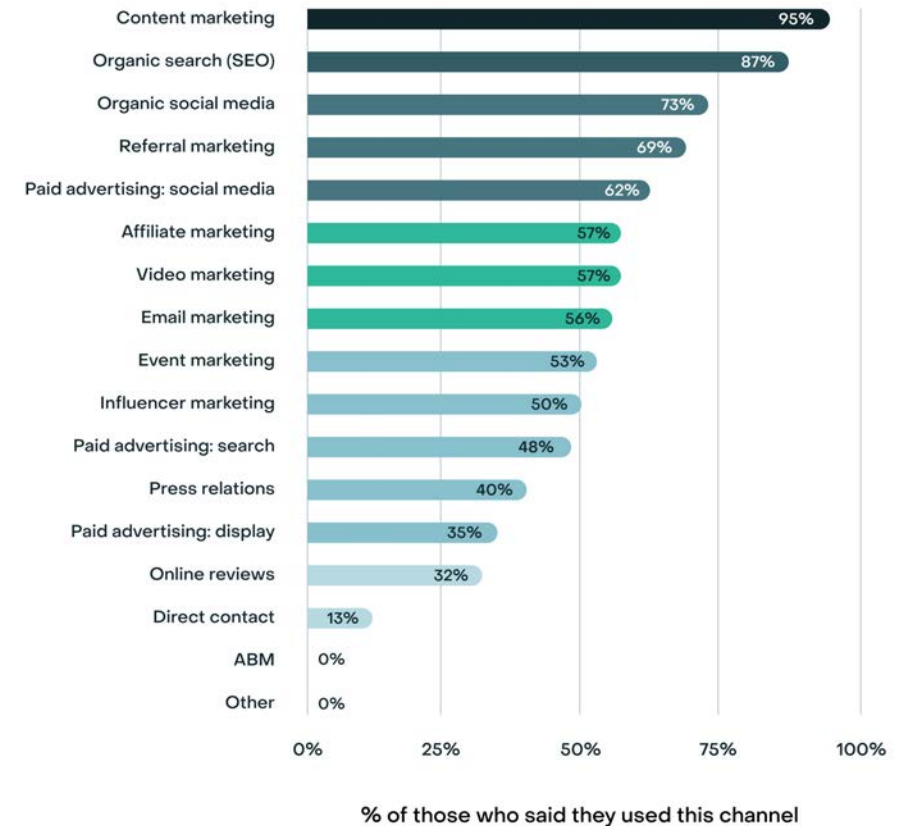
### What digital marketing channels are you actively using?

Agencies (104 respondents)



### What is the most important digital marketing channel?

Agencies, based on those who used that channel (105 respondents)



Content marketing was the most important channel, making a dramatic rise to 95% from 65% last year. It was followed by organic search and organic social media. Since agencies are working with much smaller budgets, it makes sense that they're putting these organic, low-cost options first.

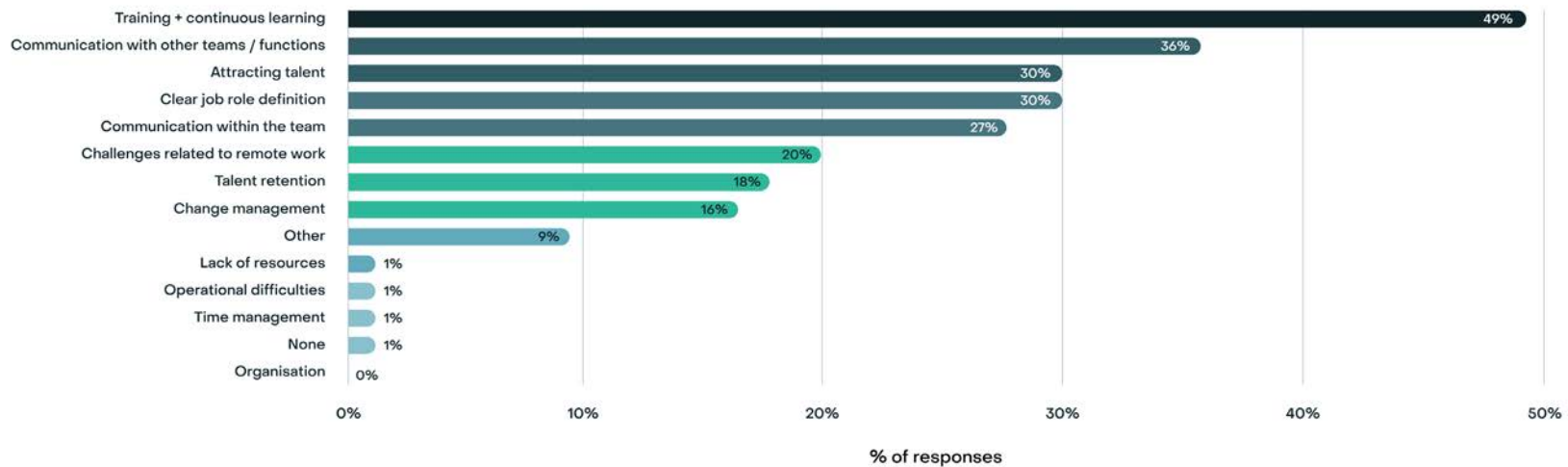


## Key marketing challenges

We asked marketers to choose up to 3 issues that presented the biggest ongoing challenges to their team.

### What are the key challenges in your marketing team?

All responses (651 respondents)



Training and learning was by far the biggest challenge, similarly to last year.

Communication is still an issue, too. But the biggest challenge seems to be communicating with other areas of the business, whereas last year, in-team communication was more of a struggle.

Attracting talent remained a top priority, which isn't surprising considering all the disruption we're still facing in the labor market. However, it was less of a concern at 30% than last year (38%).

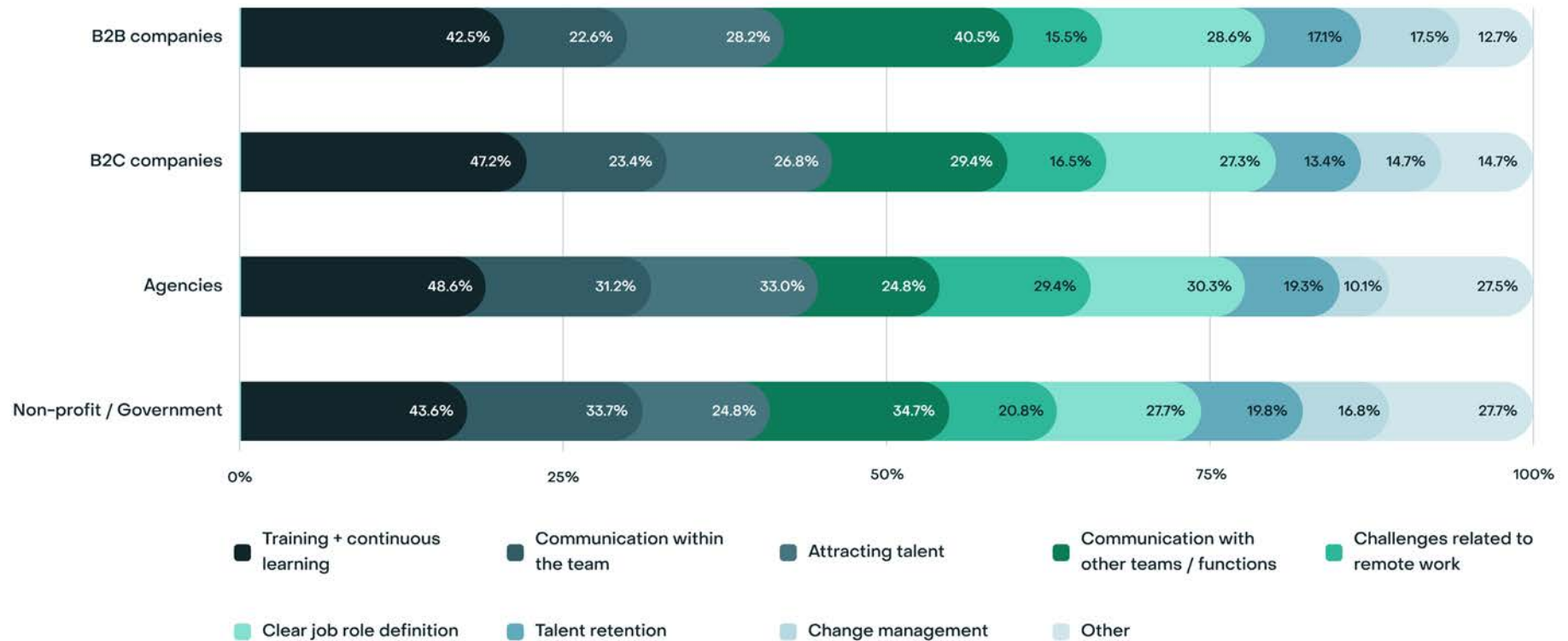
People are also reporting issues around role clarity, potentially a consequence of trying to do more with less. However, remote work is causing fewer issues. Are companies finding their rhythm as WFH becomes normalized?

Curiously, 1% of our respondents faced no challenges! What are these marketers doing... and can they share some tips?

## Key marketing challenges by company type

### What are the key challenges in your marketing team? (Per company type)

All responses (651 respondents)

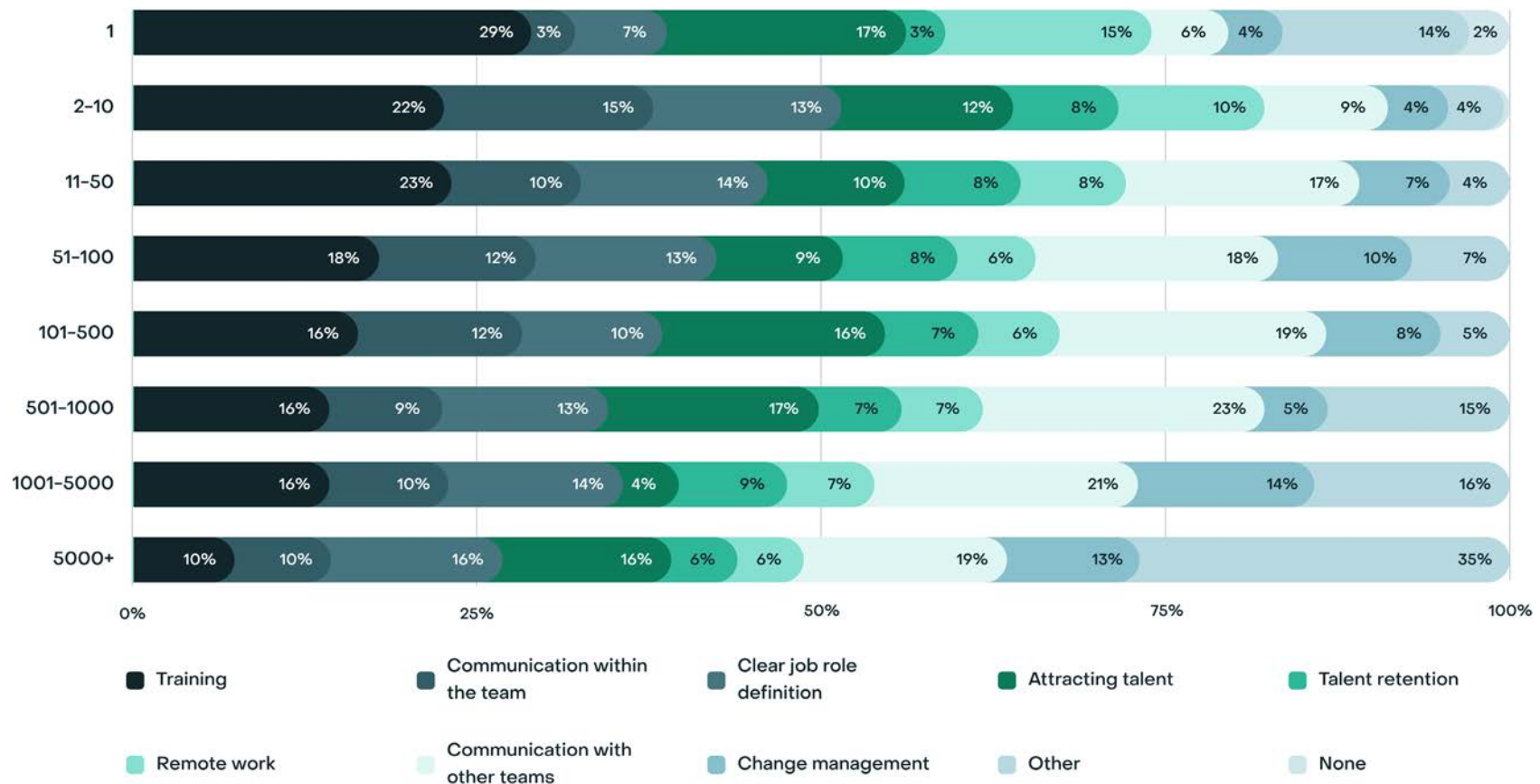


Workplace challenges were pretty similar for all kinds of marketing teams.

There were some differences — B2B had more issues with communication, and agencies faced more talent hassles. But overall, all types of companies were facing the same kinds of marketing challenges.

## What are the key challenges in your team? (Vs company size)

All responses (651 respondents)



The smaller the team, the more they struggled with training – which is highly intuitive, since large companies probably have dedicated learning and development programs and access to more educational resources.

Obviously, communication with other teams was more of a problem at larger companies, since they have more teams to communicate with!

Everyone struggled with retention equally, though hiring was most of a problem for mid-sized and enterprise companies.

# 3.

## Marketing trends in 2023

2023 is full of changes for marketers — some exciting, others challenging. In this chapter, we investigate the big shake-ups and exciting new techniques that defined this past year.

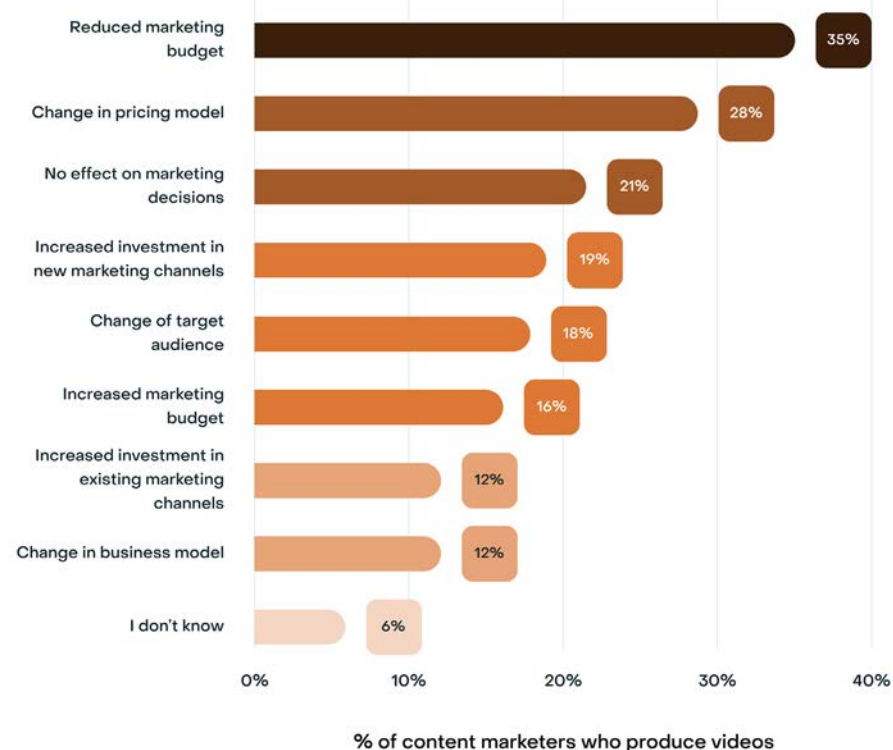
# The global financial crisis and marketing

When we look back on 2022, many people will think about the global recession. This major financial shift altered the investment and capital landscape, causing widespread layoffs at major companies.

We asked marketers how these seismic changes affected their professional lives.

## In which way(s) has the global financial recession affected strategic marketing decisions in your organization?

All responses (667 Respondents)



## How did the global recession affect your marketing strategy?

The recession's impacts seem fairly intuitive. Many respondents (35%) reduced their marketing budget, in line with our findings in the Marketing Budgets chapter. Another 28% changed their pricing model, potentially to make it more accessible to consumers.

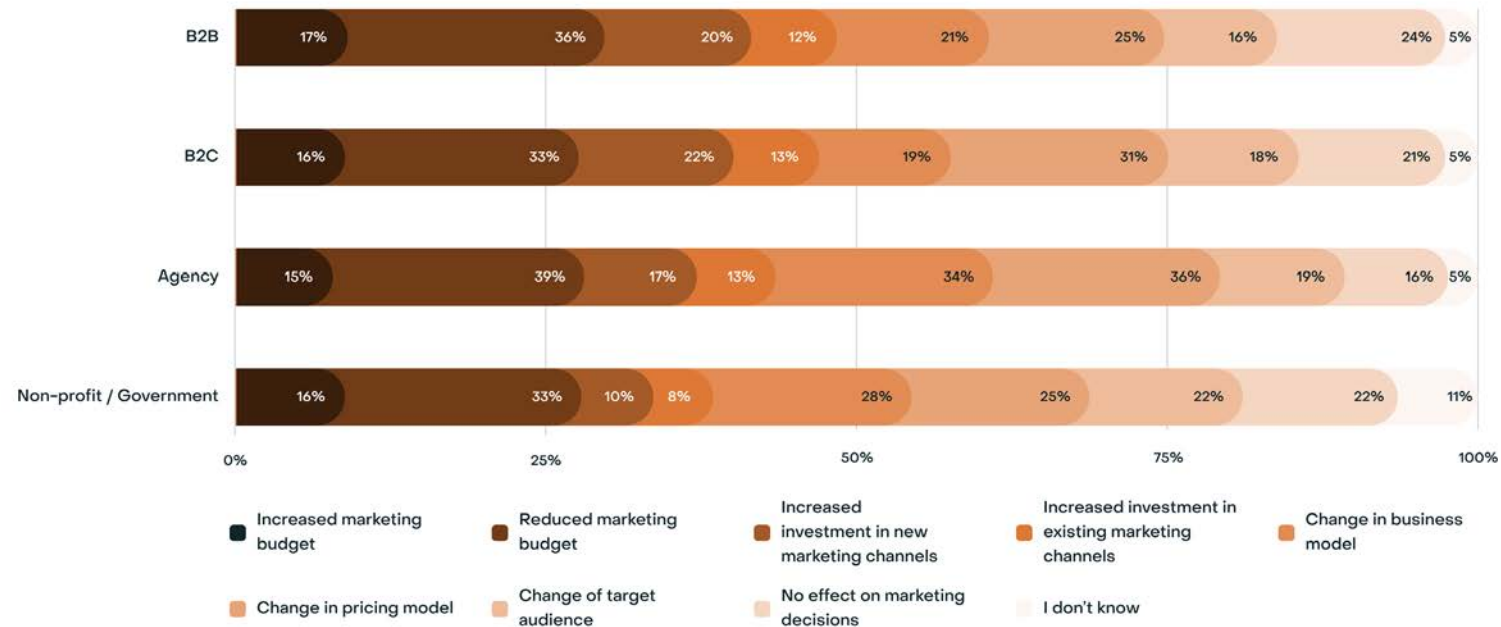
Others increased investment in new marketing channels, or adjusted their target audience. These tactics could be a bid to find new customers in a more competitive market.

Interestingly, 21% of marketers weren't affected by the recession at all. These could be in industries, like healthcare, education, and even housing, for which there's consistent demand.

## How did the recession affect different types of companies?

In which way(s) has the global financial recession affected strategic marketing decisions in your organization?

All responses (665 respondents)



Agencies seemed to face the most change this year, and these findings back up that theory. The agency marketers in our sample were most likely to completely rework their business or pricing model in response to the global recession.

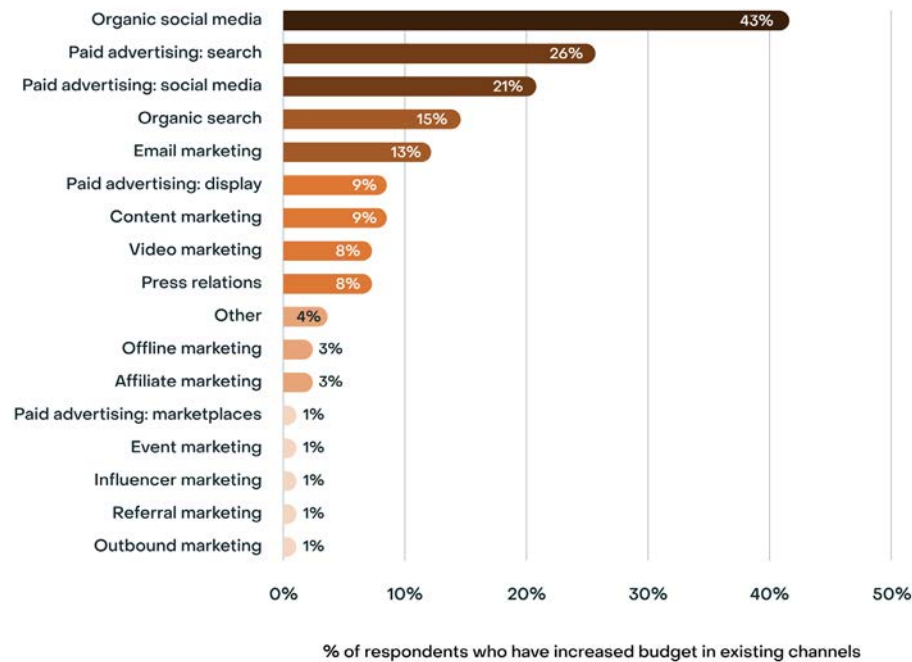
B2C marketers were most likely to double-down on investing in new channels, indicating that they're willing to experiment and take risks in pursuit of growth. Conversely, nonprofits were the least likely to try out this tactic.

B2B marketers were least affected by the market changes of the past year. That's not especially surprising — they provide services to other businesses, most of whom will keep operating even as they weather the financial storm.

## In which marketing channels did you increase investment?

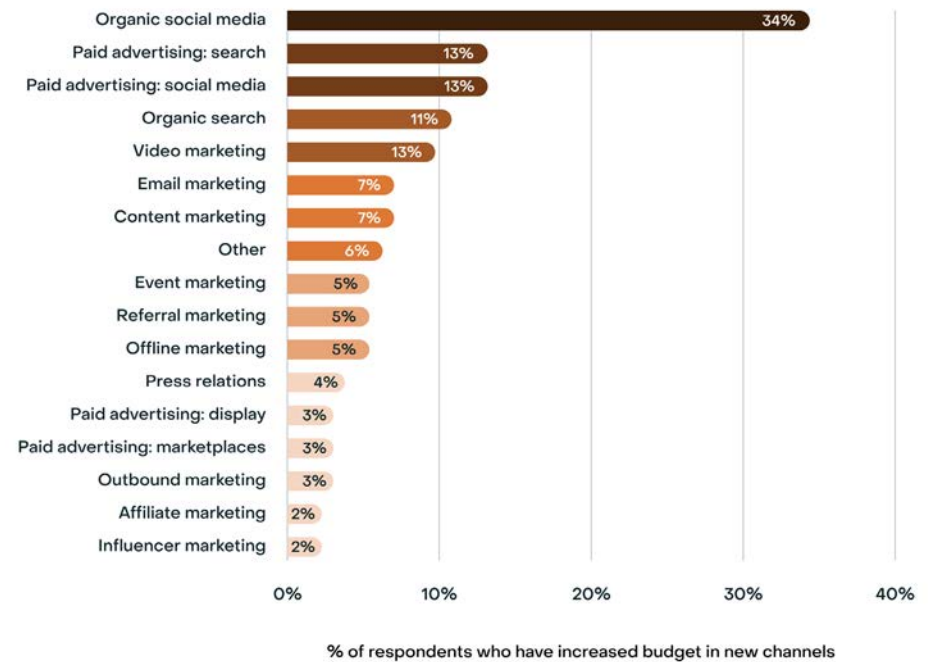
### Which existing channels have seen an increase in investment?

Marketers who increased their budget in existing channels (80 respondents)



### Which new channels have seen an increase in investment?

Marketers who are trying new channels (128 respondents)



We already saw that Organic Social was the most popular channel. Here, we see that this increased emphasis may have been a response to the global recession.

Faced with tighter budgets, it seems like marketers are re-focusing on social media as a low-cost channel that can still put them in direct touch with customers.

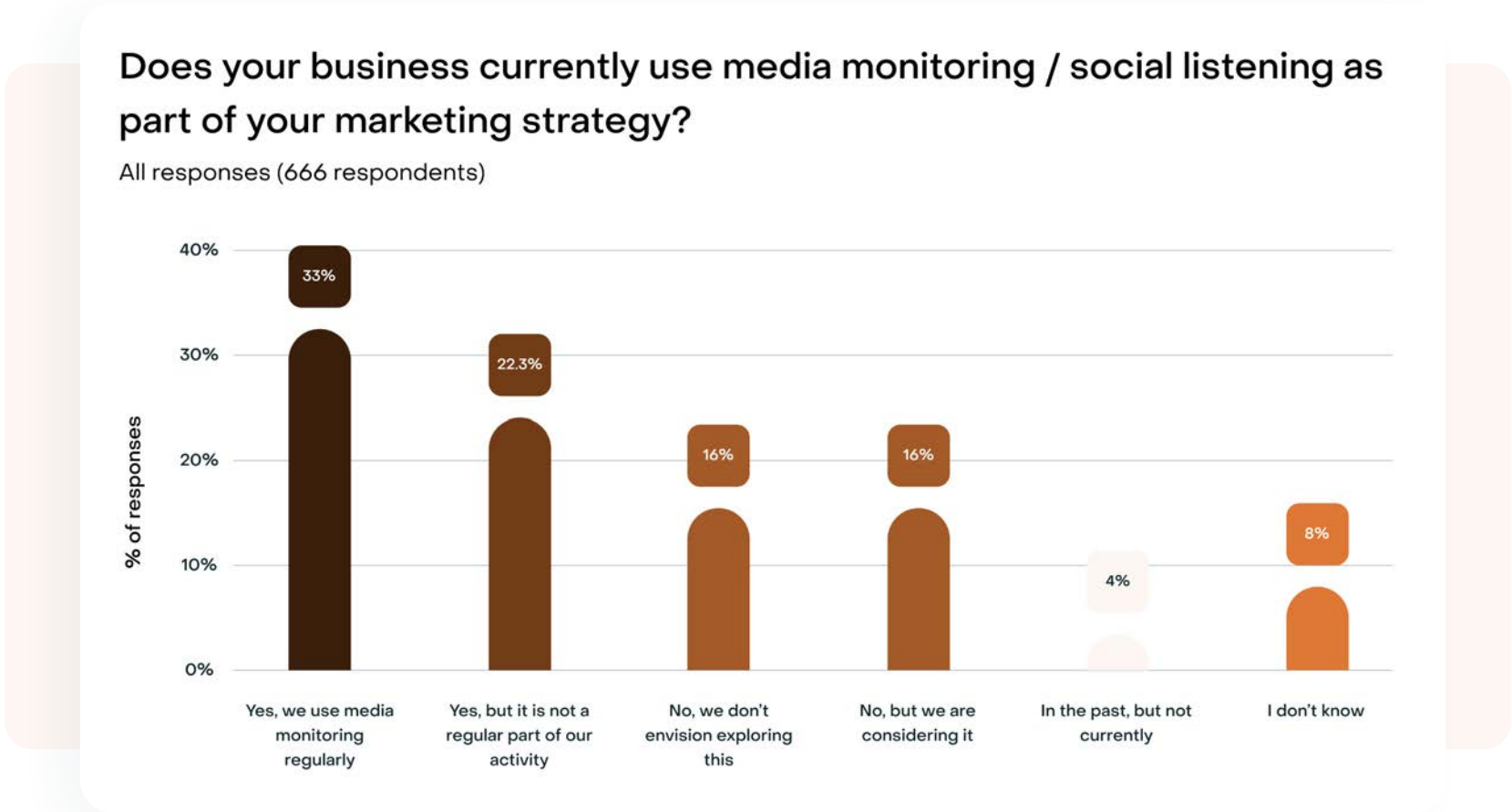
Many did the same with paid search and social media, even though these were less popular and important choices overall.

# Spotlight on media monitoring

Marketing is about connecting with your audience. That means listening, as well as sharing!

Media monitoring allows marketers to do just that. By keeping an ear out for what people are saying, teams can get to know their customers (and potential customers) better.

Here's how marketers used this technology in 2023.



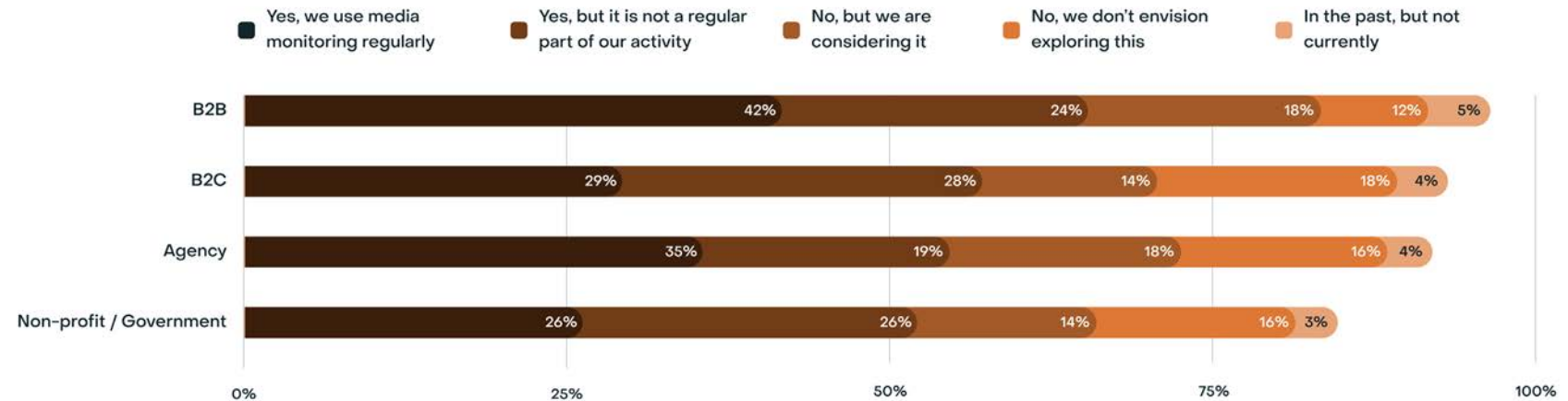
Last year, 80% of marketers we surveyed used social listening and media monitoring regularly. This year, that figure is just 57%!



Could media monitoring have been hard to fit into 2023's tighter budgets? Do marketers think talking, rather than listening, will get them better results?

## Does your business currently use media monitoring / social listening as part of your marketing strategy? (Vs company type)

All responses (665 respondents)



Agencies were most likely to make use of media monitoring. Many agencies offer public relations or marketing, and this is an activity often requested by their clients.

Organizations have a wide array of reasons to adopt a media monitoring strategy, whether that's for managing their reputation, keeping up with the competition or simply gathering inspiration for their marketing campaigns.

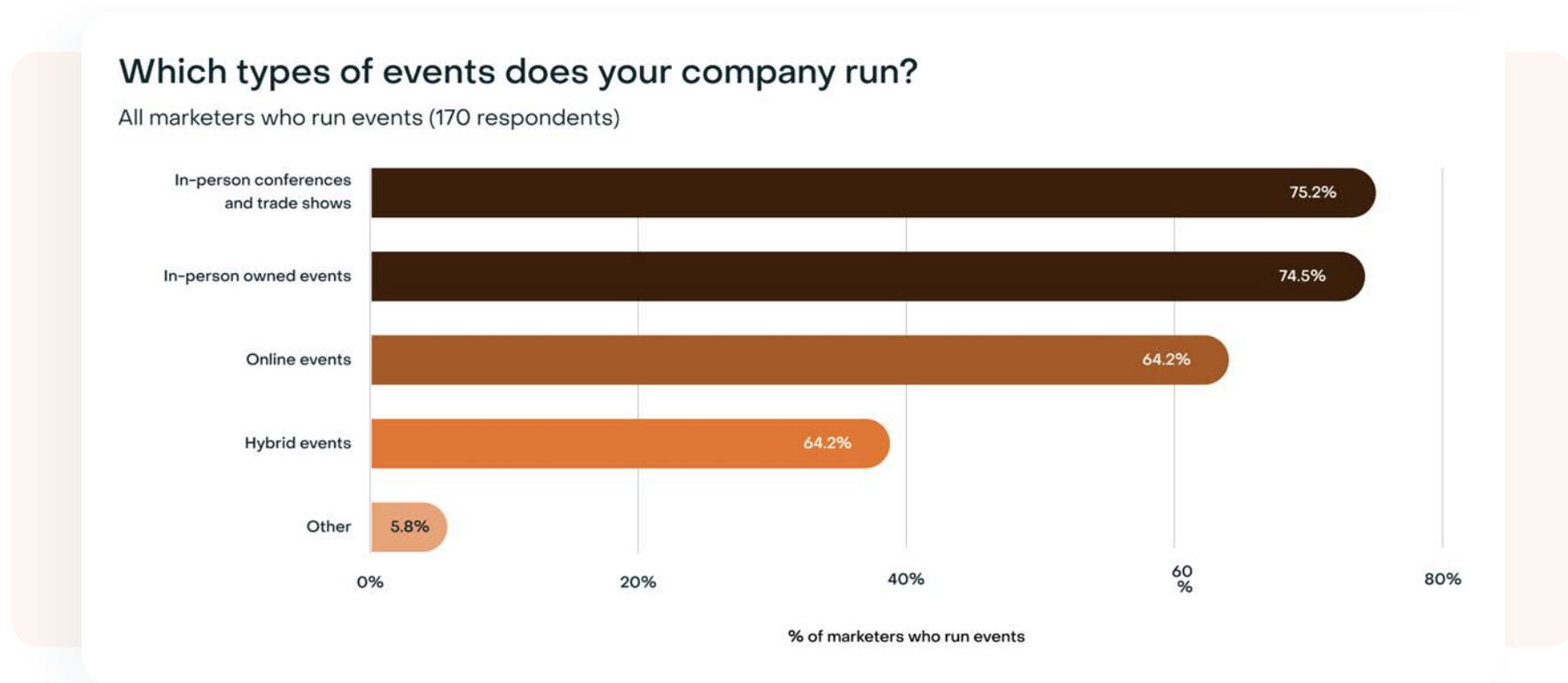
Mention allows marketers to get started with monitoring quickly and easily, thanks to easy-to-set-up alerts, powerful reporting features and a ton of available monitoring sources across social and the web.

[Try Mention for free](#)

## Spotlight on events marketing

Events are the most immersive, memorable, and experiential way to learn about a product or brand. And in our post-pandemic world, we know that a great event can happen in real life or online!

Here's how marketers made events part of their strategy in 2023.

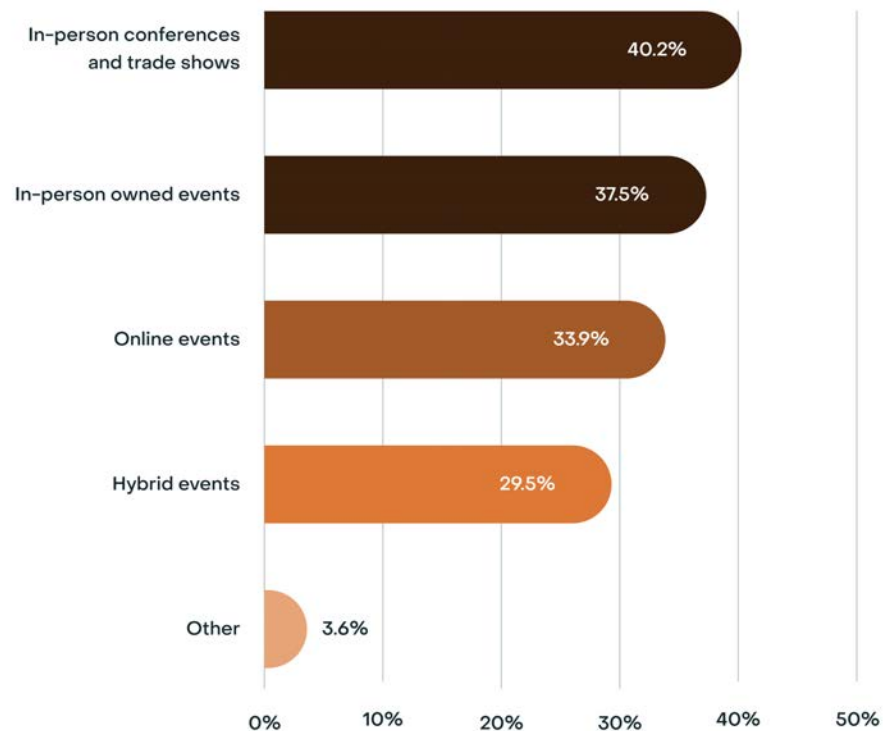


**Marketers are embracing in-person connections.** Of those who tried out event marketing, roughly 75% were doing live events, either at conferences and trade shows or by hosting their own.

Virtual events haven't gone anywhere, though! **64% of marketers ran online events**, and another 39% tried hybrid events, blending the best of both worlds.

## Are any of these event types a new focus for your company, compared to your 2022 strategy?

All marketers who run events (170 respondents)



It seems like this year, marketers were ready to get out of their comfort zones, meet people, and try new things. That's something we can support!

In-person events were a fresh tactic for roughly 40% of the marketers we surveyed. Hybrid and fully online events were new to 34% and 29%, respectively.

Events, whether they are in-person, hybrid, or online, are a great way to engage with your audience and create lasting relationships.

Livestorm helps marketers run seamless, engaging online and hybrid events, to manage and deliver memorable video experiences. With the customizable registration pages, email cadences, and analytics dashboard, marketers can deliver impactful live or on-demand video events.

[Try Livestorm for free](#)

## Spotlight on marketing research

Listening isn't the only way to get to know your audience. With market research, you can talk to them directly!

Market research is essential for any teams looking to get better results. By learning about who your audience is, what they like, and what they struggle with, you can design your strategy around their needs.

Market research can be super-simple, or very complex. Here are a few ideas!

There are plenty of ways to do basic market research with social media:

- On [Instagram Stories](#), try sharing polls and questions for your audience
- On nearly any social network, check out your audience insights to look into their demographics
- [Quora](#) and [Reddit](#) can be surprisingly powerful ways to learn about niche communities

You can also use market research to investigate global and industry trends:

- [Google Trends](#) can help you look into how general interests and preferences are evolving
- [BuzzSumo](#) reveals what types of content, from social media to articles, are trending and getting engagement

Surveys might be the most powerful and direct way to learn about your customers!

- [Jotform](#) might be the easiest way to ask your audience questions.
- It's what we used to compile data for this very report!

The right form can make all the difference. Easy-to-use tools within Jotform help you quickly create, distribute, and collect data for all manner of market research surveys. With a powerful Form Builder, limitless customization options, and a suite of integrations, Jotform offers top-tier flexibility and versatility to help teams of all shapes and sizes be more productive. With over 17 years in business and 20 million users worldwide, Jotform is a trusted global brand that's expanding every day.

[Try Jotform for free](#)

4.

Content strategy in 2023

## Take-aways

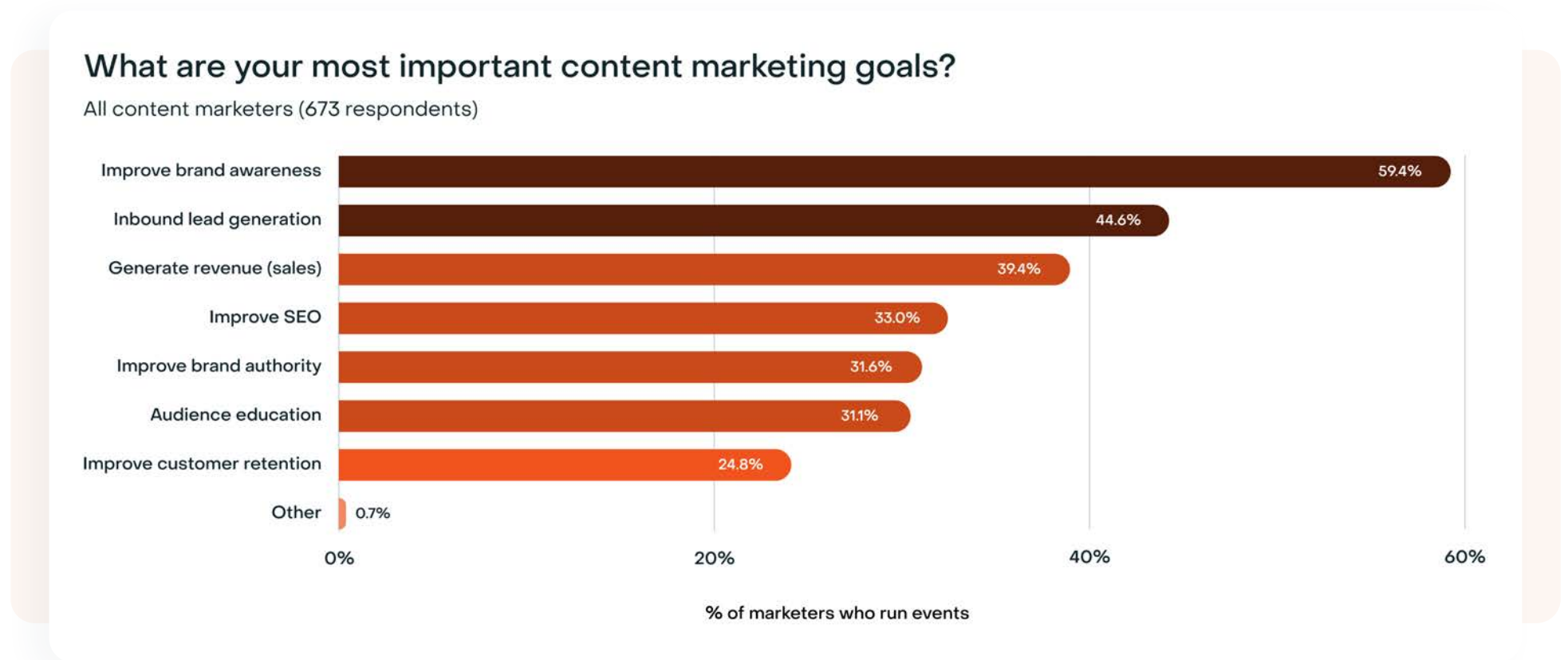
- Marketers are still using content for brand awareness, but lead and revenue generation have become important too
- Online courses were much less popular this year, while video and blogs were the most
- Marketers love using video for audience education
- There's a shift away from outsourcing content production, most markedly at very small and very large companies



# What are your content marketing goals?

Content is important to nearly any marketer, helping us educate and entertain our audience.

What are teams working towards with their content marketing? Here are marketers' content goals for 2023.



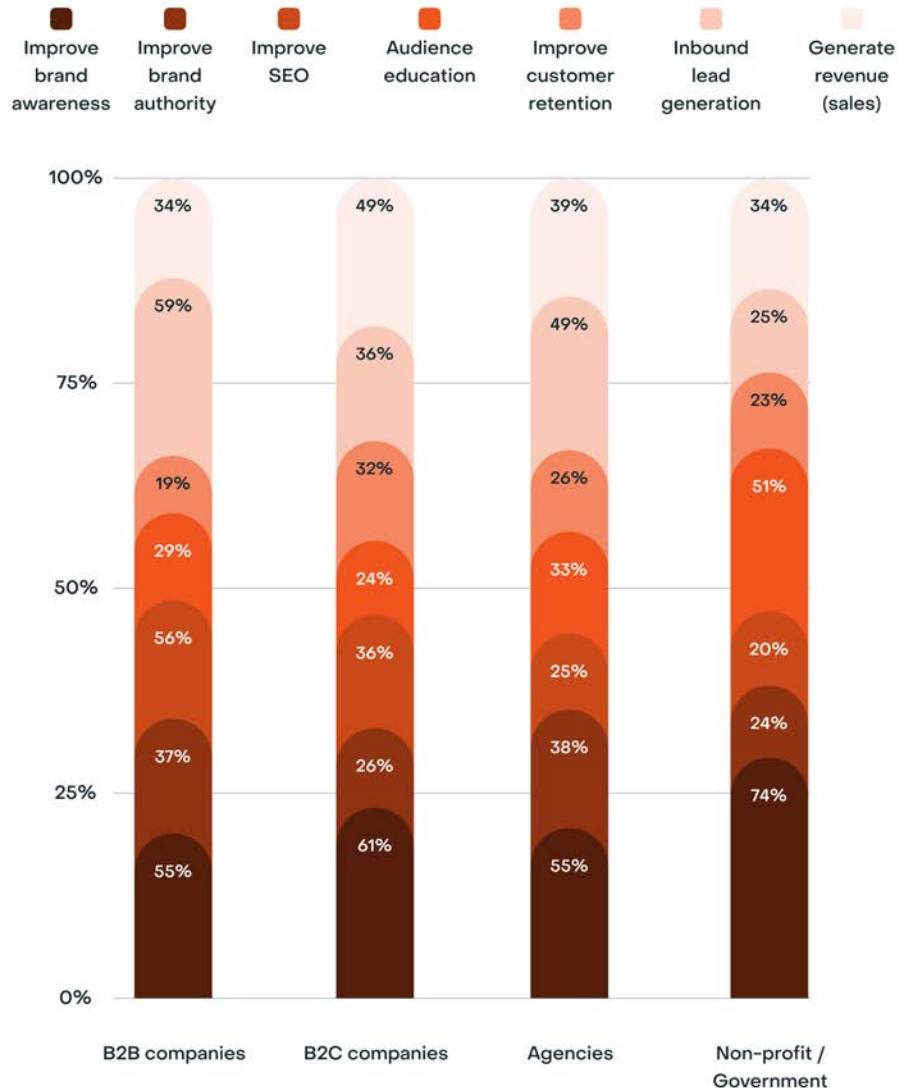
Most marketers we surveyed are using content to build brand awareness, just like we found last year.

But this year, **inbound lead generation** was the next most important outcome, trading spots with increased revenue, which is now at #3.

It seems like marketers feel content can support both long-term growth, and immediate revenue generation.

## What are your most important content marketing goals? (Vs Company type)

All responses (673 respondents)



## Content marketing goals by type of company

While content marketing was important to nearly all respondents, how they used it varied greatly.

B2C companies were most likely to use content for customer retention and generating revenue, while B2B marketers relied on it to rank in search results and generate leads.

Content is also an important lead-gen channel for agencies, and they were more likely than other firms to use it for brand authority. Nonprofits and government bodies were much more likely to use content for brand awareness and audience education. These goals were more important to these types of companies than their B2B and B2C peers.

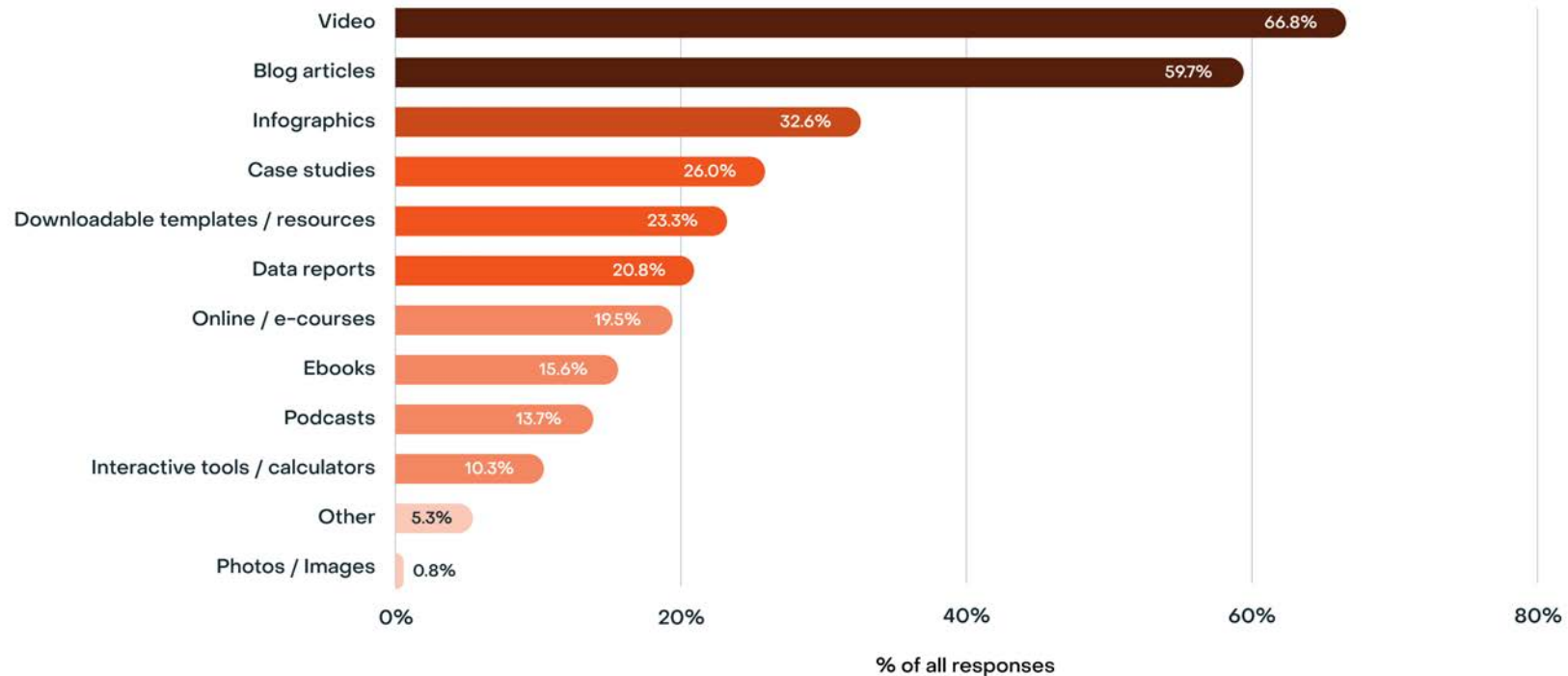


# What **types** of marketing content are you **producing**?

'Marketing content' is such a broad term — nearly all marketers produce some type of content! Here are the most popular choices, from podcasts to case studies.

## What types of content do you produce?

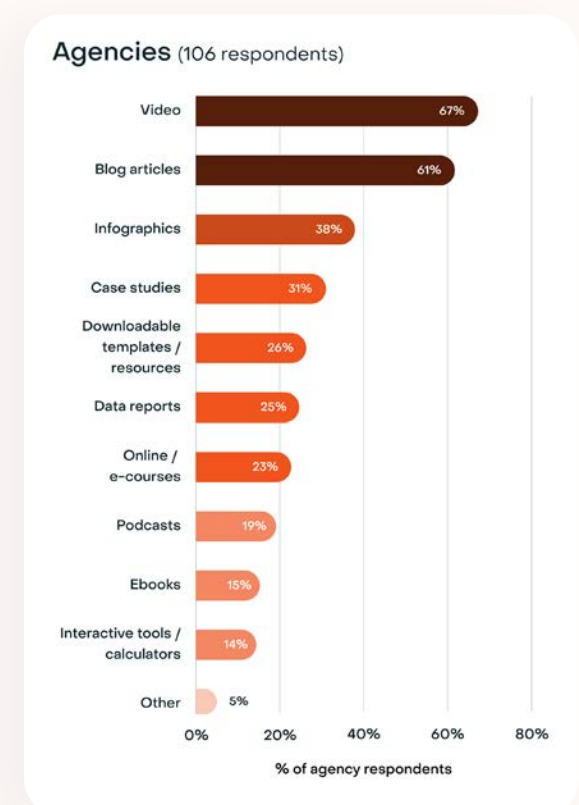
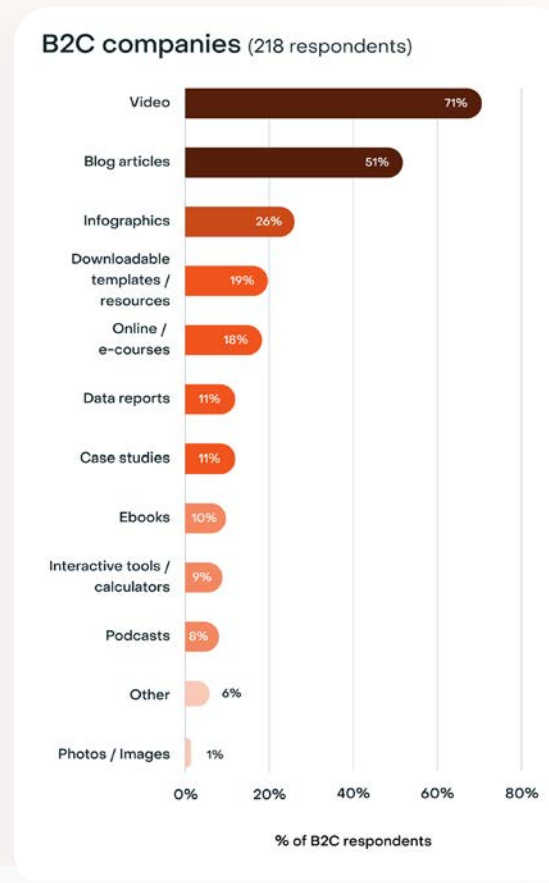
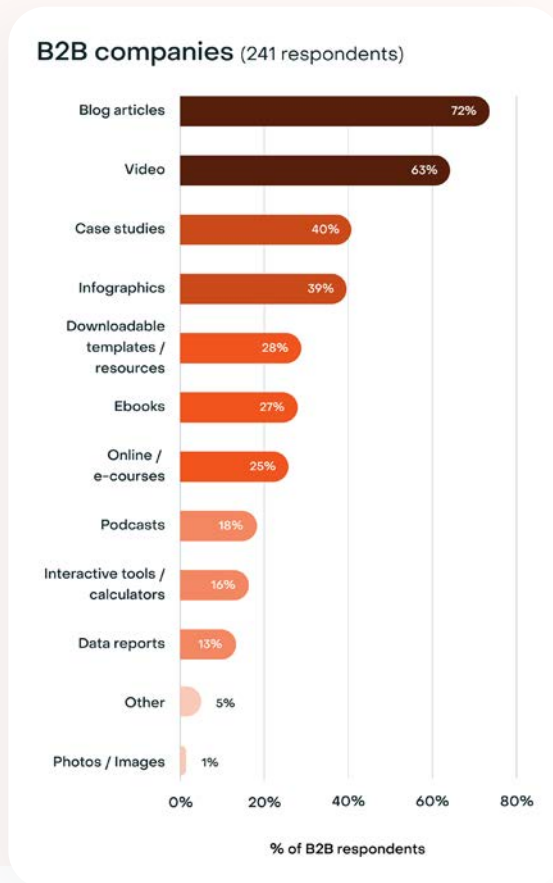
All responses (662 respondents)



**Video content was the most popular** type of content! Infographics and case studies both rose in the ranks, to 3rd place from 5th place, and 4th from 7th respectively. Online courses became much less popular — last year, they held spot #3!

If marketers are focused on leads and sales, it makes sense that they might be making more case studies, which demonstrate a product's value. Infographics can easily be used for this goal, too.

## What types of content do you produce?



### Content by type of company

Written content was important to B2B marketers. Video and infographics were still popular, but case studies and data reports played a bigger role. Both of these formats are content-heavy and text-based.

The picture changes for B2C teams, with video on top and lighter, more accessible formats rising in prominence. These marketers favor blogging, infographics, and downloadable templates.

Video also came first for agencies, but case studies again became popular. Agencies are also by far the most likely to produce a podcast!

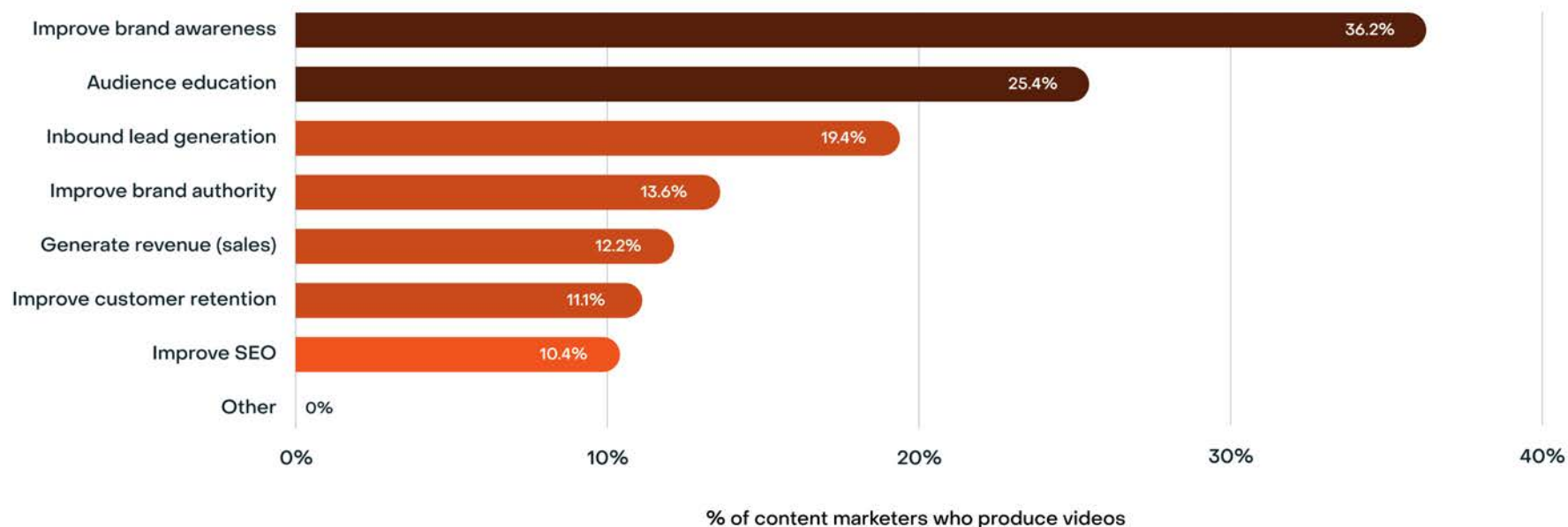
## Spotlight on video marketing

Video marketing isn't just a 2022 trend. As one of the most powerful ways to share a message, it's been on the rise for years now!

Thanks to faster-than-ever internet, we can now use video anywhere from landing pages to emails. Here's how marketers are embracing it!

### What are your most important video marketing goals?

All content marketers who produce videos (135 respondents)



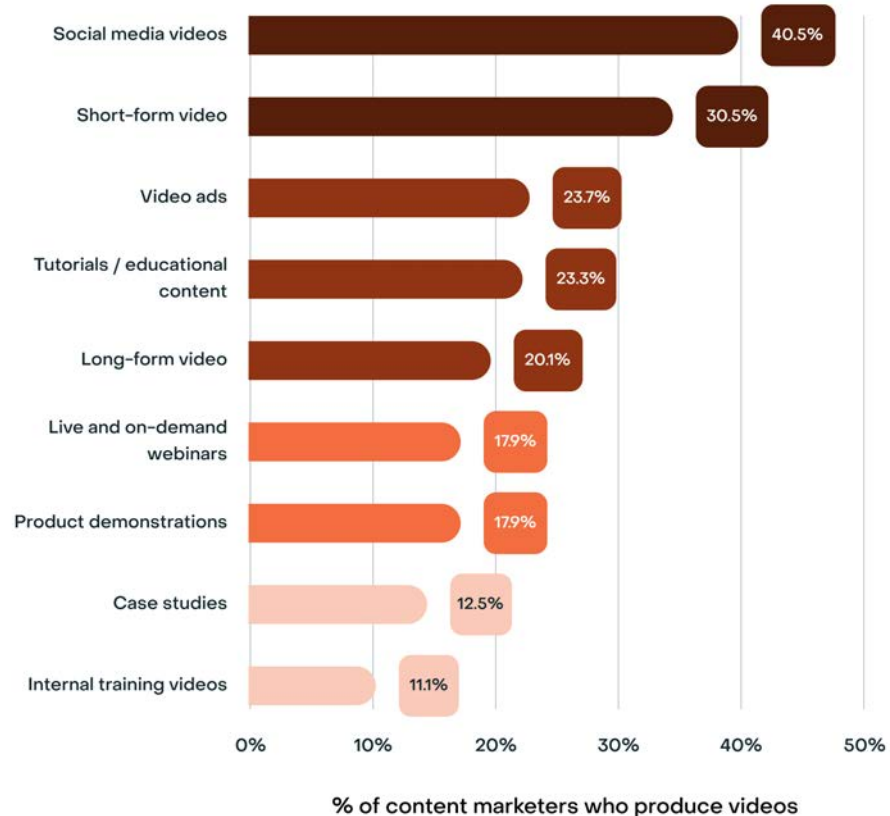
**Brand awareness** was the top concern for marketers we surveyed. It's also the most common use for video marketing.

Interestingly, **audience education** was runner-up, even though that wasn't a popular goal overall. Video is one of the most effective ways to teach people new skills and information, so it makes a great educational tool.

Many respondents were also using video for lead generation. Do some of those prospects need education?

## What types of video do you produce?

All content marketers who produce videos (137 respondents)



Social media video holds the top spot here, just like it did last time.

Remember, organic social was a top channel this year! Video is more important than ever on social, from Reels to TikTok to Facebook shorts.

However, **short form video became more popular** than video ads. Many marketers de-emphasized paid strategies, so that fits into our overall picture.

Video is more than ever a key piece of every marketer's content strategy. With audience education being a new priority alongside brand awareness, marketers are diversifying the video formats they produce. In order to gain time, they can repurpose long-form videos into shorter ones more adapted to the different platforms.

Livestorm's all-in-one platform helps marketers host engaging, live and on-demand webinars, to generate new leads, run scalable product demos, educational and onboarding sessions for customers, mixing automation and personalization.

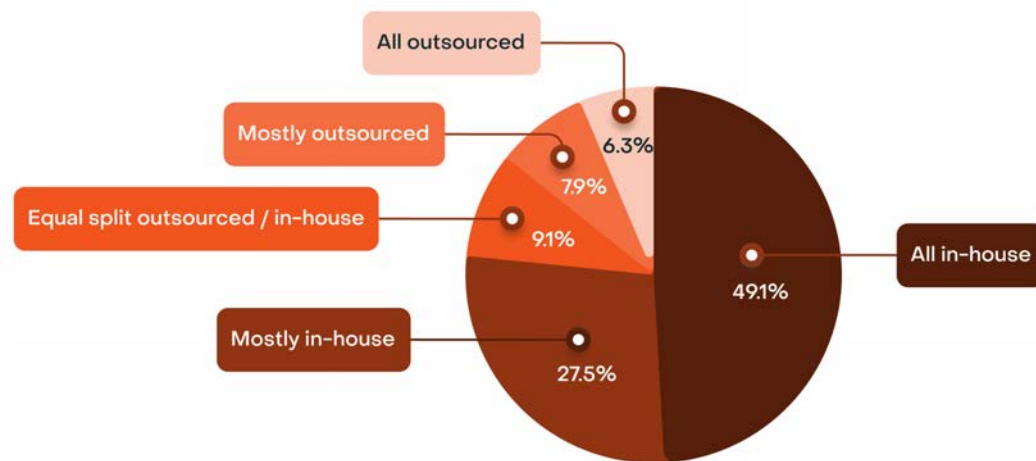
[Try Livestorm](#)

## Content production, **in-house** or **freelance**?

We asked marketers to break down their content production split. When are they choosing to take content in-house, and when are they outsourcing to freelancers and contractors?

### What proportion of your content is produced in-house / outsourced?

All content marketers [680 respondents]



Far fewer marketers are outsourcing their content production this year. Over 75% of respondents produced most or all of their content in-house, compared to less than half in our last report.

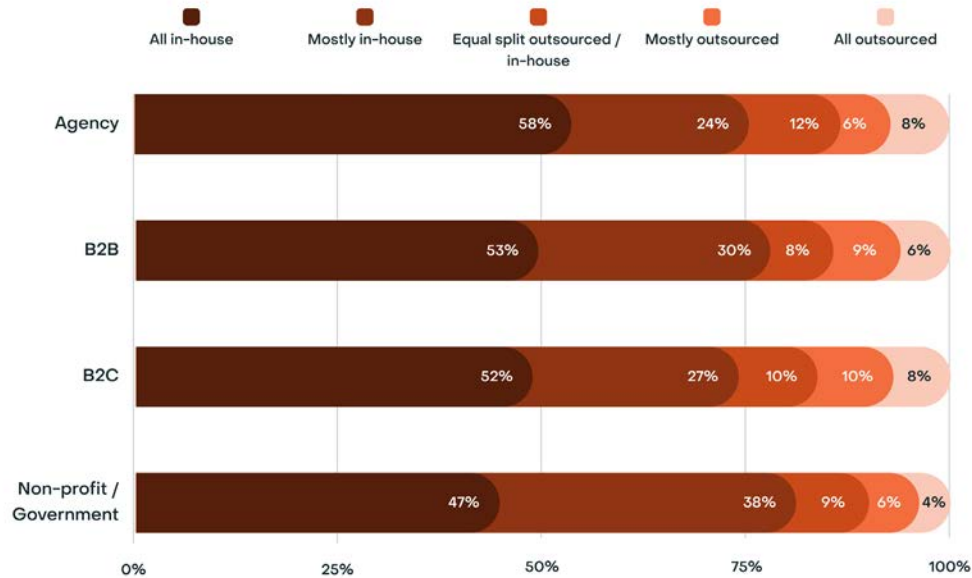
If budgets are tighter, it makes sense that companies would be doing more themselves, instead of paying external contractors.



## Content production by company type, size, and budget

### What proportion of your content is produced in-house / outsourced? (Per company type)

All respondents (680 respondents)

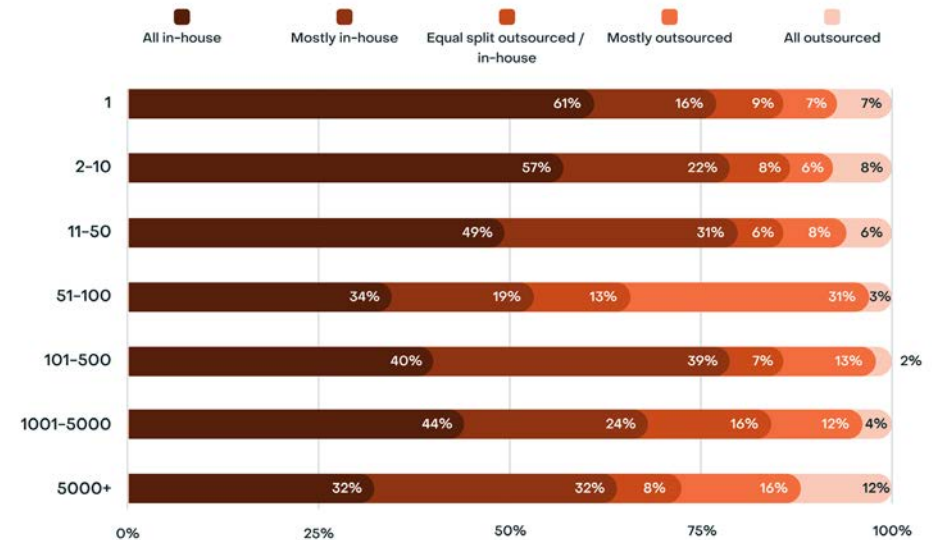


While the shift away from outsourcing was evident at all types of companies, B2C was most likely to keep using this strategy.

Nonprofits, which are known for small budgets, were most likely to keep things in house. They were followed, somewhat counterintuitively, by B2B.

### What proportion of your content is produced in-house / outsourced? (Vs company size)

All respondents (628 respondents)



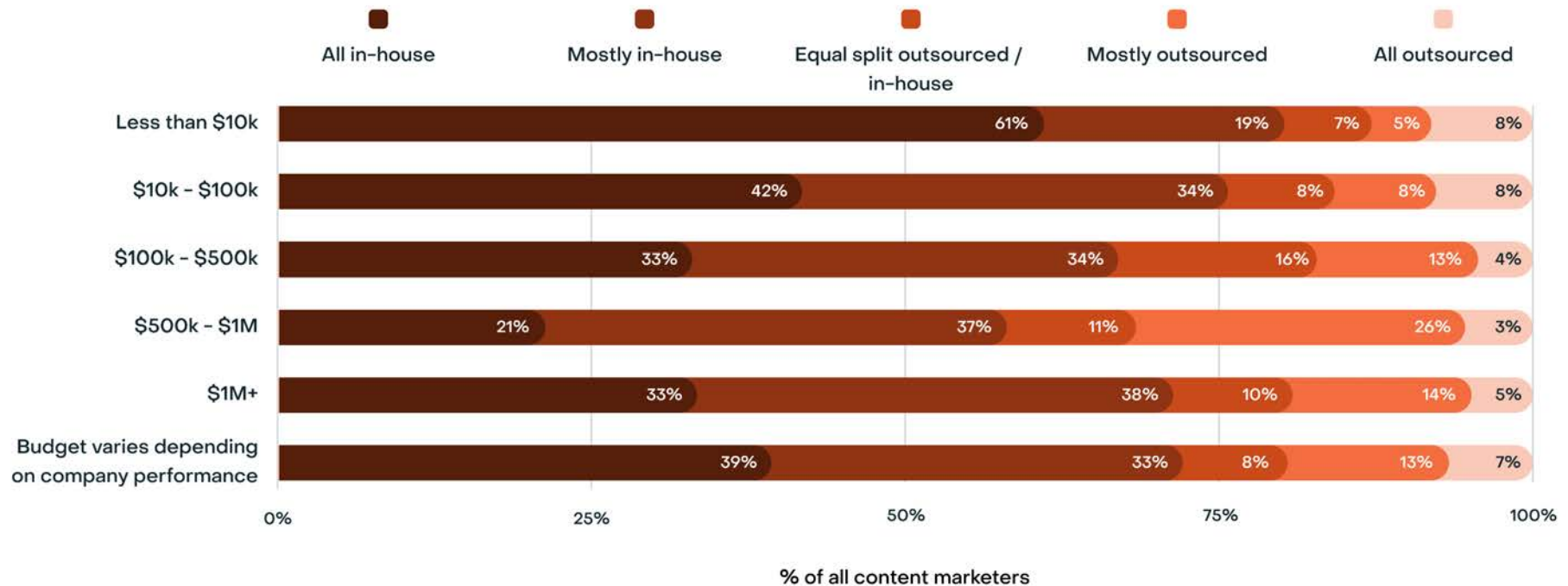
In general, larger companies have the capacity to outsource, and firms with under 50 employees were more likely to produce content themselves.

But interestingly, this trend isn't linear.

Companies with 51–100 employees were by far the most likely to outsource — even more than enterprises with over 500 people. These companies might be growing fast, with dreams (and budgets) beyond their staff's capacity!

## What proportion of your content is produced in-house / outsourced? (Vs company size)

All respondents (628 respondents)



Here, we see a somewhat comparable pattern to above. Companies become more likely to outsource as their budgets grow – but only up to a point!

Companies with a marketing budget over \$1M keep things in house about 70% of the time.

Could these large companies have the resources to just hire the content professionals they need, and then scale to keep them busy?

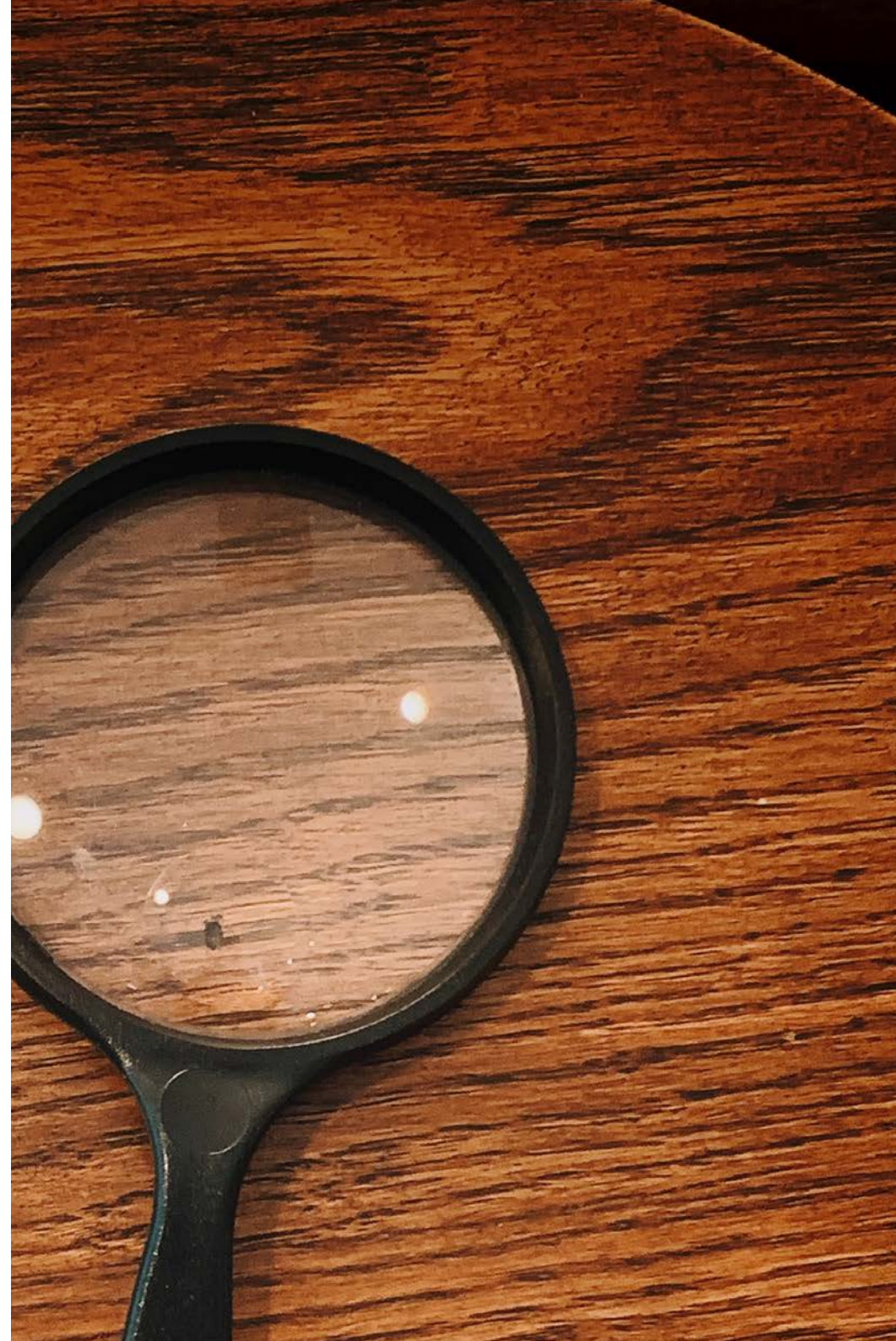
Companies with variable budgets used about the same in-house vs. outsourced split. As we learned earlier, this budget model was most popular with large firms.

# 5. Social media strategy in 2023



## Take-aways

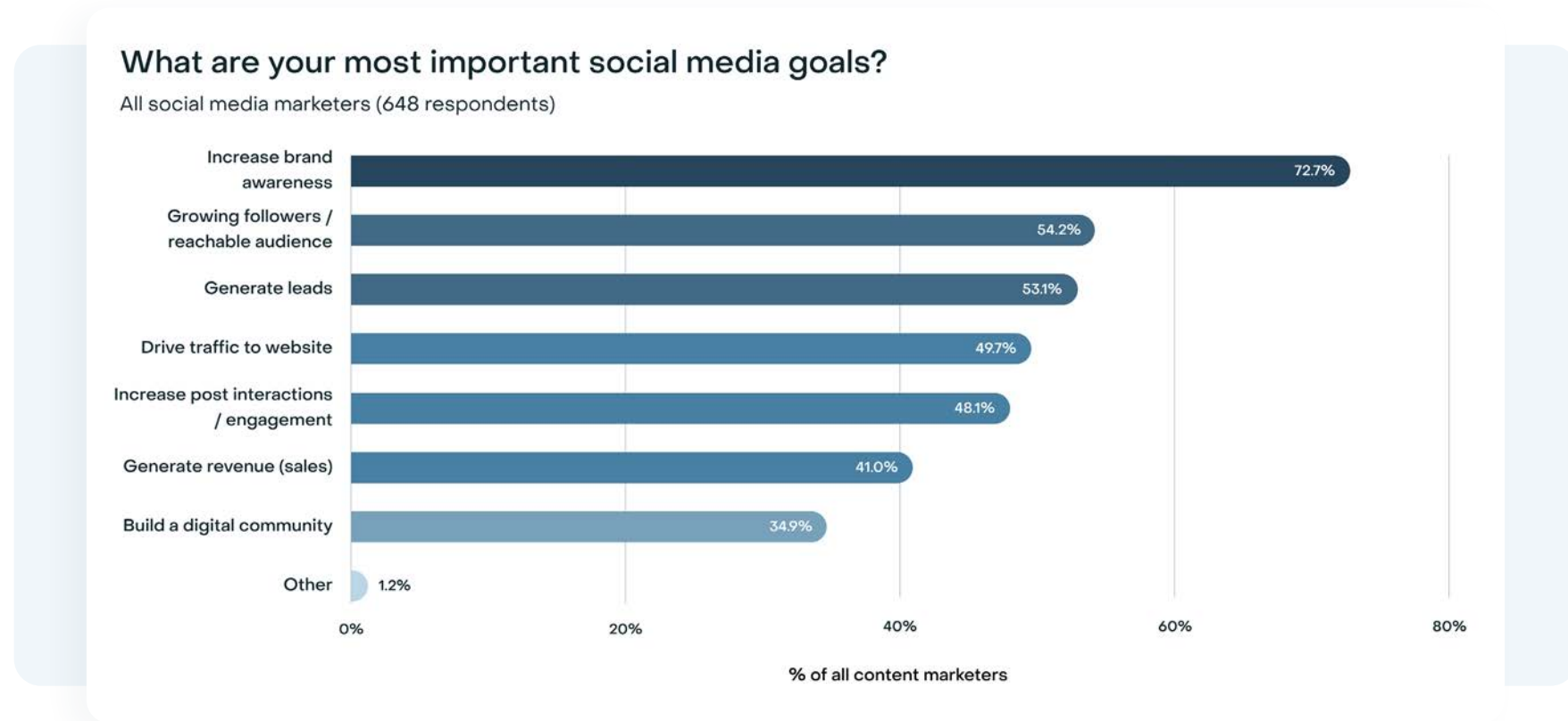
- The biggest goals for social media are brand awareness, audience building, and revenue generation
- Facebook and Instagram are still the most popular channels, but LinkedIn is the most important!
- TikTok is still low on most marketers' radar
- YouTube is an important channel for B2C marketers



# What are your content marketing goals?

Did you know users spend an average of 2.5 hours a day on social media? That's a lot of chances to discover new products, so marketers can't miss out!

Here's what our respondents are going for with their social strategy this year.



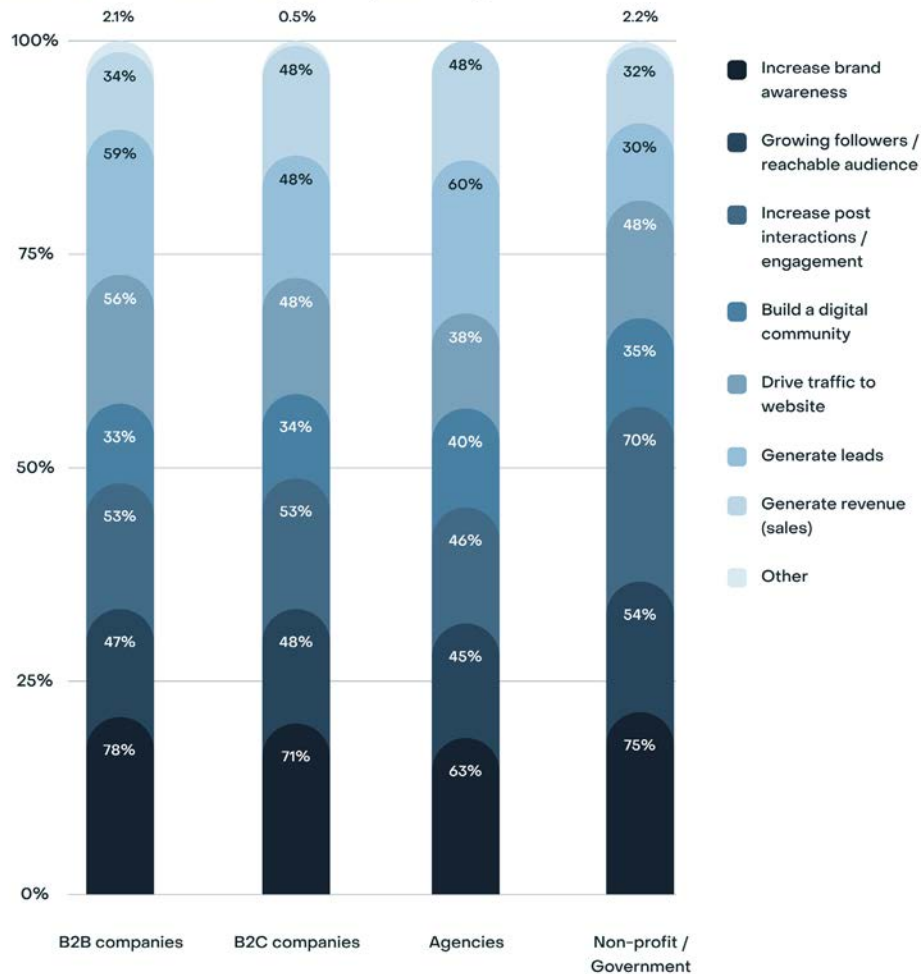
Most marketers are gearing their social media strategy towards brand awareness — the same result as last year. Growing an audience was the next most important goal.

Lead generation also rose in prominence, consistent with this year's general trends.

Building a community became much less popular, dropping to last place from #4! Throughout this report, we've seen broader goals like this one be displaced by a greater focus on sales and profits.

## What are your most important social media goals? (Vs company type)

All social media marketers (648 respondents)



## Social media goals by company type

Across the board, **brand awareness** was the most popular goal, and building a digital community the least.

Nonprofit and government organizations were more focused on gaining followers, which fits in with their overall emphasis on audience engagement.

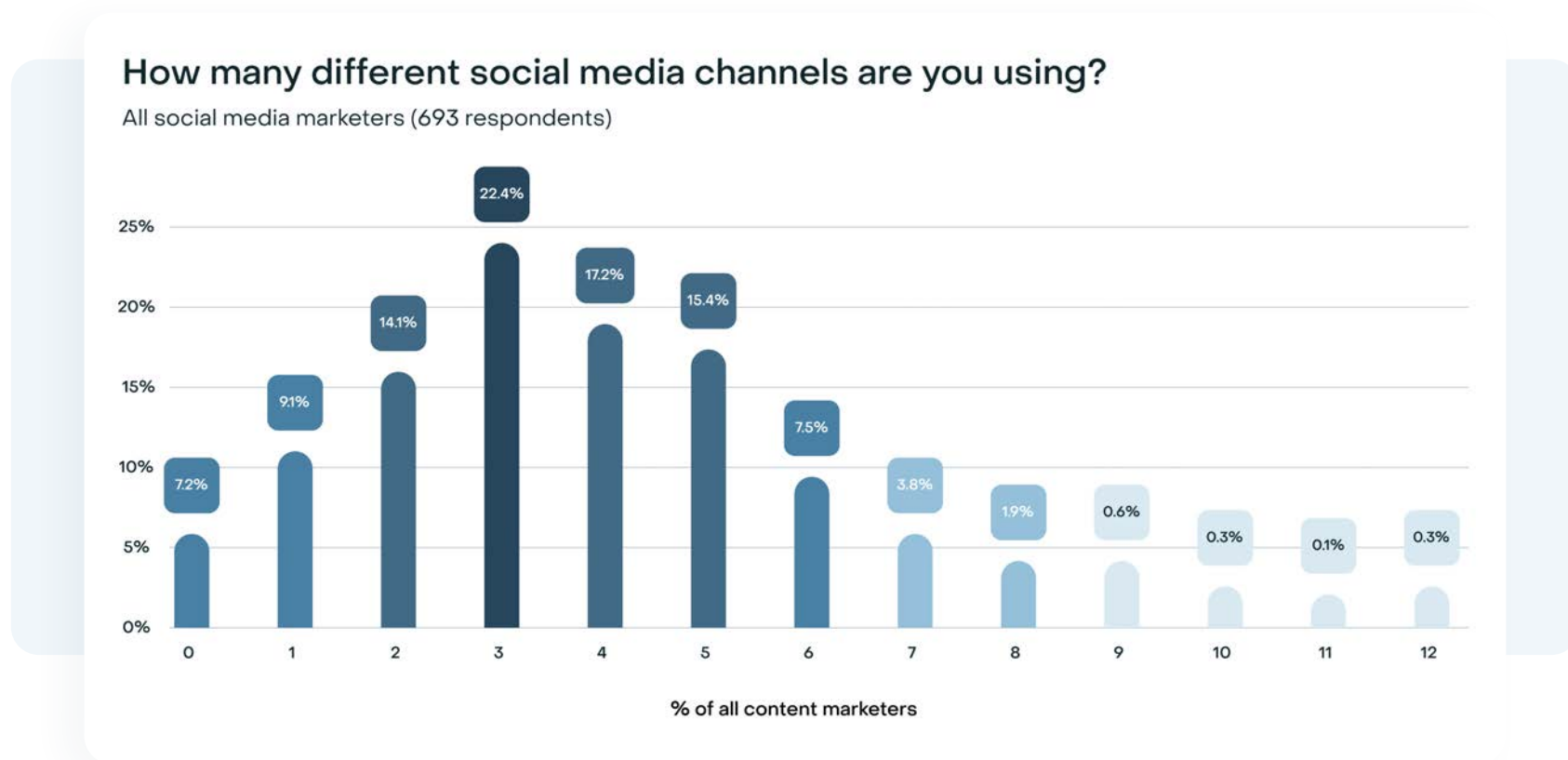
For both B2B and agencies, lead generation was the second priority. After brand awareness, B2C marketers seemed fairly evenly split on other goals.

## What social media channels are you using?

The social media landscape has matured, and brands have many different channels to choose from.

We asked marketers which channels they're creating content for, and how they fit into their strategy.

### How many social media channels are you using?



Nearly all companies use between 2–5 channels, with the most popular choice being 3. That's a slight dip from last year, when many used 4–5.

In our books, that indicates a focus on quality over quantity! It's better to create amazing content for the channels your audience actually uses, rather than trying to be everything to everyone.

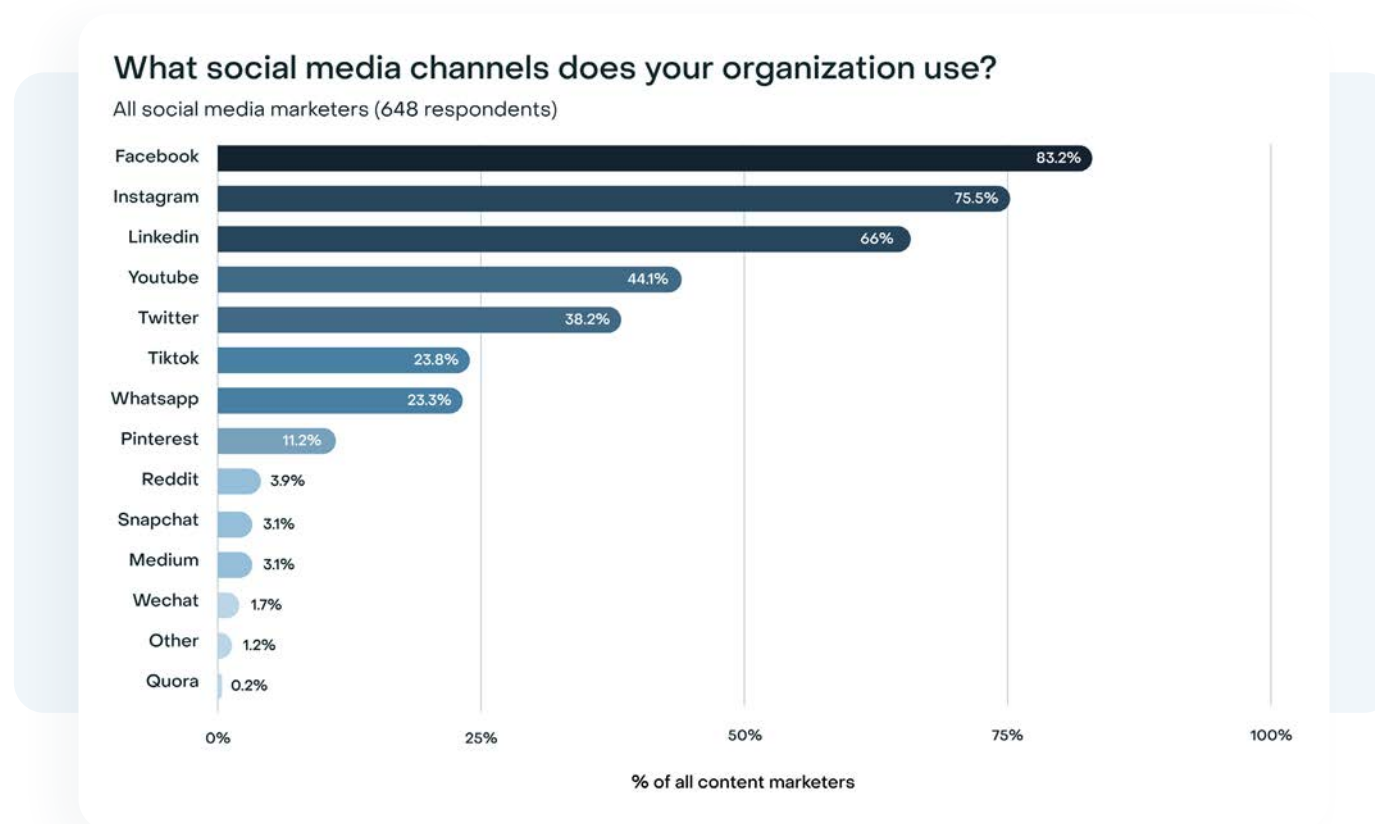
## What social media channels are you using?

Compared to last year, the same channels are on top, but the order is different.

While Facebook and Instagram are still the top dogs, LinkedIn has displaced Youtube for #3. Could companies, especially agencies and B2B, be using LinkedIn to generate sales and leads?

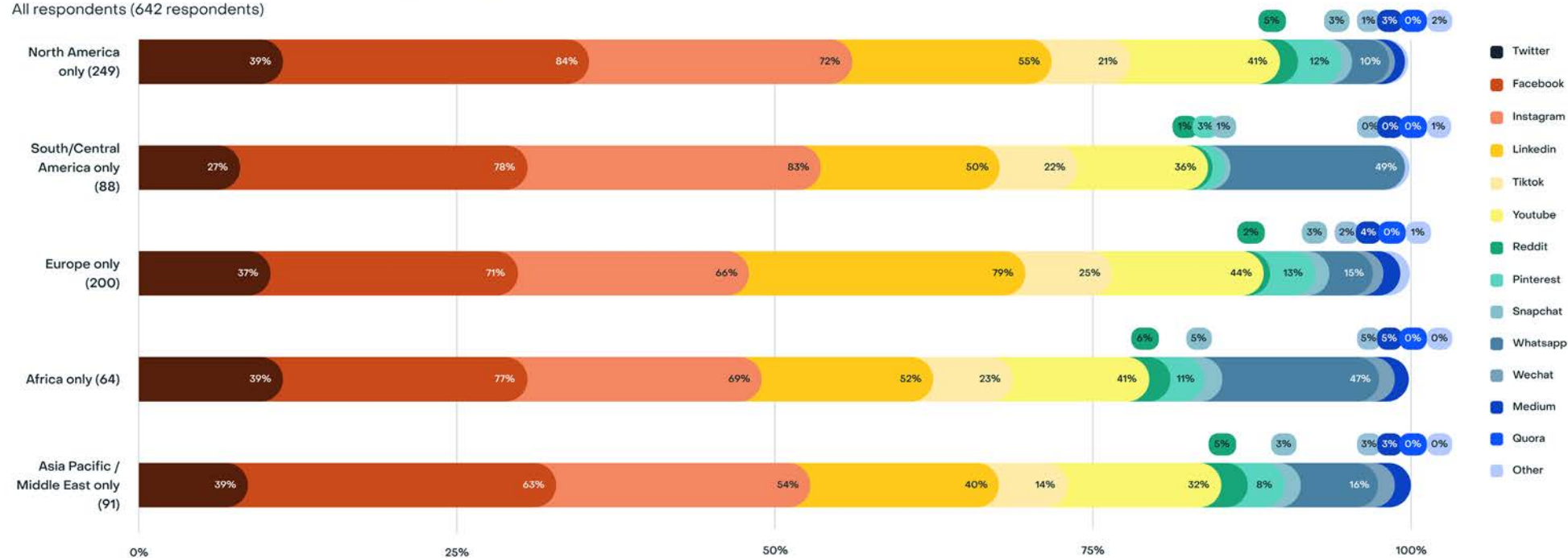
Importantly, these 'Big 3' are still way ahead of the runners up. LinkedIn might not be trendy, and Meta's had plenty of bad press, but despite everything, they're still on top.

Twitter has dropped from 4th to 5th, possibly as a result of Elon Musk's controversial takeover. TikTok rose from 7th to 6th. It's one of the most popular social apps out there, but for marketers, it still hasn't cracked the top 5.



## What social media channels does your organization use? (Vs Continent)

All respondents (642 respondents)



## Social media channels by region

At 79%, European marketers are the biggest users of LinkedIn!

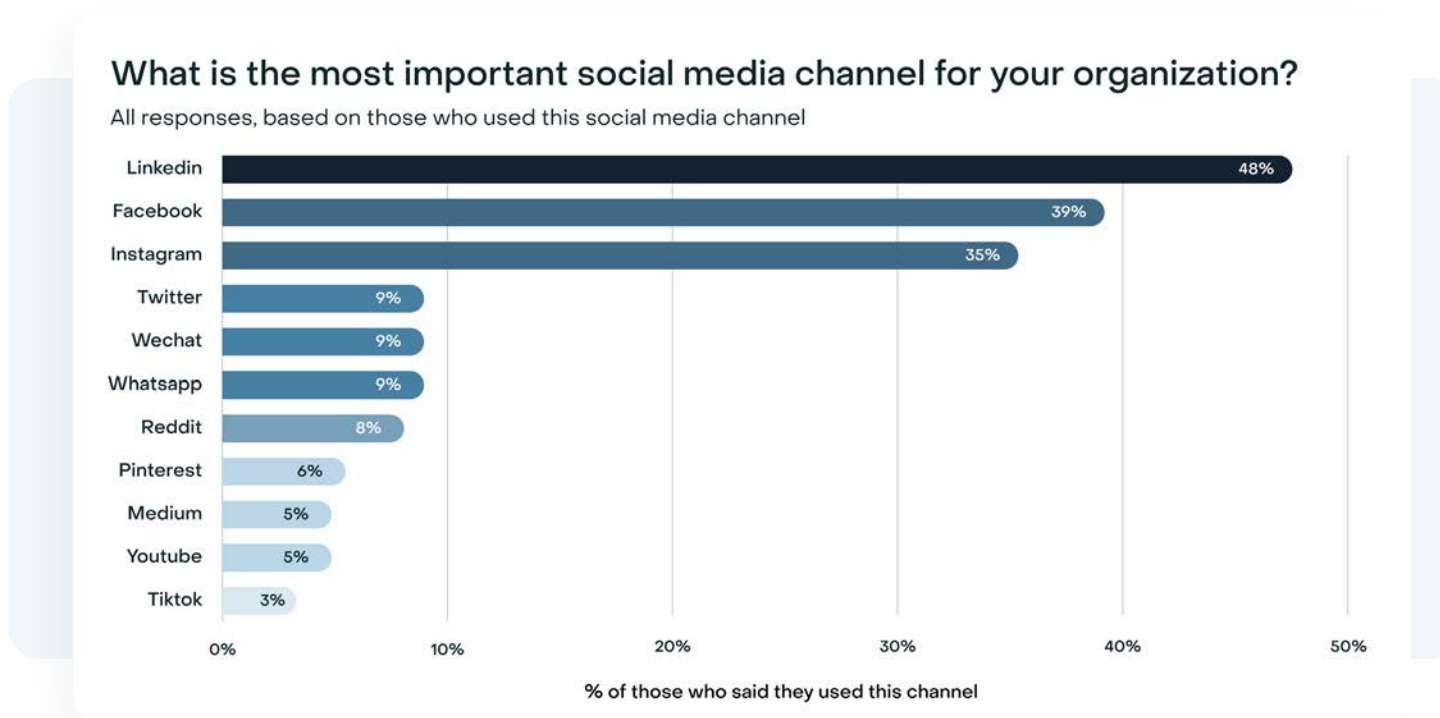
South and Central American marketers were the biggest users of Instagram, while North America held the top spot for Facebook. Africa and North America were tied as the top users of Twitter.

Nearly half of marketers in South America, Central America, and Africa used Whatsapp, compared to just 10-15% elsewhere. WhatsApp is a widespread, free alternative to texting in these regions.

# Which social media channel is most important?

Most marketers use more than one social platform — but they'll always focus on the one that gives them great ROI.

Here are the networks our respondents are making key to their strategy.



Things get interesting when we ask marketers to rank their most important channel. The same platforms are in the top 3 — but now, LinkedIn is coming in first!

This indicates marketers are getting great results from LinkedIn, potentially backing up our theory about lead generation and sales.

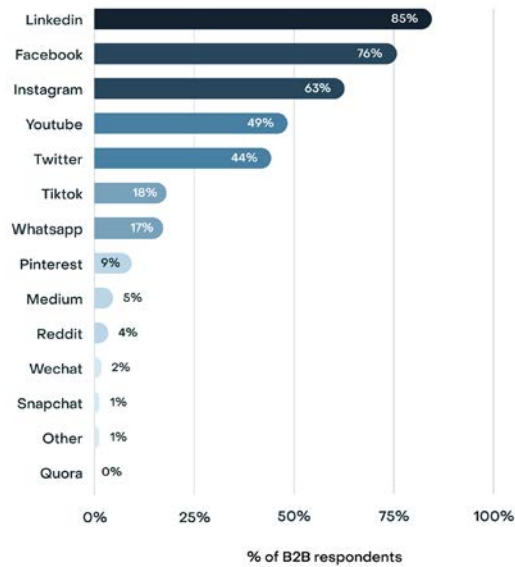
Meta's apps, Facebook and Instagram, still can't be ignored. For these marketers, they were the most important channels after LinkedIn.

And for all the talk of TikTok's rise, it's the lowest priority for marketers. Maybe it's only useful for specific niches, like e-commerce targeted to a young audience.

## Social media channels by company type

### What social media channels does your organization use?

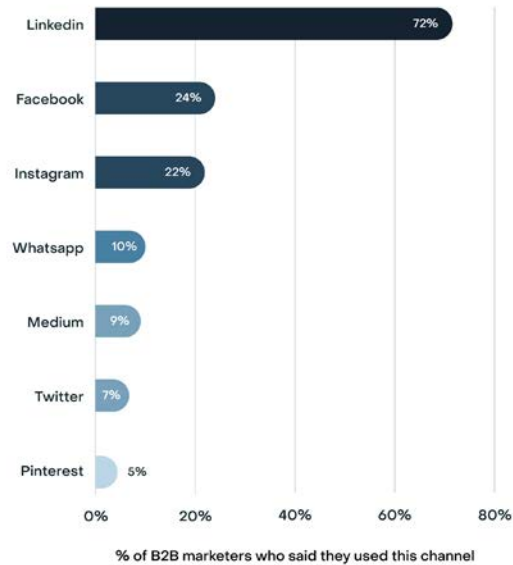
B2B companies (234 respondents)



LinkedIn was the most popular channel for B2B. That's not at all surprising — this platform was designed to help companies and professionals connect!

### What is the most important social media channel for your organization?

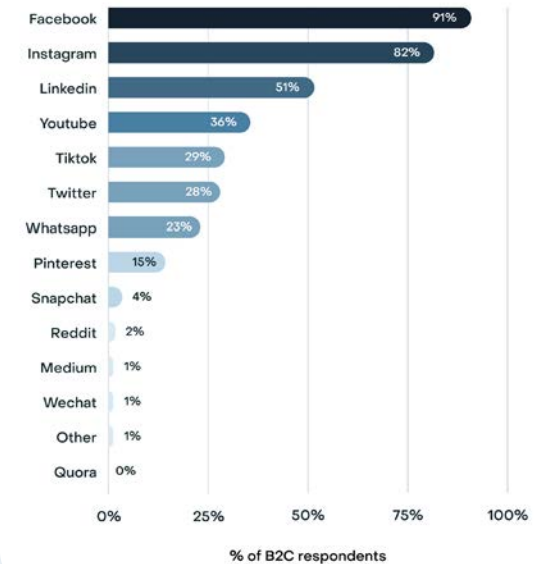
B2B companies, based on those who used this social media channel



LinkedIn is also the most important channel for B2B marketers, and it absolutely dwarfs the competition.

### What social media channels does your organization use?

B2C companies (213 respondents)

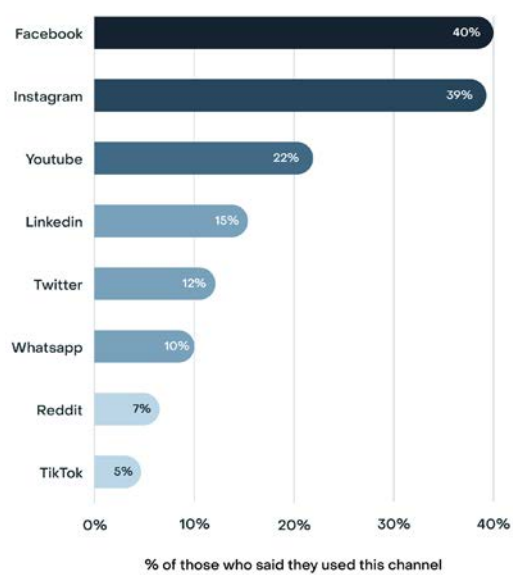


For B2C marketers, Facebook and Instagram are back on top. Many more respondents in this cohort are using TikTok — it's actually above Twitter!



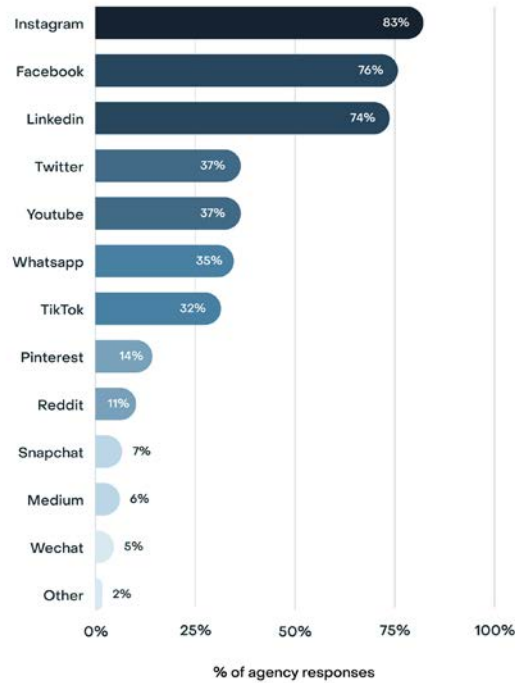
### What is the most important social media channel for your organization?

B2C companies, based on those who used this social media channel



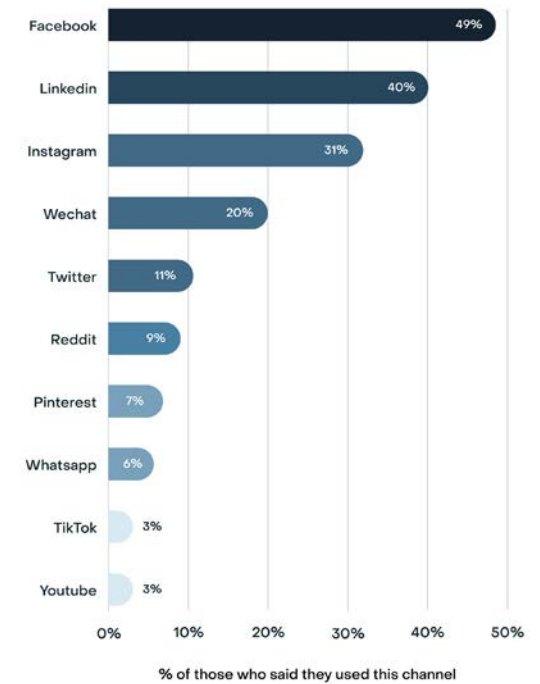
### What social media channels does your organization use?

Agencies (104 respondents)



### What is the most important social media channel for your organization?

Agencies, based on those who used this social media channel



Interestingly, YouTube, the home of long-form video, came after Meta's apps for B2C marketers. Could they be running their own branded channels, or using influencer marketing to connect with YouTubers in their niche?

Again, we see that while TikTok is more popular with this demographic, it's still not a priority.

Agencies love Instagram! This is somewhat surprising — is IG more relaxed than LinkedIn, but cooler than Facebook?

While Facebook was less popular with these companies, it's an important part of their strategy. Could they be hosting private Facebook groups for their clients? Is this where most paid ads are running?

# 6. Conclusion



## What's your mindset?

If you've made it this far, you've gained a detailed understanding of marketers' strategies, hopes, and challenges in 2023.

This report isn't about comparing yourself, or seeing how you measure up. Rather, it's a chance to see where you fit into the broader picture!

Learning how other marketers work is an incredible way to get to know yourself better. As you read, you might have had some interesting realizations about yourself and your company.

- How is your strategy similar to, or different from, that of your marketing peers?
- How does your business model, industry, and target audience make you unique?
- Were there any surprising differences in how you approach your marketing, compared to the respondents?

No matter what the coming year brings, we're all in this together. With the Marketing Manager Mindset Report, we hope we've been able to show off both what we all have in common, and the differences that make our field so exciting.

# 7. Appendix

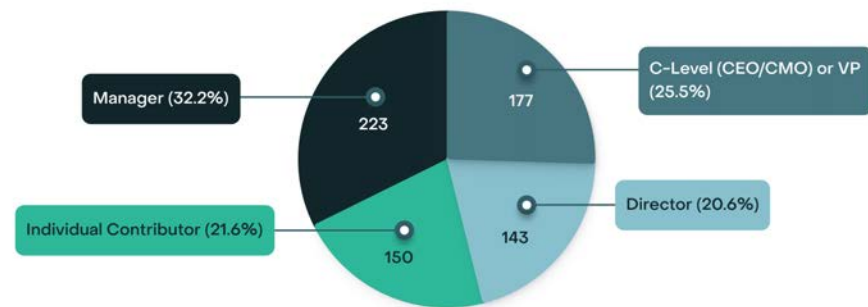
## Who is our sample?

Who are the 693 marketing decision-makers who responded to our survey built on Jotform?

Here's some key takeaways about who they are, what they do, and where in the world they're coming from.

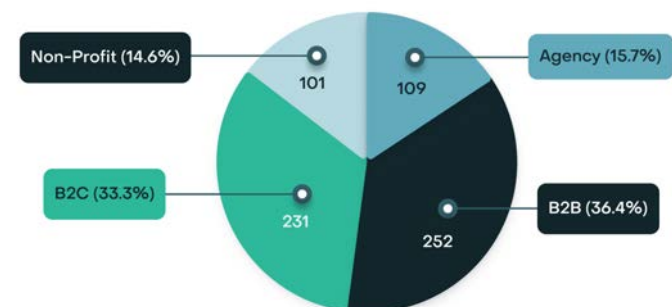
### What level are you in your company's hierarchy?

All responses (693 respondents)



### What type of organisation do you work for?

All responses (693 respondents)



### How much decision-making power do you have in your role?

This year, our sample was evenly split across marketing roles at different levels of seniority.

On smaller teams, individual contributors (ICs) often have more autonomy and decision-making power. Because smaller companies were more represented in this year's report, these marketers had more of a voice, too.

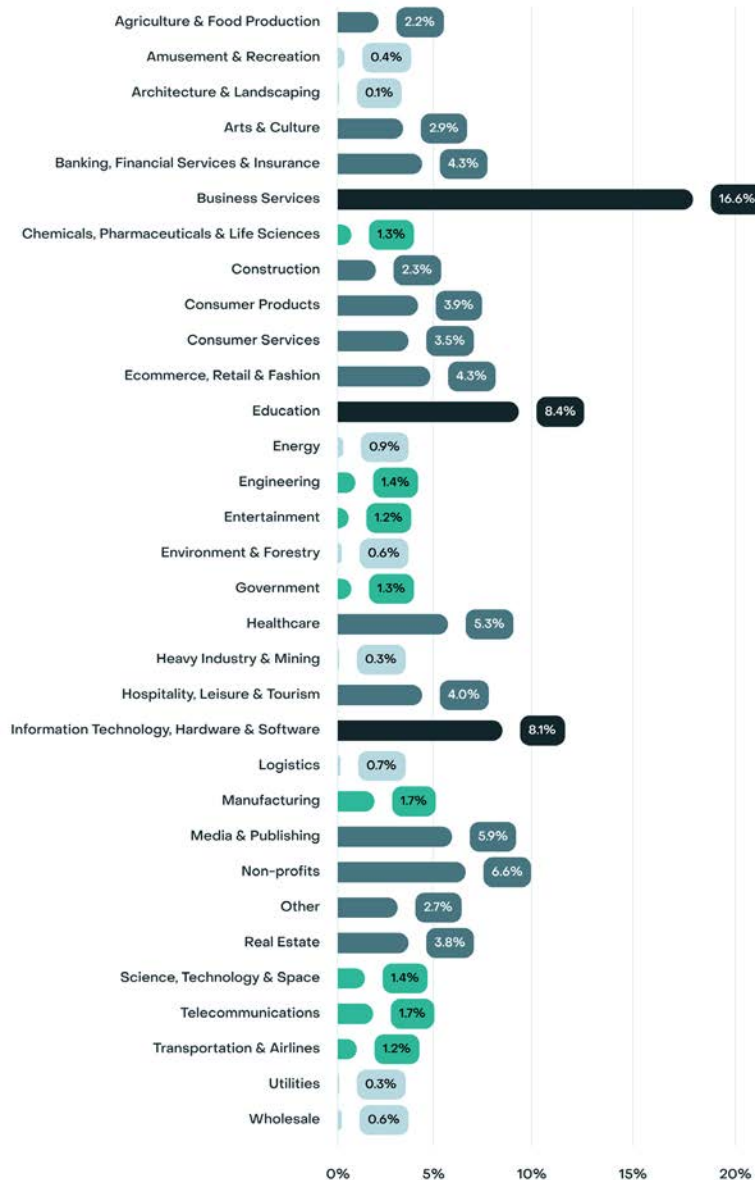
### What type of organization do you work for?

This year's report also represents a broader range of companies. An equal proportion of B2B and B2C marketers shared their thoughts, while agencies and nonprofits made up about 15% each of the responses.

That's a marked shift from last year, when B2B marketers made up nearly half of the respondents, and nonprofits were just 6%.

## What industry does your organization belong to?

All responses (693 Respondents)



Throughout the report, we broke many questions down by company type, to investigate how these very different types of organizations approach marketing.

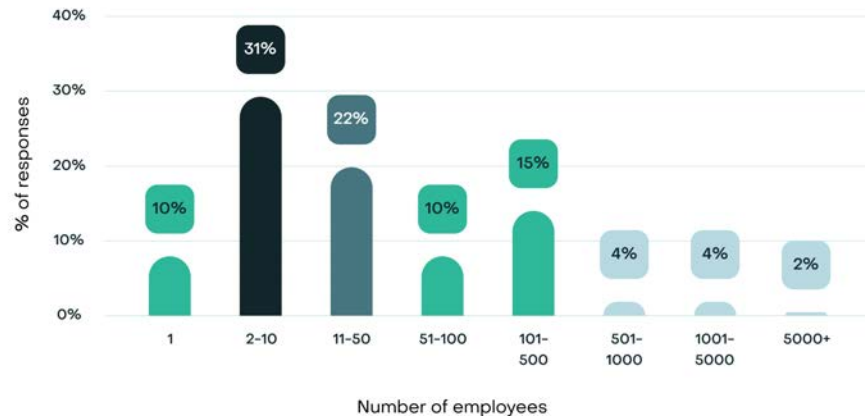
Our survey respondents worked in many different industries. The largest proportion, at 16.6% was Business Services — but most B2B respondents were concentrated in this category.

Many other industries are associated with specific company types too, such as Consumer Products and Hospitality.

Breaking down the responses by company type gives us a good, overall window into marketing across different industries.

## How many employees work at your organization?

All responses (681 Respondents)



## How many employees work at your organization?

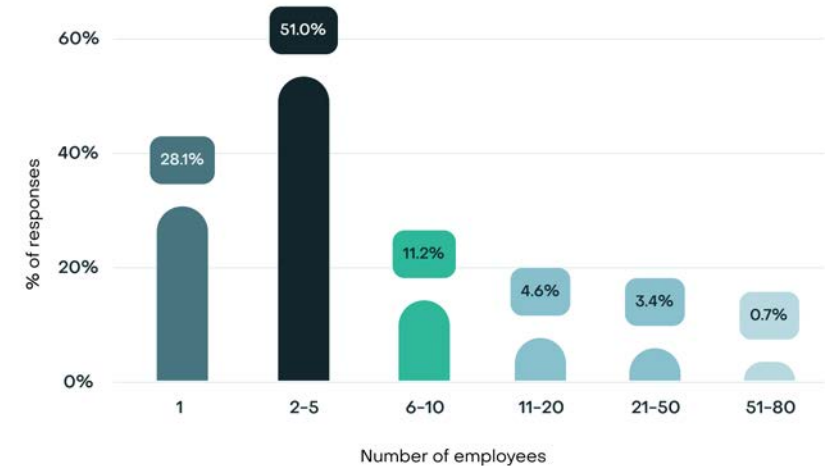
There was a very wide range of company sizes among our respondents. The majority (63%) worked for companies with 2–100 employees, while 15% worked at larger organizations with 100–500 workers.

Solopreneurs were a significant minority, as were enterprises with over 500 employees. Each category represented 10% of the total respondents.

This data is most representative of marketers working at small and mid-sized businesses. But those working solo or at large organizations should still find plenty to interest them!

## Size of your marketing team

All respondents (676 responses)



When we slice by size of marketing team, rather than company, there's less variation. About half of respondents worked on a 2–5 person team, and another 28% were the only person in charge of marketing!

Throughout the report, we broke down the data by company size, not by team. It's probably safe to assume that marketing teams of over 11 people are employed by large enterprises. But this data shows that plenty of marketing teams are on the smaller side, even at companies with dozens to hundreds of employees!

## Where are marketers working?

Last year, we asked marketers if they targeted a local or international audience. This year, we asked where their company was actually based, as well as where their audience was!

By our definition, a 'local organization' only has customers in the region where they are based — like a European business, who serves only European customers. An international organization also targets at least one region, outside the one they're based in.

The results were almost the same as last year — about 65% of companies were working locally, and 35% on an international scale!

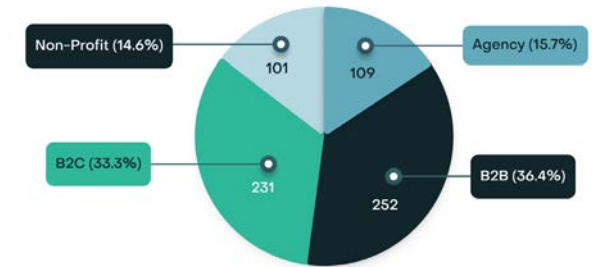
Just like last year, most target audiences were in North America and Western Europe. But at 51.2% and 36.5% respectively, that trend was even stronger than last year, when 30% and 27% of marketers targeted these regions.

Southern Europe has risen in the ranks from 6th to 3rd. Last year, South America, South Asia, and Southeast Asia all came in ahead of this region.

Our survey was conducted in English. So, it makes sense that populous regions where English is commonly spoken topped the list.

## What type of organisation do you work for?

All responses (693 respondents)



## Which regions are targeted?

All responses (693 Respondents)

