



## 2024 B2B MARKETER INSIGHTS

# Executive Summary

Tēnā koutou,

I'm stoked to share what we're all about. We're a tight-knit crew of passionate B2B marketing pros, and our mission is to uplift and support our community right here in Aotearoa.

We get that B2B marketing has its own unique challenges and opportunities, so we've created a space for us to connect, share knowledge, and help each other grow.

Here's what we aim to do:

- 1. Networking, networking, networking! We'll hook you up with other like-minded marketers to swap stories, insights, and best practices.
- 2. Knowledge sharing is caring. Expect B2B marketing case studies, success stories, and actionable strategies to keep you ahead of the game.
- 3. B2B-specific resources galore (you can find them here)! From articles, trends, to templates, we've got your back with tailored materials for B2B marketers (regardless of your industry or seniority!).
- 4. Shouting about B2B marketing excellence. We're here to showcase the impact of our work and champion the value of effective B2B marketing.

Get involved, share your insights, and let's shape the future of B2B marketing in Aotearoa together.

Ngā mihi



**Sobia Mughal**  
Chair - Marketing Association B2B  
Special Interest Group

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At the end of 2023, the Marketing Association's [B2B Special Interest Group](#) re-introduced a state of the B2B Marketing survey to the broader community for the third time.

Both the Marketing Association (MA) and the B2B Special Interest Group (SIG) were thrilled to collect 95 responses! The responses have since undergone analysis, and the resulting findings report is now available. A huge thank you to [BlueOcean Agency](#) for the time and effort spent on the survey analysis and creating the findings report.

We hope you find these insights valuable!

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# Key Takeaways

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prioritisation, proving ROI

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Brand awareness, content  
creation

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**04**  
44% expect budget  
increases in 2024

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Google/Online search

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profiles, leadership/people  
management skills

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Top requested support from the  
Marketing Association: Sharing B2B  
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# The B2B Special Interest Group (SIG) team



**Sobia Mughal, Chair**  
B2B Marketing Manager  
Trade Me



**Michael McGlynn**  
Brand & Digital Marketing Lead  
Tonkin + Taylor



**Jonathan Wrait**  
COO  
Attain New Zealand



**PJ Morris**  
Head of Marketing & Insight  
Fletcher Building Concrete Division



**Rebecca Caroe**  
Fractional CMO  
Creative agency Secrets



**Gavin Gilbert**  
RevOps Specialist  
Concentrate



**Dale Koerner**  
Marketing Strategist  
BlueOcean | The B2B Agency



**Paige Wilkinson**  
Global Marketing Manager  
Fonterra Co-operative Group Ltd



**Sonja Webb**  
Marketing Manager  
OfficeMax



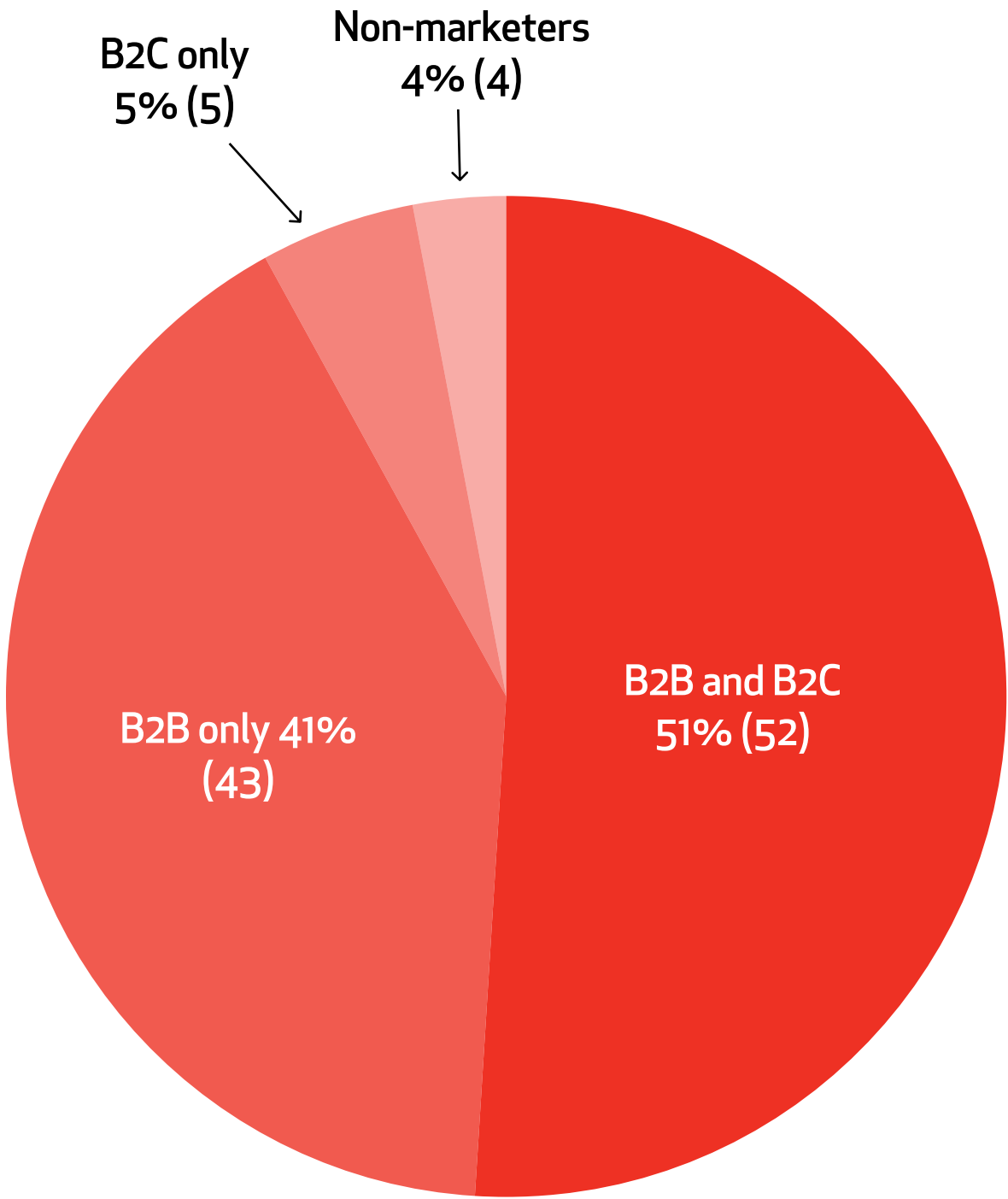
**Danielle Chevriot, MA Rep**  
Marketing Manager  
Marketing Association

# Survey demographics

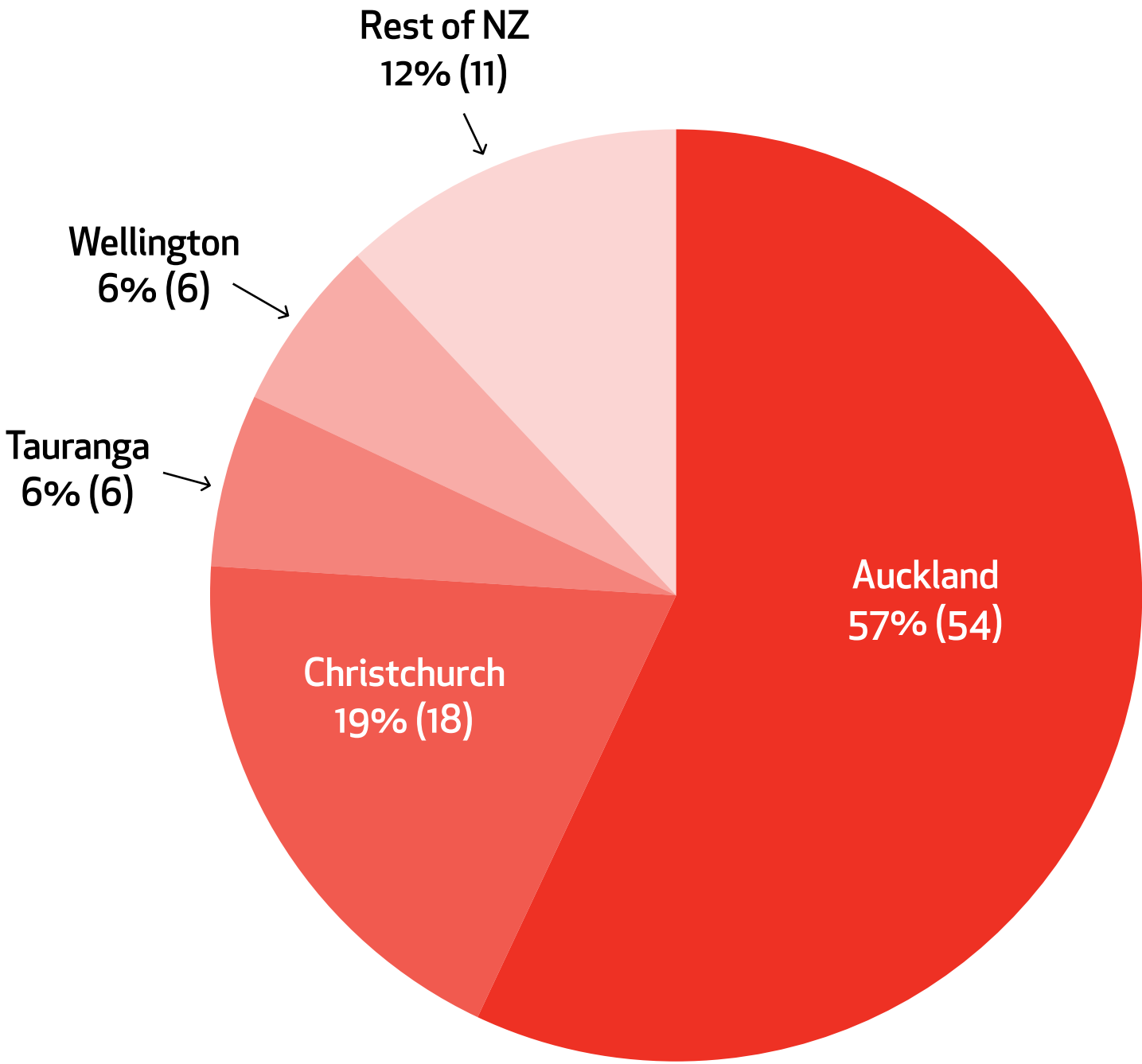
The survey was conducted among 95 B2B marketers from various industries across New Zealand.

Respondent Profile:

- 51% worked in both B2B and B2C markets
- 41% worked exclusively in B2B markets
- Based in Auckland (57%), Christchurch (19%), rest of NZ (24%)



Speciality



Location

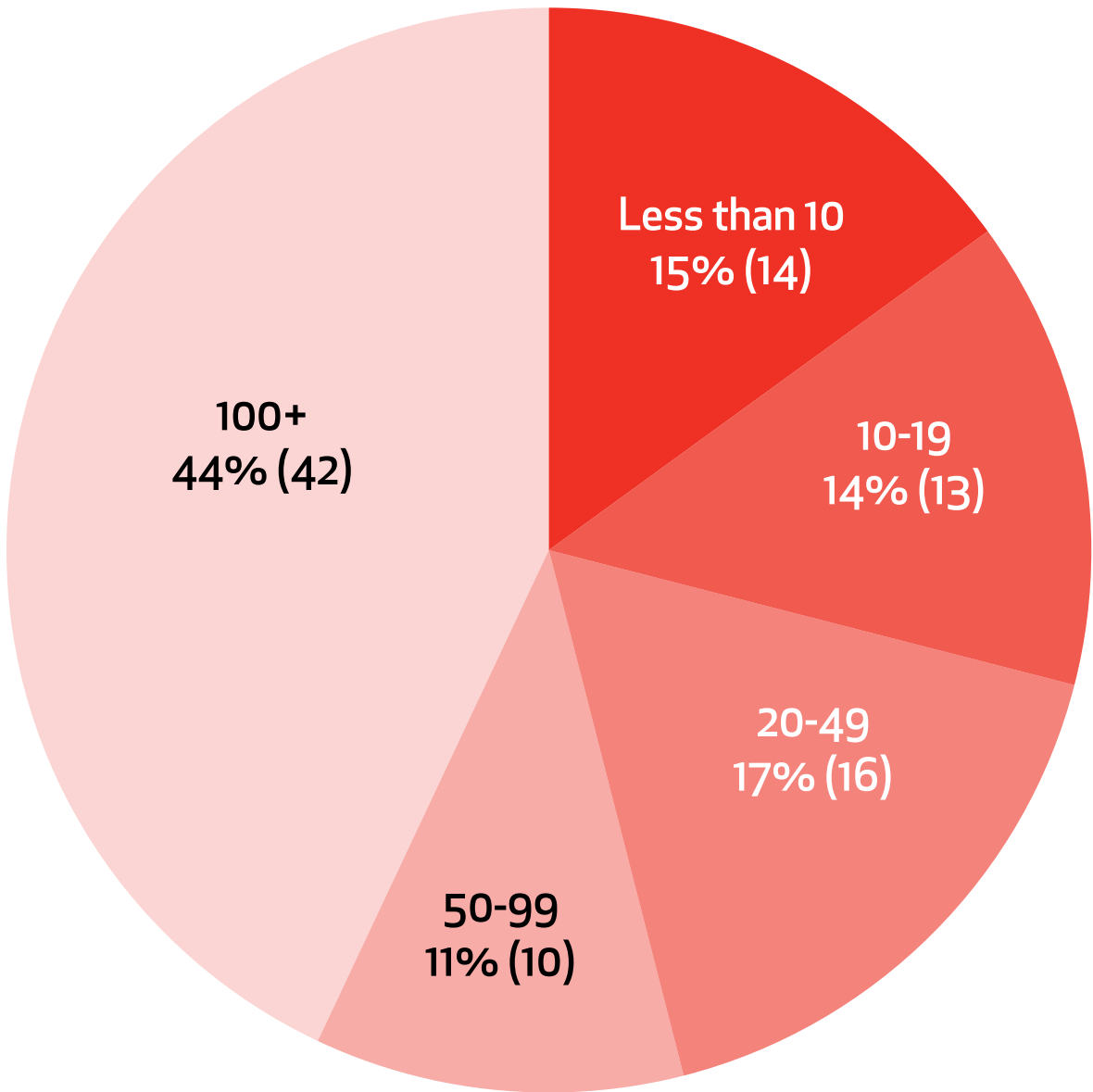
# Survey demographics

Organisation Size:

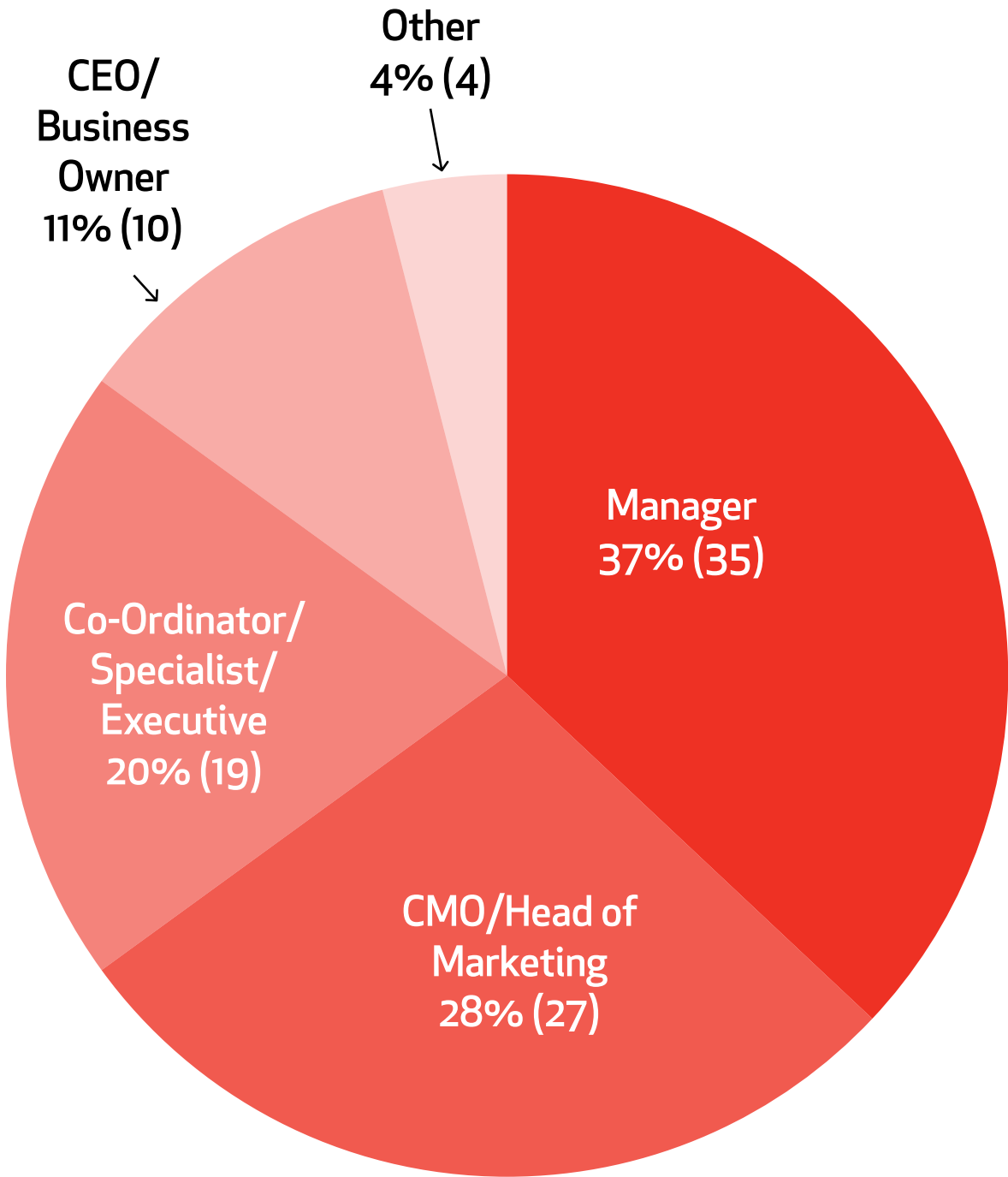
- 44% had over 100 employees
- 15% had less than 10 employees

Roles:

- Manager (37%)
- CMO/Head of Marketing (28%)
- Coordinator/Specialist/Executive (20%)



Organisation Size



Role



# Survey demographics

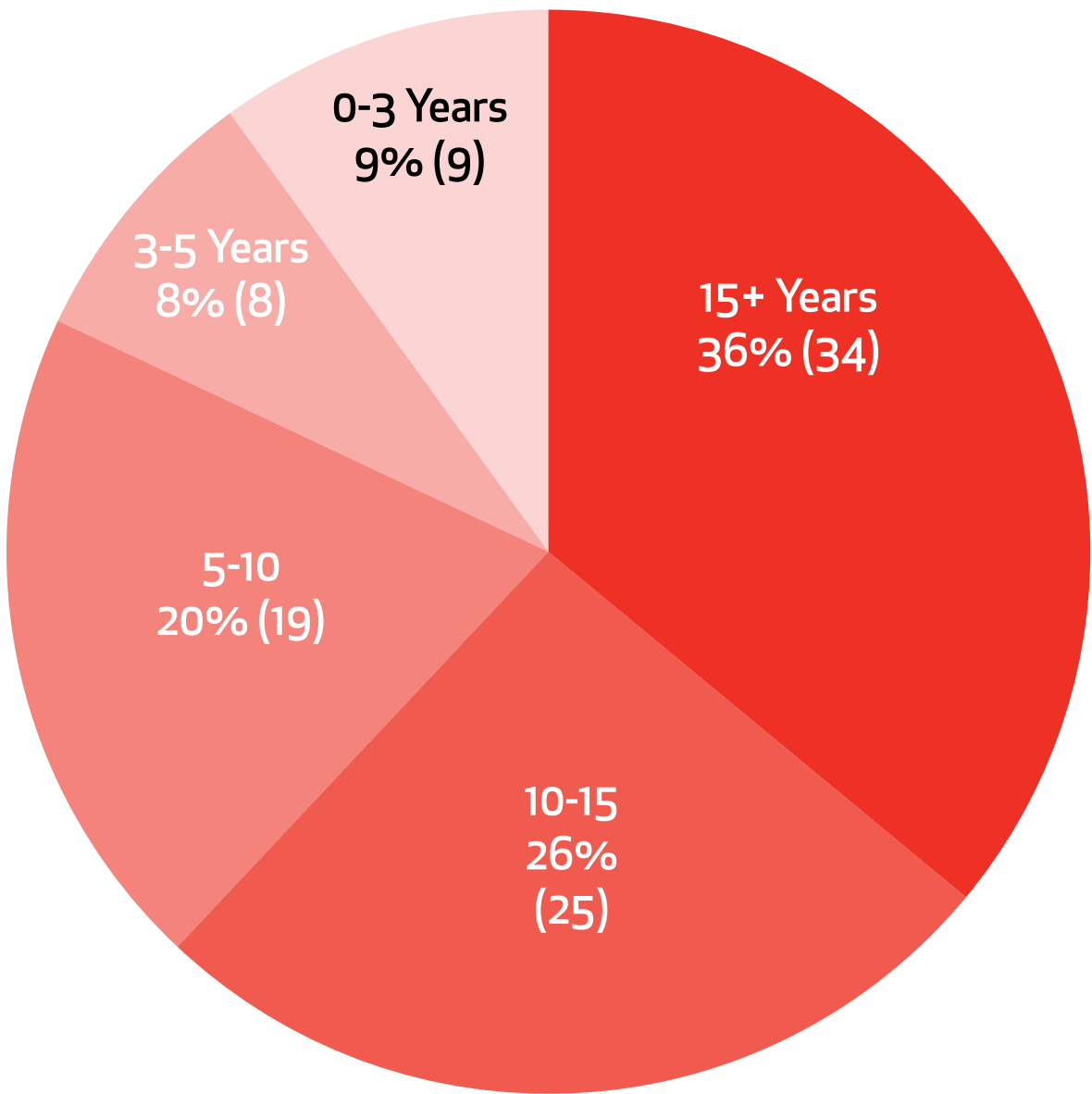
**Titles:**

- Marketing Manager (21%)
- Head of Marketing & Communications (9%)
- B2B Marketing Manager (7%)

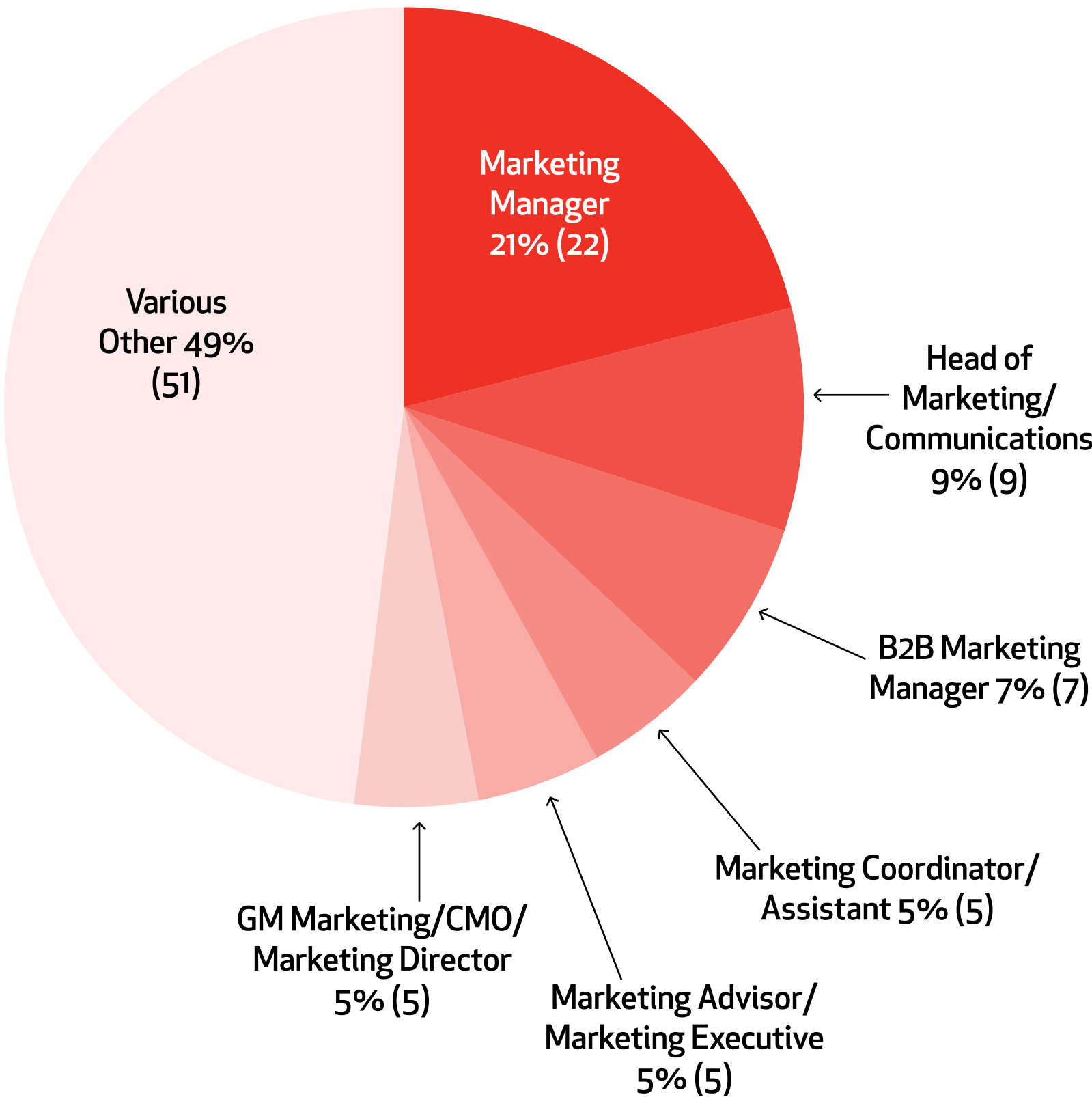
**Experience:**

- 15+ years (36%)
- 10-15 years (26%)
- 5-10 years (20%)

Experience



Title





# Responsibilities, challenges, and Priorities

## What are your main areas of responsibility in your current role?

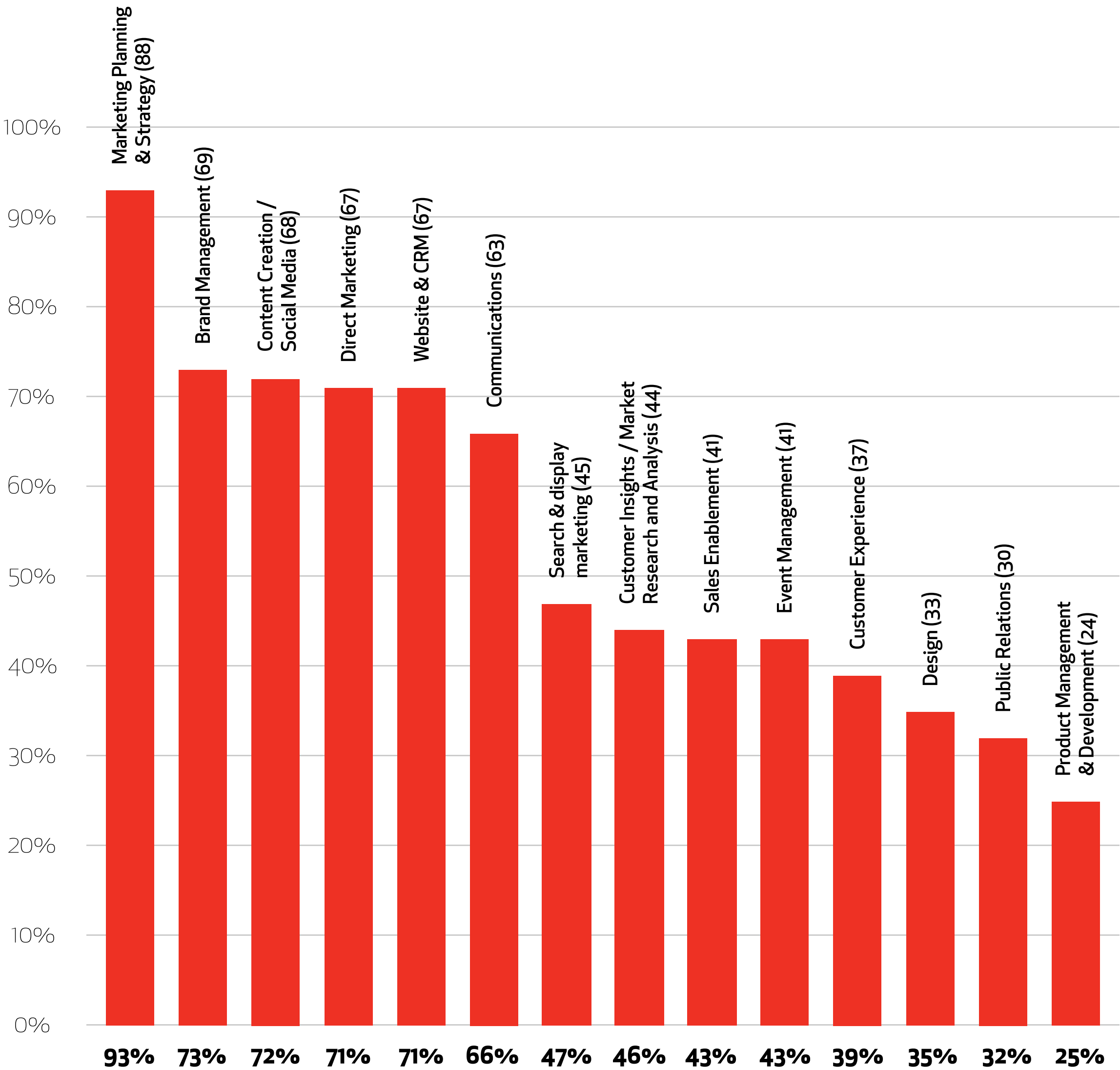
The survey revealed the following as the main areas of responsibility for B2B marketers:

Top Responsibilities:

- Marketing Planning & Strategy (93%)
- Brand Management (73%)
- Content Creation/Social Media (72%)
- Direct Marketing (71%)
- Website & CRM Management (71%)

Least Common Responsibilities:

- Communications (66%)
- Search and Display Marketing (47%)
- Customer Insights/Market Research & Analysis (46%)
- Sales Enablement (43%)
- Event Management (43%)
- Customer experience (39%)
- Design (35%)
- Public Relations (32%)
- Product Management & Development (25%)



# Responsibilities, challenges, and Priorities

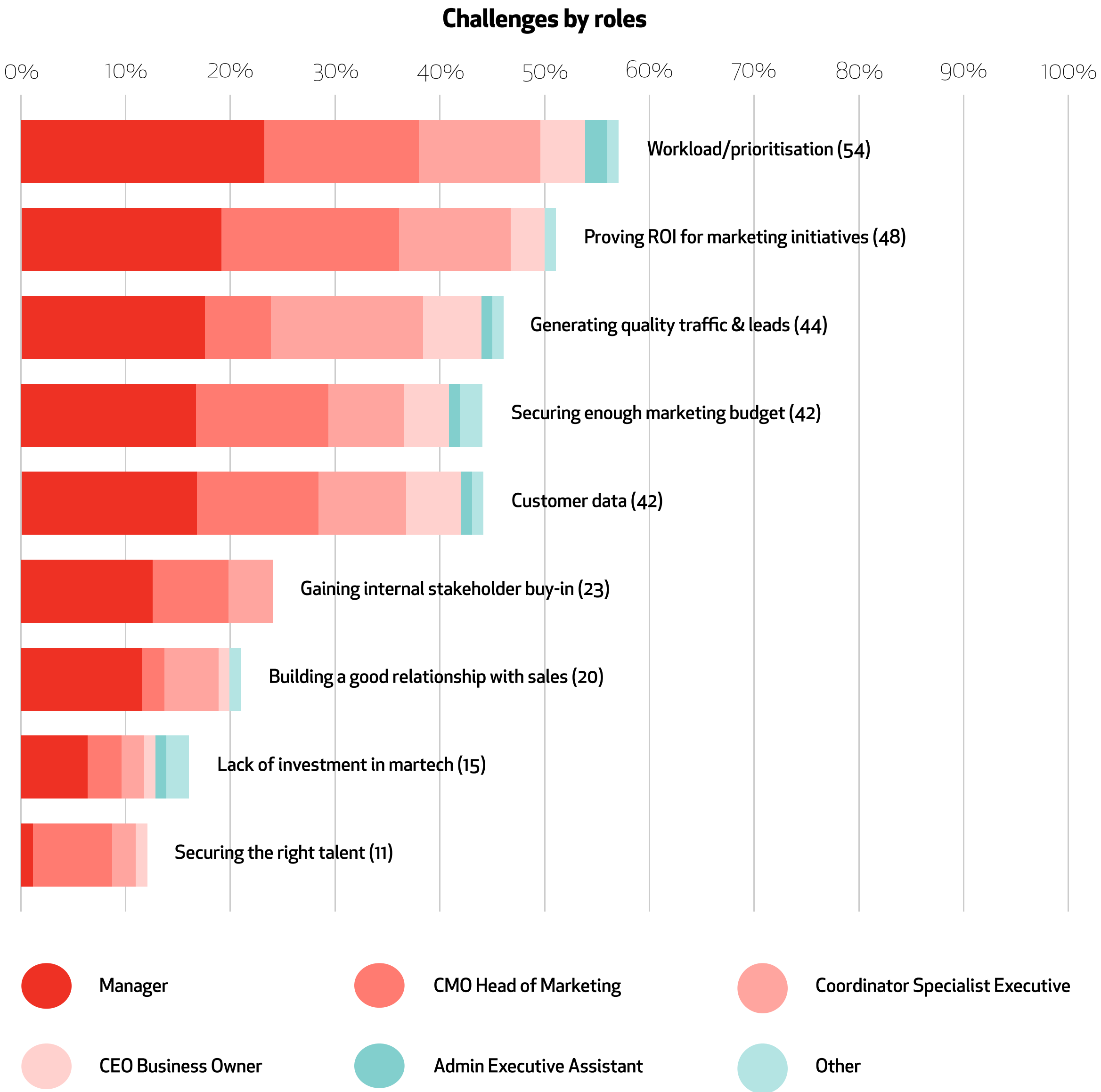
## What are the biggest challenges that you currently face in your role?

- 1. Workload/Prioritization (57%): Managing multiple tasks and prioritizing effectively
- 2. Proving ROI for Marketing Initiatives (51%): Demonstrating the value and impact of marketing efforts
- 3. Generating Quality Traffic & Leads (46%): Attracting and converting potential customers

### Other notable challenges:

- Securing Enough Marketing Budget (44%)
- Accessing Customer Data (44%)
- Gaining Internal Stakeholder Buy-In (24%)
- Building Strong Relationship with Sales Team (21%)
- Lack of Investment in MarTech (16%)
- Securing the Right Talent (12%)

The challenges highlight the need for effective resource allocation, ROI measurement, lead generation strategies, cross-functional collaboration, and investment in talent and technology for B2B marketers.



# Responsibilities, challenges, and Priorities

## What are your top priorities for 2024 in your current role?

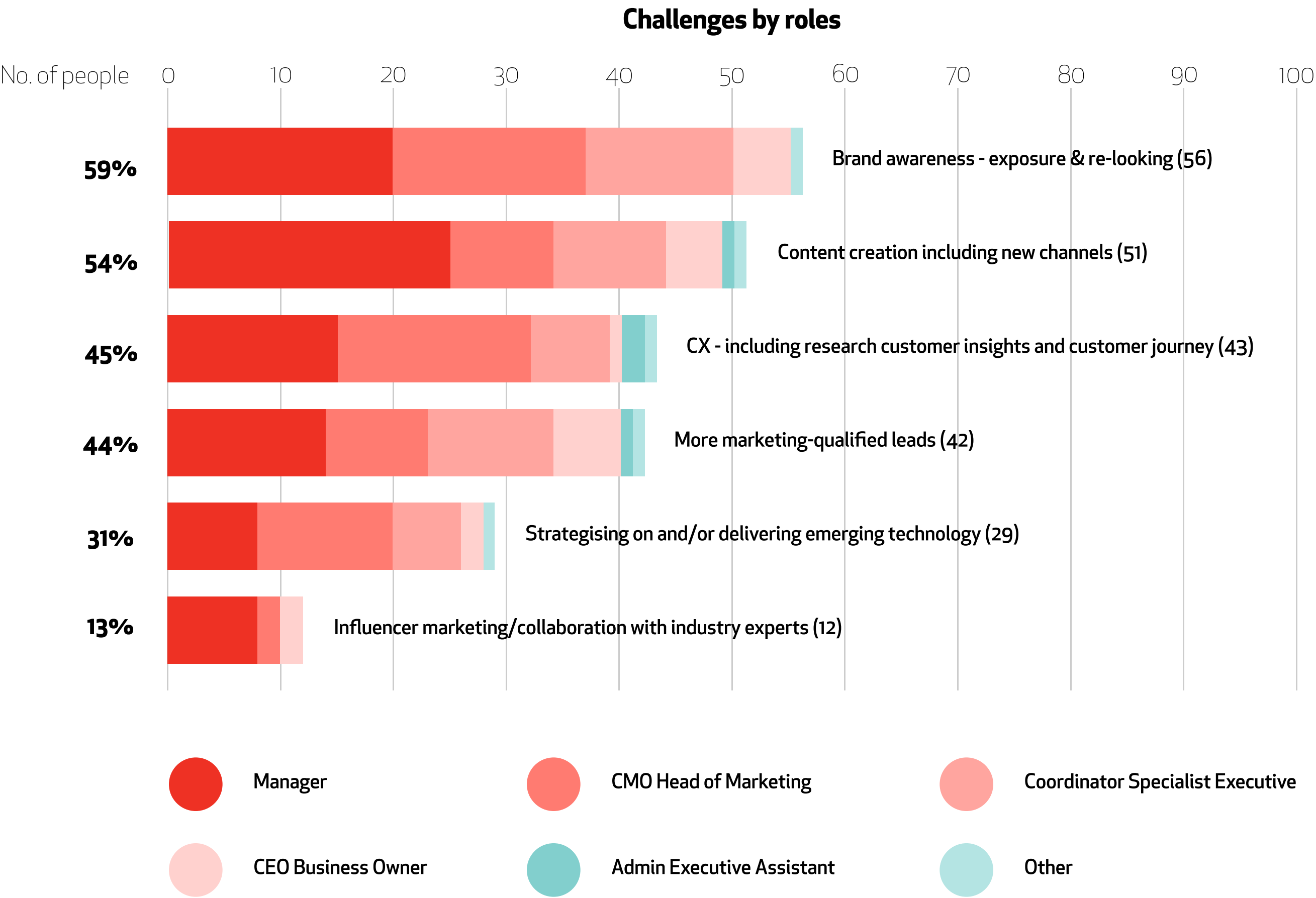
### Top Priorities for B2B Marketers in 2024:

1. Brand Awareness - Exposure & Re-looking (59%): Increasing visibility, reputation, and refreshing brand identity
2. Content Creation including New Channels (54%): Producing engaging content and exploring new distribution channels
3. CX - Customer Insights & Journey (45%): Understanding customers better and improving their experience

### Other key priorities:

- More Marketing-Qualified Leads (44%)
- Strategising on Emerging Technology (31%)
- Sales Enablement (31%)
- Influencer Marketing/Industry Collaborations (13%)

The priorities highlight B2B marketers' focus on brand building, content marketing, customer-centricity, lead generation, technology adoption, sales alignment, and leveraging influencers. These areas reflect the evolving landscape and the need to adapt marketing strategies to drive business growth.



# Responsibilities, challenges, and Priorities

## Marketing Budget Outlook for 2024

Budget Responsibility:88% of B2B marketers are responsible for their team's marketing budget.

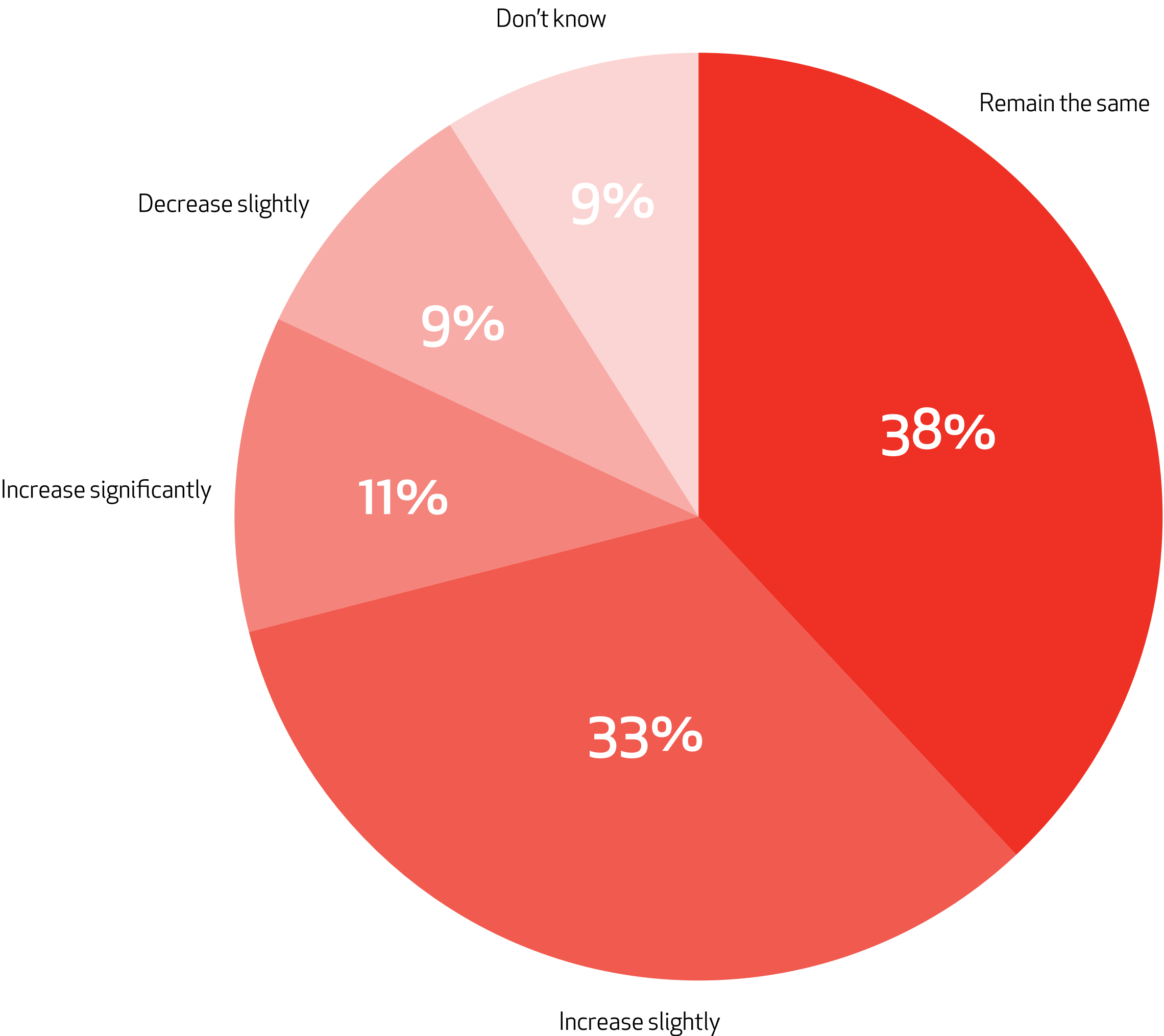
### Expected Budget Changes in 2024 (compared to 2023):

- Remain the same (17) - 38%
- Increase slightly (15) - 33%
- Increase significantly (5) - 11%
- Decrease slightly (4) - 9%
- Don't know (4) - 9%

### Key Takeaways:

- Majority expect budget increases or stability in 2024.
- Reasons for changes vary, including economic factors, strategic shifts, and investment needs
- Budget changes appear to be business-specific rather than industry-wide trends.

The data suggests a positive outlook for marketing budgets in 2024, with most B2B marketers anticipating increased or stable funding. However, the drivers behind budget changes are diverse and unique to individual businesses' circumstances.



# Learnings and development

## When it comes to researching marketing trends, what media/channels do you use?

The survey explored the media/channels that B2B marketers use to research marketing trends. It had 95 respondents who could select multiple options from a list of media/channels. The survey found that LinkedIn was the most popular media/channel, used by 87% of respondents, followed by Google/Online search, used by 72% of respondents, and Webinars/Online seminars, used by 66% of respondents. The survey also revealed that International conferences/networking events was the least popular media/channel, used by only 19% of respondents, followed by Youtube, used by 29% of respondents. The other media/channels had varying degrees of popularity, ranging from 44% (Podcasts) to 61% (Local conferences/meetups/networking).

**Most Popular:**

LinkedIn (87%)  
Google/Online Search (72%)  
Webinars/Online Seminars (66%)

**Somewhat Popular:**

Local Conferences/Meetups/Networking (61%)  
Peers in the Same Industry (55%)  
Marketing Association Website/Resources (45%)  
Podcasts (44%)

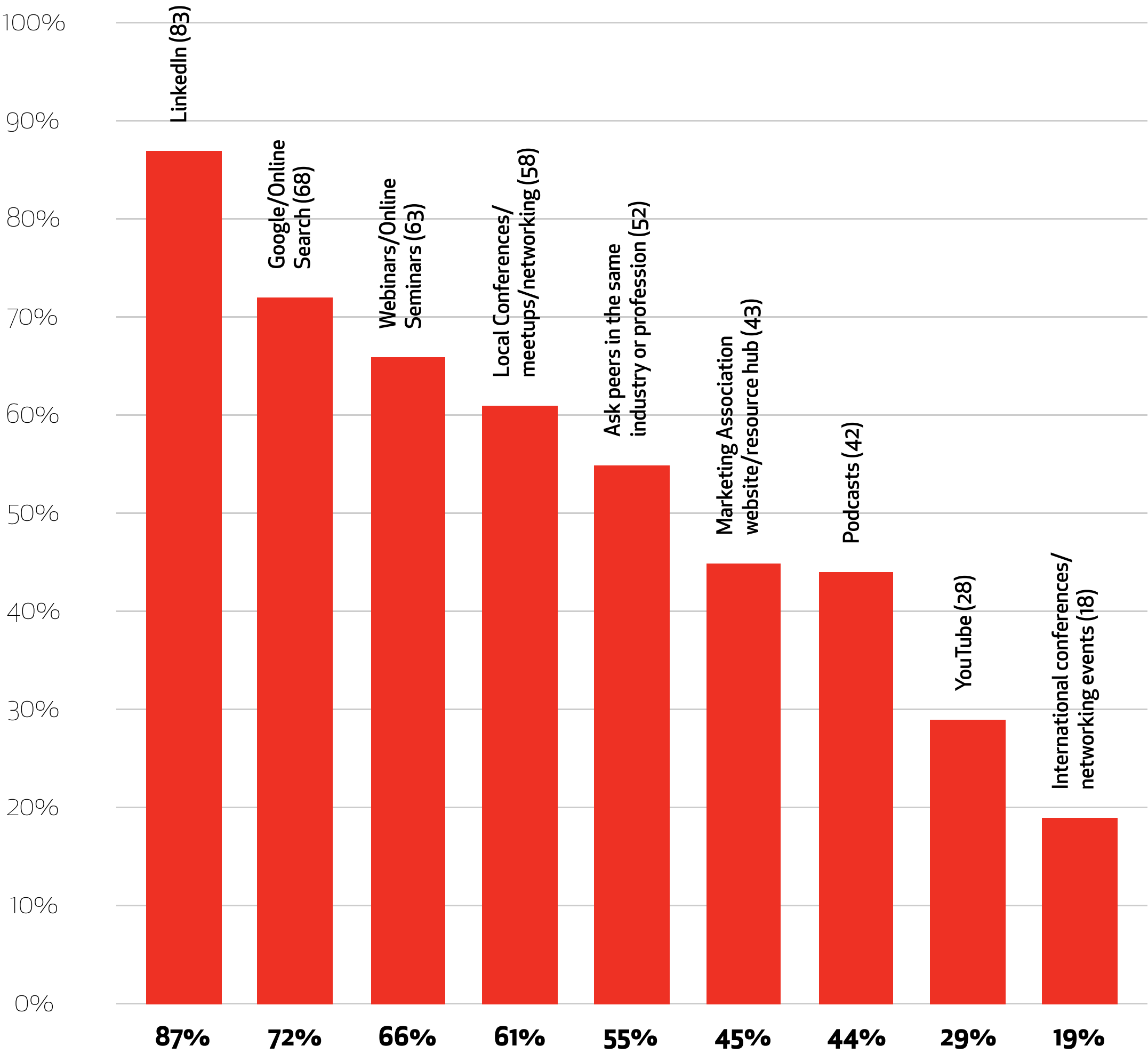
**Least Popular:**

YouTube (29%)  
International Conferences/Networking Events (19%)

**Key Insights:**

- LinkedIn and online searches are the go-to sources for trend research
- Webinars and local events are popular for staying updated
- Podcasts and industry peers are moderately utilized
- International events and YouTube are less commonly used for trend research

The data highlights the preference for digital platforms, online resources, and local networking opportunities among B2B marketers when researching marketing trends.





# Learnings and development



## Main Sources for Staying Informed

Only 45 respondents (47%) have provided insight on their regular sources, and there were 69 unique sources listed. The two most common sources were LinkedIn and The Marketing Association. Most other sources were mentioned only a few times, indicating a wide variety of sources with no other single dominant platform.

## Main events that you attend regularly in order to stay informed about trends in your industry or profession?

Only 52 respondents (50%) have provided insight on attending events, and there were 22 unique events or types of events mentioned by the respondents, which indicates that B2B marketers participate in a variety of events to keep up with industry trends.

The 'Marketing Association' events appear numerous times within the responses (24% of respondents) suggesting that they are a common destination for marketers looking to stay informed.

**Webinars and Local Events:** The mention of "webinars" and "local networking events" indicates some preference for both online and in-person opportunities to engage with industry content.

**International Engagement:** Some respondents also mention international trade shows and conferences, indicating that there is some level of global engagement among these professionals.

**Educational Institutions and Other Groups:** University seminars, Rotary, and other professional groups like 'Tech Marketers Group' are noted, showing that B2B marketers also value academic insights and industry-specific organisations.

**Specific Interest Events:** Events such as 'Digital Marketing Breakfasts', 'NZTE Exporter Events', and 'Techweek' suggest a targeted approach to learning, focusing on specific areas within the broad field of marketing.

The data suggests that while there is a clear interest in attending events, there may be barriers such as cost or scheduling that prevent some marketers from participating as much as they would like. Furthermore, it also implies a potential under-investment in these activities by some companies, which could be an area for development in the coming years.

# Learnings and development

What will you be focusing on over the next 12 months when it comes to your own learning & development?

Learning & Development Focus Areas for B2B Marketers

Top Priorities:

- Improving Professional Profiles (46%)
- Leadership/People Management Skills (45%)
- Brand Strategy Development (44%)
- Marketing Automation (42%)

Low Priority:

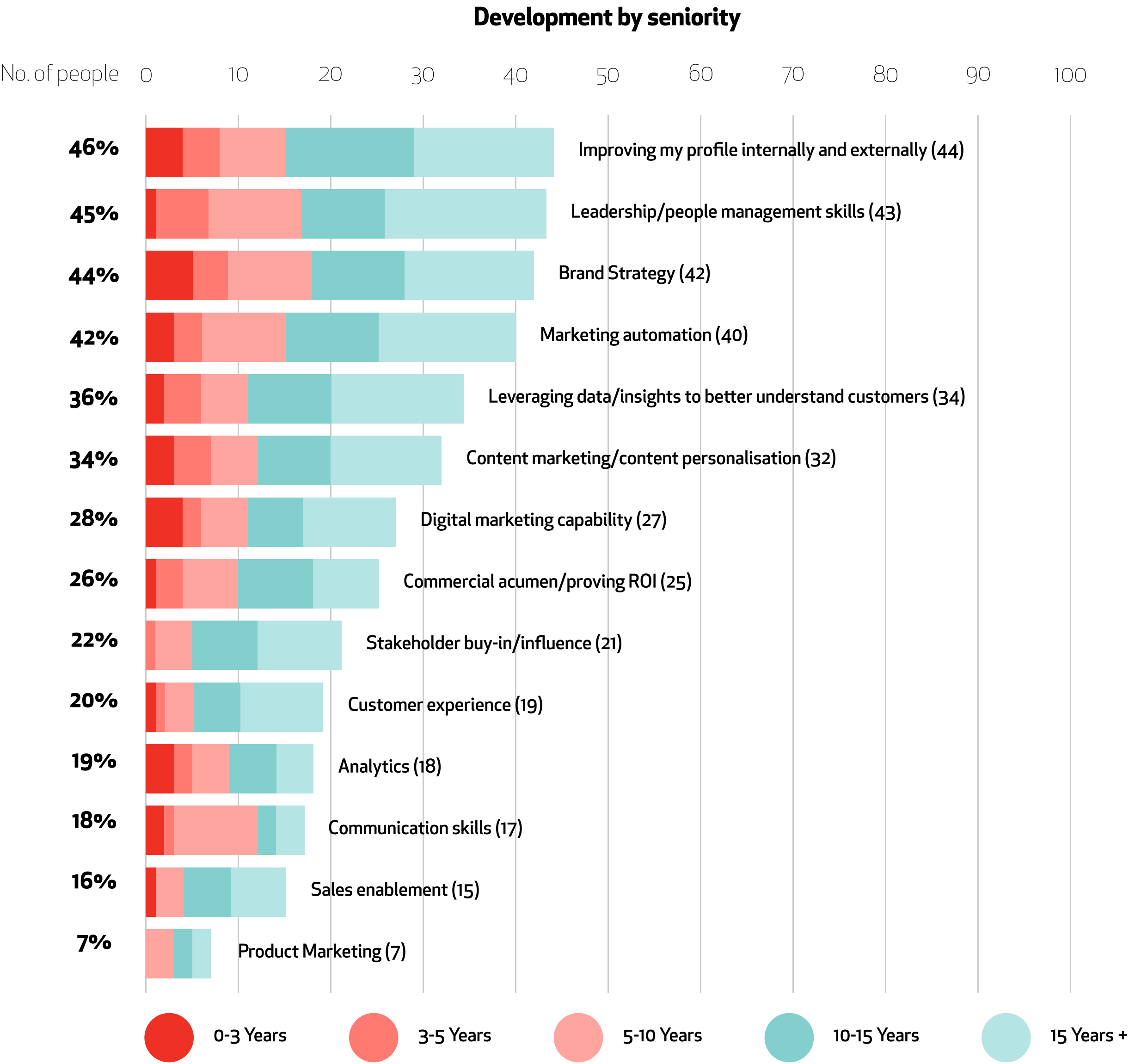
- Product Marketing (7%)

Other Key Areas:

- Leveraging Data/Customer Insights (36%)
- Content Marketing/Personalization (34%)
- Digital Marketing Capabilities (28%)
- Commercial Acumen/Proving ROI (26%)
- Stakeholder Influence (22%)
- Customer Experience (20%)
- Analytics (19%)
- Communication Skills (18%)
- Sales Enablement (16%)

The top four areas of learning and development are very similar across all types of marketers, averaging 44% of their learning focus.

The diverse range of areas highlights the multifaceted nature of B2B marketing roles, with a strong emphasis on personal branding, leadership, strategy, automation, and data-driven decision-making. Digital skills and cross-functional collaboration are also priorities for many B2B marketers.

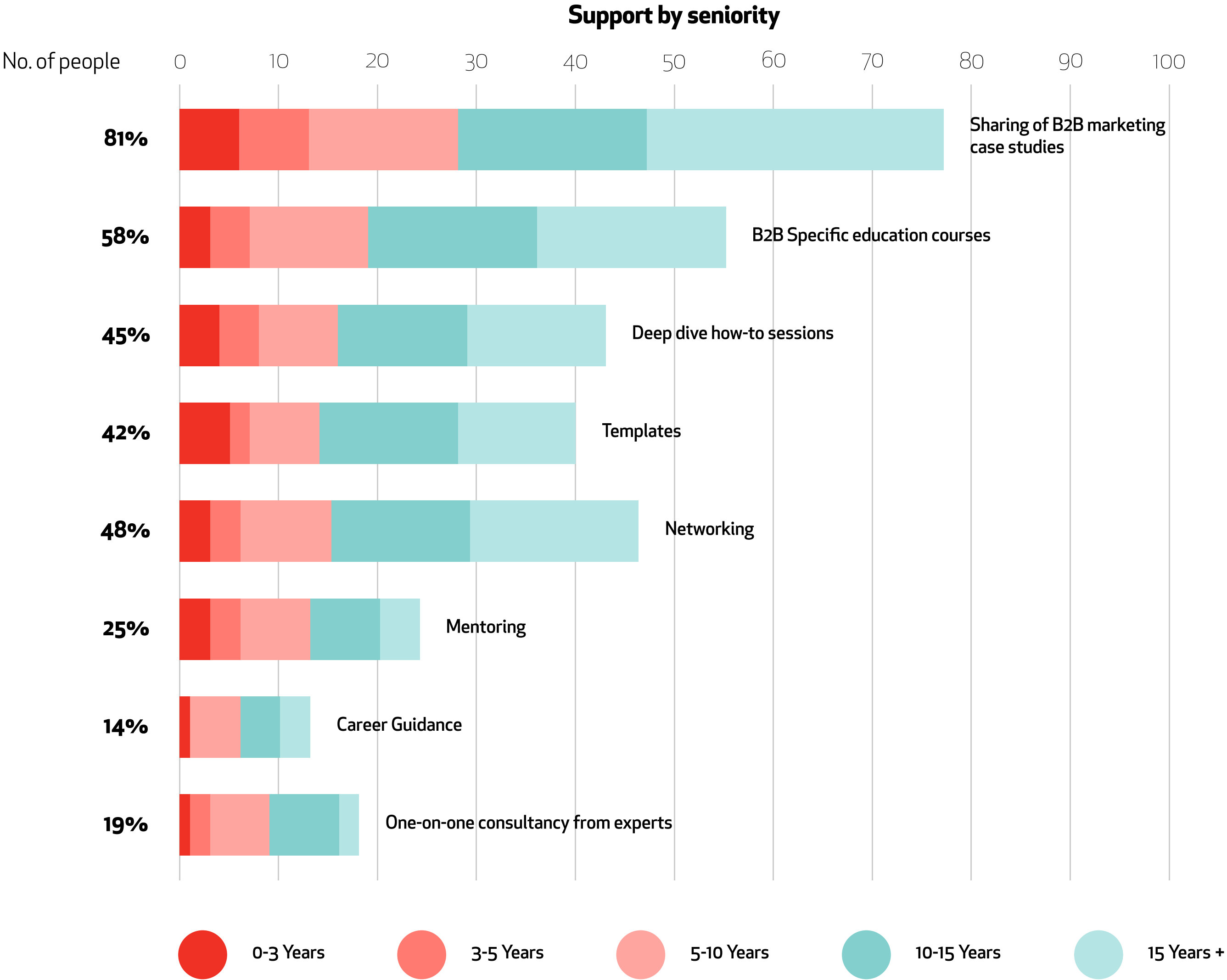


# Marketing Association

## What support for B2B Marketers would you like to receive from the Marketing Association?

The most desired support for B2B marketers from the Marketing Association is the sharing of B2B marketing case studies, with 81% of respondents indicating this preference. B2B specific education courses were also popular, with 58% of respondents expressing interest. Other forms of support that received significant interest include deep dive how-to sessions (45%), networking (48%), and templates (42%). Mentoring, career guidance, and one-on-one consultancy from experts received lower levels of interest, with 25%, 14%, and 19% of respondents indicating these preferences, respectively.

The desired support remains consistent across marketer seniority levels.



# B2B Brands

## Who do you view as the best B2B brand in Aotearoa? (Why)

Only 44 (42%) respondents provided an answer. A few respondents explicitly expressed uncertainty or similar phrases. Some other respondents acknowledged their indecisiveness or potential bias in their responses.

'Xero' is the only brand mentioned with significance by different respondents (10 times) as the best B2B brand, with reasons such as strong and approachable branding, consistent communication style, on-point messaging, and being industry leaders.

Other responses varied widely, with some respondents naming brands like 'OfficeMax', 'HeartLab', 'LinkedIn', 'BNZ', 'ANZ', 'FMG', 'Adobe', 'Orion New Zealand', and 'Kiwi Bank' among others. Reasons provided for considering these brands the best include brand strength, effective communication, strong client retention, simplicity in marketing, and being valuable in content delivery.



## Who do you view as the best B2B brand globally? (Why)

Only 42 (40%) respondents provided an answer. Here again a few respondents explicitly expressed uncertainty.

Salesforce and Microsoft were mentioned several times. Salesforce is praised for creating globally sought-after products and for its strong marketing presence. Microsoft is recognised for its worldwide presence and significant impact across various sectors.

Other brands that were mentioned include Adobe, HubSpot, Monday.com, and Apple, each being noted for their strong messaging, creative branding, or educational positioning. The reasons given for considering these brands the best include online presence, product quality, marketing effectiveness, global reach, and technological impact.

Overall, the responses indicate that B2B marketers have varied opinions on what constitutes the best global B2B brand.



# Acknowledgements

I wish to express my deepest gratitude to team at BlueOcean | The B2B Agency for their support in analysing our research data and developing this report. They are great supporters of New Zealand's B2B community, and their mantra of understanding the people in B2B, as well as the businesses they represent, comes to light in this report.

Particular thanks goes to Roland Leemans for his meticulous data analysis and insights, John Hayler for his innovative report design, and Dale Koerner for invaluable support throughout the process. Your collective contributions have significantly enriched the quality and depth of this report. Each of you has played an integral role in ensuring the accuracy, clarity, and effectiveness of our findings and recommendations.

On behalf of the B2B SIG, I extend our sincerest appreciation. Thank you so much BlueOcean!

**Sobia Mughal**  
Chair - Marketing Association B2B Special Interest Group



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**Roland Leemans**  
Co-Founder & CEO  
BlueOcean | The B2B Agency



**Dale Koerner**  
Marketing Strategist  
BlueOcean | The B2B Agency



**John Hayler**  
Graphic Designer  
BlueOcean | The B2B Agency





[www.marketing.org.nz](http://www.marketing.org.nz)

 +64 9 361 7760

 [marketing.org.nz/contact-us](http://marketing.org.nz/contact-us)

 69 St Georges Bay Road, Parnell, Auckland, 1052