

# Generative AI in Marketing



Marketing teams around the world have embraced generative AI and integrated the technology into their marketing funnels. As a result of these high levels of adoption, many marketing leaders report improved speed to market and enhanced productivity.

How are marketing teams using generative AI across their marketing tech stack? What benefits are they anticipating, and what barriers to entry are they facing, if any?

## One-Minute Insights:

- Content marketing is the leading marketing function utilizing generative AI for marketing.
- Nearly all marketers agree that generative AI will be a standard part of marketing team's tech stacks within four years.
- Although most are excited, skills gaps and unforeseen security risks are top concerns about the technology.
- Most respondents agree it is essential for marketers to familiarize themselves with generative AI as it applies to marketing.
- Improved speed to market, enhanced productivity, and a more engaged audience were cited as key benefits of generative AI in marketing.

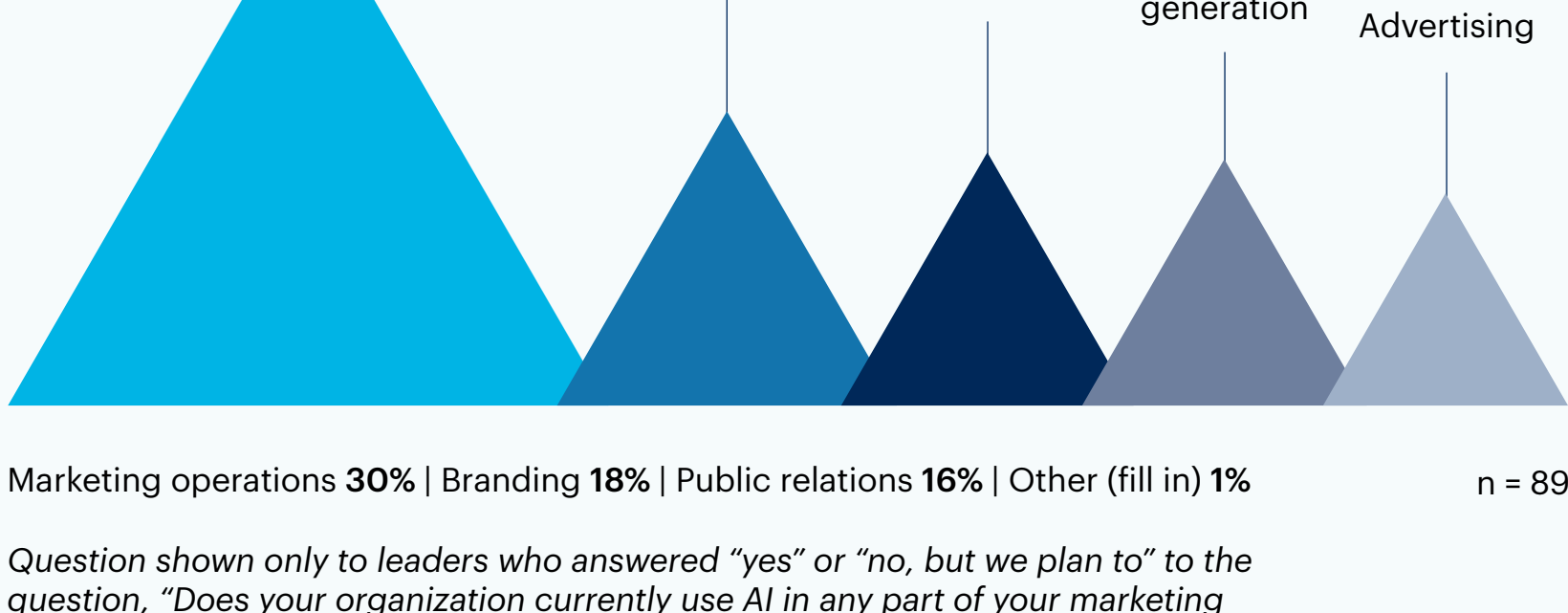
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Data collection: March 31st - May 12th, 2023

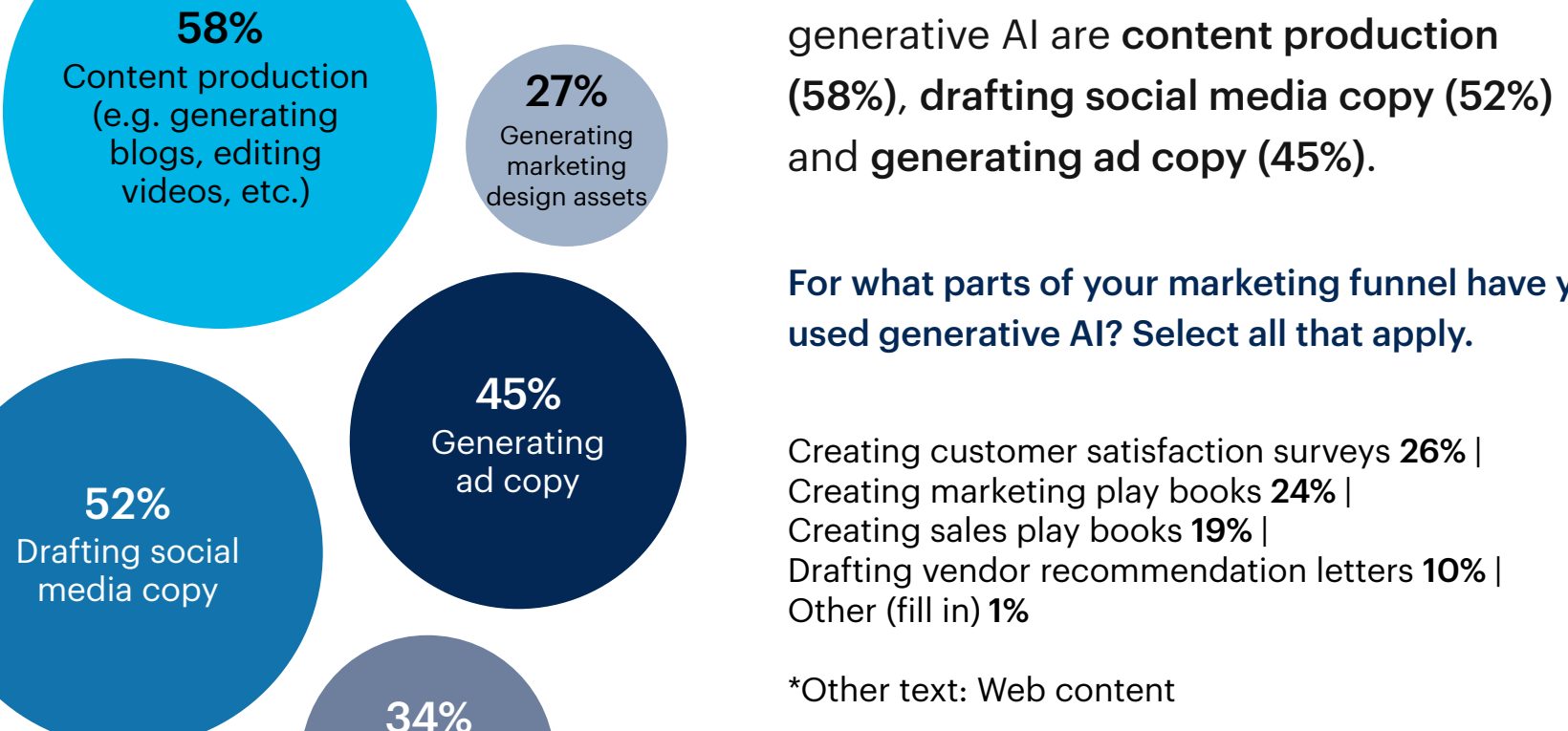
Respondents: 98 marketing leaders

## Many marketers are already using generative AI in their marketing funnels, most commonly for content marketing, and most feel the tech will be ubiquitous on marketing teams within four years

Nearly half (48%) of marketing leaders report their organizations are already using generative AI in some part of their marketing funnel. An additional 43% say their organizations aren't using it yet, but plan to. Just 6% say their organizations are not using it, and have no plans to start.



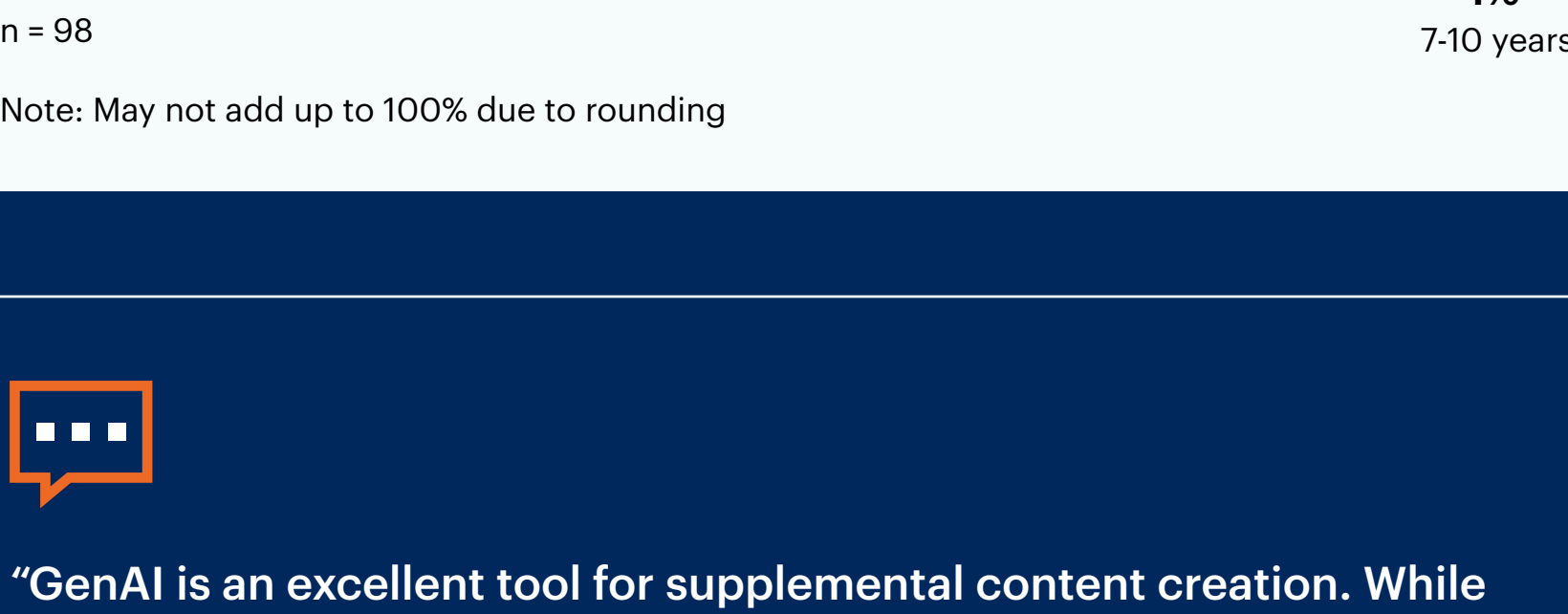
Among respondents who report their organizations are either already using generative AI in their marketing funnel, or plan to, the most commonly selected marketing functions currently using the technology are **content marketing (76%), product marketing (43%)** and **customer experience (37%)**.



Question shown only to leaders who answered "yes" or "no, but we plan to" to the question, "Does your organization currently use AI in any part of your marketing funnel?" n=89

\*Other text: Product offerings

The most commonly selected areas of the marketing funnel marketers have used generative AI are **content production (58%), drafting social media copy (52%)** and **generating ad copy (45%)**.



Creating customer satisfaction surveys 26% | Creating marketing play books 24% | Creating sales play books 19% | Drafting vendor recommendation letters 10% | Other (fill in) 1%

\*Other text: Web content n = 98

Most marketing leaders (94%) think generative AI will become a regular part of **marketing team's tech stacks** within four years.



Note: May not add up to 100% due to rounding

**"GenAI is an excellent tool for supplemental content creation. While some hesitate using it for primary content, like packaging design, short term use like social media posts plus web articles can greatly improve efficiency."**

- VP, consumer goods industry, 10,000+ employees

**"The starting point should be to understand the use cases & the legal implications of using these tools. Next is to plot these tools to specific experiments & measure results. The lowest hanging fruit seems to be copywriting & text to image generation. Then there are more evolved use cases of using it for product development & even creating artificial models."**

- Director, consumer goods industry, 10,000+ employees

**"It can help to get ideas, to quickly check copywritings, to challenge ideas and concepts."**

- VP, utilities industry, 1,001 - 5,000 employees

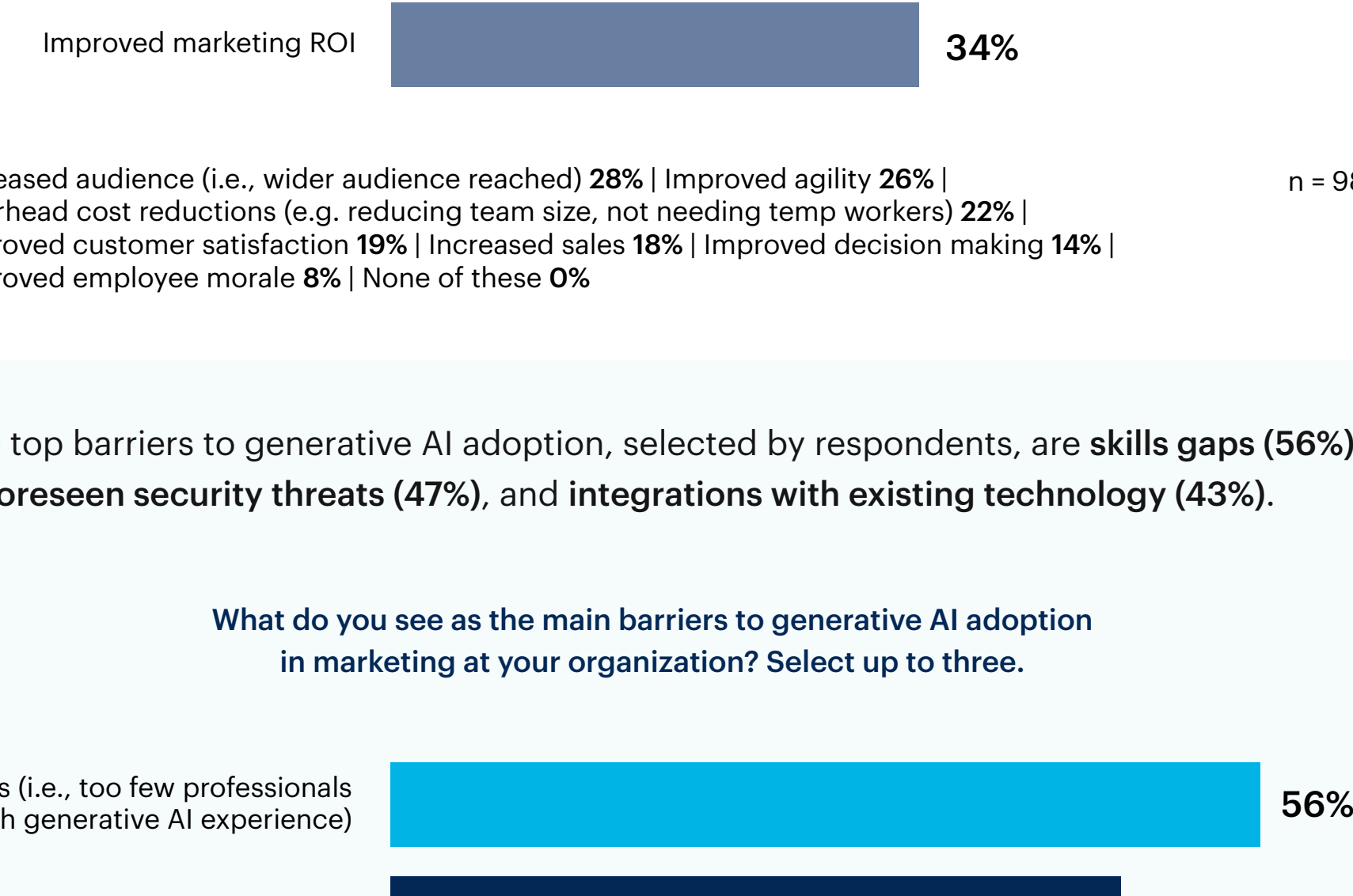
**"Generative AI should be used for content generation and creating more customized content, email drafts for internal and external audience, personalized copies for sales pitch, social outreach, executive communication, customized images, etc."**

- VP, professional services industry, 10,000+ employees

Question: How should marketing teams be utilizing generative AI today?

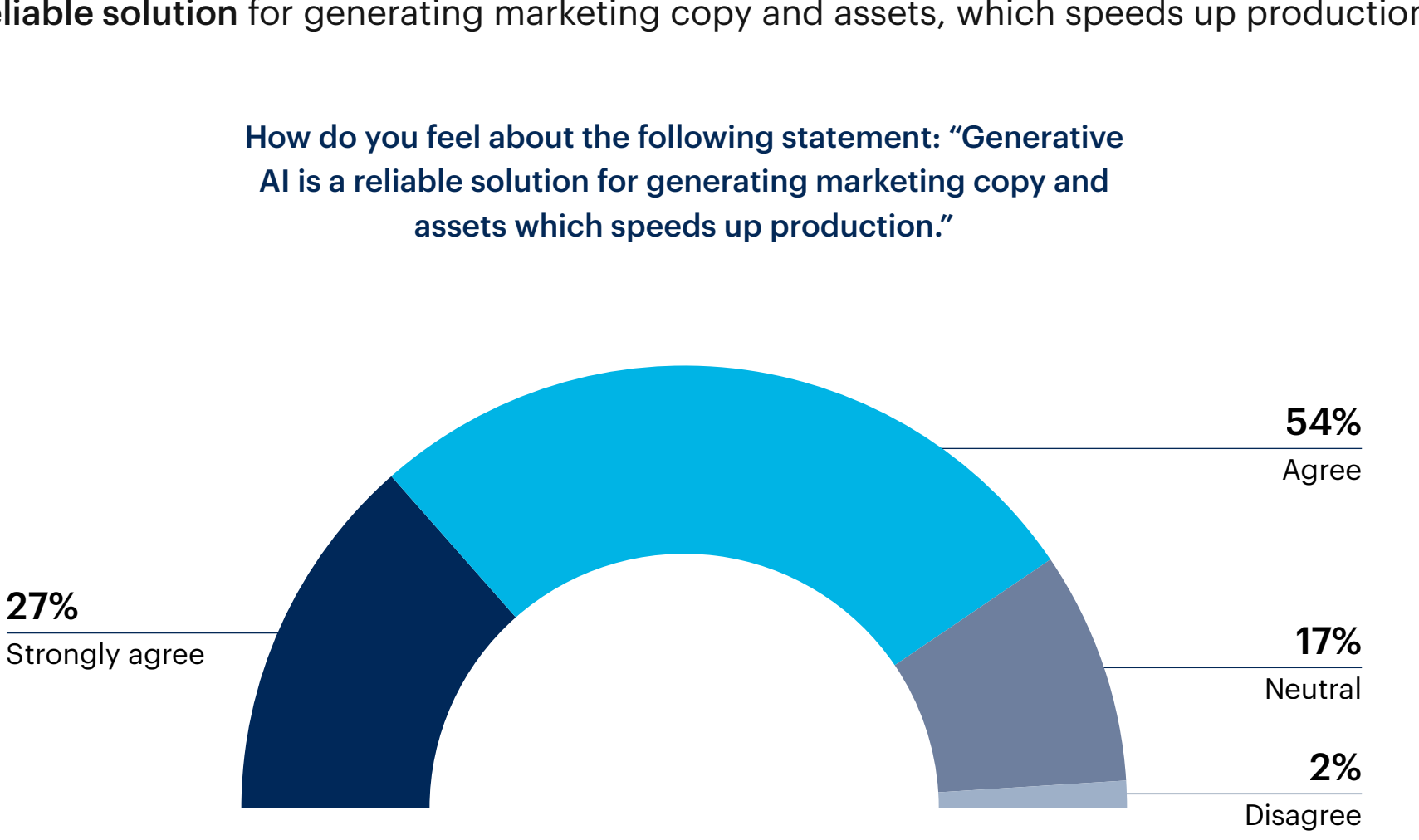
## Marketers trust generative AI to improve the speed of marketing production, and most feel marketers should be familiarizing themselves with the technology

Over half of marketing leaders (56%) selected **improved speed to market** as a benefit they have seen, or expect to see, from generative AI deployment. **Improved productivity (53%)** and **improved flexibility (41%)** are the second and third most selected benefits respectively.



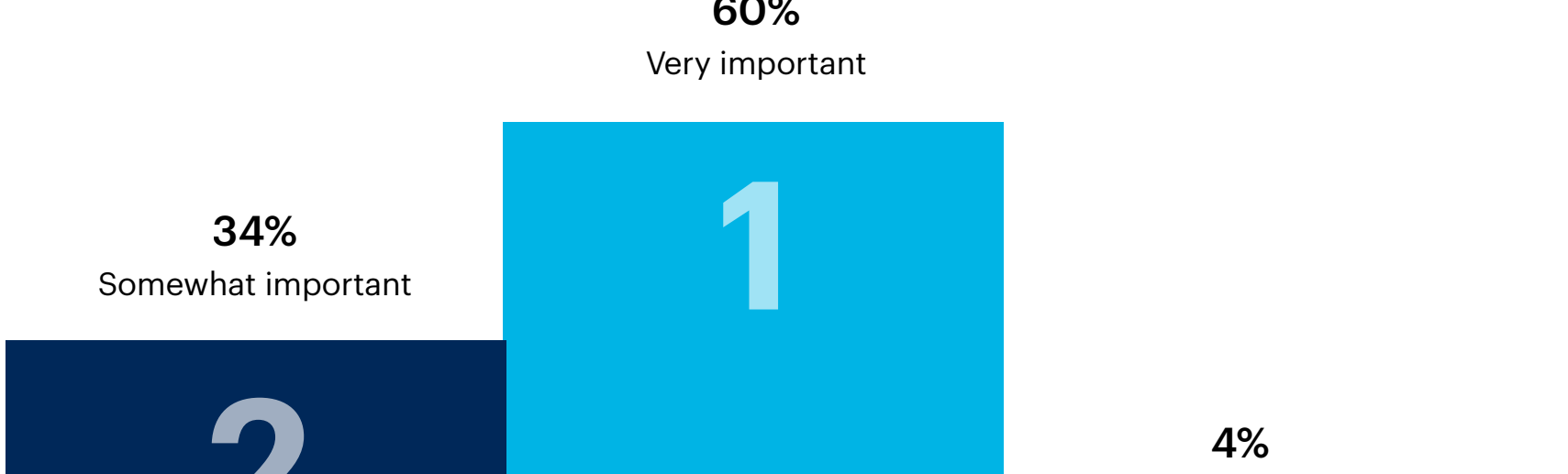
Increased audience (i.e., wider audience reached) 28% | Improved agility 26% | Overhead cost reductions (e.g. reducing team size, not needing temp workers) 22% | Improved customer satisfaction 19% | Increased sales 18% | Improved decision making 14% | Improved employee morale 8% | None of these 0% n = 98

The top barriers to generative AI adoption, selected by respondents, are **skills gaps (56%), unforeseen security threats (47%), and integrations with existing technology (43%)**.

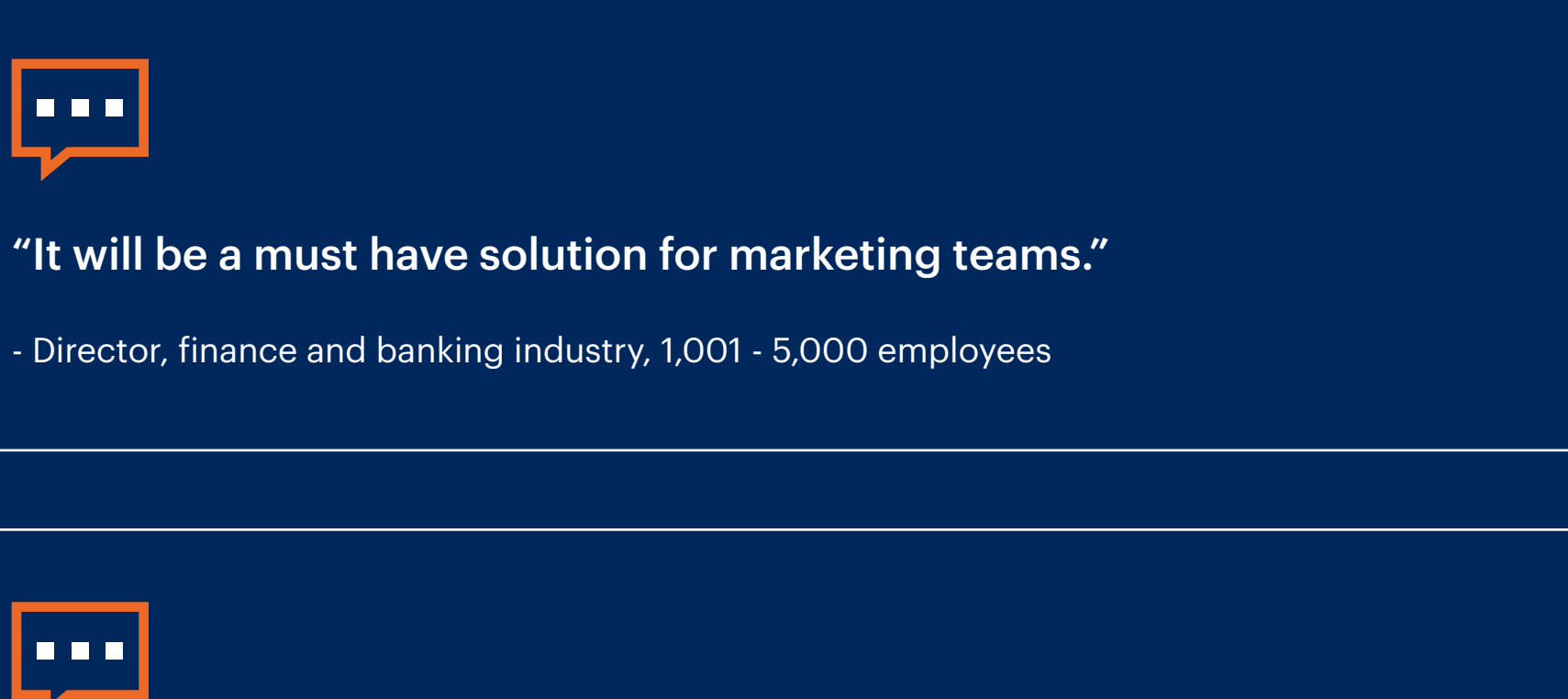


Unforeseen regulatory/governance challenges 23% | Lack of executive interest 14% | Costs 12% | Lack of business use case 10% | None of these 5% n = 98

The majority (81%) of marketing respondents agree or strongly agree that **generative AI is a reliable solution** for generating marketing copy and assets, which speeds up production.



Likewise, nearly all (94%) respondents feel it is somewhat or very important for marketers to **familiarize themselves with generative AI** and its applications in marketing.



Somewhat unimportant 2% | Very unimportant 0% | Not at all important 0% n = 98

**"It will be a must have solution for marketing teams."**

- Director, finance and banking industry, 1,001 - 5,000 employees

**"AI will become mainstream for marketers once moral implications have been resolved and once the technology behind AI has improved to remove ambiguity and false construct."**

- Director, software industry, 5,000 - 10,000 employees

**"Most of the mundane work will be outsourced to AI tools. There will be some unthinkable use cases as well, where an entire part could be experimented with... e.g., influencer management."**

- Director, consumer goods industry, 10,000+ employees

Question: How should marketing teams be utilizing generative AI today?

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## Respondent Breakdown

