AI-First, Buyer-Ready: the New Era of B2B Content Marketing

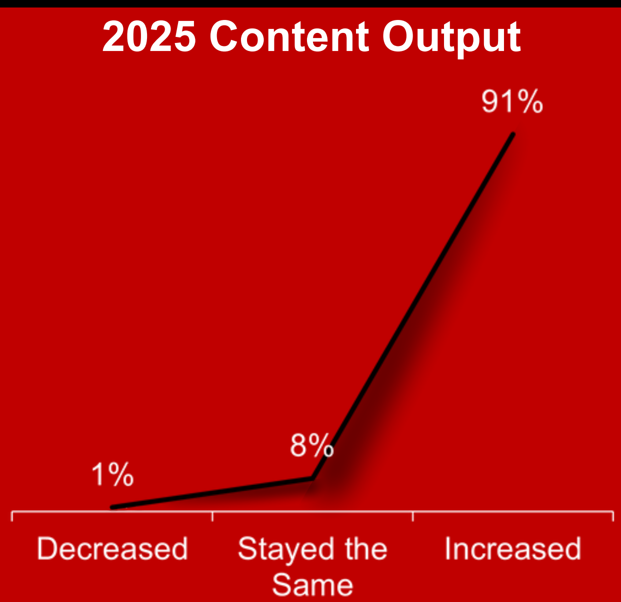
Part I

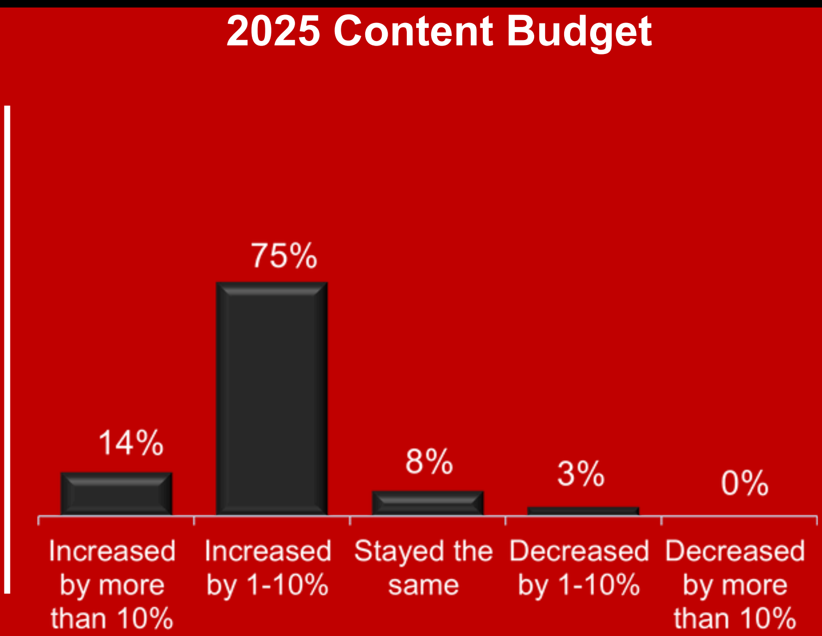
MARKETING CHALLENGES

August 2025

A CONTENT REALITY CHECK: VOLUME IS TRIPLING. BUDGETS? NOT SO MUCH.

Marketers face mounting pressure to produce more content than ever before. According to 10Fold's **2025 B2B Content Marketing Survey**, 91% of respondents said they are increasing their content output this year. Nearly half (46%) said they are producing **three to five times** more content than in 2024, while a quarter are doubling their output. Only 3% reported producing less content than last year.





10Fold Research, 2025

But here's the twist: the content budget isn't scaling nearly as fast. While 89% reported an increase in budget, **75% of those increases were a modest 1-10%**. The average (mean) annual spend on content sits at **$1.2 million**, although a healthy 20% are spending $250,000 to $499,000. Only the UK stands out from a geography perspective for their notably more generous budget increases, with 19% reporting their budget increases were in excess of 10% for their content programs.

Marketers in Fintech companies report the largest budgets ($1M - $5M) although they these companies are not the largest from a revenue perspective. Enterprise Software companies lead in content volume, with 14% reporting they are producing 10 times the content they did in 2024. Conversely, Cybersecurity marketers are producing only double the content of last year.

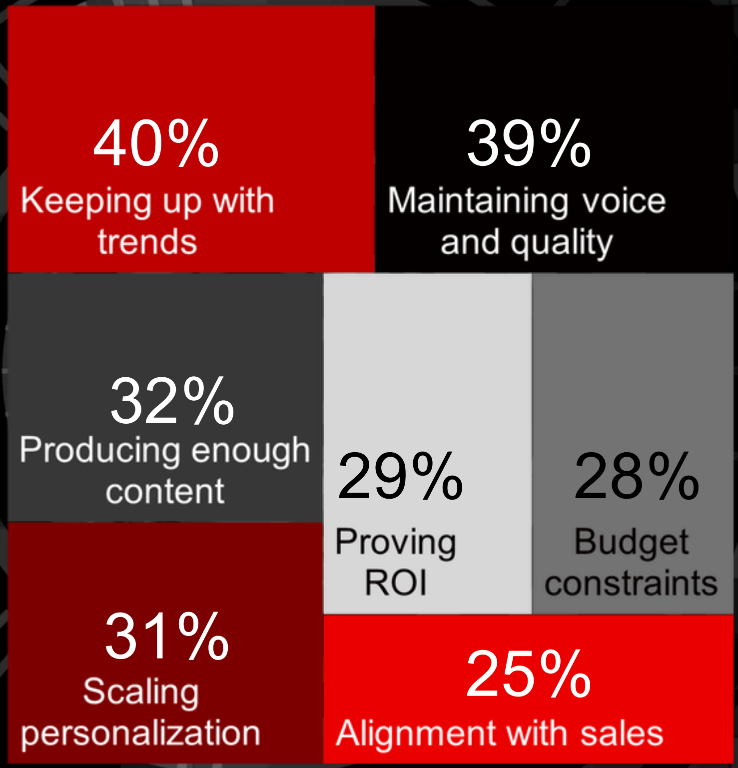
Is the combination of the volume escalation and only minimal increases to the budget the only problem? No.

CONTENT STRUGGLES: MORE ISN'T ALWAYS EASIER

Aside from the obvious volume and budget challenges, there are plenty more issues the marketers reported as challenging. The biggest challenge? Keeping up with the trends (40%), followed closely by maintaining the voice and quality of their content. This likely reflects the still-evolving handoff between humans and AI, where content is generated by machines, then reviewed and refined by people to ensure voice and quality. But common content challenges that persist over the years (content volume, aligning with sales, budget constraints, proving ROI and personalization) are still prevalent for today's marketing organizations.

How are marketers coping? Enter AI.

Common Content Challenges



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SMARTER, NOT SMALLER. AI BOOSTS TEAMS WITHOUT CUTTING HEADCOUNT.

AI is no longer a novelty; it's essential. A whopping **67% of marketers globally use AI tools for content creation frequently or all the time.** In the U.S., that number jumps to 75%, and among California companies, it hits a chart-topping 78%. It's no surprise these same companies lead in content optimized for AI search and have the biggest budgets. Germany leads in consistent AI use, with 25% saying they use AI "all the time."

Yet fears of AI cannibalizing jobs may be overblown. **83% of marketers using AI did not reduce staff,** and 88% continue to rely on external agency support for at least part of their content process. The vast majority (86%) prefer a mix of in-house and agency resources for their content program. And 48% rely on agencies cross nearly every phase – content creation, distribution, and measurement.

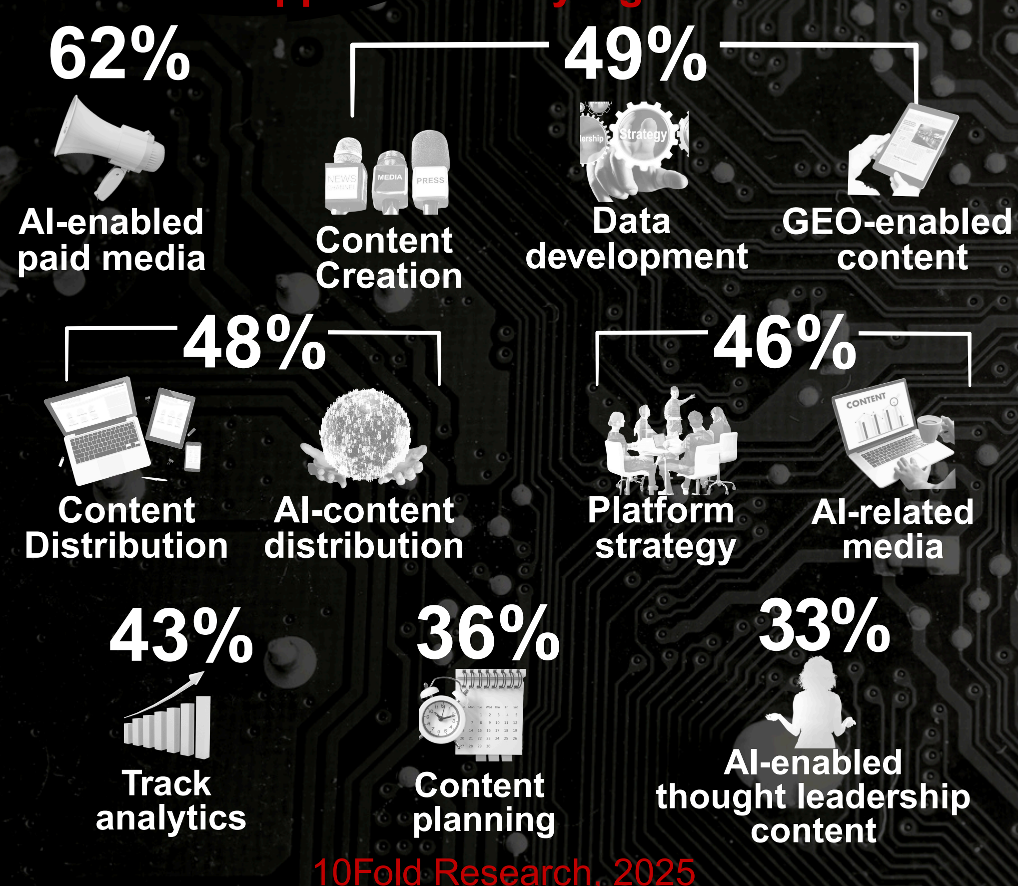
Resources Used for a Content Program

Of the marketers who increased their use of AI, **a large majority (83%) either kept their headcount steady (46%) or added resources to their content programs (37%).**

AI STRATEGY NEEDS AN AGENCY SIDEKICK.

Contrary to fears of disintermediation by shrinking agency sizes, **marketers rely on agencies to navigate the AI-content era.** Respondents use agencies to support all aspects of the content process including creation, distribution, delivering GEO (generative engine optimization) content strategies and for placements in earned and paid AI-enabled media. Even in content planning – the smallest category – 36% of respondents still turn to agencies for support.

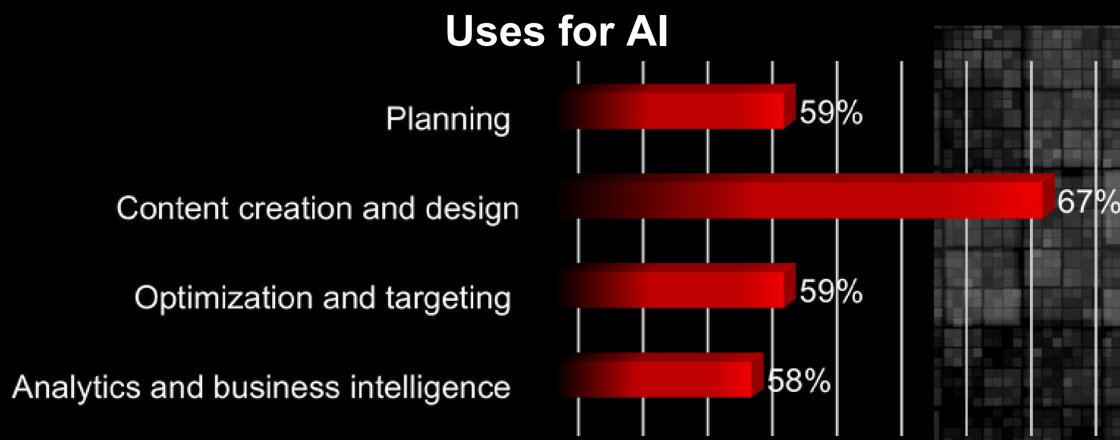
Support Given by Agencies



The U.S. companies were most likely to use an even mix of internal and agency resources for their content programs while the UK favored inhouse staffing strategies.

THE AI ARSENAL: NOT JUST FOR WRITING ANYMORE

When it comes to tools, **74% use ChatGPT or another generative AI platform**, and 50% have proprietary AI built into their marketing stack. AI adoption continues to grow within content programs. A full 79% of marketers are using AI more in 2025 than they did in 2024.



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KEY TAKE-AWAYS

In 2025, content marketing is a high-pressure game of more, faster, smarter—and marketers are responding in kind. Key findings include:

- While content volumes are skyrocketing and budgets inch upward, teams are bridging the gap with AI and agency partnerships
- AI is not replacing talent; it's amplifying it
- Most marketers are leaning into hybrid resourcing models, using both internal teams and external partners to keep pace with demand, drive innovation, and maintain quality
- More than 50% of the marketers report using AI for all phases of the content process including planning, creation, targeting and optimizing and analytics and business intelligence for measurement
- With challenges like trend-tracking, personalization, and ROI still looming, the new era of B2B content isn't just about scale—it's about smart execution, strategic collaboration, and staying discoverable in an AI-powered landscape

Curious about how the marketers solved these challenges? Stay tuned for part II of this report scheduled for **September, 2025.**

Want to know how your **content strategy stacks up?** Let's talk.

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APPENDIX- DEMOGRAPHICS

Geographies Surveyed

France – 19%

Germany – 19%

UK – 25%

USA – 38%

US Breakout

California – 52%

Florida – 5%

Massachusetts – 3%

New York – 19%

Texas – 7%

Other – 14%

France

Ile de France - 76%

Other – 24%

UK

Greater London – 88%

Southeast England – 9%

Other – 3%

Germany

Bavaria – 23%

Berlin – 47%

Hamburg – 12%

Other – 18%

Other Demographics:

1. All were full-time employees of the companies they responded for.
2. Title Breakdown:

    Owner – 8%

    C-Level Executive – 25%

    Director/Head of Dept. – 31%

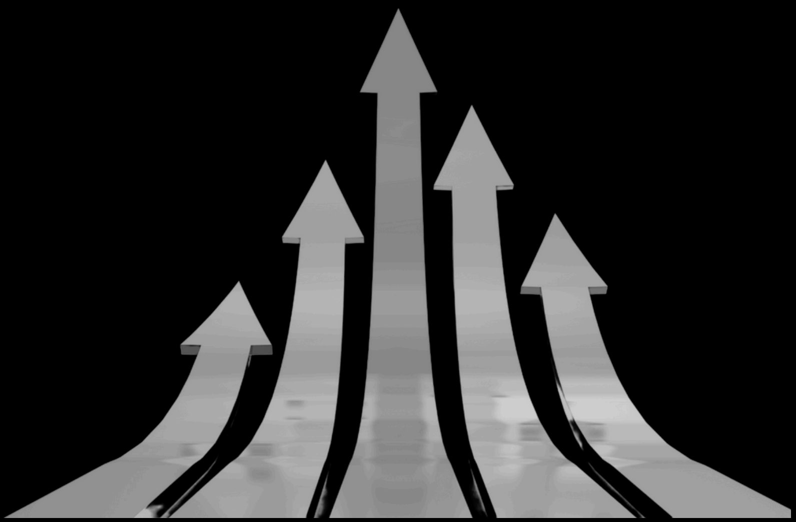
    Senior Management – 24%

    Middle Management – 12%

3. 100% were responsible for Marketing and Communications

DEMOGRAPHICS CONTINUED

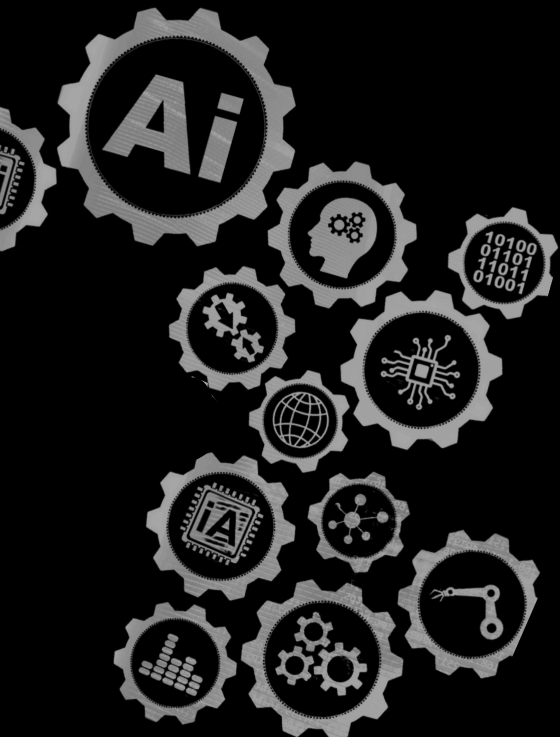
4. Most were privately held companies



Private – 86%

Publicly Traded – 14%

5. The largest industry sectors responding were Enterprise Technology / Software solution (15%), an AI/Generative AI Solution, (12%), Fintech (11%), cybersecurity (10%) and healthtech (9%).



Enterprise Technology / Software - 15%

AI / Generative AI - 12%

Fintech - 11%

Cybersecurity / Privacy - 10%

Health tech - 9%

IoT / Industry 4.0 / Supply Chain / Edge Computing - 8%

Big Data / Data Analytics - 7%

Energy / Electricity, Oil, and Natural gas - 7%

Application Development / DevOps - 6%

Networking - 6%

Supply chain and logistics technology - 5%

Cloud infrastructure - 3%

Web3 - 3%

Storage - 1%

DEMOGRAPHICS CONTINUED

6. From a size, as measured by employee numbers, the largest group was the 501-1000 employee base. Although 251to 500 was a close second (23%) followed by 101-250.

10 to 25 Employees - 0%

11 - 100 Employees - 11%

101 - 250 Employees - 19%

251 – 500 Employees - 23%

501 - 1000 Employees - 28%

1001+ Employees - 20%

7. Measuring size by revenue, the largest category were companies generating $100M to 499.9M (22%).

Less than $1M - 0%

$1M - $4.9M - 12%

$5M - $9.9M - 10%

$10M - $49.9M - 16%

$50M - $99.9M - 12%

$100M - $499.9M - 22%

$500M - $999.9M - 15%

$1B - $4.9B - 12%

More than $5B - 3%