



How AI is Shifting Marketing's Paradigm

Marketing & Business Growth Strategies

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IDC

Marketers, you've come a long way...

From broad messaging to a world of **signals, systems, journeys, and growth.**

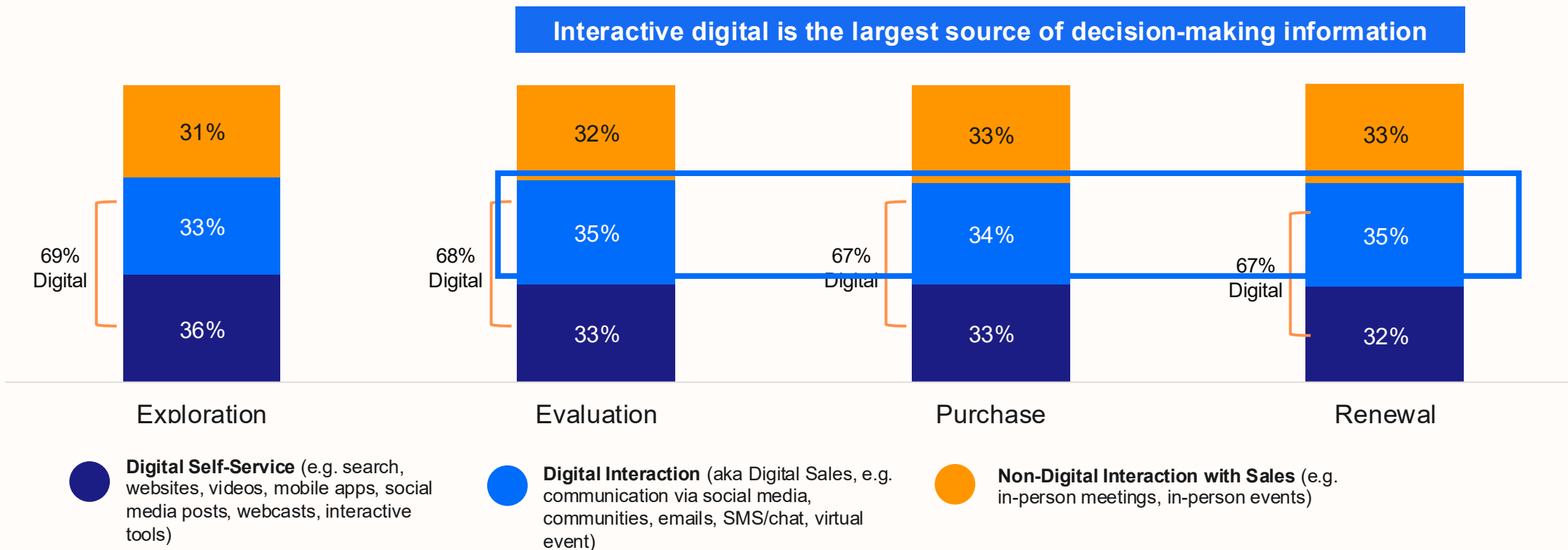
Adopted **marketing automation.**

Built **digital engines.**
Stood up **demand centers.**

Learned to **score, segment, personalize, measure, attribute, and optimize.**

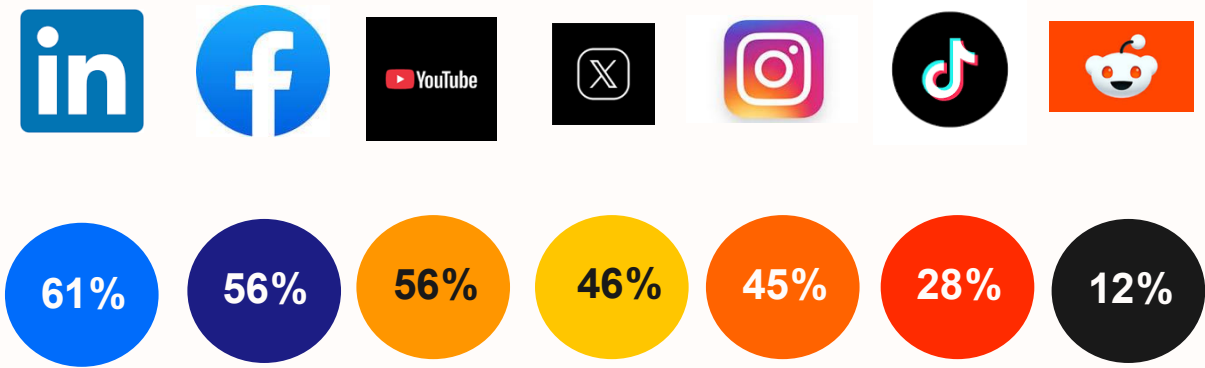
The post 2020 digital acceleration shifted buyer preference for interactive digital, forcing a new logic for “managing” the journey

For each stage of your purchase process, how much of your company's decision-making information in the next 12-18 months do you estimate will come from each of the following sources?



B2B buyers turn to social content & networks

By 2023, buyers were frequently engaging with social platforms to support their work initiatives



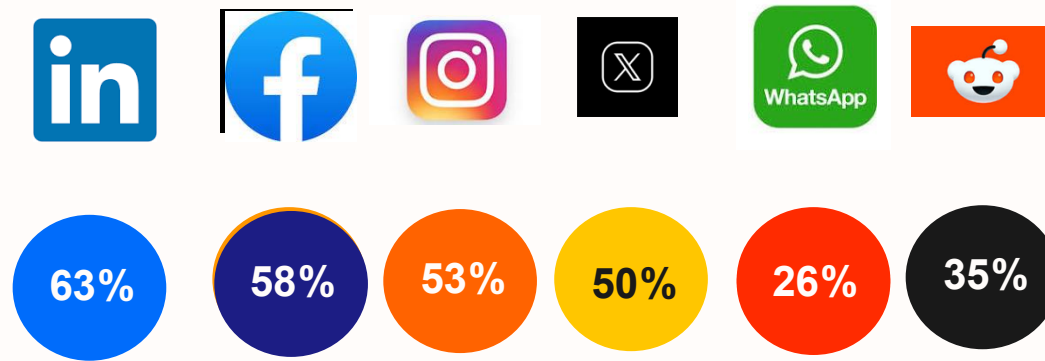
% = frequent business use by B2B Buyers

62%

Frequently using social networks & community platforms to **get additional information** about a vendor, product or service

Today, social is an integral part of the journey

The Social Media Landscape Used is Changing & Diversifying



% = frequent business use by B2B Buyers

70%

Often or always use social networking & community to **gain a deeper understanding** of vendors products, services



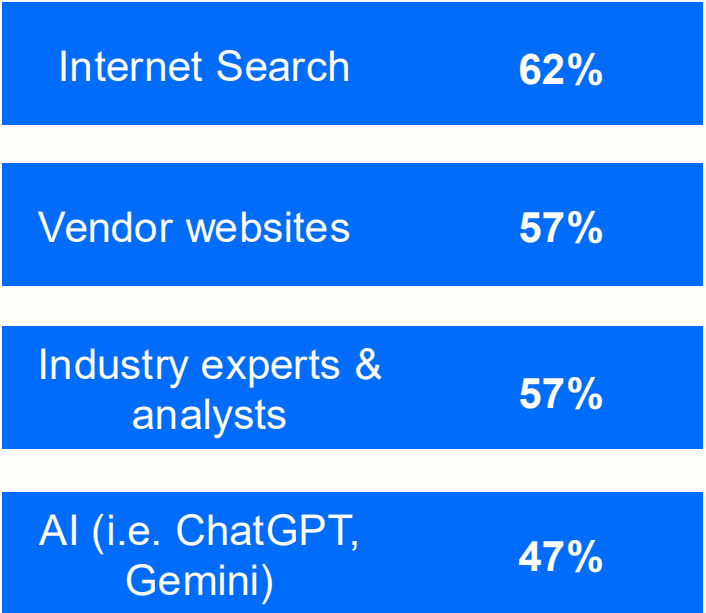
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Overnight our website traffic tanked. Buyers have shifted to AEO and engage with us much later in the decision journey.

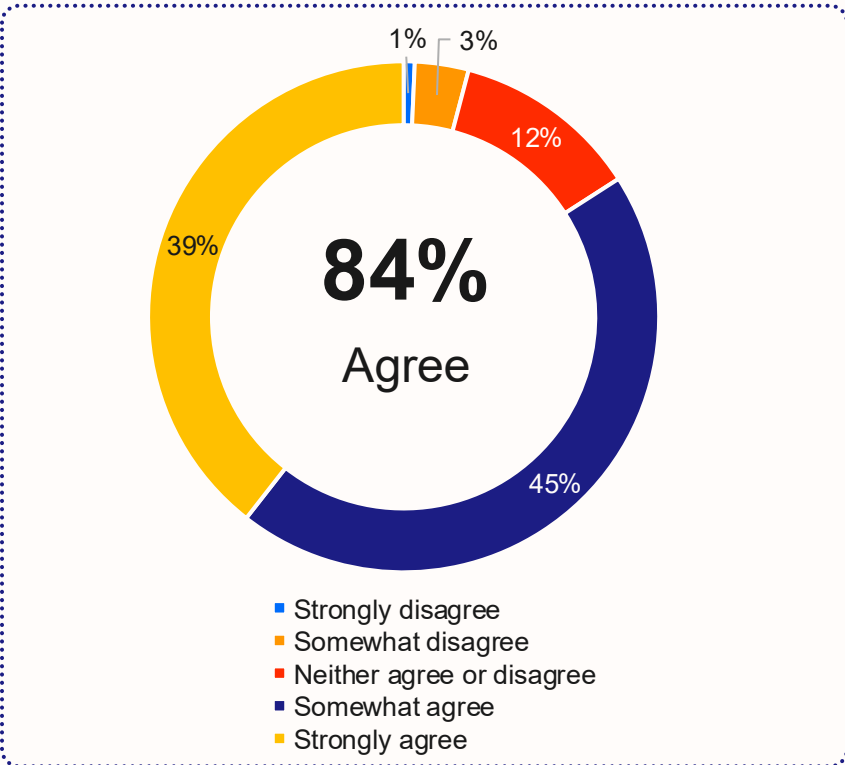
Tech CMO

Stop the presses...Buyers are AI Assisted

Most *frequently used* source of information during explore stage



Will use AI agents to search, consolidate, summarize info and interactions across multiple channels (e.g. email, social media, vendor websites)





And...your buyers are now AI-first

74%

We will assign buying tasks to AI agents, using set parameters (e.g. price, availability, fit), to find exactly what we need, act and transact on our behalf

80%

Will use AI guided selling assistants to act as an intermediary between our company and vendors (i.e. comparisons, configuration, RFI/RFP response, quote)



Marketers feel the impact of the AI tsunami

How have buyer journeys changed as buyers use more AI?

51% of marketers state buyers are putting more weight in peer reviews and industry experts than vendor content

44% of marketers state more of the buying activity is invisible to them

Which shifts in buyer expectations are creating the most pressure on marketing strategy

47% of marketers say buyers expect faster response times and always on availability

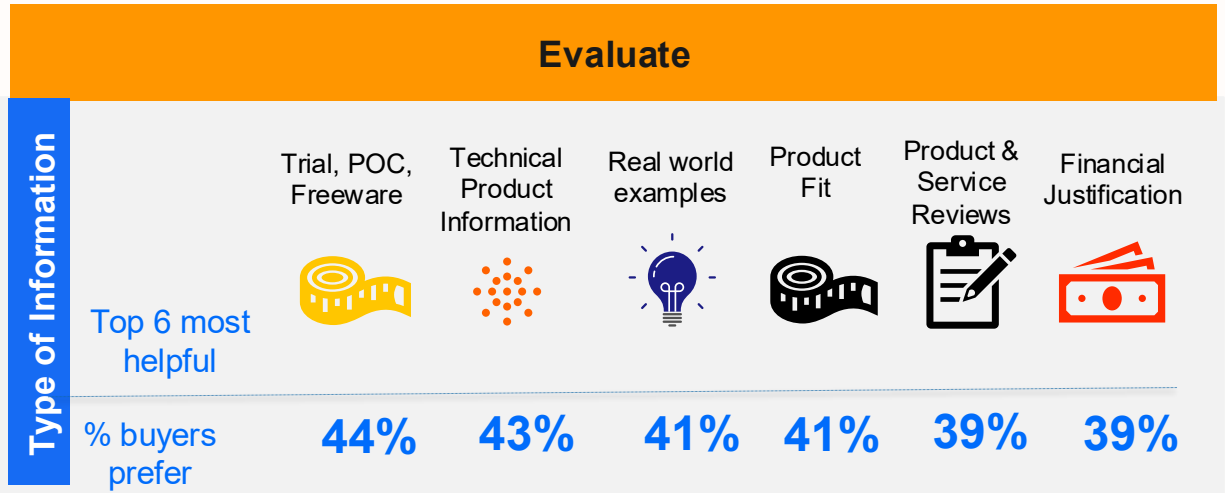
47% of marketers say buyers expect hyper-personalized outreach and content



Buyers engage vendors later in the customer journey

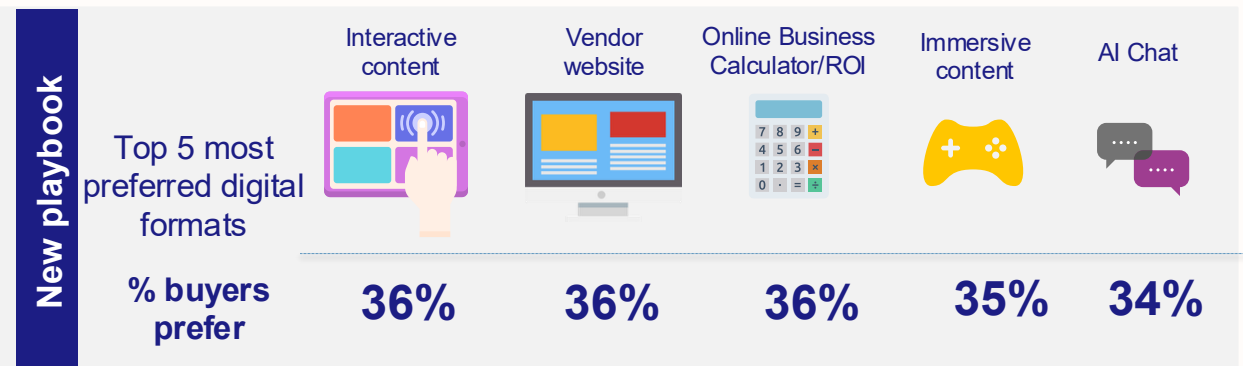
49%

Buyers arrive to sellers more informed and with more astute questions



77%

Use AI agents to proactively engage, personalize and support the buying process and rely less on salespeople



We have entered a new reality for marketing



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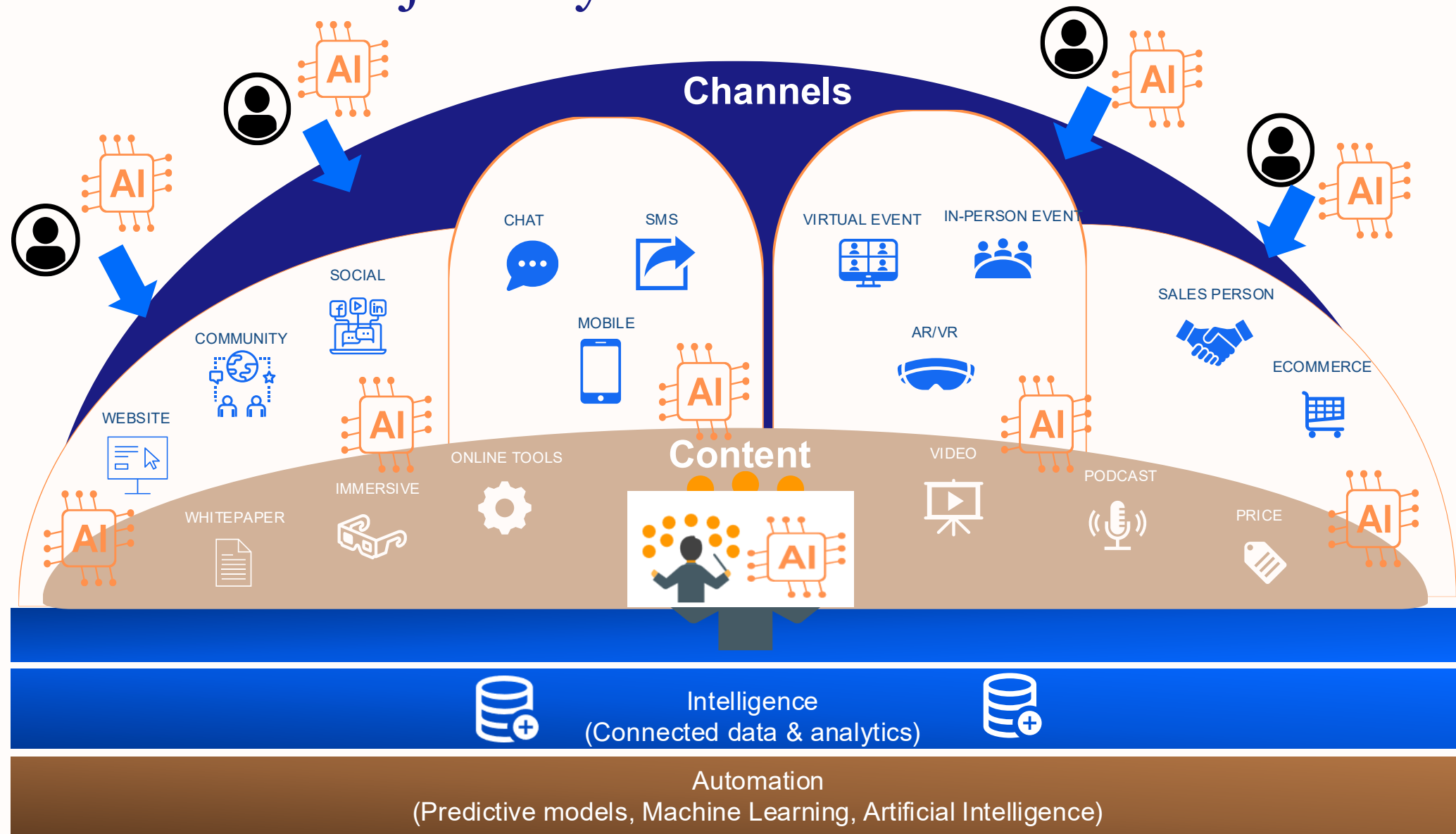
Our primary objective is to move beyond using AI as a set of discrete tools and instead build integrated, AI-enabled systems that can orchestrate end-to-end marketing workflows.

Global CMO

Global IT Services Company



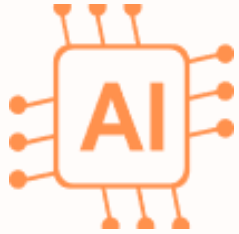
Marketing is the conductor of a real-time, agent-mediated orchestrated intent journey



Where are we headed next?

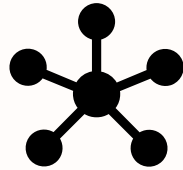


Marketing 2030: Autonomous, adaptive, agentic



Autonomous Buyer Era

Buying is no longer human-led with AI assist. It is AI-led with human oversight



From Channels to Systems

From buying attention, to engineering the systems that shape discovery, interpret intent, and influence buying decisions before a brand ever enters the conversation



Adaptive Intent Orchestration

From generating interest, channel management & lead acquisition to relevance engineering, agent mediated, hybrid human + AI buyers, marketers & sellers



AI-Native Org

Adaptive organization, CMO orchestrates growth, AI native operations, automated workflows, human creativity mixed with speed of AI



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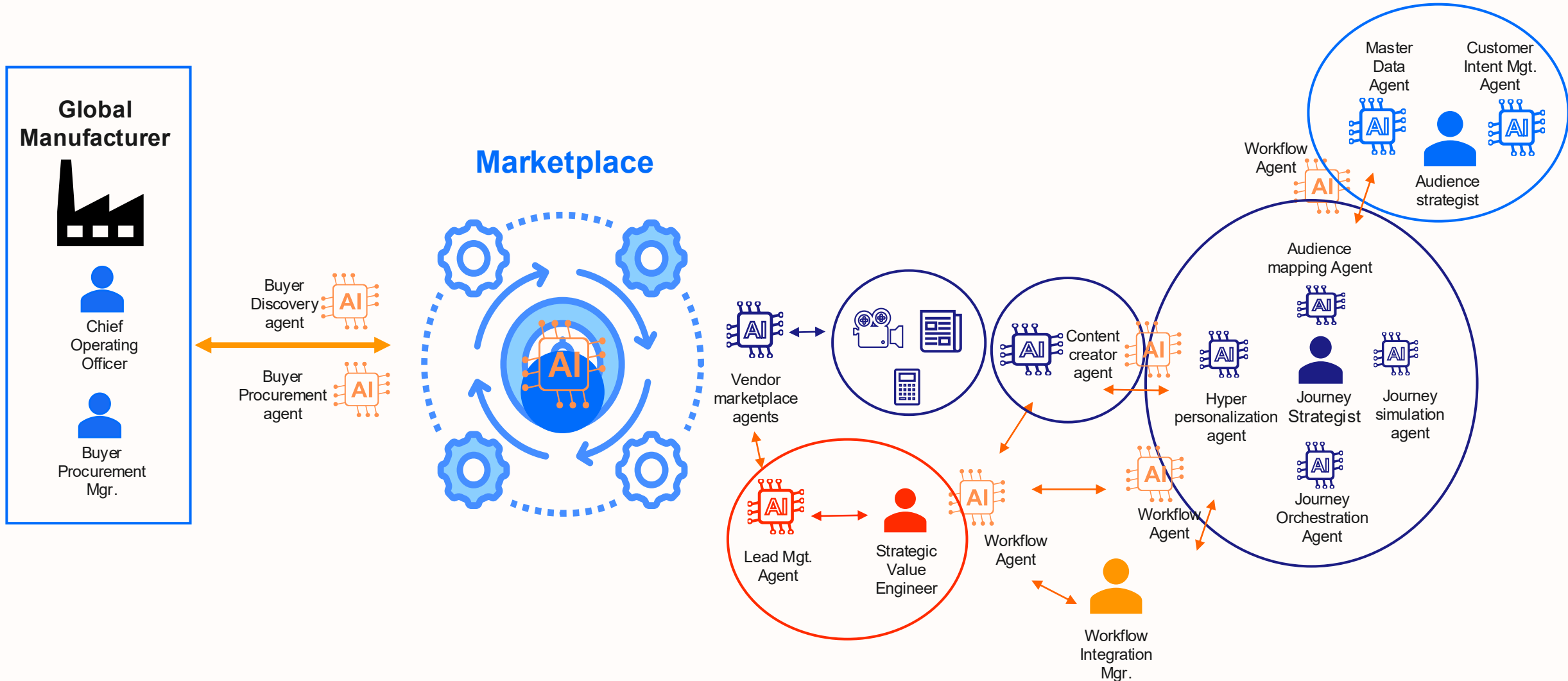
Global CMO
Large Enterprise
B2B Technology

The relationship between marketing and sales is shifting from a sequential handoff model to a shared, AI-orchestrated approach to revenue execution.

AI agents coordinate real-time actions across both functions, optimizing targeting, timing, and messaging based on buyer behavior and engagement signals...humans focus on strategy, judgment, and relationship management, while AI amplifies execution and measurement.



Autonomous, adaptive, agentic journey orchestration



AI marketing transformation key characteristics

1 Marketing Strategy Transforming Organization

A comprehensive AI marketing strategy

Strong executive sponsorship of AI

2 Strategic Focus Transforming Organization

Innovation over efficiency

Human-AI collaboration

3 Workforce Transforming Organization

Workforce AI-enabled

Ongoing change management

4 Process, Data & Martech Transforming Organization

A wide range of marketing workflows automated

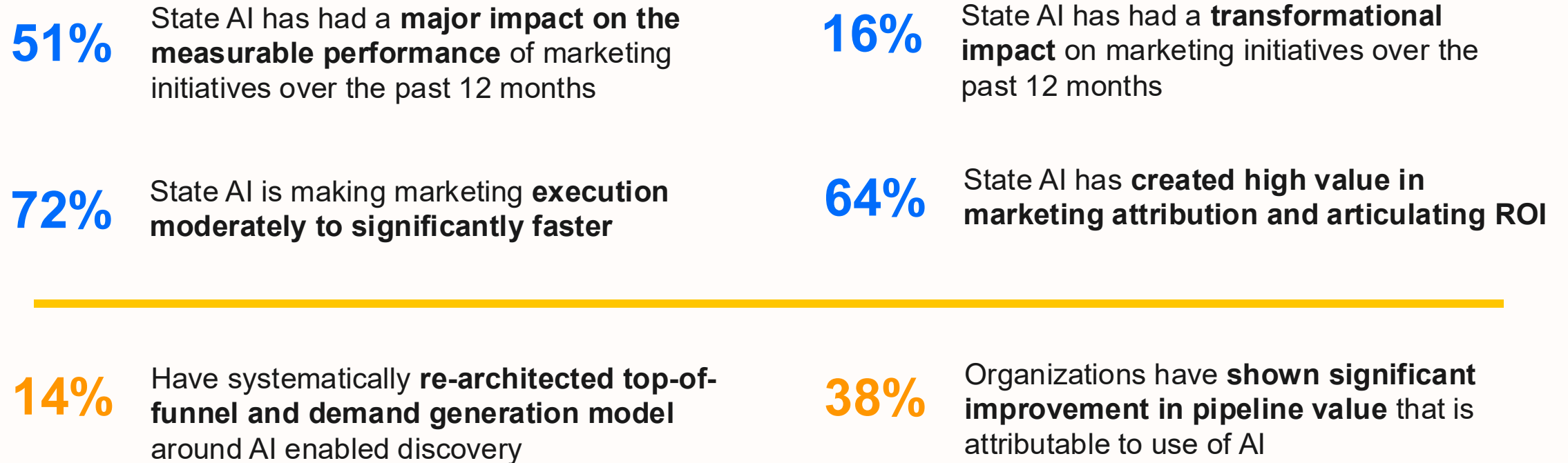
Advanced data maturity (i.e. semantic, master customer data)

Martech stack enables real-time, AI marketing experiences with automated workflows



Today's reality & progress towards transformation

Marketing Executives Say....



5 key actions to take



5 actions to take today



Understand Your Buyer's Intent: Design a journey experience with a deep sensing and understanding of the intent, jobs to be done of all personas and AI intermediaries involved along the journey.



Design Integrated Journey Orchestration: Rearchitect business processes and workflows to blend marketing & sales motions; identifying automation opportunities to enable orchestration.



AI Optimize Your Content Supply Chain: Invest in revamping your content supply chain to deliver ungated information, structured knowledge, creative storytelling and real-time AI-driven engagement.



Hire/Upskill New Skills: Invest in upskilling and learning prompt engineering, AI augmented content creation, human oversight of AI plus soft skills of storytelling, critical thinking and collaboration.



Map Customer Data Across the Journey: Identify data needed and where it is located to enable actionable customer datasets that include behaviors, preferences, demographics and engagement signals.

