

# 2022 State of B2B Marketing Budgets

With macroeconomic factors impacting budgets and headcount, we wondered how B2B marketers were planning for 2023?

In partnership with **DEMAND METRIC** we surveyed over

**500**  
marketing leaders

in the US and UK to ask about:



Budgets



Resource Allocations



Martech Investments



Staffing



2023 Outlook

Two of the biggest *takeaways* from the report?



Expected to achieve the same or more despite factors driving current budget cuts

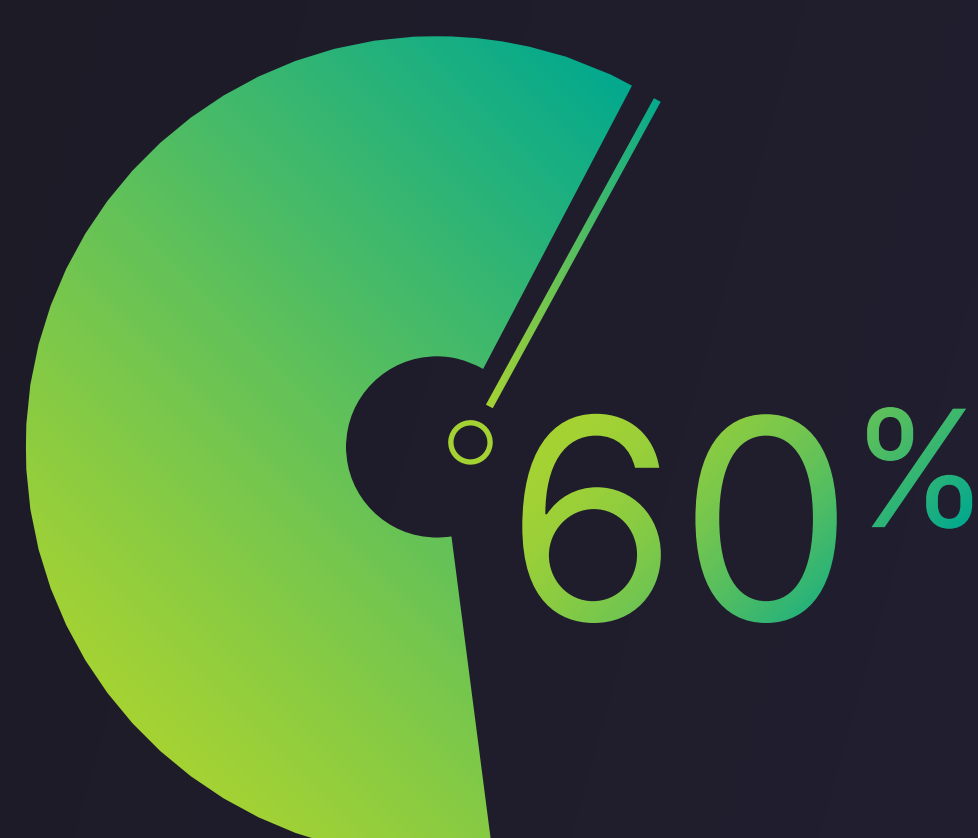


Despite this, most have a positive outlook for the year ahead

In the survey, we asked marketers what their *challenges* and *strategies* were walking into 2023.



They reported that **budget shifts** were from inflation and economic recession, meaning...



Nearly **60% of B2B marketers** current budgets are being cut or staying flat and to top it off...



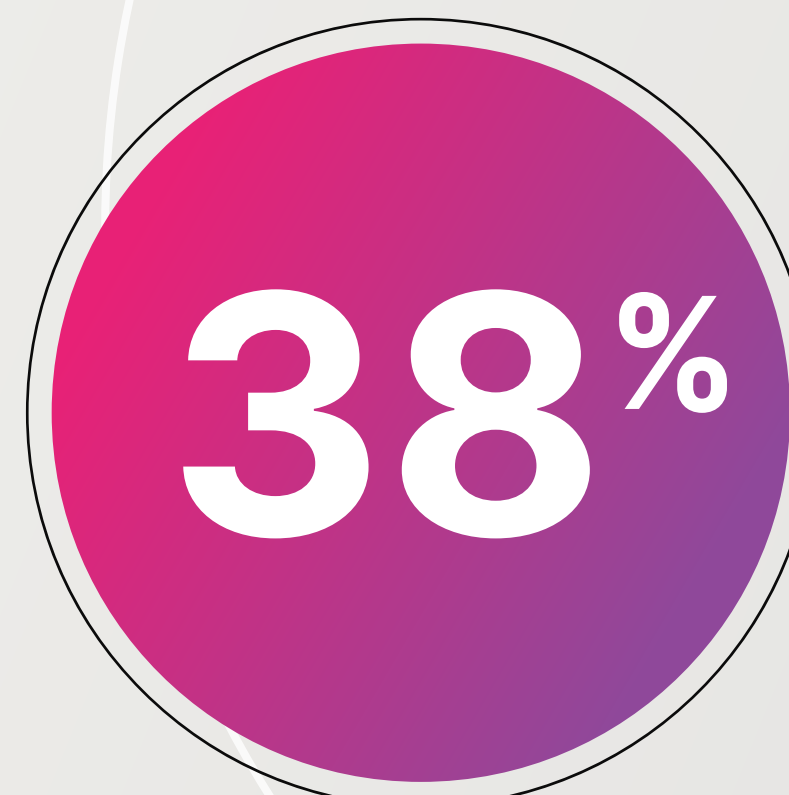
21% of respondents have had their **budget cut mid-year**

When it comes to *staffing*, most marketing teams have the same or lower levels of staff.



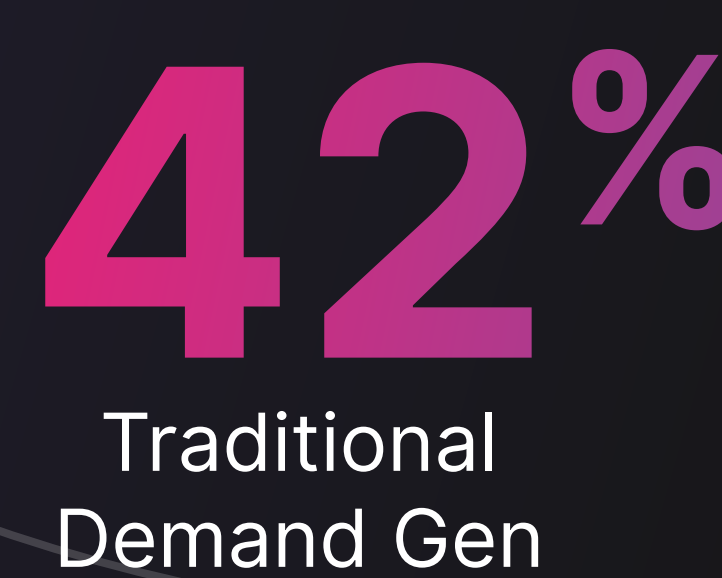
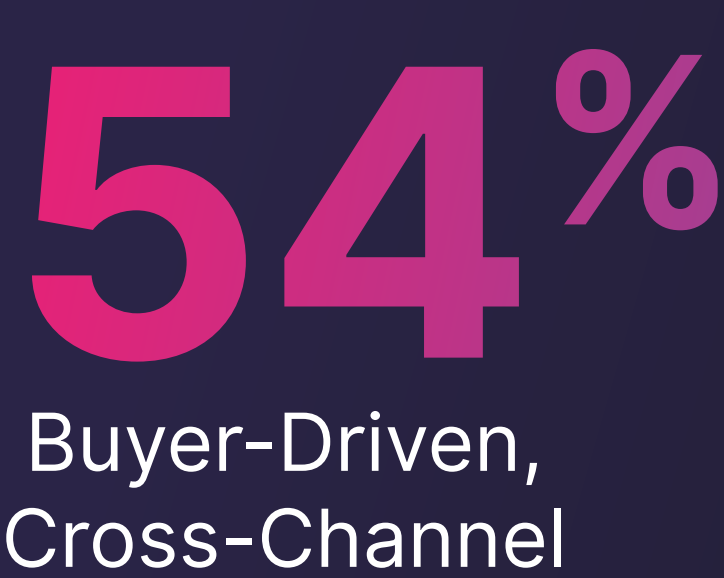
Expected to achieve more in 2022 with smaller teams

For many, the *martech stack* needs streamlining.



Plan to eliminate unused or redundant stack solutions

Where are B2B marketers planning to focus their *strategies*?



How can they get more *precise* in 2023?

It's more critical than ever for marketers to assess their *maturity*, reevaluating their:

- Org Structure
- Tech Stack
- Marketing Strategies

To eliminate waste and *accelerate ROI*, marketers should:

- Eliminate Silos
- Reduce Martech Redundancies
- Align on Target Accounts + Goals Across Org

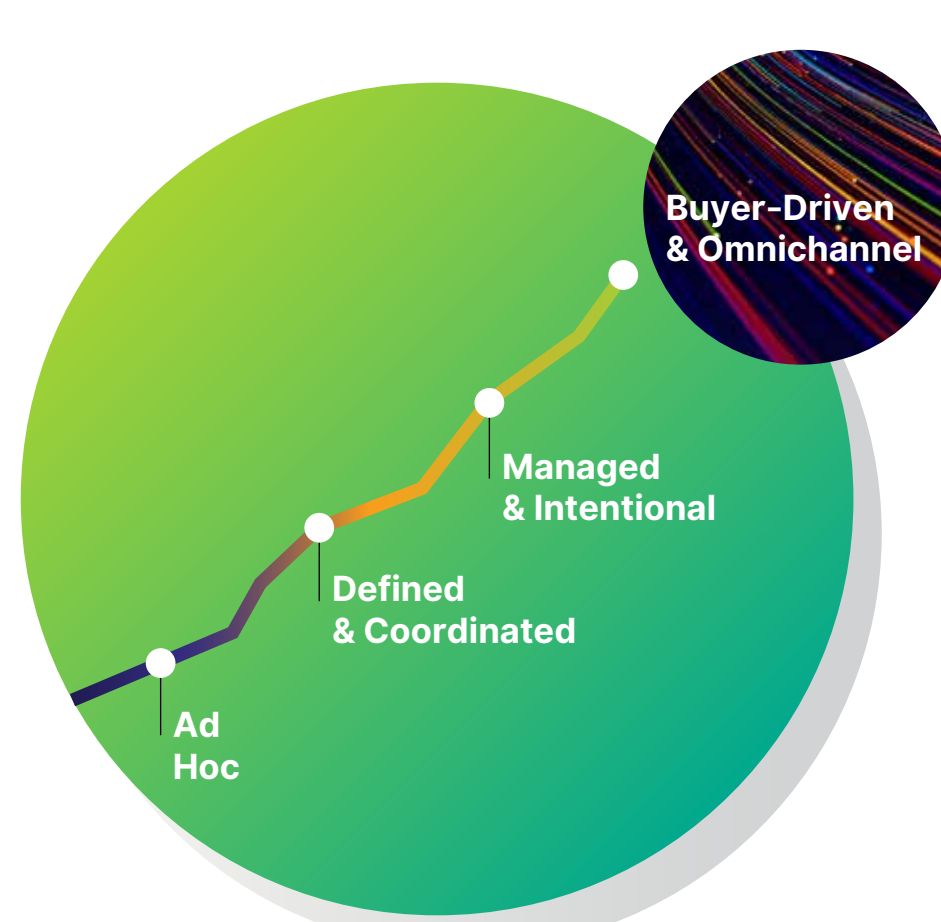


**80%**  
positive outlook

Despite the challenges ahead of them, B2B marketers remain *optimistic* about the year ahead. So, what tools can they leverage to succeed in 2023?



**#ThePDMBook**  
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