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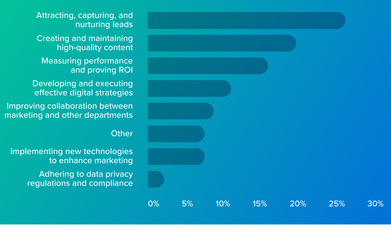
The Top MARKETING CHALLENGES of 2024

What's Keeping Marketers Up at Night?

In a recent survey conducted by D2 Creative, **more than 100 marketers** shared their biggest challenges.

In the coming 12 months, beyond constraints like time, budget, and staff, what do you foresee as your primary marketing challenge?



HAVE NO FEAR

We have compiled invaluable insights to help tackle these pressing issues head-on in the coming year.

TOP CHALLENGE: The Lead Funnel

Lead generation

Lead generation is the 3rd most important metric used when **measuring the effectiveness of content marketing strategies.**[1] Attracting and maintaining leads is a crucial step in any marketing plan that can be tough to get just right.

TRY THIS

Go Omnichannel

Social Media | **Email Marketing** | **Webinars** | **Events** | **Pay Per Click**

Reach leads across multiple touchpoints for better conversion.

AI & Automation

Chat Bots | **Lead Scoring** | **Drip Campaigns**

Streamline lead gen with tools for better results.

Personalization is Key

Tailored Content | **Targeted Ads** | **Customized Emails** | **Individualized Offers**

Tailor tactics and messaging based on what will resonate most.

TOP CHALLENGE: Content Creation

Content strategy

The highly competitive **search engine landscape** makes content strategy exceedingly important—and that much harder to nail down. Threading the needle between marketing yourself and authentically speaking to customer needs is a challenge every brand needs to overcome.

TRY THIS

Focus on Your Customers

Educational Content | **Relevant Industry Topics** | **Research Reports** | **How-To Guides**

Draw users in with content that speaks to their pain points, challenges, and desire to learn.

Utilize Multimedia Formats

Written Content | **Videos** | **Infographics** | **Podcasts** | **Interactive Content**

Keep users engaged by catering to a wider range of content preferences.

Optimize for Search

Keyword Research | **Optimized Meta Data** | **Search-Relevant Content**

Have users come to you by writing to the topics they're already looking for.

Encourage User-Generated Content

User Experiences | **Testimonials** | **Success Stories**

Draw on satisfied customer experiences to foster credibility and authenticity.

TOP CHALLENGE: Proving ROI

Confirming impact

The challenge isn't just creating a marketing plan, it's also **understanding how well it's working**. Successful marketers are ones who can prove to themselves and their colleagues that their strategies have provable results.

TRY THIS

Define Clear Objectives

Website Traffic | **Conversion Rates** | **Customer Acquisition Cost** | **Customer Lifetime Value**

Well-established KPIs make it clear where you want to be and if you're heading there.

Leverage Analytics & Attribution

Advanced Analytics | **Multitouch Attribution**

Understand where your leads are coming from so you can see what works and what doesn't.

Track Conversions at Every Step

Remarketing | **Lead Retention** | **Encouraging Advocacy**

Monitor the entire customer journey to find what makes leads convert and stay.

Facing these top challenges head-on requires strategic innovation and a data-driven approach

By mastering **lead generation**, **content creation**, and **proving ROI**, marketers can navigate the evolving digital landscape with confidence and drive impactful results for their organizations.

Sources: 1. HubSpot Marketing Strategy Report, 2024

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