2022

STATE OF B2B MARKETING TRAINING

MarketingProfs

Executive Summary

Only 19% of B2B marketers feel very prepared for their future in marketing.

Yikes.

And only 31% feel their team is very effective in their roles. A quarter don't think everyone on their team has a basic understanding of marketing. A third feel burned out. And two-thirds are seeking new job opportunities.

Double, triple, quadruple (!) yikes.

These are among the key findings of the inaugural MarketingProfs State of B2B Marketing Training Report.

So what's going on? And more importantly, how can marketing reverse these trends in 2022? (And beyond.)

Our data (and experience) shows that marketing teams are participating in training. But it's not helping them be as effective in their roles as it should, and it's not helping them feel confident about their future.

In other words: Offering team access to training is a good thing. But access alone just isn't enough.

Our data shows that *how* marketing organizations train their teams directly impacts how prepared marketers feel. And there are many specific, actionable things marketing leaders can do to move teams from where they are… to where they need to be.

Read on to learn what the "state of the state" is in B2B marketing training. But more importantly, learn from the marketers who are doing things a bit differently and feeling more prepared. The end of the report outlines the specific steps Marketing leaders can take right now to future-proof their own teams.
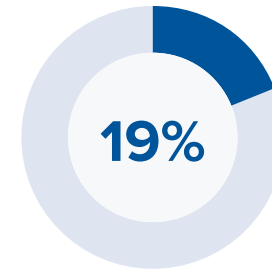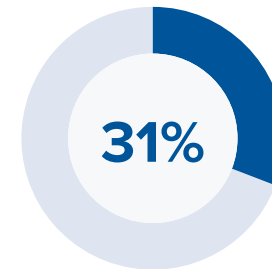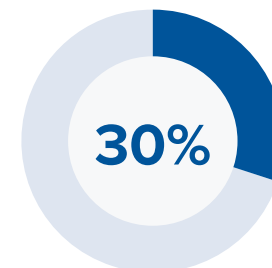
19% — Feel very prepared for their future in marketing

31% — Feel their team is very effective in their roles
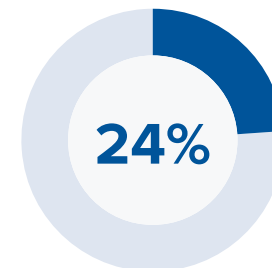
24% — Don't think everyone on their team has a basic understanding of marketing

30% — Feel burned out

Key Findings

- **Marketers are participating in training. But too often, it's not helping them improve business results.**
  70% of organizations report their teams participate in B2B marketing training. But only 30% say their current training is helping them meet their business goals.

- **Marketing teams aren't on the same page.**
  24% of B2B marketers report that not everyone on their team has a basic understanding of marketing. One-third of B2B marketers report they don't have documented business goals.

- **Managers don't know what skills their team needs to learn.**
  Only 15% of managers report their training includes an assessment to see which skills their team needs to learn next. An additional 74% would like their training to include assessments. And 78% would like personalized recommendations on what training to take.

- **Very few organizations are proactive about B2B marketing training.**
  Most B2B organizations do not have a process to decide what training is needed; only 13% have a process in place. While this ad-hoc approach isn't ideal, it's even more problematic when 50% of non-managers say they are unsure if their organization has a budget for B2B marketing training at all.

- **Marketers struggle with B2B marketing training because it's too focused on theory.**
  The biggest frustration marketers have with B2B marketing training is its focus on theory. Half of marketers are frustrated because they want more B2B training focused squarely on execution: More than 70% of marketers want training to include real-world examples, templates, checklists, frameworks, and so on.

- **There's a gap between the type of training marketers are using and the type they actually want to use.**
  Self-paced online courses are used frequently for training; most marketers say self-paced training is effective for them. Yet companies are too often relying on virtual events for additional training, while marketers prefer workshops and in-person conferences.

A Look at What's Inside

Methodology

The MarketingProfs State of B2B Marketing Training is a survey of 589 B2B marketers who work for companies that have at least five employees. The results in this report are from an online survey fielded in November 2021 by MarketingProfs.

We asked respondents to indicate if they manage anyone. Some of the questions in the survey were asked only to the 58% who indicated they are managers.

NUMBER OF PEOPLE MANAGED

0	42%
1 - 4	37%
5 - 14	17%
15+	4%

NUMBER OF EMPLOYEES

5 - 99	43%
100 - 499	24%
500+	33%

YEARS OF MARKETING EXPERIENCE

5 years or less	18%
6 - 10 years	23%
11 - 15 years	17%
More than 25 years	42%

GENDER IDENTITY

Female	71%
Male	28%
Nonbinary	0%
Prefer to self-describe	1%

TOP INDUSTRIES

Technology—Hardware, Software Services	34%
Marketing Services	10%
Manufacturing	9%
Professional Services	6%
Advertising	4%
Banking & Finance	4%
Healthcare	4%
Insurance	4%

TYPE OF ORGANIZATION

B2B	90%
B2B2C	22%
B2C	18%
Nonprofit	6%
Government	3%
Other	2%

NUMBER OF MARKETERS IN DEPARTMENT

1 - 4	40%
5 - 14	31%
15 - 49	15%
50+	13%

YEARS OF PROFESSIONAL WORK EXPERIENCE

5 years or less	10%
6 - 10 years	16%
11 - 15 years	17%
16 - 25 years	35%
More than 25 years	22%

LOCATION

North America	83%
European Union	7%
Asia	4%
Rest of Europe	3%
Africa	2%
Oceania	1%

14%

of non-managers feel very prepared for their future in marketing

22%

of managers feel very prepared for their future in marketing

Are You Prepared?
(Spoiler alert: Most marketers aren't.)

Throughout this report, we investigate what those who are very prepared for their future in marketing are doing differently.

These are the marketers who not only have the skills they need for today but also feel confident they can tackle what comes in the future.

The bad news: Overall, only 19% of our respondents report feeling very prepared—but this number varies by role. Managers are more likely than non-managers to feel very prepared.

The good news: Our data uncovers tangible actions that managers can take to help both themselves and their teams be more prepared. Check out the end of the report to see the key differences and get a list of things you can implement in 2022.

Marketing Training in B2B Organizations

70%

of marketing teams participated in training in 2021

INDIVIDUALS

46%
33%
21%

TEAMS

50%
20%
30%

Paid Training   Free Training   No Training
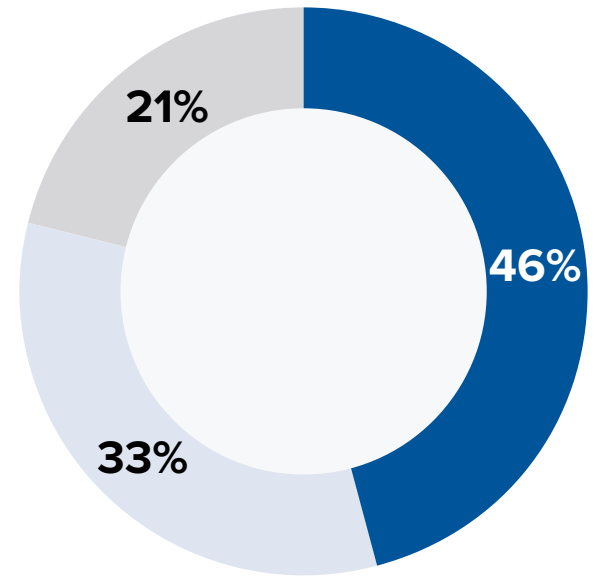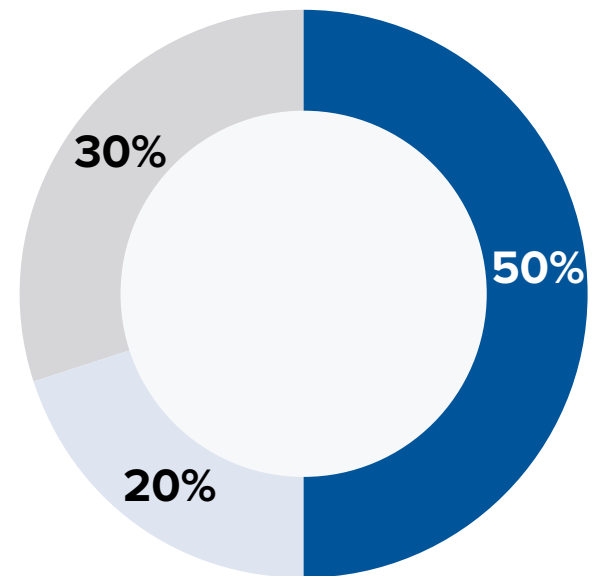
Organizations are training their teams to *help employees better position themselves for the future*, as well as to solve immediate problems.

Reasons managers say their organization pays for B2B marketing training

Leveling up skills	Filling in gaps	Employee retention/ satisfaction	Alignment	Other
79%	75%	53%	38%	4%
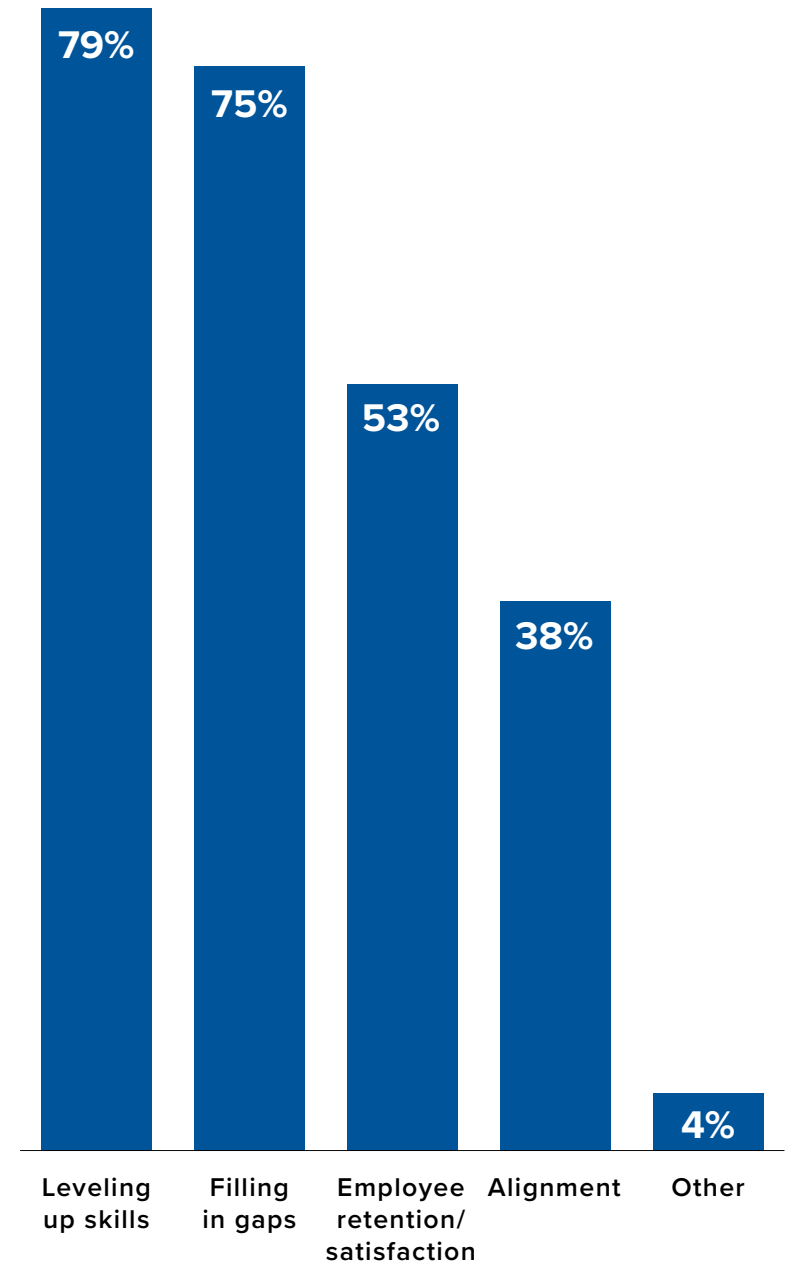
When asked to make a choice, marketers are *more likely to seek training to solve immediate problems* rather than to broaden their knowledge.

> **I want to focus on solving specific problems related to my current role**

Statement that best describes marketers' feelings about B2B marketing training

> **I want to learn about aspects of marketing that aren't directly related to my current role**

69%

31%

While personal satisfaction is the most common reason marketers participate in training, *half cite their company's learning culture as a motivator*.

Reasons marketers participate in training

Reason	Percentage
Personal growth/satisfaction	95%
Ongoing learning is part of my company's culture	52%
I want a raise and/or promotion	41%
Training is required by my managment	8%
Other	7%
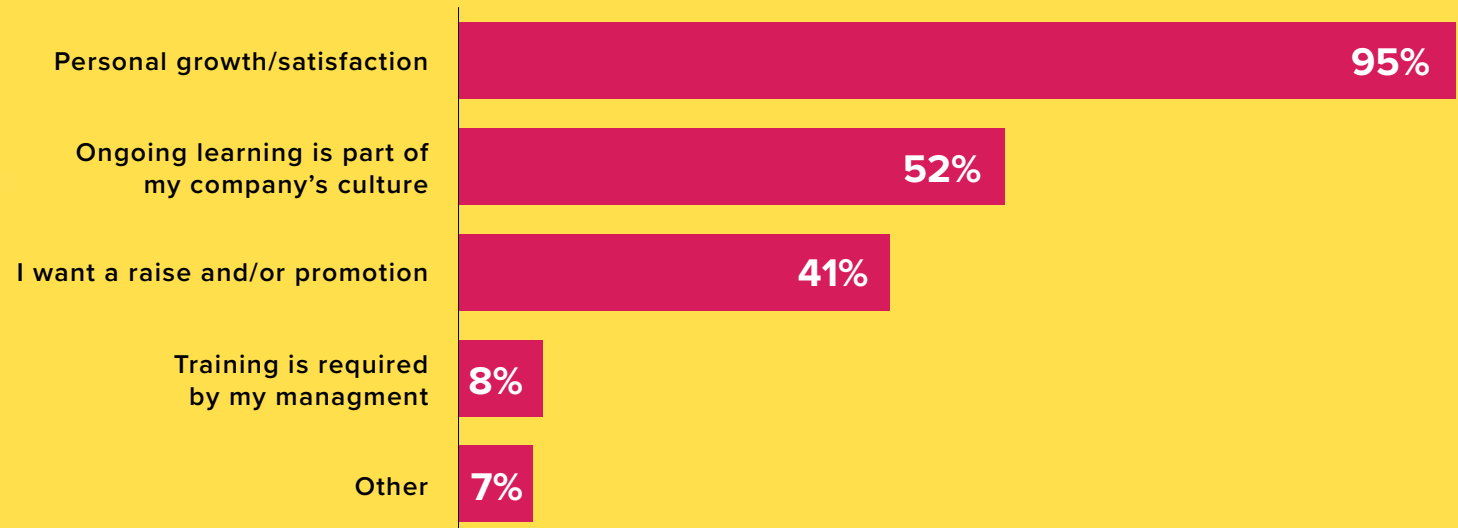
Most marketers report they need to request and justify training

How B2B marketing training is allocated

Employees need to request/justify training **54%**

There is a budget set aside for each employee, and they can choose how to use it **20%**

The department has a formal process to decide what training the team needs **13%**

Our organization does not provide access to training **13%**

50%

of non-managers are unsure if their organization has a budget for marketing training

17%

of managers are unsure if their organization has a budget for marketing training
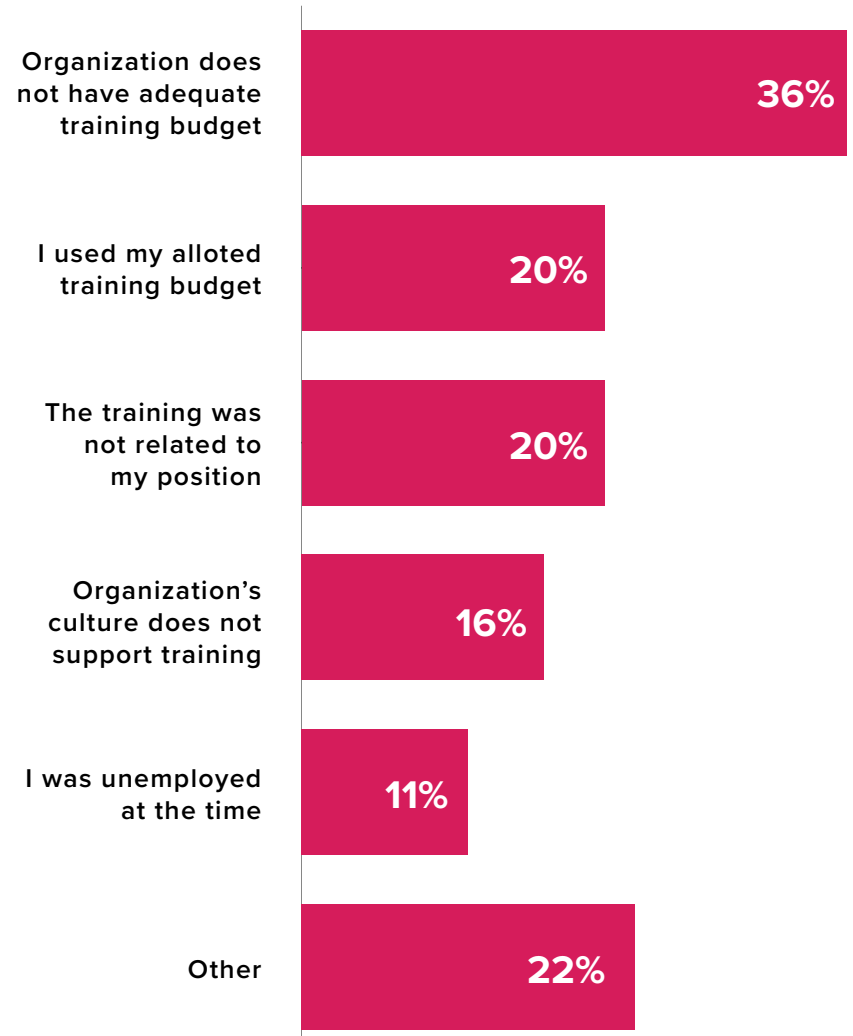
3 IN 10 MARKETERS

have paid for marketing training on their own, most commonly because their organization lacks the budget

Reasons why marketers paid for their own training

Reason	Percentage
Organization does not have adequate training budget	36%
I used my alloted training budget	20%
The training was not related to my position	20%
Organization's culture does not support training	16%
I was unemployed at the time	11%
Other	22%

B2B training is often taken individually, and most B2B marketers do not have learning goals.

A breakdown of individual versus team B2B marketing training in organizations

69%	**26%**	**5%**
Training varies by individual	A mix of team and individual training	The team receives the same training
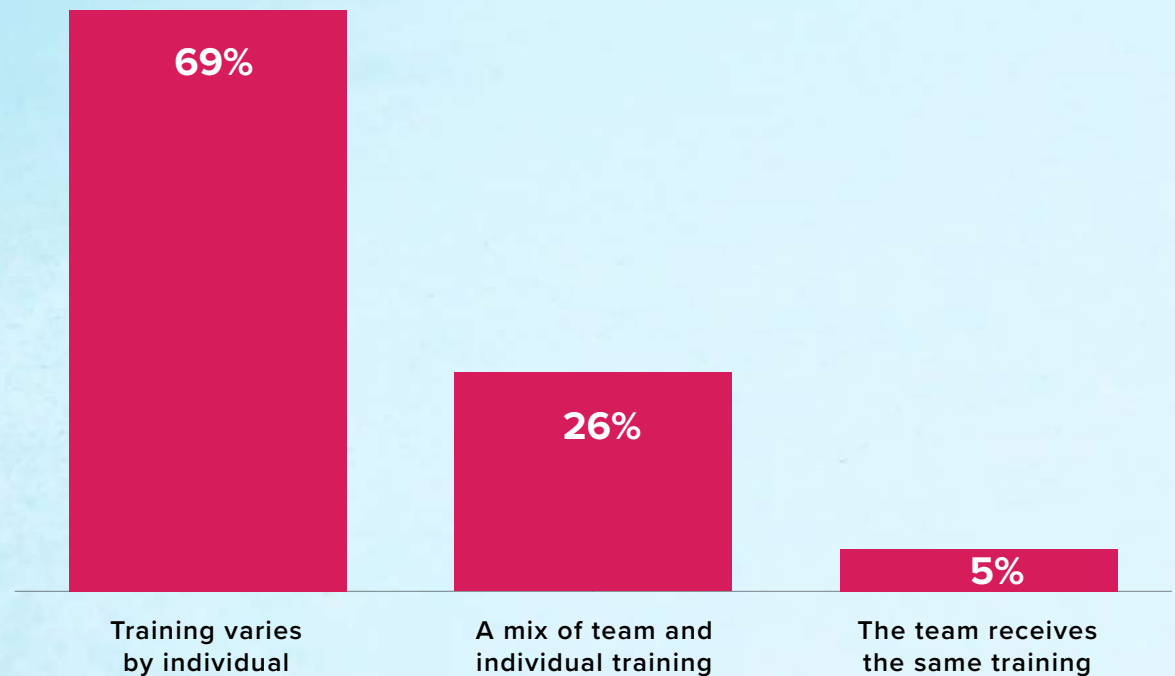
ONLY 10% OF MANAGERS

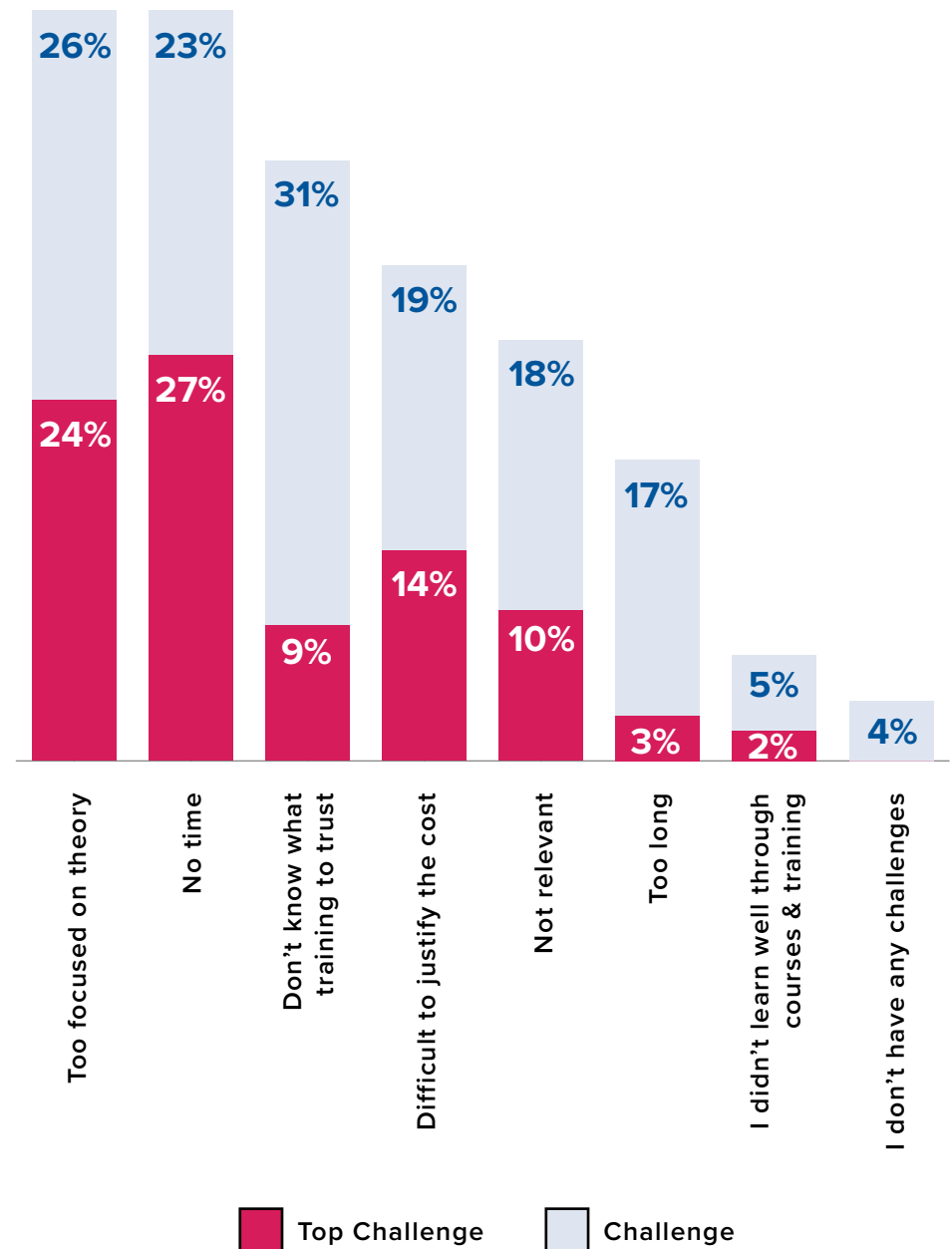have a formal process to assess what skills their teams need next
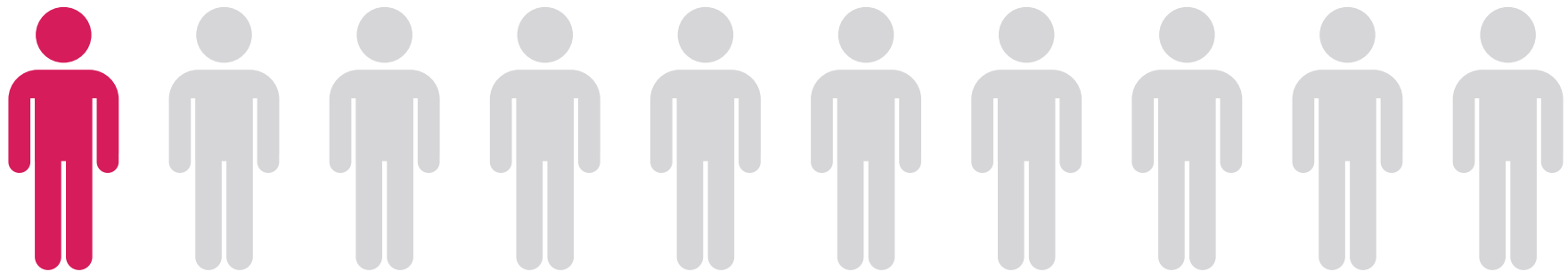
Managers *often don't know* if training had an impact, or what the impact was or should be

How managers assess the impact of B2B marketing training

Category	Percentage
Improvements in job performance	39%
We do not measure the impact of our training	36%
Team members completed the training	31%
Improvements in business results	31%
Team members' write-ups of the training	24%
We ask all team members whether they were satisfied	23%
Quizzes to test for understanding	5%
Other	4%

One of the *BIGGEST CHALLENGES* marketers have with training is that it is *TOO FOCUSED ON THEORY.*

Challenges with B2B marketing training

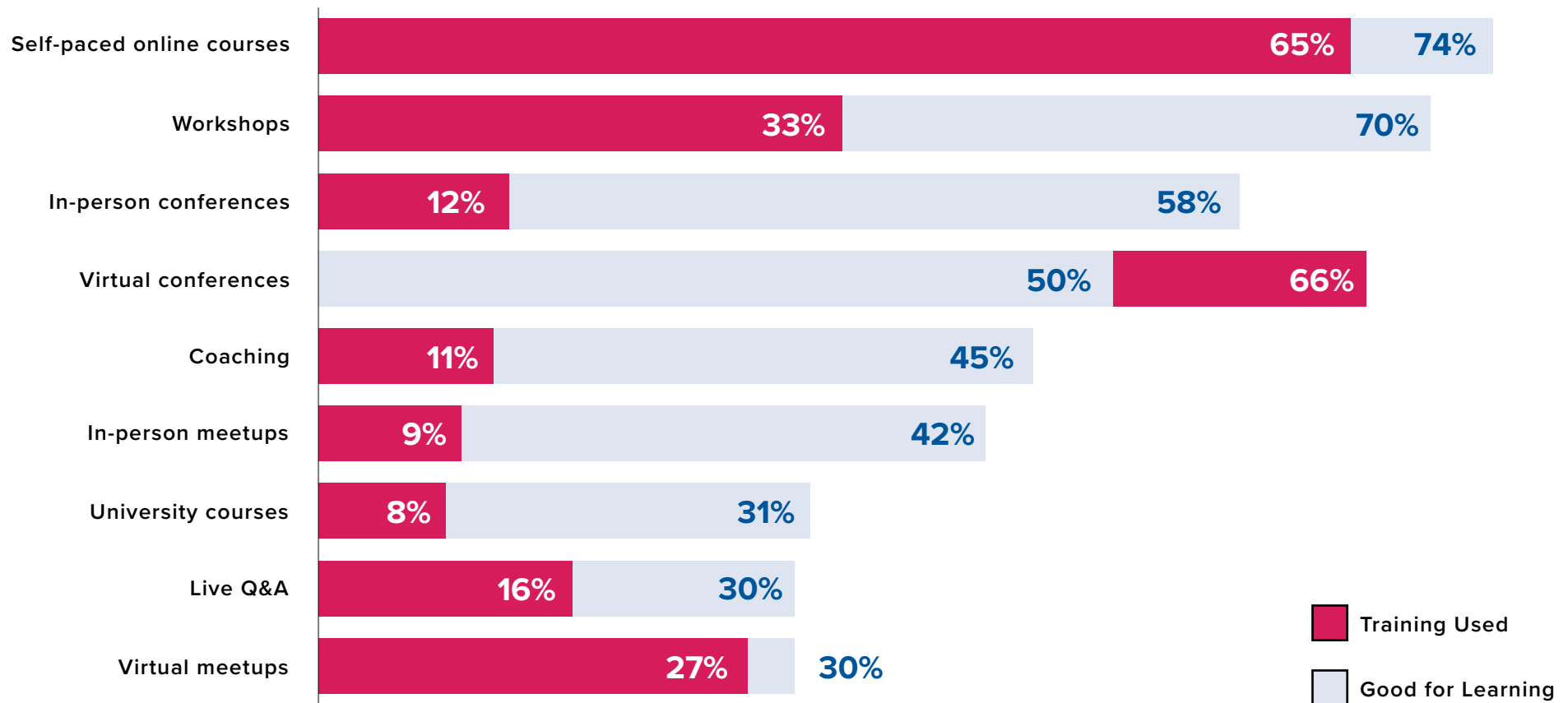| Challenge	Top Challenge	Challenge
Too focused on theory	24%	26%
No time	27%	23%
Don't know what training to trust	9%	31%
Difficult to justify the cost	14%	19%
Not relevant	10%	18%
Too long	3%	17%
I didn't learn well through courses & training	2%	5%
I don't have any challenges		4%

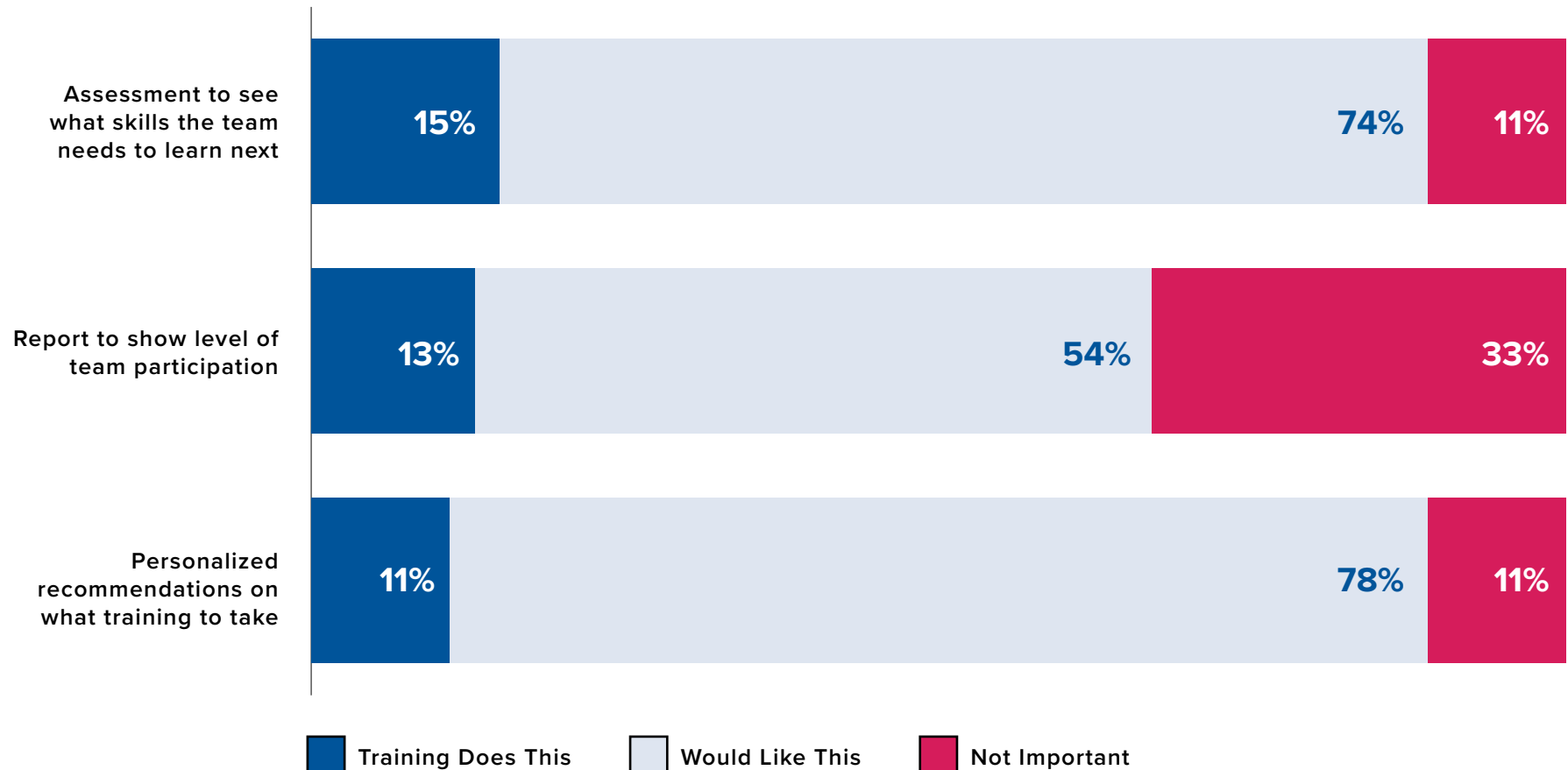Legend: ▮ Top Challenge ▮ Challenge

Training
Preferences

The *types of training* marketers use are *often different than what helps them learn.*

Types of training B2B marketers use compared with the types of training that help them learn

Training type	Training Used	Good for Learning
Self-paced online courses	65%	74%
Workshops	33%	70%
In-person conferences	12%	58%
Virtual conferences	66%	50%
Coaching	11%	45%
In-person meetups	9%	42%
University courses	8%	31%
Live Q&A	16%	30%
Virtual meetups	27%	30%

Legend:
- Training Used
- Good for Learning

Managers don't have a good understanding of *what training their team needs.*

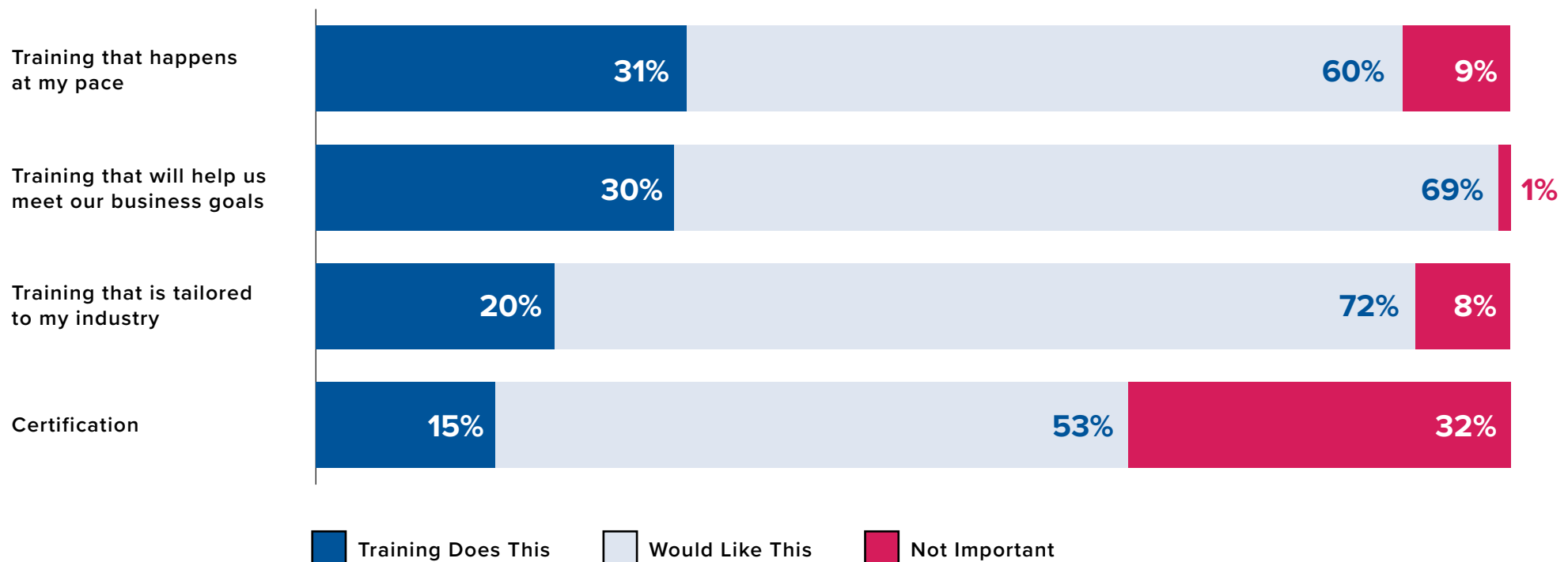**What B2B training actually includes vs. what managers would like it to include**

	Training Does This	Would Like This	Not Important
Assessment to see what skills the team needs to learn next	15%	74%	11%
Report to show level of team participation	13%	54%	33%
Personalized recommendations on what training to take	11%	78%	11%

70% OF MARKETERS
report their training is not helping them meet business goals (but they would like it to).

What B2B marketing training includes vs. what marketers would like it to include

Training that happens at my pace
- 31% — Training Does This
- 60% — Would Like This
- 9% — Not Important

Training that will help us meet our business goals
- 30% — Training Does This
- 69% — Would Like This
- 1% — Not Important

Training that is tailored to my industry
- 20% — Training Does This
- 72% — Would Like This
- 8% — Not Important

Certification
- 15% — Training Does This
- 53% — Would Like This
- 32% — Not Important

■ Training Does This   ■ Would Like This   ■ Not Important

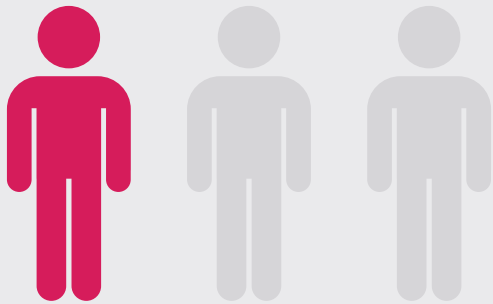# Marketers report *most training lacks specific examples, templates, and interactions* to reinforce learning.

**What B2B marketing training includes and what marketers would like it to include**

	Training Does This	Would Like This	Not Important
Real-world examples	25%	73%	2%
Templates, checklists, and frameworks	21%	76%	3%
Quizzes/interactive components to test knowledge	21%	57%	22%
Assignments and exercises to practice skills	20%	64%	16%
Gamification/incentives for training completion	6%	56%	38%

■ Training Does This   ■ Would Like This   ■ Not Important
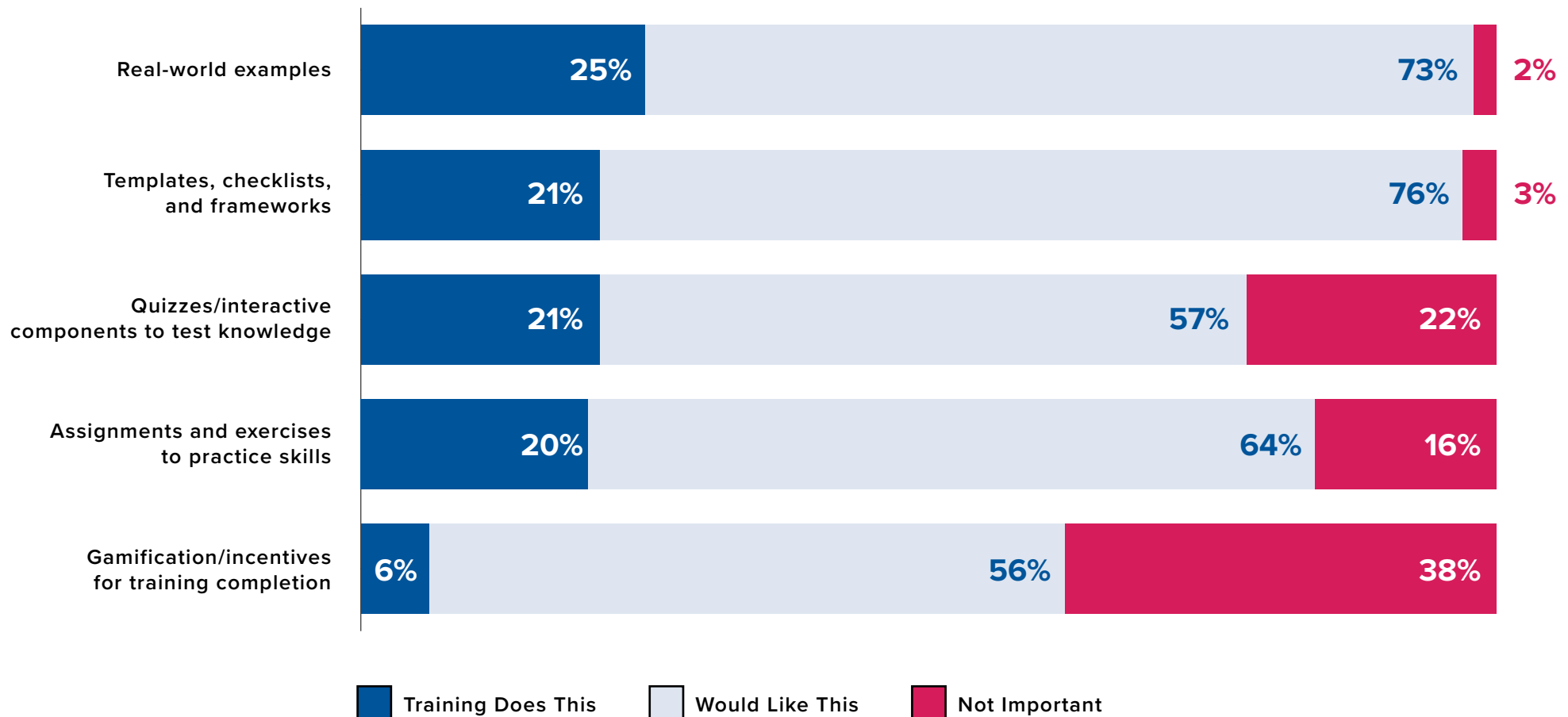
Attitudes About Marketing

ONE IN THREE marketers feels very effective as a marketer.

How marketers describe their effectiveness as a marketer

3%

34%

63%

- Very Effective
- Somewhat Effective
- Not Effective
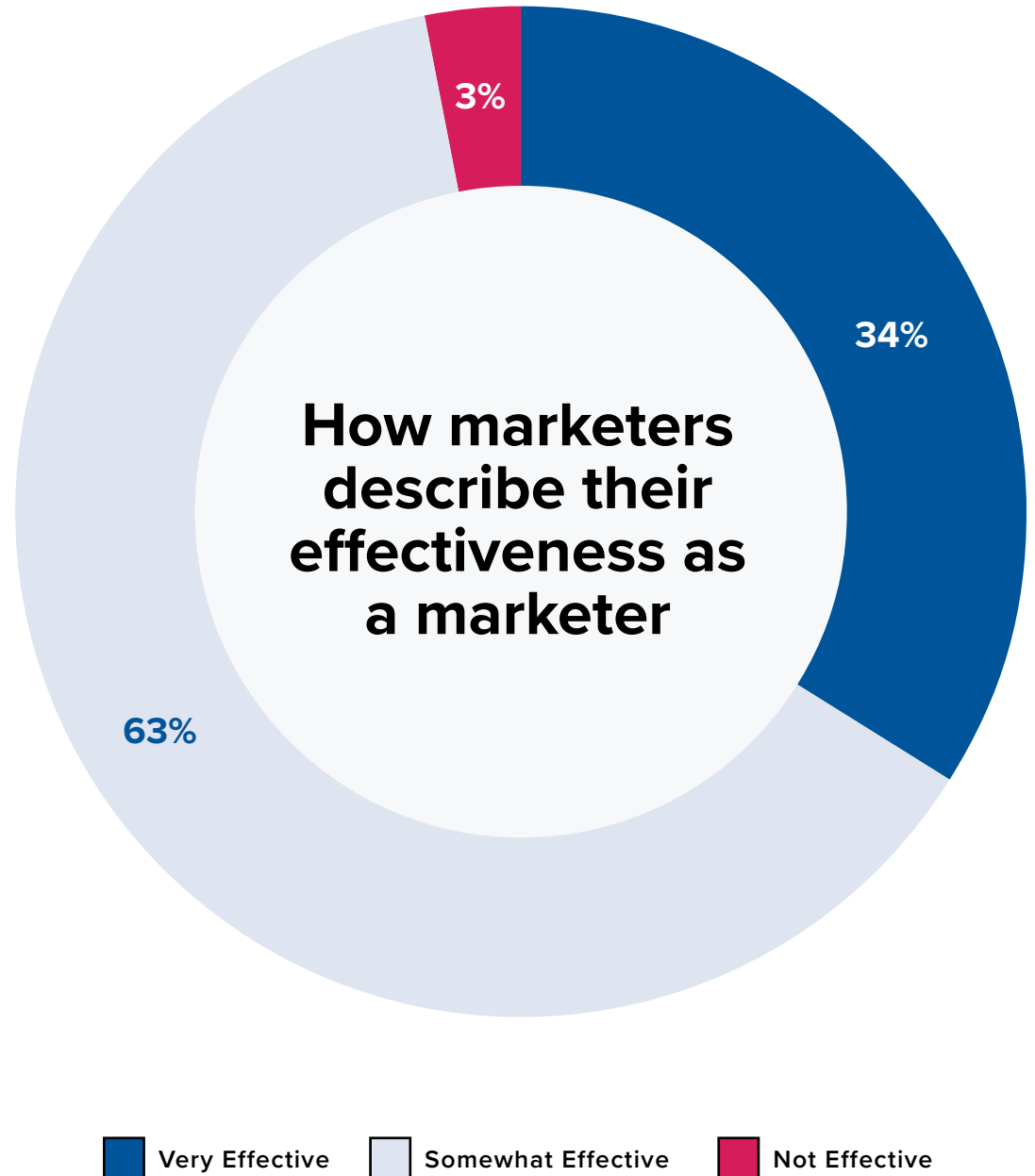
Marketers are more likely to feel energized than burned out.

But nearly a third say they are "burned out."

42%

Energized

28%

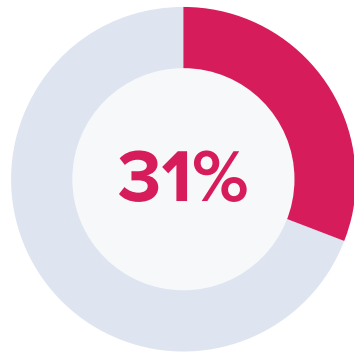Ambivalent

30%
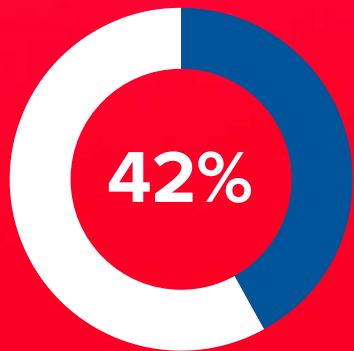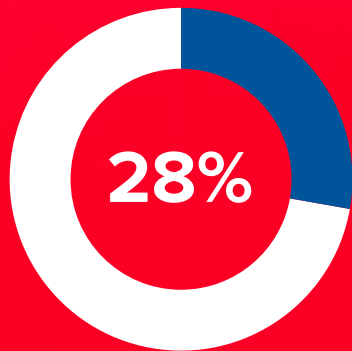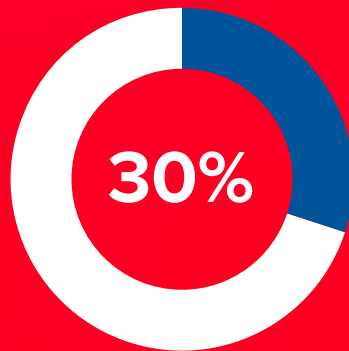
To be honest,
I'm burned out

ONE IN FOUR does not think everyone on their team has a *basic understanding of marketing.*
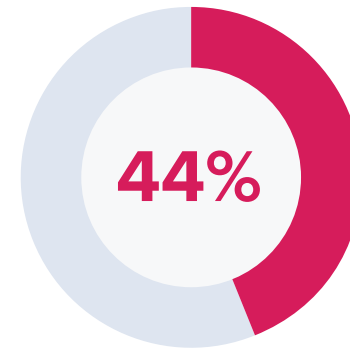
Marketing teams are more likely to *feel respected and connected than effective.*

31%

of marketers consider their marketing team to be very effective

37%
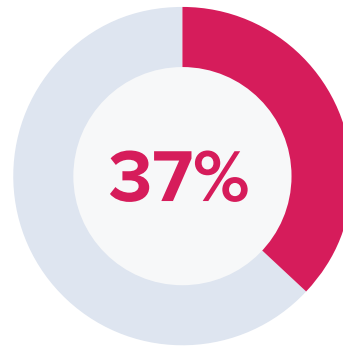
of marketers feel very connected to their marketing team
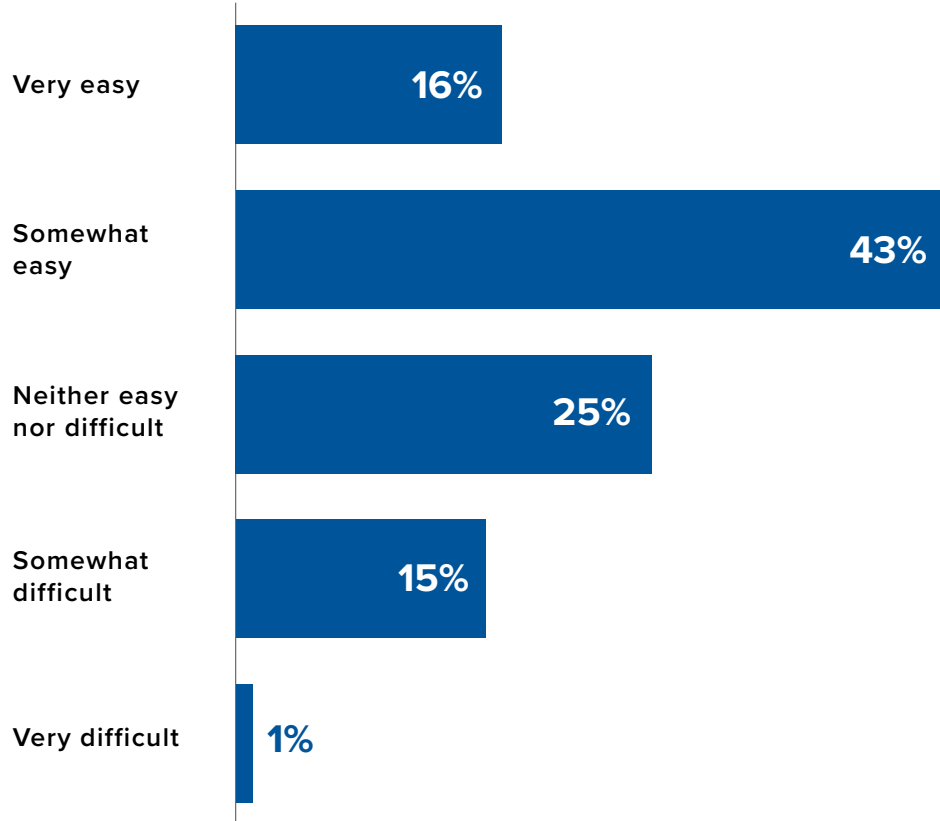
44%

of marketers feel their team is very respected by senior leaders in their org

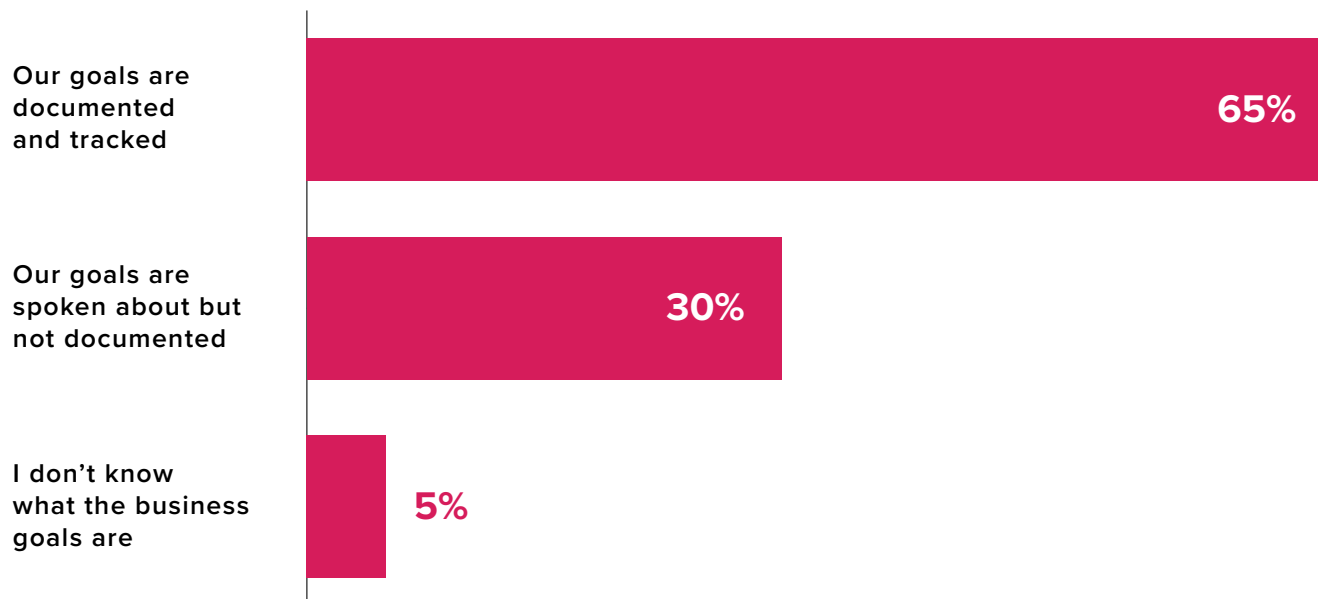# *Only 16% report* it is very easy for their teams to solve problems.

How easy or difficult it is for marketing teams to solve problems together

Very easy	16%
Somewhat easy	43%
Neither easy nor difficult	25%
Somewhat difficult	15%
Very difficult	1%
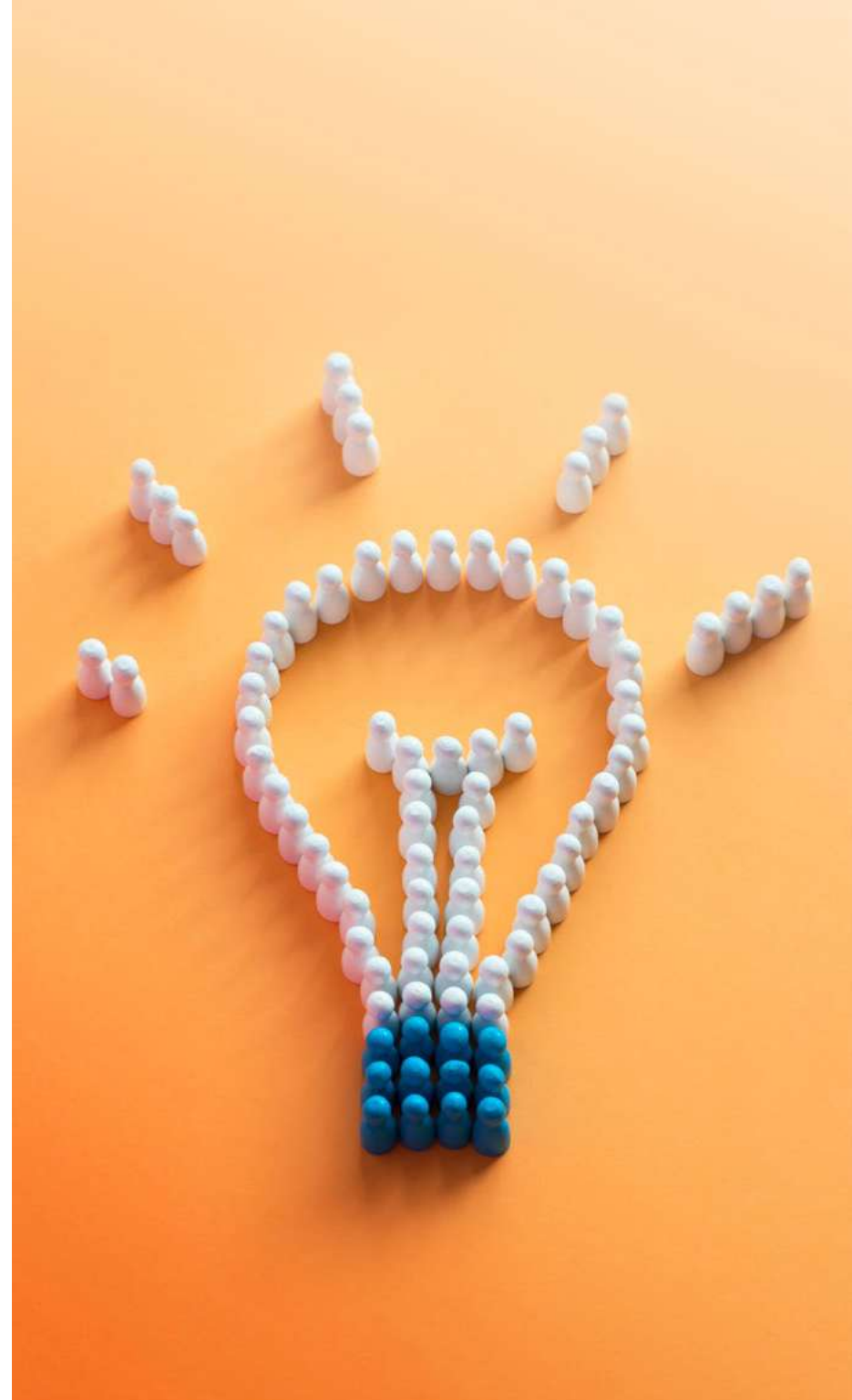
ONE IN THREE
marketers does not have documented business goals.

The option that best describes how marketing teams approach their organization's business goals

Our goals are
documented
and tracked
65%

Our goals are
spoken about but
not documented
30%

I don't know
what the business
goals are
5%

TWO-THIRDS OF MARKETERS
are actively looking for a job
or are open to new opportunities.

Marketers who plan to look for a job in the next 12 months

I am actively
looking for
a new job — **16%**

I am not actively
looking, but I
am open to new
opportunities — **48%**

I do not want
a new job — **36%**

62%
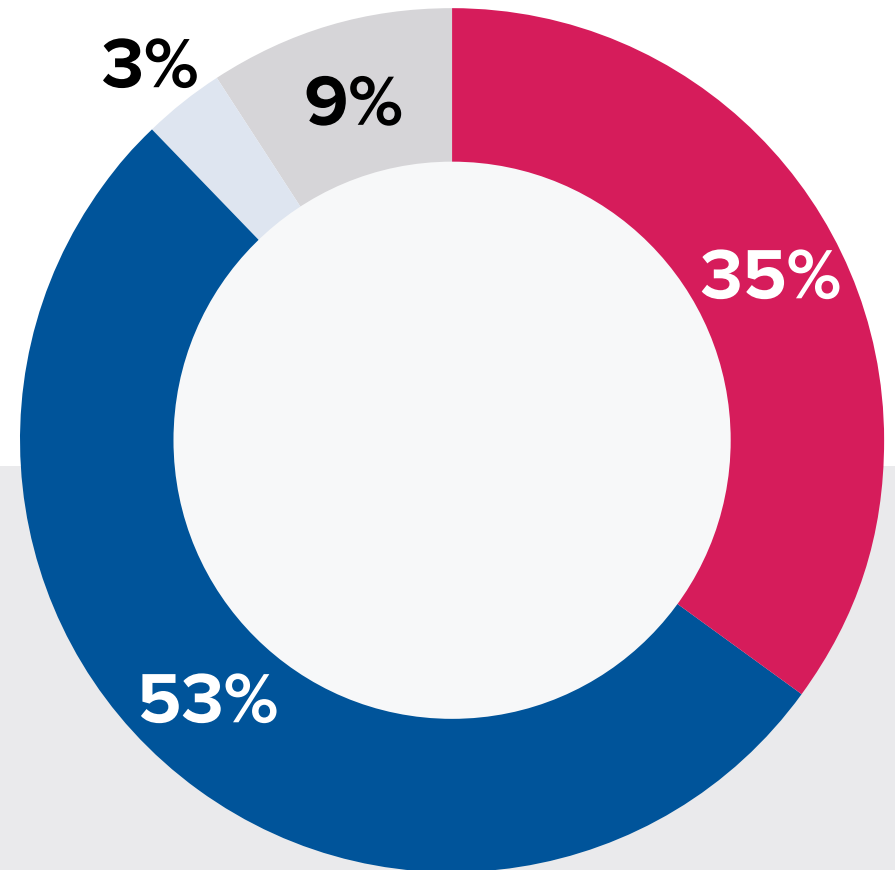**of managers are concerned the labor market shortage will impact their ability to hire and retain talent**
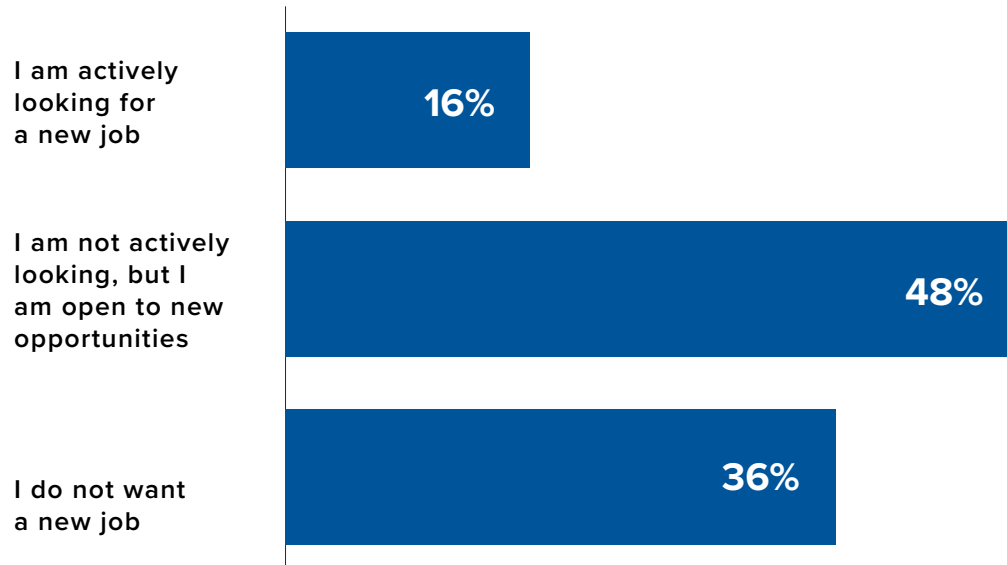
Managers have an opportunity to *retain their talent with training.*

Reasons marketers are open to new opportunities

Increased salary	Career advancement	More interesting work	Better company culture	More flexibility	Less work	My company/industry
65%	57%	48%	39%	25%	16%	16%
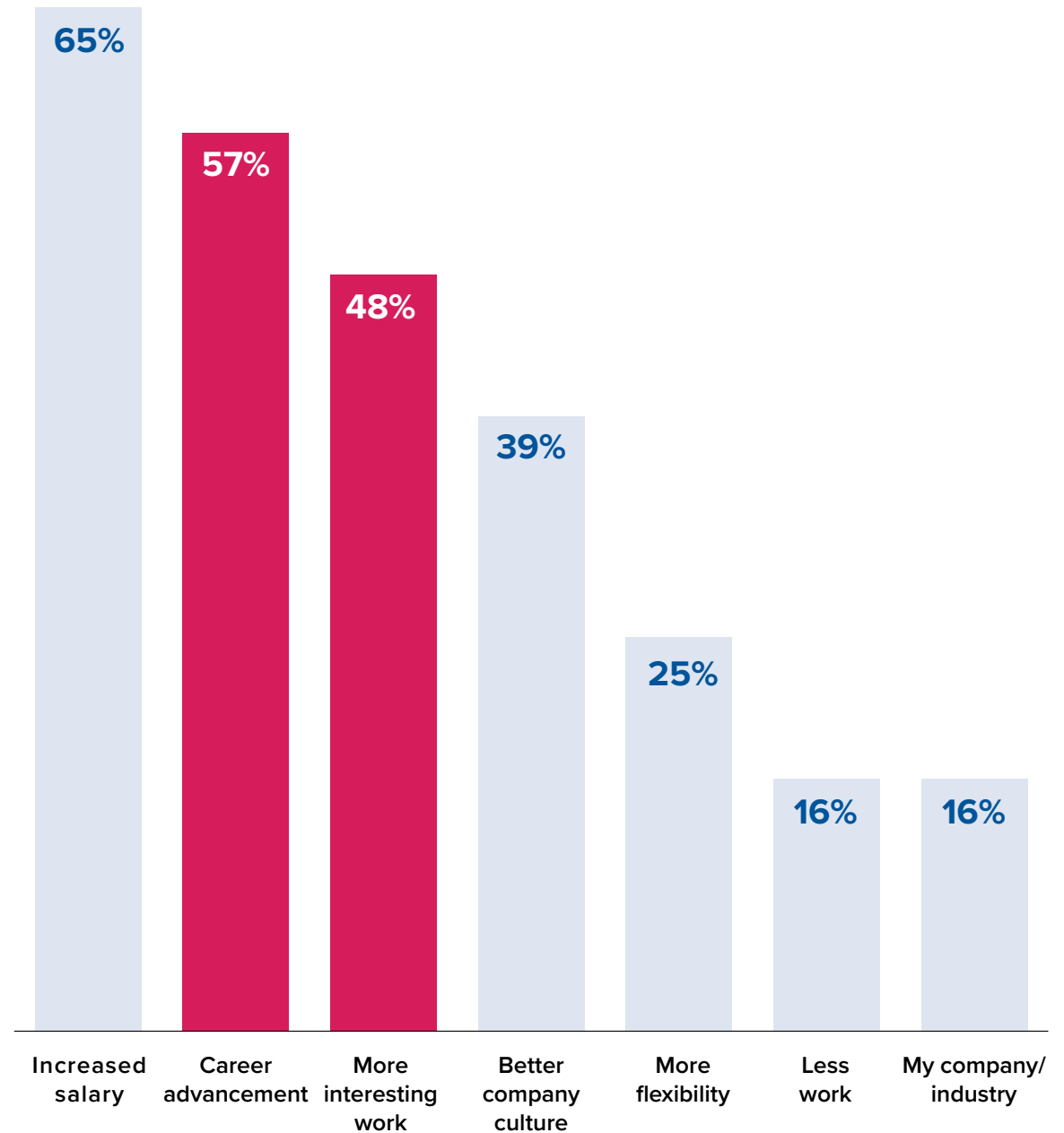
91% OF MARKETERS work in different locations from their co-workers at least some of the time.

Legend:
- **All remote** — 35%
- **Mix of remote and in-person** — 53%
- **All in-person but in multiple locations** — 3%
- **All in-person and in same locations** — 9%

Additional Forms of Training

HALF OF MARKETERS
started their career in a different field.
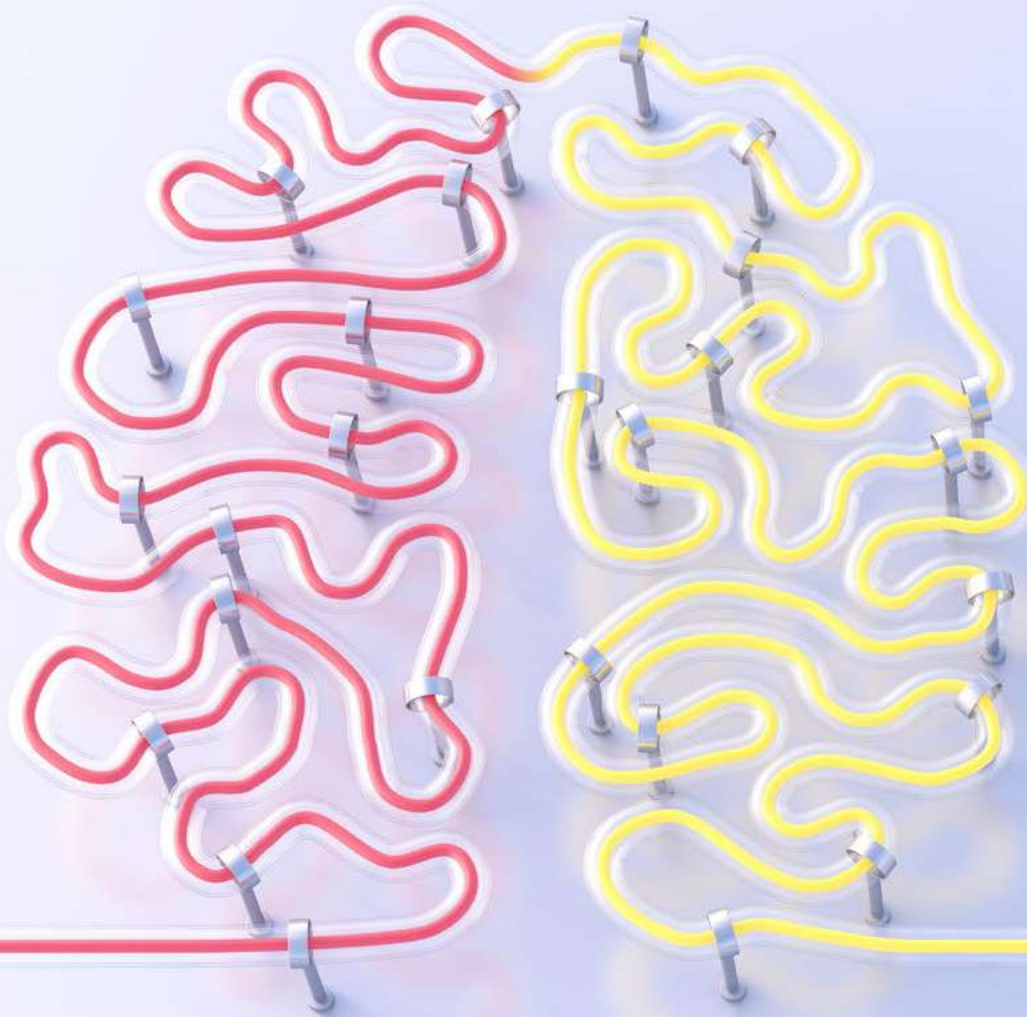
MOST MARKETERS have some college education around marketing.

Marketers who have a college education in marketing

Category	Percentage
I did not take any marketing courses in college	29%
I have a bachelors in marketing	28%
I took one or more undergrad college courses about marketing	26%
I have an MBA	15%
I have a master's in marketing	8%
I did not attend college	3%
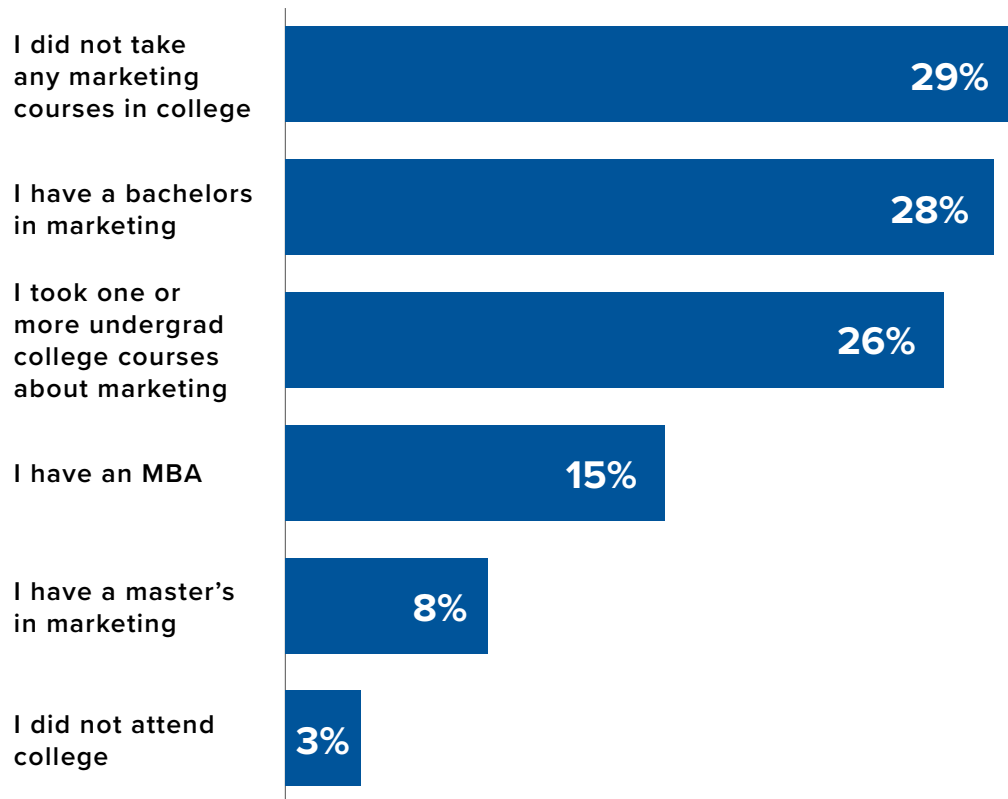
42% OF MARKETERS
have certifications, and most find them very or somewhat helpful.

Marketers who have certifications

Yes **42%**

No **58%**

37%
of managers consider their certifications to be very helpful
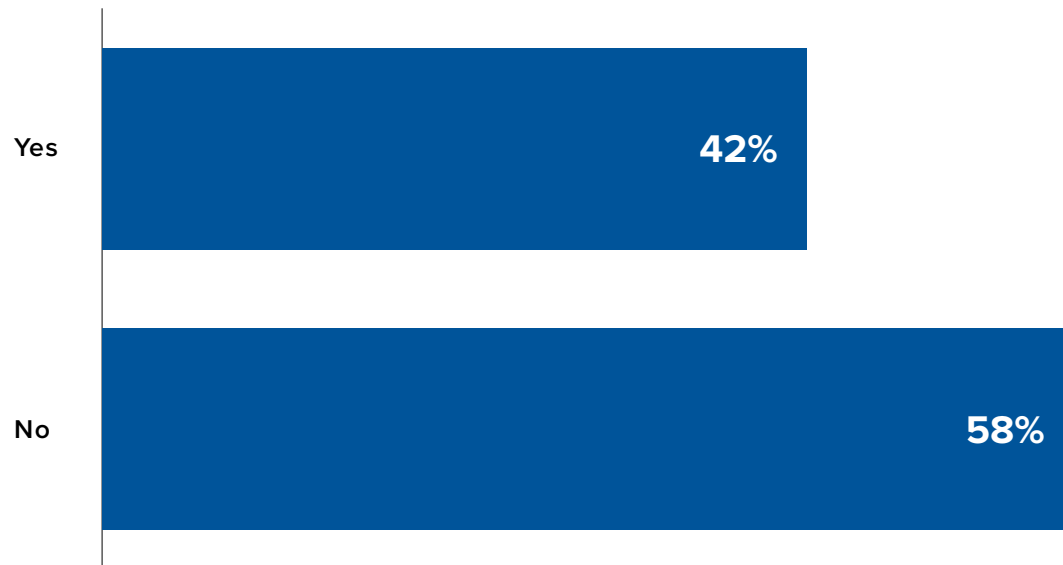
Marketers are *reading books and listening to podcasts* to level-up their skills.

Number of books and podcasts marketers have read/listened to in the past year

	0	1-3	4+
Podcasts	28%	45%	27%
Books	28%	56%	16%

Legend: ■ 0 ■ 1-3 ■ 4+
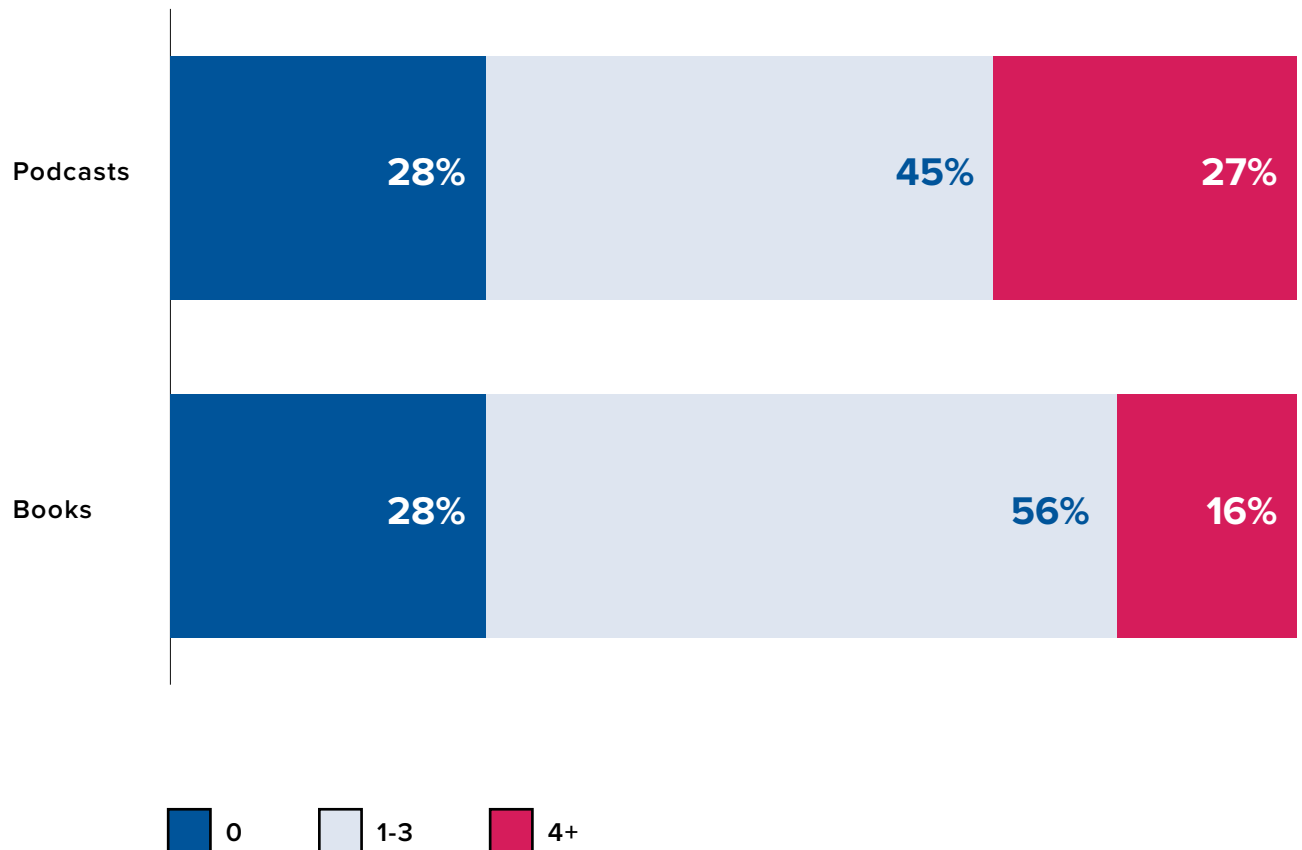
39% OF MARKETING TEAMS
have read books and/or viewed training as a team.

17%
of marketing teams have discussed the same book this past year

32%
of marketing teams have viewed a training together in the past year
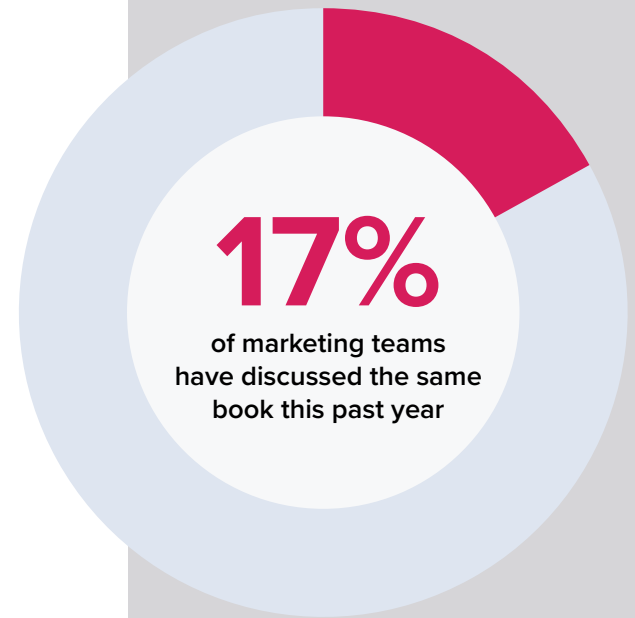
MORE THAN THREE IN FOUR
marketers DON'T have a mentor.

Spotlight on Prepared Marketers

What Are Prepared Marketers Doing Differently?

The data presented thus far shows you how all B2B marketers approach training. Of course it's important to know where you are, but it's even more important to know where you need to go.

To help you find that path, we analyzed what very prepared marketers are doing differently than their peers. And the data we share on the next few pages outline the steps and paths you need to take.

TL;DR?

MARKETERS WHO REPORT FEELING VERY PREPARED ARE MORE LIKELY TO:

1 Have documented business goals (i.e., they know where they are going!)

2 Be part of an organization in which ongoing learning is part of the culture

3 Take a proactive approach to B2B training instead of relying on marketers to request and justify the training they need

4 Have a formal process to decide what training the team needs

5 Focus training on execution instead of theory and include things such as concrete examples, templates, and frameworks

6 Measure the impact of training

Very prepared marketers have a *formal process and an ongoing culture* that supports training.

	VERY PREPARED	SOMEWHAT PREPARED	NOT PREPARED
One or more of team members has participated in paid training	61%	48%	51%
Ongoing learning is part of my company's culture	64%	53%	27%
The department has a formal process to decide what training the team needs	19%	11%	12%
There is a budget set aside for each employee, and they can choose how to use it	28%	19%	10%
Organization has a formal process to assess what skill the marketing team needs to learn	17%	8%	0%
Measures the impact of training	79%	61%	53%

Very prepared marketers are participating in training that is *both practical and tailored to their needs.*

ITEMS THAT THE TRAINING INCLUDES	VERY PREPARED	SOMEWHAT PREPARED	NOT PREPARED
Helps team meet business goals	47%	26%	29%
Is self-paced	42%	30%	23%
Includes real-world examples	38%	23%	19%
Is tailored to the industry	32%	18%	17%
Assesses which skills are needed next	30%	11%	5%
Includes assignments and exercises to practice skills	31%	18%	19%
Includes quizzes and interactive assignments to test knowledge	30%	18%	28%
Includes templates, checklists, frameworks	30%	19%	21%
Offers personalized recommendations of what training to take	25%	9%	0%
Includes certifications	25%	13%	16%
Includes gamification/incentives for completion	13%	4%	0%

Very prepared marketers are *more fulfilled and are less likely* to be looking for a new job.

	VERY PREPARED	SOMEWHAT PREPARED	NOT PREPARED
Marketing goals are documented and tracked	74%	64%	53%
Feels very effective as a marketer	71%	29%	2%
Is energized about their job	64%	42%	6%
Is actively looking or open to a new job	56%	63%	81%
Thinks marketing team is "very respected" by senior leaders	62%	43%	19%
Feels "very connected" to marketing team	54%	35%	22%
Thinks it is "very easy" for marketing team to solve problems or tackle projects	28%	14%	11%

Very prepared marketers are *more likely* to use multiple forms of education.

	VERY PREPARED	SOMEWHAT PREPARED	NOT PREPARED
Took at least one college class in marketing	82%	66%	59%
Has at least one marketing certification	54%	41%	33%
Has a mentor	29%	22%	15%
Has listened to 4+ marketing/business podcast shows	35%	27%	12%
Has read 4+ marketing/business books	22%	15%	12%
Marketing team has read/discussed the same marketing/business book	28%	16%	8%
Marketing team has viewed a training together	41%	29%	39%

Where to Go From Here

Providing access to B2B marketing training is a great start, but it's simply not enough if you want a team that is effective, energized, and prepared.

And remember: Those who feel more prepared are also less likely to be open to new job opportunities elsewhere. (Said another way: Effective training is a great way to retain your team!)

Focus on these steps to help your marketing team tackle whatever is in store for 2022 and beyond:

- **Document your business goals.** You need to know where you are going and what success looks like for your organization. Without these guideposts, the rest of the steps simply won't take you where you need to go.

- **Make ongoing learning part of your company culture.** This starts by setting learning goals for all team members and actively making time for your team to complete the training they need.

- **Stop asking marketers to request and justify training.** Instead, be open about the budget your organization has for each person and institute a more formal and proactive process. Remember: You need to connect your training with your business goals.

- **Use assessments to prioritize what skills your team needs to learn** instead of solely relying on them to choose whatever training interests them.

- **Offer training that includes ways to support your team's learning,** such as real-world examples, frameworks and templates, checklists, and so on.

- **Set up a system to assess if your training is successful and how/where it can be improved.** The best way to assess is to tie training to job performance and/or business results.

- **Consider reading a book together and/or watching a training session** as a team as a way to both learn something new and help your team feel more connected.

- **Start a mentorship program.** Connect your more junior marketing team members with those who have experience and/or partner with an organization that pairs marketer mentors and mentees.

Our Shameless Pitch

B2B marketing has changed since 2000. *A whole bunch.*

You can blame us.

Since 2000, we've been the go-to resource for B2B marketing teams that want to know what's working in today's market—teams that want to stay at the apex of that competitive edge.

Iconic brands you know... smaller companies you don't... and absolutely zero secret government agencies (Legal made us write that) have trusted our world-class training and consulting services to move mountains—or create them.

Enterprise clients love our laser focus on meeting today's B2B challenges and priorities with an eye on tomorrow (unless it's the weekend #sorrynotsorry). And their marketing teams love how we set them up to do their best work.

Our actionable training and consulting is backed by data science, psychology, and—our secret weapon—real-world experience.

Here are just a few reasons companies choose MarketingProfs PRO Enterprise training for their teams:

- Best-in-class B2B Marketing training taught by the industry's leading experts in Lead Generation, SEO, Branding & Messaging, Customer Experience, and more

- Ongoing assessments of your team's skills, strengths, and areas for improvement

- Individualized next-step recommendations for each member of your team

- The ability to monitor your team's training progress on your personal PRO Enterprise dashboard

- Everyone rowing in the same direction with uniform, single-source training programs

- Access to exclusive events and trainings each month to keep your team engaged and up-to-date

Discover the difference with PRO Enterprise training, only from MarketingProfs.