

The AI-Augmented Marketers' Advancement and the Best Way to Address B2C and B2B Marketers' Skill Gaps

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Abstract

Marketers are challenged to better understand the AI metamorphose into a tool for creativity, without disregarding some other challenges in connection with AI adoption in marketing strategy, clearly stating AI goals. There is a real need to see the significant marketers' benefits of Agentic AI embracement. Within the context of the accelerated digital transformation and AI prioritization and impact on digital marketing strategies, marketers are struggling to achieve a powerful marketing implementation capability to complement the potential of agility considered in relation to their competition. Marketers' skill and experience to implement more effective strategies it is critical to progress within the new marketing paradigm giving special value to human – AI collaboration. As the present-day reality AI content marketing can revolutionize content strategy. And as a focal point for B2B marketers are AI tools, it is important to also consider making content very noticeable by adding a personal touch and building trust. We are witnessing the AI-augmented marketers' advancement, consequently marketers evaluating their tasks and role and adapting accordingly, including by identifying the best way to address skill gaps in digital marketing.

Keywords: Digital Marketing, AI prioritization, Human – AI collaboration, B2C and B2B Marketers' Skill Gaps

JEL Classification: D83; L81; L86; M15; M31; O32; O33

The AI metamorphose into a tool for creativity, without disregarding some other challenges in connection with AI adoption in marketing strategy, clearly stating AI goals, and the significant marketers' benefits of Agentic AI embracement

As underlined by the Meta Chief Marketing Officer (CMO) and Vice President of analytics there is an obvious relationship between marketing (as a constantly evolving industry) and the newest coming out into view tool that is artificial intelligence (AI), the AI metamorphose into a tool for creativity needing to take into account the challenging outcome evaluation (Clark, 2024). Of course, without disregarding some other challenges in connection with AI adoption in marketing strategy (Allton a, 2024). Also, let us remember the recommendation made by Gartner (2024) with regard to the fact that AI adoption and organization wide fluency enablement require clearly stating AI goals.

On the other hand, the EMARKETER's (2024) Vice President of Gen AI showed that AI autonomy and skillsets are expanded by Agentic AI. As compared to other AI models Agentic AI can undertake more advanced tasks (see figure below), the increasing Agentic AI experimentation (by major companies) and implementation announce a rise in paving the way for human capabilities' complementing and enhancing by the virtual workforce created. For marketers, the benefits of Agentic AI embracement are obvious (operations' streamlining, personalization driving, real-time decision-making enabling, scalability promoting, risk management improvement, creativity and innovation provoking, enhanced analytics and insights accessing). And for this year, AI agents are seen as the key to marketing growth, by striving for excellence and ensuring faster execution and better connection with audiences.



Figure no. 1: Agentic AI (powered by LLMs and ML) can tackle more advanced tasks than other AI models

Source: EMARKETER, 2024. Field Guide to Agentic AI in Marketing, Report, Made possible by Salesforce, December 2024, p. 3 (work cited)

Also, it is important to remember that we are witnessing the emergence of the so-called reasoning LLMs (a new type of AI models like such as Deepseek R1 and OpenAI's o3) which could have interesting potential use is, for instance, in strategic decision-making or customer journey orchestration, reshaping the way of dealing with complex customer interactions (Stapleton, A., 2025).

The accelerated digital transformation and AI prioritization and impact on digital marketing strategies, consequently marketers struggling to achieve a powerful marketing implementation capability to complement the potential of agility considered in relation to their competition. Marketers' skill and experience to implement more effective strategies it is critical to progress within the new marketing paradigm giving special value to human – AI collaboration

As customer value and relationships are built by marketing (an essential role in direct communication to its target audience being played by advertising), it is important to better understand how marketing is shaped by trends like the accelerated digital transformation, major shifts in data practices and the quick rising of AI (Powderly, 2024). Audiences' approach by marketing is informed by various attributes. Essential for success in today's dynamic digital landscape are both agility and adaptability, emerging technologies' embracement, strategies' regularly evaluation, KPIs' monthly monitoring and tactical adjustments' making considering market trends, competitors' activities, algorithm changes and so on (Essex, 2025).

According to Bekos, Jaakkola and Chari (2025), it is recommendable to marketers to develop flexible marketing plans, obtaining strong firm performance based on a strong marketing implementation capability doing what needs to be done to complement its potential of agility relative to its competition. Consequently, marketing managers need to give special importance to lead to action and customer value-adding marketing strategies' effective execution as a result of relevant marketing insights.

Surveyed about their opinions on martech stack future (a 2024 report by Ascend2), 60% of over 300 marketers from all over the world answered that in the next five years the digital marketing strategies will be greatly influenced by AI and its subset ML (Liederman, 2025). Other identified trends considered to impact digital marketing are as follows: data privacy and compliance (36% of respondents), automation (35%), personalization (35%), engagement (32%), AR/VR (24%), voice search and voice assistance (22%), and ABM/intent platforms (8%). Marketers are using AI mainly for personalization (38% of respondents), advertising campaign optimization (34%), and chatbots (33%), while according to a 2024 SAS survey 61% of marketers expressed their concerns regarding data privacy and security. Also, Stein et al. (2025) highlighted very recently Gen AI's potential impact on personalized marketing.

According to BCG's experts (Yu et al., 2025), within their struggling to surmount today's consumer journey fragmentation and complexity, it is imperative for marketers to select (holistically considered) touchpoints that drive both reach and influence (considering key consumers' behaviors like searching, streaming, scrolling, and shopping), planning with AI as powerful enabler for both (the framework for success consisting of the influence map), and ensuring capabilities based on real-time (above-mentioned) behaviors. Marketers' skill and experience to implement more effective strategies it is critical to progress on this path, working

and achieving higher results while starting with the described new marketing paradigm giving special value to human – AI collaboration.

As the present-day reality AI content marketing can revolutionize content strategy. And as a focal point for B2B marketers are AI tools, it is important to also consider making content very noticeable by adding a personal touch and building trust

In the opinion of Marketing Insider Group (Brenner, 2018) today's customer-centric reality development has been encouraged by content marketing (consumers' new normal) that ensure consumers' connection with the brands they want by offering them both value, and meaning. The President of Marketing Insider Group (Brenner, 2019) underlined the importance of making companies' prospects to have that feeling of being in a relationship with the brand based on companies' value statements.

More recently, launching an invitation to participate in a free event (Complimentary Webinar) entitled "Solving the Content Crisis: Content Creation & Delivery to Enable Personalized Experiences at Scale" (September 27, 2023, the reputed American Marketing Association (AMA in Partnership with Sitecore) highlighted that to solve the above-mentioned crisis companies need not only a plan and a process but also technology to help them deliver (taking into account the overwhelming challenges found in every part of the entire content lifecycle). While in a newsletter from November 2024 the strategic marketing leader in AI and trainer Mike Allton (b) debunked common AI myths, showing how as the present-day reality AI content marketing can revolutionize content strategy.

The #1 B2B Buyer Engagement Platform, NetLine (a part of TechTarget), revealed in its recent 2025 Content Trends & Planning Guide including content trends regarding AI-driven topics. Also, with regard to retail industry, for instance, there were revealed the largest content consumers: Sub Industry (Retail and Consumer Goods - 56%; Apparel and Fashion - 9%; Food Production - 8%), Job Area (Information Technology - 21%; Marketing - 16%; Human Resources - 12%), and Job Level (Director - 33%; Manager - 22%; VP - 10%).

According to the CEO and Founder of markempa (he is also known as Founder of B2B Lead Roundtable LinkedIn Group), B2B marketing leaders need to demonstrate their impact not only on revenue and business growth, but also on customer value (Carroll a, 2025). He made reference to research findings by Forrester revealing that only 6% of B2B organizations have decision-making process performing on a daily basis by considering data and analysis, as well as logical reasoning into this process, despite analytics is used by 94% of B2B organizations. Also, he highlighted the B2B Marketers' imperative to clearly define Ideal Customer Profile (ICP) costs (Carroll b, 2025), and to master the connection between demand generation and modern buyers buying (Carroll c, 2025).

A focal point for B2B marketers striving for both intensifying decision-making and streamline processes are AI tools (Brohan, 2024). B2B marketers can use AI to ensure workflow optimization (including by writing content faster), complementing existing workflow with the already used AI tools' features, and selecting from the best AI tools, such as: HubSpot CRM, WriterZen, ChatGPT, Loom, Fireflies AI, Microsoft Clarity, ClickUp, LinkedIn, Slack, Motion and so on (Ashbridge, 2024). And of course, without forgetting to make content very noticeable by adding a personal touch and building trust (Romanchuk, 2024).

Instead of conclusion: *The AI-augmented marketers' advancement, marketers evaluating their tasks and role and adapting accordingly, including by identifying the best way to address skill gaps in digital marketing*

It is well-known that Anthropic Economic Index' initial report (Anthropic research giving data on how AI is being used) disclosed AI's incorporation into real-world tasks, and advancing on the path to better understanding AI's impact on labor markets and the modern economy, it was discovered, among other things (Anthropic, 2025), that compared to automation (tasks being performed directly by AI – 43%), AI use tends more toward toward augmentation (AI both collaborating with and enhancing human capabilities – 57%). More recent findings revealed not only the rapidly expanding of AI use, but also models' constantly increase in capability (jobs evolving accordingly).

As shown by Allton (c, 2024), the AI-augmented marketers' rise will enhance the work, AI becoming a partner (of humans' creativity, empathy, and strategic thinking) in their marketing approach, marketers evaluating their tasks and role and adapting accordingly, embracing AI opportunity. On the other hand, the reputed American Marketing Association (AMA, 2025), identified marketers' skills needed to continue to be more successful than one's competitors. In terms of marketers' job-specific skills, AMA stated: *“the largest current competency gaps are in digital marketing, data and analytics, proving ROI and data privacy and compliance. These are areas where marketers are not fully equipped to meet the demands of their roles today.”*

Allow us to end by remembering that eleven years ago (Negricea & Purcarea, 2014) we brought to our readers attention marketers' imperative to position digital customer engagement as a top strategic priority, leveraging digital technology and refreshing their mindset. Ten years later (Purcarea, 2024) we showed how digital workforce is continuing to focus on AI integration.

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