

New trends in AI use among marketing professionals



by the WORKFORCE LAB at  **slack**
from  Salesforce

Table of contents

- Introduction 3
- Methodology 4
- While the AI revolution is just beginning, many marketing professionals are early adopters 5
- Marketing professionals are supercharging their productivity with AI tools 6
- Marketing professionals are excited to outsource tasks to AI and automation 8
- Slack can help 11



Introduction

At the dawn of our new AI era, how are marketing professionals feeling about how AI will change the way we work? What percentage of marketing professionals are using AI and automation tools today and how are these tools affecting workplace productivity?

In its latest survey of more than 10,000 desk workers around the globe, the [Workforce Lab](#) from Slack, a Salesforce company, answers these questions and quantifies new trends in AI use among the marketing sector. The survey finds that those working in marketing are embracing AI and automation in the workplace, with many in marketing becoming early adopters of AI tools.



Methodology

Slack, a Salesforce company, conducted this global survey in partnership with the research firm Qualtrics between March 6 and March 22, 2024. The total sample size of marketing professionals was 829 desk workers and executives across a range of industries in the following countries: United States, Australia, France, Germany, Japan, and the United Kingdom. Surveyed groups included office, remote and hybrid workers. The survey did not target Slack employees or customers.

In this report, we refer to the following respondent groups:

Executives and leaders: Presidents, partners, C-suite

Managers: People managers, ranging from team leads to VP-level leads

Desk workers: Individual contributors

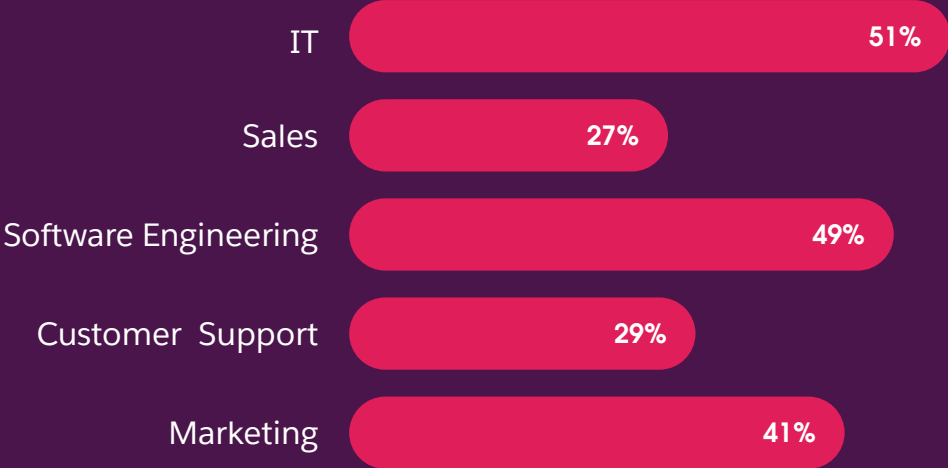
The survey questions were designed to capture a wide range of data, including marketing professionals' use of automation and AI, their productivity metrics, and their views on AI and automation tools.

While the AI revolution is just beginning, many marketing professionals are early adopters

The survey finds that workplace adoption of AI tools globally **accelerated 23% over the previous quarter**, with 32% of desk workers across all industries reporting they have tried AI tools for work as of March 2024, compared with 26% as of January 2024.

The marketing sector is embracing AI at work. **Forty-one percent of marketing professionals say they have used AI tools on the job** as of March 2024, compared with 37% as of January 2024.

Percentage of desk workers who have used AI for work, by line of business



Marketing professionals are supercharging their productivity with AI tools

Among desk workers who have used AI tools, **80% globally report improved productivity**. The marketing professionals in this group experience even slightly greater benefits, with **84% noting a productivity boost from AI use**.

Of marketing professionals who have used AI tools at work



say this technology is already improving their productivity

Top three AI uses among marketing professionals



Writing assistance



Content generation



Research

Slack AI

A secure, intuitive and trusted AI experience right where you're already working.



Find answers faster with AI-powered search



Catch up by instantly summarizing conversations



Save time and stay in the know with daily recaps

“

Slack AI helps users unlock the full potential of company knowledge in Slack, all while supporting existing security, privacy, and compliance controls.



Irwin Lazar

President and Principal Analyst, Metrigy

Marketing professionals are excited to outsource tasks to AI and automation

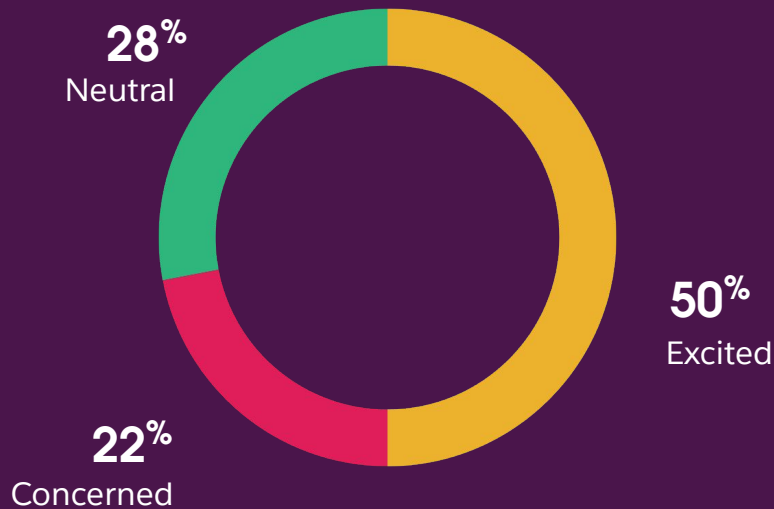
Marketing professionals are slightly more positive than average about AI's potential to improve their on-the-job effectiveness, with 50% saying they are excited about the idea of AI handling tasks from their current job (compared with 47% of the global population).

Percentage of desk workers who say “I am excited about AI and automation handling tasks from my current job” by line of business



Slack survey conducted March 6 - March 22, 2024. Number of completed responses = 10,045

How do marketing professionals feel about the idea of AI handling tasks from their current job?



Slack survey conducted March 6 - March 22, 2024. Number of completed responses = 10,045

On average, desk workers report spending 33% of their time at work on tasks that are “low value, repetitive or lack meaningful contribution to their core job functions.”

The more time an employee spends on low-value work, the more excitement they express for AI and automation to handle tasks from their current job.

“

We all have tasks to complete that aren't part of our job description but are necessary to keep things running smoothly. It's the 'work of work.' But if the average desk worker is spending a full third of each day on this 'work of work,' that's a problem – and an opportunity. In this pivotal moment, implementing AI tools that are trusted, intuitive, and embedded in the flow of work is key to recalibrating energy at work toward the activities that will move the needle.



Christina Janzer

Senior Vice President of Research and Analytics, Slack

Slack can help

As a marketing leader, you don't have to navigate the future alone. Slack is an AI-powered platform that can help you unlock the full potential of marketing in three key ways:



Streamline planning and execution. Bring internal and external stakeholders, conversations and campaign data together in one place where teams can brainstorm, take data-driven action, and access historical learnings across Slack's searchable, AI-powered archive.



Launch campaigns to market faster. Automate campaign, creative and marketing budget requests and approvals without having to context-switch between tools.



Accelerate lead response. Empower sales reps with the context they need to take action immediately with real-time alerts the moment a lead becomes qualified.

Learn more about [Slack for Marketing](#) or [contact our sales team](#) for more information.

About Slack

Slack is on a mission to make people's working lives simpler, more pleasant and more productive. It is the productivity platform for customer companies that improves performance by empowering everyone with no-code automation, making search and knowledge sharing seamless, and keeping teams connected and engaged as they move work forward together. As part of Salesforce, Slack is deeply integrated into the Salesforce Customer 360, supercharging productivity across sales, service and marketing teams. To learn more and get started with Slack for free, visit slack.com or connect with us **@SlackHQ**.



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