



Infographic

The future of B2B marketing: Blended human-AI teams

**How the rise of AI workers will redefine
marketing roles, workflows, and priorities**





The rise of AI workers will redefine marketing roles, workflows, and priorities.

Are you ready?



By 2028, **three out of five** marketing roles will be filled by AI workers.

These agentic AI tools won't just support marketing. **They'll help run it.**

With the ability to execute decisions, adapt in real time, and orchestrate workflows from end to end, AI workers are moving beyond automation into action.

Meet your AI-enhanced B2B marketing team





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Most AI tools today handle narrow, repeatable tasks. Tomorrow's AI workers will manage entire processes, freeing marketers to focus on strategy, creativity, and ethics.

	AI Workers	Human marketers
Strategy & creative	Gather competitive intelligence	Lead creative innovation
Campaign optimization	Optimize content in real time	Ensure creative quality
Content creation	Generate first drafts	Ensure brand consistency and quality
Customer experience	Orchestrate personalized journeys	Design innovative experiences
Analytics & insights	Generate real-time insights and predictive analytics	Drive data-informed decisions

3 moves CMOs can make now



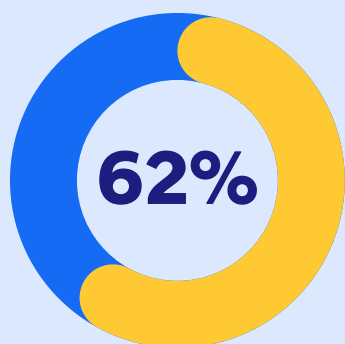


3 moves CMOs can make now

The shift is already underway. Here's how to lead your team forward, backed by IDC's latest research:

1

Transform lead gen with AI



By 2028, 62% of traditional B2B lead and demand generation efforts will transition to automated sensing, personalized engagement, content creation, and fast-pathing customers to transactional commerce.

→ **Upskill your team in prompting, digital design, analytics, and oversight.**

2

Invest in AI-ready infrastructure

By 2027, companies will spend more than \$150 billion on AI-related infrastructure, platforms, software, and services to support their ability to compete on highly personalized CX.

\$150B+

→ **Build a resilient, data-first foundation to future every interaction.**

3 moves CMOs can make now



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3

Redesign the team structure



AI is expected to handle at least 25% of tasks related to digital marketing, experience orchestration, and campaign optimization, reshaping marketing roles significantly.

→ **Reimagine roles to support fluid collaboration between human and AI workers.**

Sources: IDC FutureScape: Worldwide Chief Marketing Officer 2025 Predictions, 2025 IDC Global B2B Tech CMO Priorities Study

The blended AI-human workforce is around the corner. Is your team ready for what comes next?

Download **Strategies for a Changing World: Six Scenarios for Marketing Leaders** for step-by-step guides to upskilling, investing in AI, and reshaping your marketing organization.

[Get the Guide](#)

