



## The Impact of Artificial Intelligence and Automation on B2B Marketing Strategies on Marketo

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### ABSTRACT

In today's digitally driven economy, artificial intelligence (AI) and automation are no longer futuristic concepts—they're transforming the foundations of how businesses market, connect, and grow. This research investigates how AI and automation are reshaping B2B marketing strategies, with a focus on Marketo, a leading marketing automation platform. By combining quantitative survey data with qualitative insights from marketing professionals, the study explores how AI enhances lead generation, personalization, efficiency, and ROI. It also examines how professionals are adapting to this shift—balancing automation with creativity and strategic thinking. While AI delivers clear benefits, challenges such as integration complexity, data quality, and the fear of losing the "human touch" persist. Marketo serves as a case study for how companies can successfully leverage AI, highlighting the need for continuous learning, ethical practices, and cross-functional collaboration. Ultimately, this research shows that AI isn't just changing the way we market—it's redefining the role of the marketer.

### 1. INTRODUCTION

The way B2B marketing works is changing—fast. What used to be manual, guess-heavy, and time-consuming is now increasingly automated, intelligent, and data-driven. Artificial intelligence and automation are taking over many of the repetitive aspects of marketing, freeing teams to focus more on strategy, creativity, and customer connection. Marketers today can use AI tools to predict what customers want, personalize campaigns at scale, and measure performance in real-time. Platforms like Marketo don't just send emails—they analyze behavior, score leads, and even recommend the next best action. This technology helps B2B companies become more precise, agile, and responsive. Yet, even as AI brings speed and personalization, it also raises important questions: What happens to creativity? How do we ensure trust and ethics? Can machines truly understand customer emotions?

This study dives into these questions, using Marketo as a case study to explore how AI and automation are changing not just marketing tools, but the mindset and methods of modern B2B marketers.

### 2. OBJECTIVES

- To examine the use of AI and automation within Marketo's B2B marketing platform.
- To assess their impact on lead generation, customer engagement, and ROI.
- To explore strategic benefits like personalization and predictive analytics.
- To identify key adoption challenges, including data and integration issues.
- To understand how marketers adapt their skills and roles.
- To offer practical recommendations for B2B companies using or considering AI tools.

### 3. COMPANY OVERVIEW: MARKETO

Marketo, founded in 2006 and acquired by Adobe in 2018, is a powerhouse in the marketing automation space. It started by simplifying email marketing but quickly evolved into a comprehensive platform that helps businesses handle everything from lead nurturing to sales alignment.

What makes Marketo unique is how it brings advanced AI into everyday marketing—helping users predict customer behavior, automate repetitive tasks, and personalize messages at scale. It empowers teams to move faster and smarter, without sacrificing the human connection that marketing ultimately depends on.

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#### 4. LITERATURE REVIEW

Studies show that AI is revolutionizing not just how businesses market but how they understand and engage with customers. According to Rane et al. (2023), AI in B2B enhances lead generation, customer insights, and campaign accuracy. Anitha and Sathish (2022) highlight the ethical and workforce challenges AI brings, while Zhan et al. (2021) provide empirical evidence showing AI-driven B2B initiatives can positively impact shareholder value. Yet, current research often focuses on B2C contexts or technical features, overlooking the human element—how marketers adapt and evolve in the AI era. This study fills that gap by combining data and personal experiences to paint a full picture of AI's impact.

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#### 5. RESEARCH METHODOLOGY

This research adopts a mixed-methods approach:

- **Quantitative:** Surveys with B2B marketers using Marketo, capturing data on campaign performance, engagement, and ROI.
- **Qualitative:** In-depth interviews with marketing managers to explore how they're adapting to AI tools, the challenges they face, and how they're balancing automation with creativity.
- **Data Analysis:** Statistical tools for survey data and thematic coding for interview insights.
- **Ethics:** Informed consent, data confidentiality, and respect for participant privacy were maintained.

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#### 6. RESULT & FINDINGS

1. **Boost in Results:** AI-driven tools in Marketo significantly improved lead generation, targeting, engagement, and campaign ROI.
2. **Time and Cost Savings:** Automation freed up time for strategic tasks and reduced manual effort.
3. **Enhanced Personalization:** AI allowed for more relevant, human-like interactions at scale.
4. **Ongoing Learning Curve:** Marketers reported challenges learning to use new tools and aligning with cross-functional teams.
5. **Balance of Machine and Human:** While AI helped with insights and scale, marketers still relied heavily on creativity and intuition.
6. **Privacy Matters:** Data security and transparency emerged as top concerns—especially in long-term B2B relationships.

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#### 7. Challenges Identified

- Fast-paced tech changes require constant upskilling.
- Poor data quality hampers AI accuracy.
- Integration with CRMs and other tools can be complex.
- Some professionals are hesitant to trust machine-driven decisions.
- Ethical use and privacy of customer data remain high priorities.

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#### 8. MERITS & DEMERITS OF AI IN B2B MARKETING

Merits	Demerits
Saves time and boosts efficiency	Can feel impersonal if overused
Enables personalization at scale	High setup and training costs
Data-driven decisions	May limit creativity and innovation
Improves targeting and ROI	Doesn't always transfer across industries
Real-time response to customers	Often geared toward short-term results
Competitive advantage	Can embed biases if data is unchecked

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#### 9. RESEARCH GAP & ANALYSIS

- B2B applications of AI, especially with Marketo, are underexplored.
- Unique B2B dynamics (longer sales cycles, multiple stakeholders) are often ignored.
- Strategic and creative implications of AI in B2B need more attention.
- Little focus on the marketer's human experience in adapting to AI.
- Few studies combine technical outcomes with personal, team-level insights.

This study aims to fill these gaps.

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## 10. SCOPE

This research centers on how AI and automation impact B2B marketing strategies, particularly via Marketo. It considers changes in marketer roles, performance improvements, technology adoption barriers, and the ethical concerns companies face. The focus is on industries like tech, finance, and manufacturing, where digital tools are more widely adopted.

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## 11. RECOMMENDATIONS

- **Invest in Training:** Upskill teams regularly to maximize AI's potential.
- **Balance AI with Creativity:** Don't let automation replace human insight.
- **Start Small:** Test AI tools on specific functions before scaling.
- **Cross-Team Collaboration:** Include IT, legal, and sales in AI efforts.
- **Track & Adapt:** Use analytics to fine-tune strategies over time.
- **Prioritize Ethics:** Be transparent with customers about data use.
- **Plan Long-Term:** Anticipate how roles and structures may evolve.
- **Stay Curious:** Foster a culture of innovation and learning.

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## 12. CONCLUSION

AI and automation are redefining the landscape of B2B marketing. With tools like Marketo, businesses are becoming smarter, more agile, and more effective. While challenges remain—especially around data, ethics, and integration—these are surmountable with the right strategy, training, and mindset. What's clear is that AI isn't just changing how marketers work—it's changing what it means to be a marketer. By blending machine intelligence with human creativity, companies can create more meaningful, timely, and personalized experiences. Those who embrace this shift early will be better positioned to lead in the new era of intelligent marketing.

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