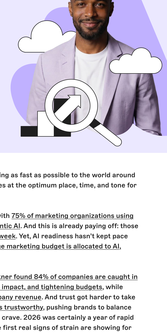
storyblok

The 2027 Marketing Forecast



The trends, shifts, and priorities predicted to shape the next year of marketing, straight from the minds of over 280 global marketers.

Marketing has always been highly changeable, adapting as fast as possible to the world around it to ensure messaging arrives in front of its audiences at the optimum place, time, and tone for the greatest impact. 2026 was no exception.

AI was promoted from side project to engine room, with 75% of marketing organizations using at least one form of AI and 13% specifically using agentic AI. And this is already paying off: those using AI agents are reclaiming around eight hours a week. Yet, AI readiness hasn't kept pace with ambitions, as Gartner found 15.3% of the average marketing budget is allocated to AI, while only 30% of CMOs felt ready to scale it.

Brand measurement also came under pressure: Gartner found 84% of companies are caught in a "doom loop" of underfunded measurement, unclear impact, and tightening budgets, while marketing budgets overall stayed flat at 7.7% of company revenue. And trust got harder to take for granted as suspected AI content is rated 48% less trustworthy, pushing brands to balance efficiency with the human storytelling audiences still crave. 2026 was certainly a year of rapid AI development and ever-faster trend cycles, and the first real signs of strain are showing for teams racing to keep up.

We asked over 280 marketers across the US, UK, and Germany what they expect will shape marketing in 2027: what they're betting on, what's keeping them up at night, and where they'll be placing their attention for the year ahead. These are the results.

AI agents are getting the keys to your workflows

43.77% of marketers say the biggest opportunity in 2027 is using AI agents to power campaign and content execution. This was the clear frontrunner, nearly 17 percentage points ahead of the next-highest answer, which was rebuilding consumer trust (27.05%). **77.57%** expect agents to handle at least a quarter of their workflows with minimal input.

WHAT THIS MEANS FOR YOU

- Agents are *the* headline prediction of this 2027 survey, but what's stopping teams from leveraging such AI tools to their full potential? Well, only 10.32% of marketers blame an outdated tech stack for this. Instead, 39.15% point to the real blocker being governance and trust in autonomous execution, the single biggest barrier identified. The real skill needed in 2027 isn't just building and deploying agents; it's giving them guardrails to perform as you need them to, with structured permissions, approval flows, and boundaries built into the platform itself, not bolted on afterward.

GET AHEAD:
→ The MCP Server: Why Your Content Infrastructure Needs to Be Agent-Ready
→ The AI Agent Mandate: A Content Marketer's Guide on Where to Start
→ How AI Will Reshape Content Marketing

The AI discoverability gap is widening

65.13% of marketers are concerned about their brand's visibility in AI-generated search results next year. Understandable, considering **72.60%** admit their content isn't fully set up for AI systems to find, structure, and cite it.

WHAT THIS MEANS FOR YOU

- Those two numbers tell the same story from opposite ends. Marketers can feel the shift happening, but most haven't made the change that actually fixes it. To be visible to AI, content needs to be structured: clean content models, structured data (schema markup), and clear semantic organization are what let AI systems find, understand, and cite it. Without that, concern alone won't close the gap. If an AI can't parse your content, it can't cite it. And if it can't cite you, you don't exist to a growing share of your audience.

GET AHEAD:
→ What AI Search Means for Your Content Strategy
→ GEO Explained in 5 Minutes
→ Your Content GEO Checklist
→ Why SEO Still Matters in the Age of AI Search



Brand trust is at risk from AI-generated content

When marketers named the biggest threat to brand trust in 2027, three clear risks were identified. General consumer skepticism toward AI-generated content (**33.81%**), deepfakes (**19.93%**), and disinformation (**19.93%**) individually.

WHAT THIS MEANS FOR YOU

- Marketers are bracing on two fronts at once. Deepfakes and disinformation—real security and reputational threats—are named by nearly 40% of marketers combined as their biggest concern. At the same time, general consumer skepticism toward AI-generated content is close behind, showing that even brands acting in good faith aren't immune to the trust erosion AI has caused. The 2027 challenge is defending against both: malicious actors exploiting AI, and a more general wariness toward AI content itself, and ensuring compelling, human storytelling remains.

GET AHEAD:
→ How Brand Consistency Shapes Trust, Confidence, and Buying Decisions
→ The State of Security 2026
→ Experts Explain: The Blueprint of a Secure CMS

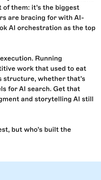
The ongoing marketing proof problem

73.67% of marketers aren't fully confident they can demonstrate the business impact of their content, and just **26.33%** say they can prove it confidently.

WHAT THIS MEANS FOR YOU

- Content spans so many formats and channels, each with differing primary metrics depending on the objective behind its creation, which makes measuring success genuinely complicated. In 2027, marketing teams will need to crack down on getting locked-in attribution for every piece of content they produce, tying it back to a clear outcome. This is exactly the kind of repetitive, cross-referencing, large data set analysis work AI agents are well-suited to take on, continuously matching content to performance data so teams spend less time hunting for the answer and more time acting on it. Not to mention, you've got an immediate source of truth for leadership the next time that question rolls around.

GET AHEAD:
→ The Content Debt Recovery Plan



Composable infrastructure will become non-negotiable

Only **18.51%** of marketers are very confident their tech stack can support speedy responses across every channel, if needed. The majority (55.87%) say they could, but it would take time, and so it's no surprise that **51.24%** already have, or are actively planning to invest in flexible, composable content infrastructure in the next 12 months.

WHAT THIS MEANS FOR YOU

- Composable infrastructure means your tools, content, and channels aren't locked into one rigid system. Instead, best-of-breed tools (personalization, analytics, commerce, and more) connect to each other via APIs, so you can swap or add one without ripping out everything else. The CMS is usually the piece holding it together: since content is what most of those tools ultimately need to use, a headless CMS that delivers content via API becomes the shared source of truth the rest of the stack plugs into. For you, that means making sure your CMS, and the tools around it, are genuinely the right fit, not just whatever's already in place. Over half the industry has already decided it's worth the investment, so make sure you're not left behind the curve.

GET AHEAD:
→ The Global Speed-to-Market Benchmark Report
→ What Is Composable Architecture?

Human storytelling will become a real differentiator

Despite the prevalence of AI in our results here, the #1 skill marketers say their teams need to build for 2027 is brand storytelling and authentic content creation (**31.32%**), ahead of data and analytics literacy (**30.25%**) and AI orchestration itself (**18.15%**).

WHAT THIS MEANS FOR YOU

- The more execution AI takes on, the more marketers believe human storytelling becomes the differentiator, not the afterthought. It's the same tension running through every prediction in this report: agents can draft and structure content at scale, but audiences are already growing wary of anything that feels AI-made, and trust depends on storytelling that still feels human. The winning move for 2027 isn't choosing between AI and human creativity; it's freeing your best storytellers from production grunt work entirely. Hand the repetitive execution to agents, and reinvest the time saved into the strategy and creativity only humans can do.

GET AHEAD:
→ How Marketers Can Build Healthy Content in the Age of AI

Your 2027 marketing predictions wrap up

Read side by side, these six predictions aren't six separate bets; they're the same few tensions showing up repeatedly. Trust is the thread that runs through most of them: it's the biggest blocker to giving agents more autonomy, the central risk marketers are bracing for with AI-generated content, and the reason human storytelling just overtook AI orchestration as the top skill priority for 2027.

AI keeps getting pointed at the same job across every prediction: execution. Running campaigns, cross-referencing attribution data, handling the repetitive work that used to eat into a team's time. What makes that execution safe to hand over is structure, whether that's permissions and approval flows for agents, or clean content models for AI search. Get that structure right, and teams are free to spend their time on the judgment and storytelling AI still can't do.

That's what 2027 actually comes down to: not who adopts AI fastest, but who's built the foundation to trust it.

Chat with our team about how we can help you truly unlock the new agentic era of marketing and build Content Confidence in 2027.

CHAT WITH OUR TEAM

BOOK A DEMO

About Storyblok

Storyblok is a headless CMS that enables marketers and developers to create with joy and publish with confidence. It empowers you to deliver structured and consistent content everywhere: websites, apps, AI search, and beyond.

Legendary brands like Virgin Media O2, Oatly, and TomTom use Storyblok to make a bigger, faster market impact.

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