

The Productivity Shift

AI and the Modern Marketer



2025

Introduction

Marketing is the most communication-driven and content-heavy function in any organization. Whether crafting compelling messaging or leading integrated campaigns and engaging customers, marketers rely on speed, clarity, and creativity to drive impact. As AI reshapes the way work gets done, marketing teams have been among the earliest adopters, recognizing AI's potential to augment their roles in particular.

Yet, despite their eagerness to adopt AI, marketers are not as advanced in their AI use as some other teams. Many marketers use AI for writing short-form content, but far fewer leverage it for improving communication, optimizing workflows, or refining brand messaging. As marketing functions become more complex—with more channels, higher workloads, and greater demands—AI represents a critical opportunity to reduce inefficiencies, scale content production, and improve communication across teams.

This report explores how marketing teams can take AI beyond basic use cases and integrate it more strategically across three core areas: collaborative communication, content production, and brand consistency. By maturing their AI adoption, modern marketer can unlock AI's full potential to help them work smarter, create faster, and communicate more effectively.

Methodology

This study was conducted by The Harris Poll on behalf of Grammarly from September 24 to October 1, 2024, among 1,032 knowledge workers and 254 business leaders.

This report specifically looks at responses from workers on marketing teams.

This online survey is not based on a probability sample; therefore, no estimate of theoretical sampling error can be calculated. Year-over-year percentage changes and percentage gaps between groups should be interpreted as percentage point changes and are statistically significant.

1,032
knowledge workers

254
business leaders

101
marketers

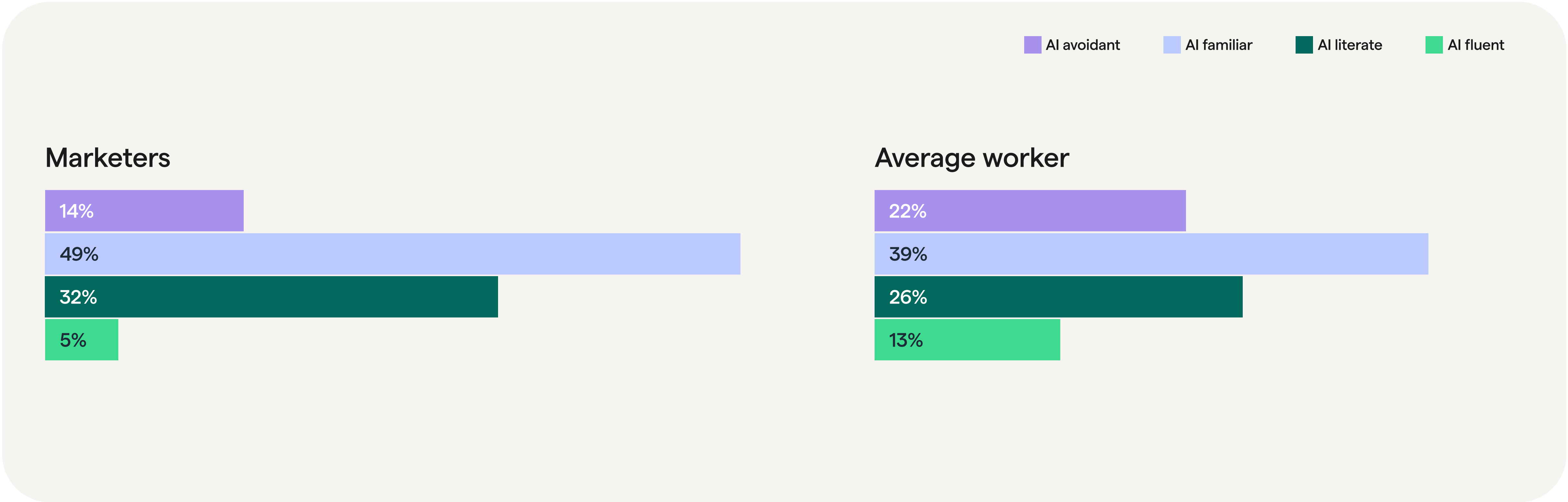
The infographic is contained within a rounded rectangular frame. It features a central large number '1,032' with 'knowledge workers' below it. Two callout boxes are connected to the central text by thin lines: one at the top right for '101 marketers' and one at the bottom left for '254 business leaders'.

Broad AI adoption but room for advanced application

There are still wide gaps in AI literacy for marketing teams

Marketing professionals have emerged as early AI adopters, experimenting with and integrating it into their workflows more than most other teams. With 86% of marketers using AI for work, they are second only to IT teams in AI adoption. This positions them as pioneers in shaping enterprise-wide AI effectiveness.

However, while marketers use AI more frequently, they are less advanced in AI fluency compared to other professionals. Only 5% of marketers are AI fluent, the lowest of any team and well below the 13% average across knowledge workers. To fully unlock AI's potential for productivity, communication, and creativity, marketing leaders must push their teams beyond basic adoption and toward strategic, high-impact AI use.



AI is helping marketers work smarter, not harder

For marketers, time is one of their most valuable resources—but too much of it is lost to communication and productivity inefficiencies. Marketers report losing 4.6 hours each week to poor communication and another 7.5 hours to **performative productivity** or busywork that doesn't contribute to results or growth.

Marketing is a fast-paced, high-output function where the ability to generate, communicate, and execute ideas efficiently is a competitive advantage. AI isn't just a tool for the modern marketer—it's a critical enabler that helps bolster those competitive advantages. The vast majority of marketers report that AI helps to reduce their workload, increase their productivity, enhance their creativity, and improve their communication.

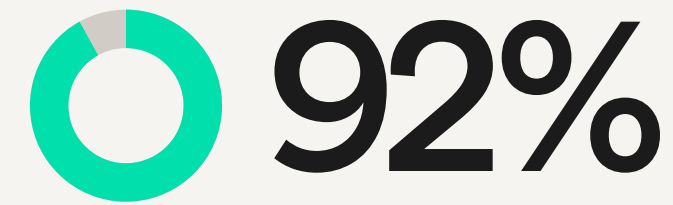
Performative productivity

The act of showcasing work or busyness primarily to create an impression of being productive rather than focusing on meaningful outcomes

Marketing teams report positive benefits with AI



Reduced workload



Increased productivity



Enhanced creativity



Improved communication



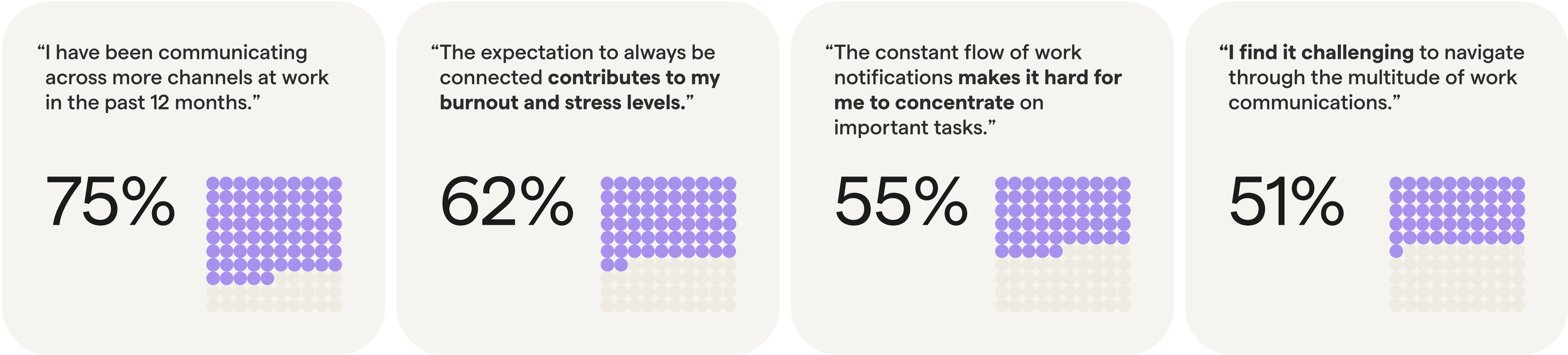
New challenges for the modern marketer

Marketing is built on communication, be it crafting messages and engaging with customers or aligning with cross-functional teams on campaigns across multiple channels. This means marketers feel the challenges of communication more acutely than most of their colleagues. In fact, marketers spend nearly 42 hours per week communicating across channels—7% more than the average knowledge worker—making marketing the most communication-heavy function in the workplace.

But as communication demands grow, so do the challenges. More channels, higher workloads, and rising expectations are leading to burnout, distractions, and time inefficiencies. More than three-fourths of marketing professionals report lowered productivity, increased stress, and decreased quality of work due to poor communication practices.

With communication at the core of marketing, AI presents the most obvious and impactful opportunity to improve marketers' efficiency. AI-powered communication tools can help marketers cut through the noise, streamline messaging, and enhance clarity.

The majority of marketers report communication challenges



A missed opportunity for more efficient internal communication

Despite communication being central to marketing, too few marketers are leveraging AI to improve internal communication and collaboration. While 52% of marketers report using AI to communicate, there are opportunities to apply AI in more strategic ways. An average of 27% of marketers use AI for drafting, 25% for responding, and 40% for enhancing communications. With marketing teams spending more than the traditional 40-hour workweek communicating across channels, AI remains an underutilized tool that could streamline workflows and reduce cognitive load.

Marketers use AI for all types of communication

	Internal	External
Drafting	<p>22% use AI for drafting communication to colleagues and leadership</p>	<p>32% use AI for drafting communication to partners and customers</p>
Responding	<p>28% use AI to respond to chats and pings</p>	
	<p>23% use AI to respond to emails</p>	
Enhancing	<p>40% use AI to improve their communication</p>	

Scaling impact beyond writing: AI in content production

Marketers have widely embraced AI for content creation, with 88% using it to write. However, they are missing key opportunities to scale the full content production process—from ideation to drafting to editing. While 45% of marketers use AI for short-form external content like ads and social media posts, AI is significantly underutilized for long-form and internal content, which often require more time and strategic thinking. On average, only 27% of marketers use AI for long-form content.

Despite AI’s ability to accelerate content workflows, only 44% of marketers use it to generate ideas, and even fewer—just 38%—leverage AI for editing and refinement. This gap suggests that while marketers are comfortable using AI for writing, they aren’t fully integrating it across the entire content production lifecycle.

Marketers write with AI for all types of content

	Internal	External
Long-form	<p>29% use AI for content like internal documents and presentations</p>	<p>25% use AI for content like blogs and white papers</p>
Short-form	<p>37% use AI for content like meeting recaps and internal memos</p>	<p>45% use AI for content like ads and social media posts</p>

The path to marketing efficiency and effectiveness

AI has the power to make marketing teams more productive, creative, and effective, yet many marketers are not fully leveraging it across their workflows. To maximize impact, teams should focus on three key areas where AI can drive efficiency and effectiveness:

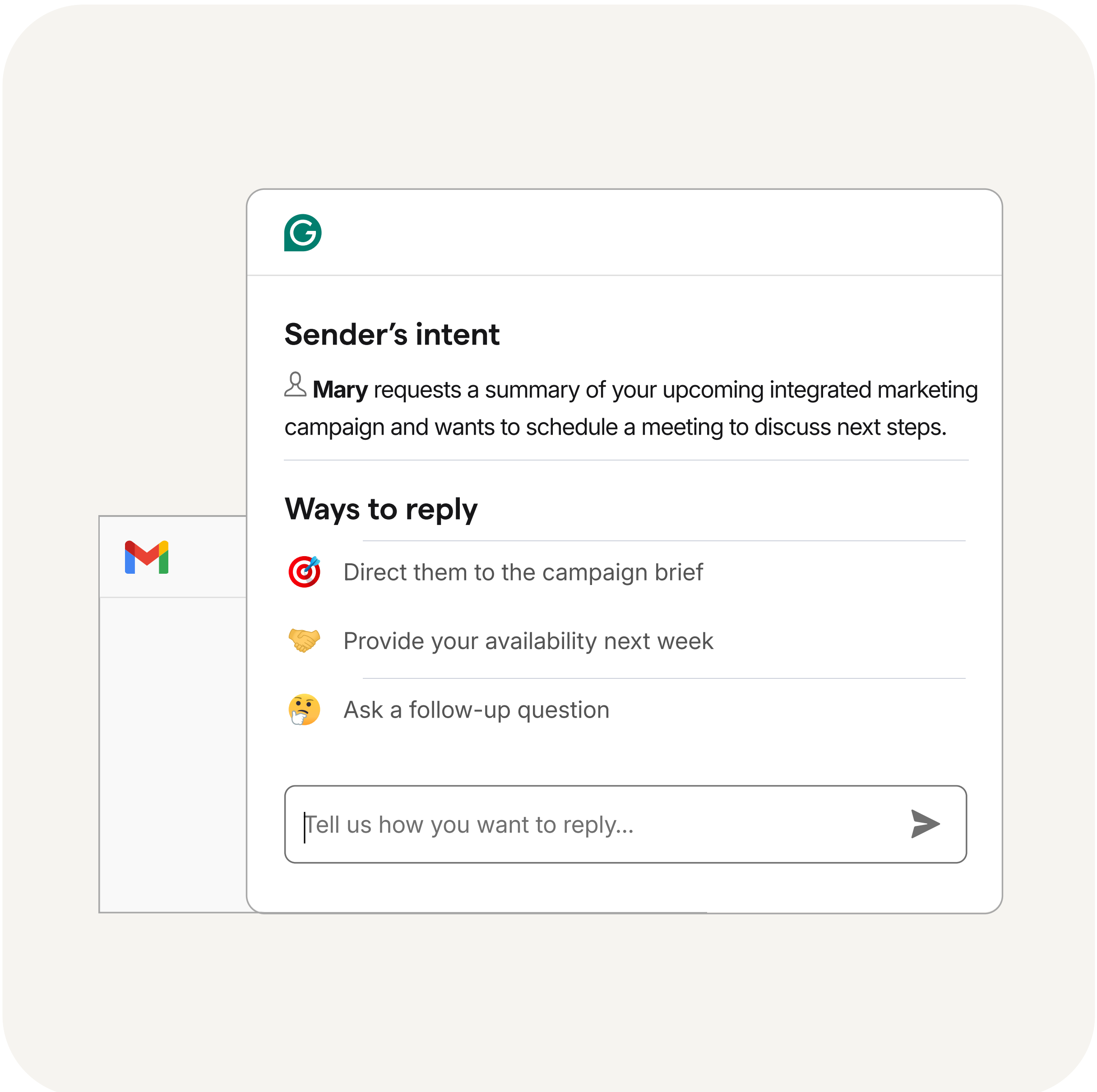
1. Collaborative communication—driving alignment and clarity across internal teams
2. Content production—increasing the velocity and quality of content
3. Brand compliance—creating consistent and compliant content across customer touchpoints

Marketers can improve all three with Grammarly's AI writing assistance, which enhances clarity, speed, creativity, and brand consistency at scale.

1. AI-powered communication enhancement

With 87% of marketers reporting that AI improves their communication, the opportunity to integrate AI into daily messaging is clear. Grammarly helps marketing teams enhance communication at every stage—from drafting initial messages to refining clarity, tone, and consistency—ensuring every interaction is polished and effective.

With Grammarly’s AI assistance, marketers can generate audience-tailored messaging, respond to emails and pings in a few clicks, and optimize tone for different channels and stakeholders. By integrating AI more effectively into their workflows, marketing teams can reduce time spent crafting messages, improve alignment, and ensure their communication is more accurate, consistent, and impactful.



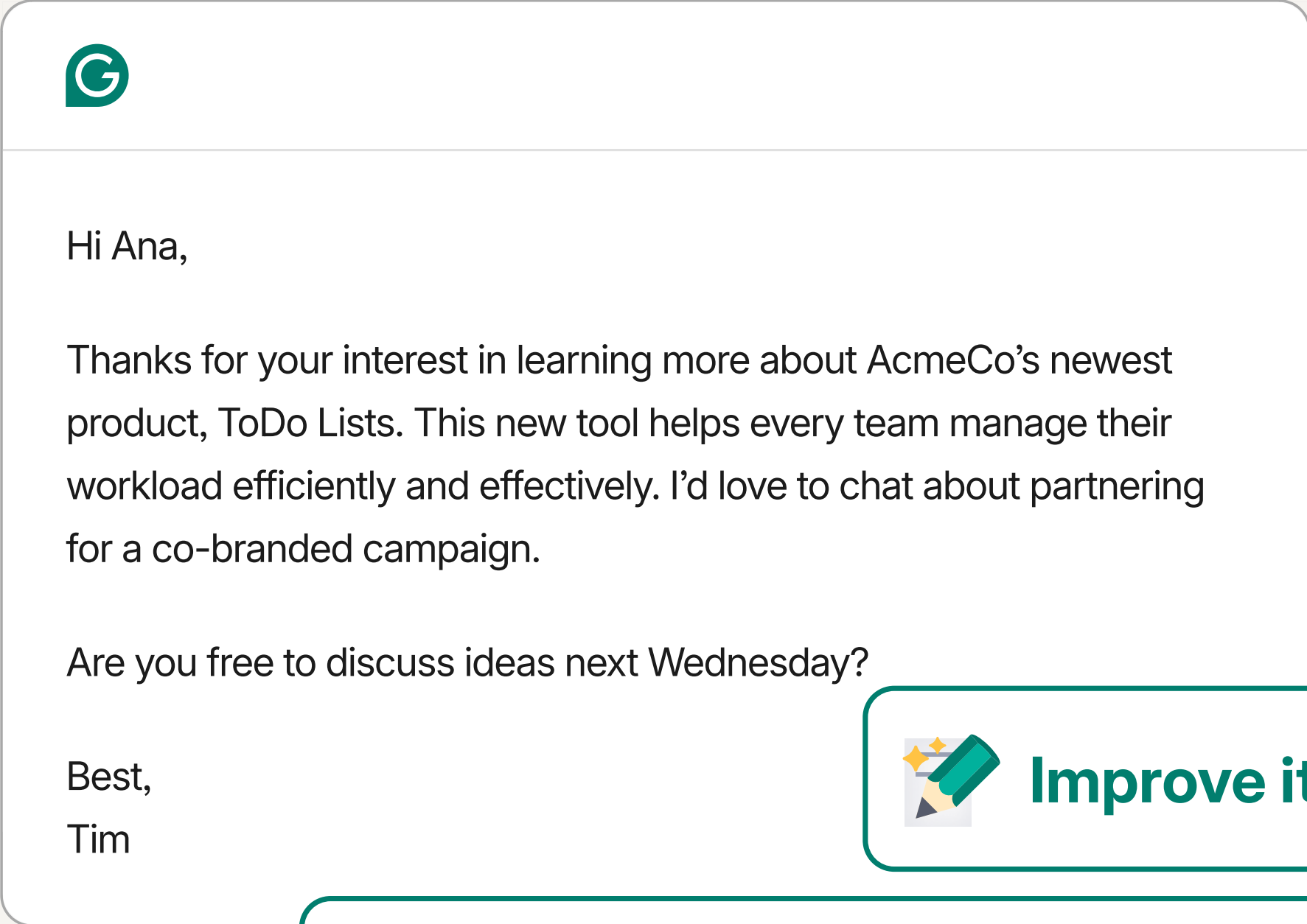
2. AI-powered content production

AI is already driving efficiency in content creation, with 91% of marketers saying that AI makes them more productive and creative. By expanding AI's role beyond drafting into strategic ideation, optimization, and refinement, marketing teams can **create higher-quality content more efficiently** and free up more time for creativity and strategy. Grammarly streamlines the entire writing process by providing AI-powered ideas and suggestions for structure, conciseness, and readability—helping teams ideate, draft, and edit content faster without sacrificing quality.

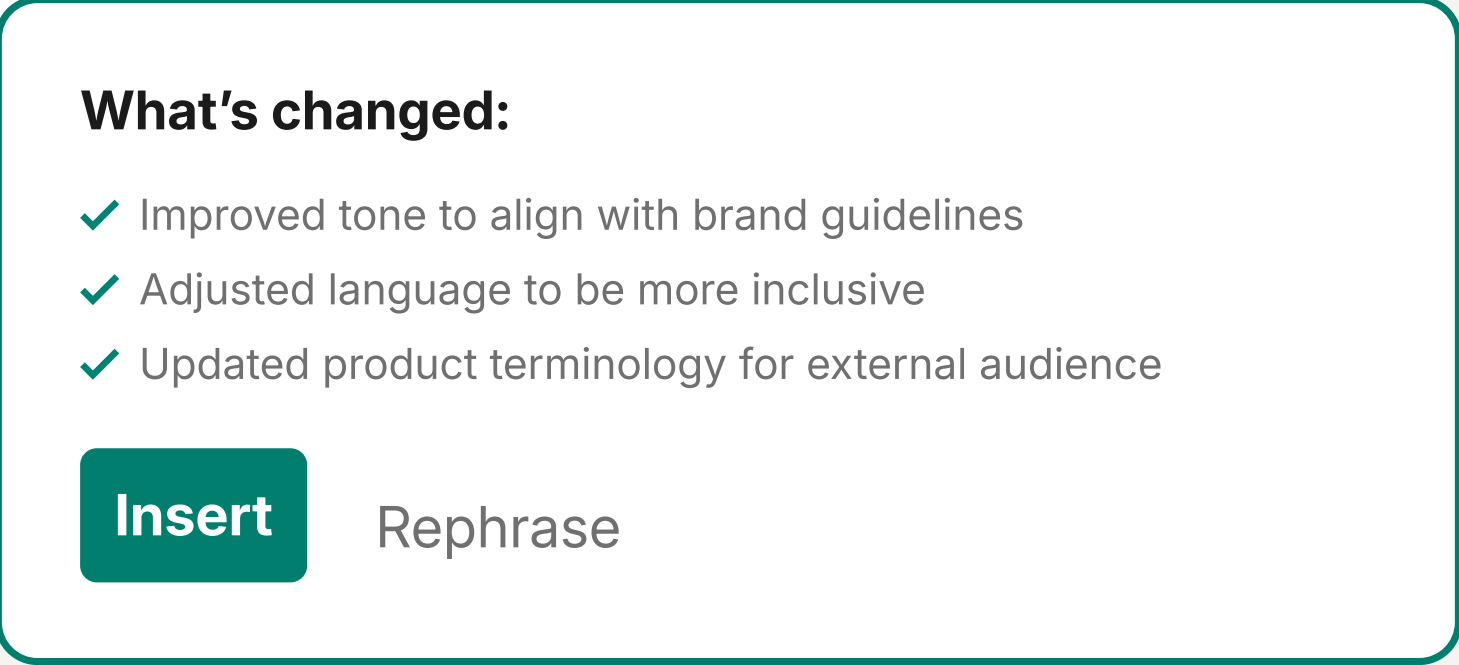
The screenshot shows a Grammarly AI interface. On the left, a document icon is visible. The main content area displays a green Grammarly logo at the top left, followed by the text: "Sure, here are ideas for your ebook on automated accounting based on the top three pain points for finance teams:". Below this text is a numbered list: "1. Time-consuming manual work", "2. Prone to human error", and "3. Lack of real-time data". At the bottom of this text block are two buttons: a green "Insert" button and a grey "Copy" button. To the right of the main text block is a separate panel with a green border containing AI suggestions. The first suggestion is "Brainstorm topics for my ebook" with a lightning bolt icon. The second is "Give me tips for an introduction" with a lightbulb icon. The third is "Draft an outline" with a list icon. At the bottom of this panel is a "More" option with a plus sign icon.

3. AI-powered brand compliance

Brand alignment is essential for credibility. The vast majority (97%) of leaders say effective communication strengthens brand reputation, and 94% say it **improves brand guideline compliance**. AI tools make communication more effective and automate brand compliance at scale. Tools like Grammarly ensure that every piece of content—whether a social post, a campaign asset, or an internal memo—adheres to brand tone and messaging guidelines, giving marketing teams confidence that every word aligns with their brand identity.



The image shows a simulated email draft interface. At the top left is a green circular icon with a white 'G'. The email body contains the following text: "Hi Ana," followed by a paragraph: "Thanks for your interest in learning more about AcmeCo's newest product, ToDo Lists. This new tool helps every team manage their workload efficiently and effectively. I'd love to chat about partnering for a co-branded campaign." Below this is another paragraph: "Are you free to discuss ideas next Wednesday?" At the bottom left of the email body is the signature "Best, Tim". On the right side of the email body, there is a green-bordered button with a pencil icon and the text "Improve it".



This box summarizes the AI improvements. It has a title "What's changed:" followed by three bullet points, each with a green checkmark: "Improved tone to align with brand guidelines", "Adjusted language to be more inclusive", and "Updated product terminology for external audience". At the bottom left is a green "Insert" button, and to its right is the word "Rephrase".

Conclusion

// Marketing teams have the most communication-heavy function in the workplace, yet they are not fully capitalizing on AI where it matters most—to enhance communication, streamline content production, and ensure brand consistency. AI isn't just a tool for efficiency; it's the key to the productivity shift that modern marketing demands.

To maximize AI's potential, marketing teams must move beyond surface-level adoption and integrate AI strategically across their workflows. With Grammarly as their AI partner, marketing teams can reduce inefficiencies, scale their impact, and elevate the quality of their work, ensuring that every message is clear, consistent, and high-impact while making time for the creativity and strategy that drives real results.



About Grammarly

Grammarly is the trusted AI assistant for communication and productivity, helping over 40 million people and 50,000 organizations do their best work.

Companies like Atlassian, Databricks, and Zoom rely on Grammarly to brainstorm, compose, and enhance communication that moves work forward. Grammarly works where you work, integrating seamlessly with over 500,000 applications and websites.

Learn more at grammarly.com/marketing.