

Marketing & Growth Priorities for 2026: Strategy Signals From 1,000 Businesses via @sejournal, @hethr_campbell



Compare your 2026 plan to what top teams are actually doing.

In this on-demand webinar, they examined how high-performing teams are prioritizing marketing heading into 2026, the tradeoffs businesses are making between growth, efficiency, and focus, and whether companies are truly prepared to use AI to drive growth in 2026.

See how businesses like yours planned for 2026.

Survey Results Are In. Your Competitors Are Making Pivots.

Jeff Hirz, EVP of Business Development at OuterBox, shared early findings from “2025 Performance Insights From 1,000

Businesses Planning for 2026,” including:

- How companies performed in 2025 & what they’ll do differently.
- The factors driving success versus hurdles.
- Customer behavior shifts upheaving strategic decisions.

Peer Data & Practical Takeaways To Refine Your 2026 Growth & Marketing Priorities

In this on-demand webinar, we unpack fresh market pulse data from nearly 1,000 businesses like yours.

You’ll Learn:

- **Where confidence is rising & what you need to focus on**
A clear view of how businesses feel heading into 2026 and what’s driving optimism or restraint.
- **Which marketing & operational activities are getting funded first**
How marketing, sales, and efficiency initiatives are being prioritized for sustainable growth.
- **How AI planning really looks for businesses like yours**
What “moderately ready” means in practice and what most teams still haven’t figured out.

Watch the on-demand webinar and learn what business data really says about growth, efficiency, and AI planning for 2026.

View the slides below or check out the full webinar for all the details.

<https://www.searchenginejournal.com/what-businesses-reveal-about-growth/566414/>