

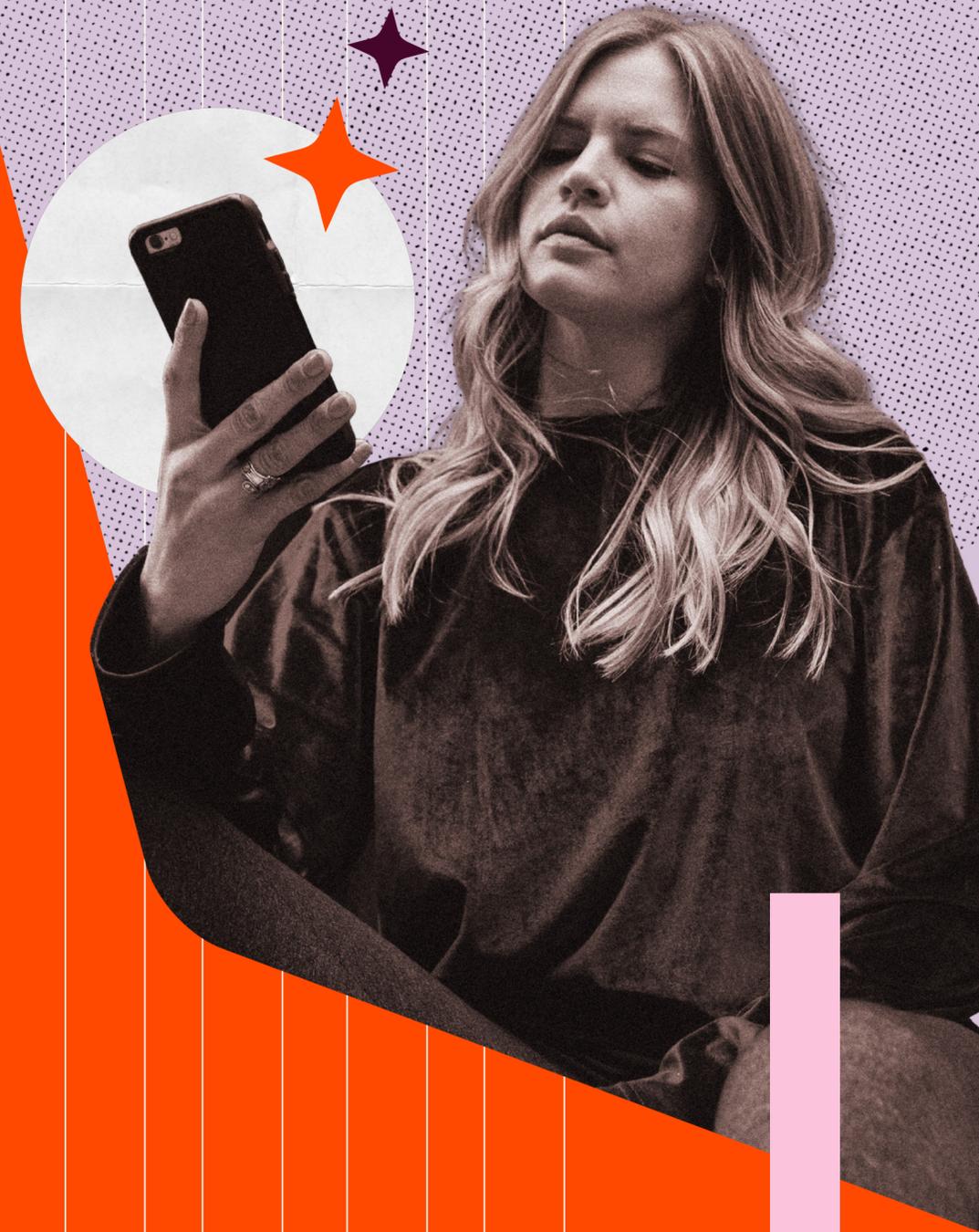
HubSpot

# The State of Marketing

Data-driven growth tactics and emerging trends to guide marketers into an AI-first business landscape.

2025

Presented by  | **masters in marketing**



# Looking ahead

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FOREWORD

# AI-powered marketing is leading to easier, breezier growth

With AI tools fully integrated into professional workflows, marketers are changing up their strategies.



# On the brink of a major shift in marketing, it's time to go **all in on AI**

Anyone else get a new best friend at work this year? Is yours also named Claude? Or Gemini? Or ChatGPT? It's been a transformative year thanks to the widespread adoption of AI tools for everyday tasks — personal and professional.

At HubSpot, it's been a year of experimentation, innovation, creativity, and exciting new launches that have changed the way we all do marketing. We built a [custom AI agent in Slack](#) that really blew our minds, ran a [clever brand awareness campaign during the New York Marathon](#), and launched [Breeze, HubSpot's own AI copilot](#) for marketing, sales, and customer service.

And our recent research revealed that **AI tools and unified tech stacks are a major differentiator in helping marketers connect with their audiences**. The marketing teams with connected CRMs like HubSpot are more confident in taking on their biggest challenges, like data privacy concerns, rising customer expectations, and the demand for authentic, personalized content.

To jumpstart your 2025 marketing strategy, we've put together this data-backed trends report with insights from 1,200 marketers and industry leaders. We'll catch you on the podcast for ongoing updates throughout the year. Thanks for reading!



**Kipp Bodnar**  
CMO, HubSpot

82%



of overall marketers felt their marketing strategies were effective in 2024.



87%



of marketers using HubSpot felt their marketing strategies were effective in 2024.

52%



of marketers who don't have a CRM felt their marketing strategies were effective in 2024.

Marketers need to think — ‘A year from now, will I feel like I’ve learned enough, tested enough, and evolved our strategies enough to keep up with the shifting landscape?’ The next decade will look a whole lot crazier than the past decade. If the answer is no, get into the mindset of embracing new tech, and don’t be afraid to move fast. Or, risk getting left behind.



**Kipp Bodnar**  
CMO, HubSpot



# Supercharge your marketing with AI

Marketing Hub and Content Hub are a complete, AI-powered solution that unites the power of content marketing with world-class lead generation and marketing automation tools.

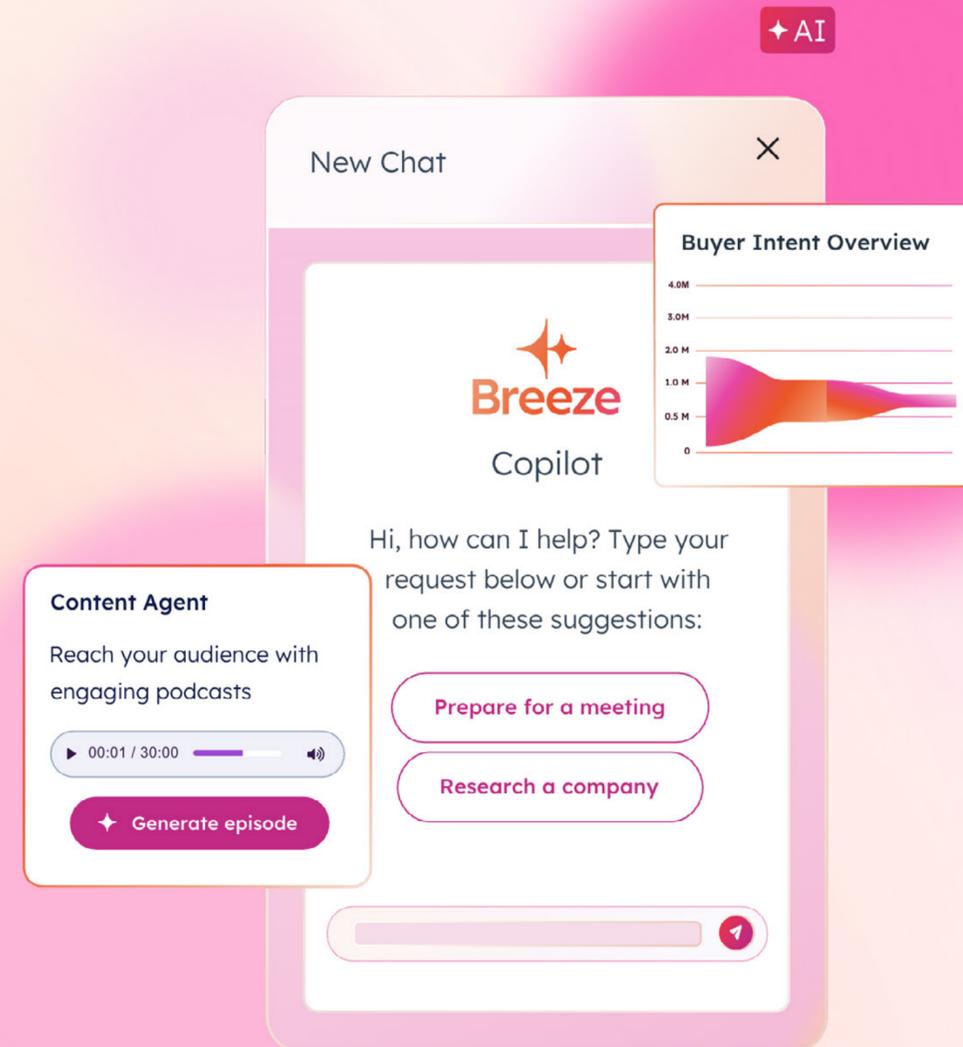
**99%**

increase in inbound leads at six months.

**143%**

increase in web traffic after 12 months.

Make marketing a Breeze



## INTRODUCTION

# To capture audiences, marketing needs to be intelligent, visual, and brand-led

Marketers are using AI for data analysis and content repurposing, giving them time to engage audiences more personally with rich content.

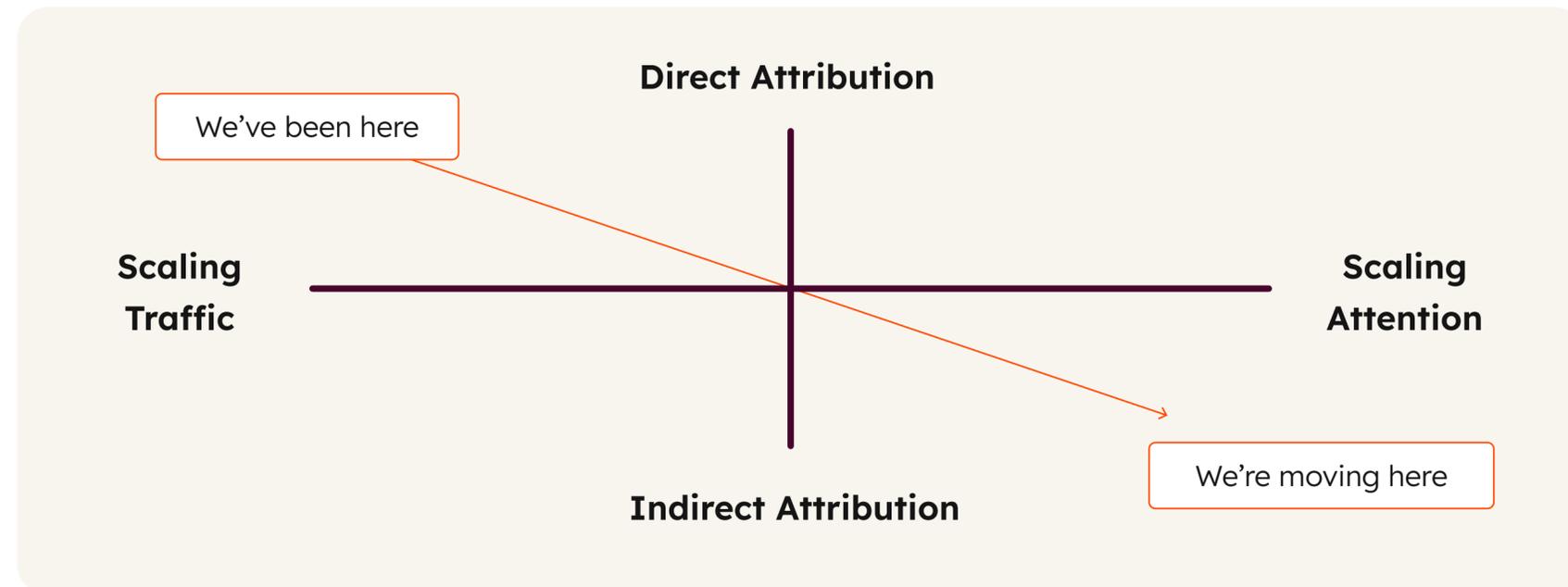


# The AI marketing landscape is opening up space for **creative, brand-led content**

During the past year, marketers have embraced AI tools, which has opened up new data privacy and quality concerns. And despite a more robotic future powered by generative AI, brands are leaning into content that shows their brand values, and personality-led content made by creators.

In a recent HubSpot survey of 1,200 marketing leaders across North America, Europe, Asia, and Australia, we explored what marketing teams are focusing on in 2025, what's blocking them from growth, and what's driving impact.

## The Next Phase of Marketing



Marketing is going to change in 2025. Instead of scaling traffic, we need to scale attention. It's different. Marketers need to learn a new skill set. A lot of the science of marketing will get automated by AI, leaving more time for the craft.



**Kieran Flanagan**

SVP of Marketing, HubSpot

## Top five **B2B** marketing strategies for 2025

### STRATEGY

**1**

#### Using AI to turn text into multi-modal campaigns

B2B marketers can create video demos, product walkthroughs, presentations, and podcasts with the help of generative AI.

**2**

#### Using AI-powered reporting tools to evaluate the ROI of campaign

Marketers can use AI data analysis tools and built-in conversational AI to understand which activities and channels are driving revenue.

**3**

#### Automating marketing strategy and execution with AI

Generative AI tools like Claude, Gemini, and ChatGPT, and AI agents can help B2B marketers plan their social calendars, create case studies, and make content briefs.

**4**

#### Creating content that reflects your brand's values

B2B brands are investing in more social responsibility content and sharing more boldly about their mission, vision, and core values.

**5**

#### Personality-led content, creators, and authentic engagement

Authenticity remains a top priority in the B2B space, and brands plan to achieve this by sharing individual voices from creators and employees, and infusing personality into their content.

### RESOURCES

- [HubSpot's Free Text to Video AI Generator](#)
- [Content Remix by HubSpot](#)

- [HubSpot Marketing Analytics & Dashboards](#)
- [HubSpot Breeze Copilot](#)
- [How to Use AI for Data Analysis](#)

- [Breeze Content Agent](#)
- [Breeze Social Media Agent](#)
- [Using Generative AI to Scale Your Content Operations](#)

- [HubSpot's AI Brand Voice Tool](#)
- [How To Build Brand Authenticity That Wins Over Customers](#)

- [HubSpot Creators](#)
- [Influencer Marketing Strategy: How to Build a Plan Creators & Customers Will Love \[+ Templates\]](#)

## Top five B2C marketing strategies for 2025

### STRATEGY

- 1**  
**User-generated content**  
Since authenticity is a priority, B2C brands are interested in sourcing and sharing more user-generated content (UGC).
- 2**  
**Creating content that reflects your brand's values**  
Consumers are looking for brands that share their values and commitment to social responsibility. B2C brands want to show what makes them different.
- 3**  
**Leveraging AI to turn text into multi-modal campaigns**  
Similarly to B2B brands, B2C brands want to use AI to transform content for different formats and channels, like video, audio, and social.
- 4**  
**Using social media DMs (direct messages) for customer service**  
For B2C marketers, there's an overlap between social media marketing and customer service. Brands want to streamline social service to improve the customer experience.
- 5**  
**Using AI-powered reporting tools to evaluate the ROI of campaigns**  
Like B2B marketers, B2C marketers want to take the heavy lifting of data analysis off their plate and use AI tools to analyze the ROI of marketing and advertising campaigns.

### RESOURCES

- [How to Unlock the Power of UGC: The Ultimate Guide](#)
- [Core Company Values That Will Shape Your Culture](#)
- [The Beginner's Guide to Brand Pillars](#)
- [HubSpot's Free AI Video Ad Creator](#)
- [AI Social Media Post Generator](#)
- [How Brands Use Social Media for Customer Service](#)
- [Collaborative Social Media Management Tools](#)
- [6 Ways to Measure Your Service Team's Social Media Messaging Success](#)
- [How Marketers Save Time and Make Data-Backed Decisions with AI Reporting \[+ Expert Insights\]](#)
- [Scale Social Channels and Analyze Performance with a Social Media AI Agent](#)

# Biggest challenges marketers have in understanding their target audiences

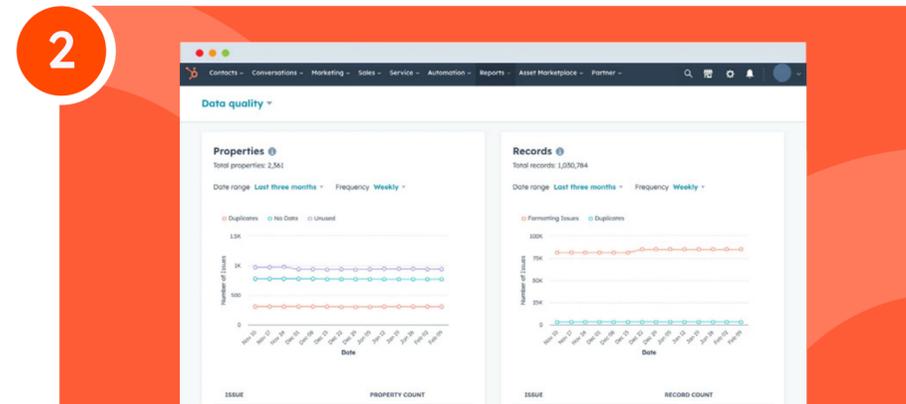


## CHALLENGE

Consumers are less trusting with their personal data

## SOLUTION

Companies need to be more transparent with how they use consumer data, and prioritize cybersecurity for all tools and systems that have access to customer data. [AI can help](#), and tools like [HubSpot](#) support [HIPAA compliance](#) and [sensitive data management](#).

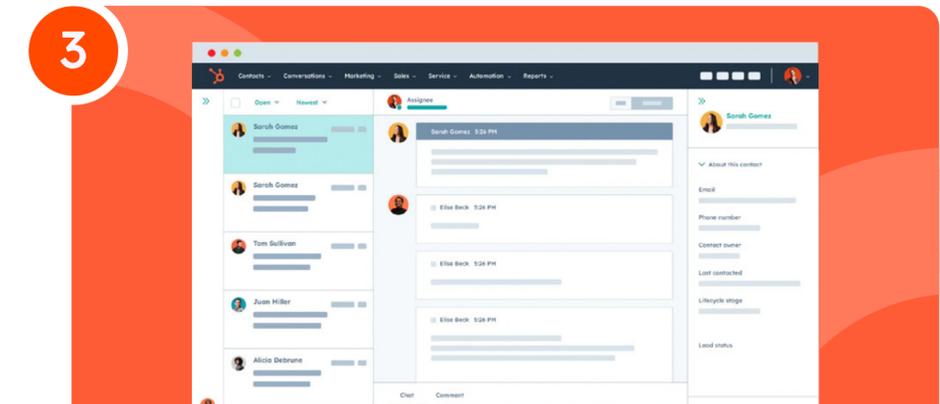


## CHALLENGE

Poor data quality

## SOLUTION

The more companies rely on AI, the more important their data quality and management becomes. Marketing teams will need to invest in [data quality and cleaning workflows](#).



## CHALLENGE

Increased data privacy regulations that reduce access to personal data

## SOLUTION

[First-party data](#) is becoming more valuable to brands as third-party cookies are phased out. As privacy regulations become more strict, owned data will be necessary for personalized content.

STRATEGY + TEAM TRENDS

# The marketing tides are shifting to meet changing expectations for value-driven content

The attention economy is driving marketers to rethink their content strategy, goals, and top channels.



# As marketers seek attention, they're leaning towards authentic content

Decision makers today are largely [digital natives who gravitate towards authentic, video-rich content](#). Along with a shift towards more personalized marketing to meet current expectations, AI is impacting roles and responsibilities for marketers. And underpinning every marketing effort in 2025 will be a need for data-driven strategy and a plan to attack data privacy.



## THE TRENDS

1

Marketers are ramping up their focus on Millennial and Gen Z audiences.

2

Businesses are increasing investments in brand-led marketing, and authenticity resonates.

3

Data-driven marketing strategy is no longer a nice-to-have, but data privacy is a concern.

4

Marketing teams are building a content-rich, social-driven future.

5

Personalized marketing boosts sales.



For more insights like these, subscribe to [Masters in Marketing](#) →

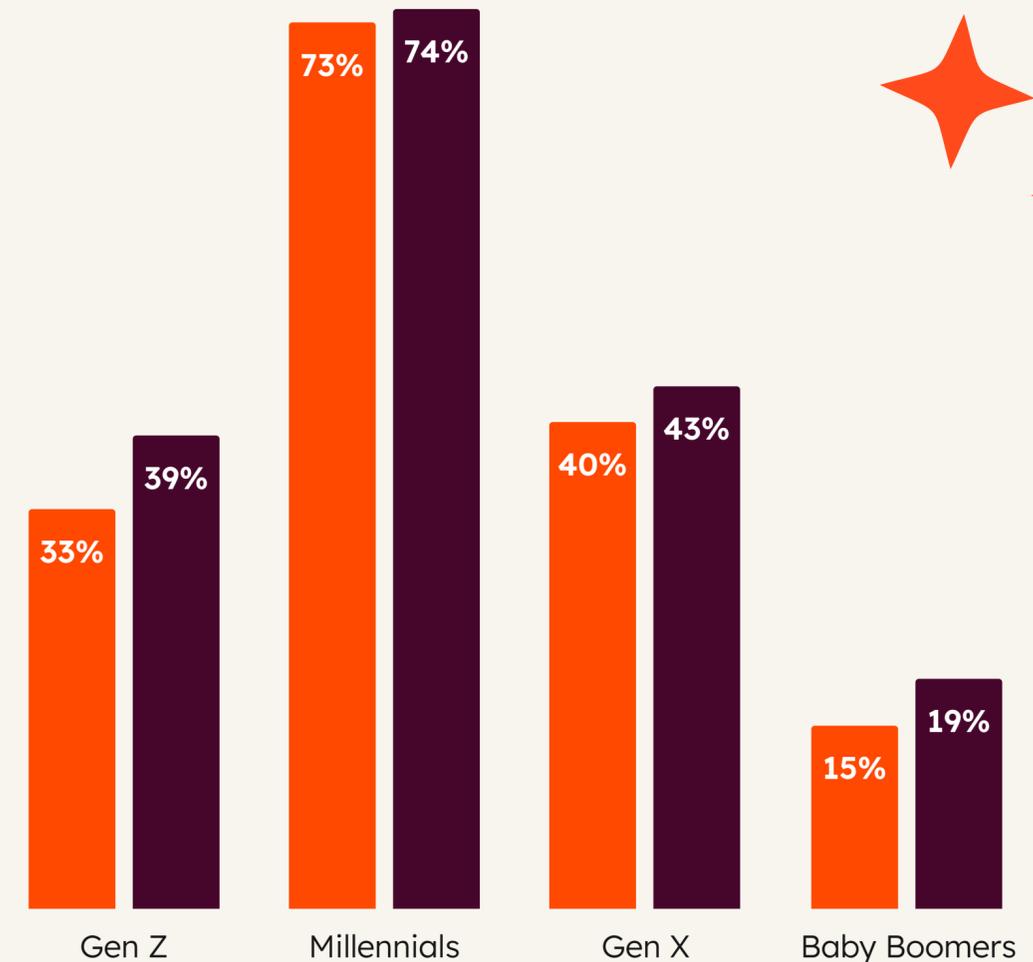
## TREND #1 Both B2B and B2C marketers are ramping up their focus on Millennial and Gen Z audiences

Each generation has its own quirks and a shared lens through which they view personal and professional decisions. Gen Zers and Millennials grew up online, making them easy to target, but also making them the hardest audience to reach for both B2B and B2C brands, according to our recent survey.

Over 70% of marketers plan to target Millennials in 2025, making them the largest audience of decision-makers, and interest in targeting Gen Zers is up year over year. Interest in marketing to Gen Xers and Baby Boomers is down more than 30% year over year.

Which age groups are you trying to reach with your marketing?

● B2B ● B2C



## SEE THE TREND IN ACTION

Jaguar revamped their brand in 2024 in an effort to reach Gen Z and Millennial buyers, and to lean into their new electric vehicle (EV) models. They know that today's car shoppers care about the environment and sustainable brand practices, and connect strongly with brands that aren't afraid to 'break the mold.'

Audiences so far have had mixed reviews to the bold strategy and ad spot, but Jaguar has certainly re-entered themselves into the zeitgeist.

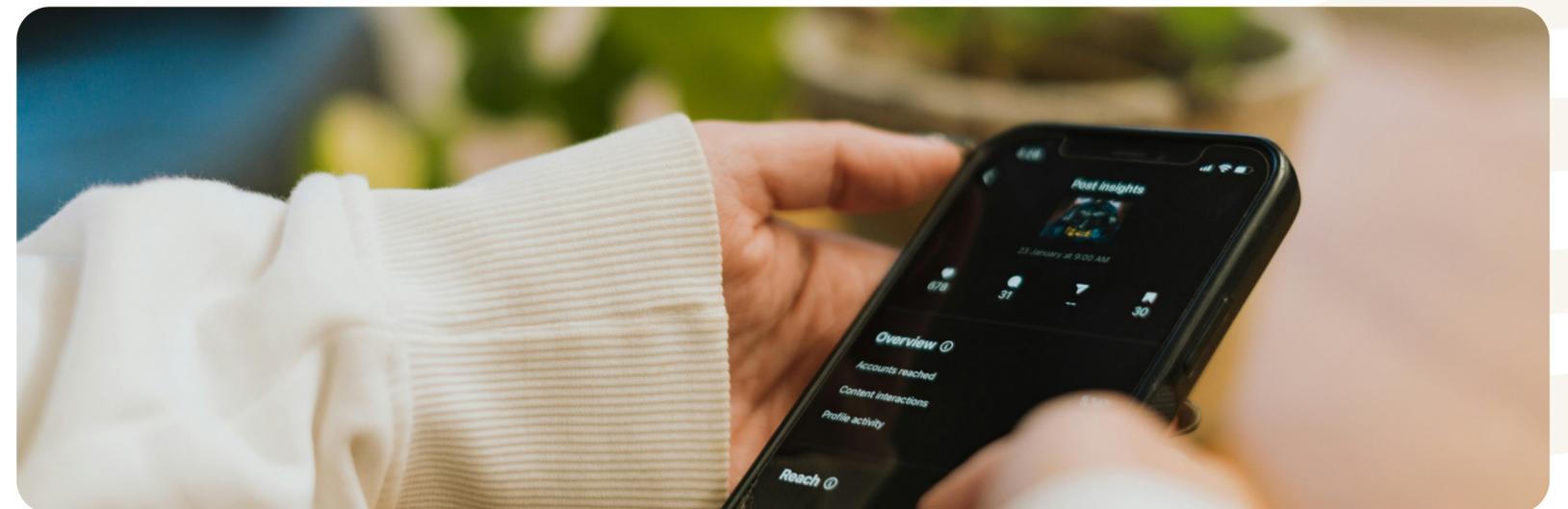


Image via Jaguar / Marketing Dive

## GET THE TOOLS OF THE TRADE

According to Deloitte, 64% of Gen Zers and 63% of Millennials are willing to [pay more for environmentally sustainable products](#). And one in four Gen Zers and Millennials have reduced their relationship with a business due to unsustainable practices. This generation is influenced by brand values and a commitment to the environment.

When considering where [Gen Zers and Millennials most often engage online](#), consumption habits are different for each group. Gen Zers spend time on social media — specifically, TikTok, Instagram, and YouTube — and trust influencers for recommendations. Millennials use YouTube, Facebook, and Instagram for news, product recommendations, lifestyle advice, and education. They also regularly listen to podcasts and are often members of subscription-based services.



## TREND #2 Businesses are increasing investments in brand-led marketing, and authenticity resonates

It can be challenging for marketers to get leadership buy-in for brand-led campaigns, but in 2025, it's a key priority. When asked about the biggest changes to the marketing industry in the past year, the top two responses were related to brand experiences and brand-led content, even more than using data or leveraging AI. And, 13% of marketers plan to invest in brand awareness for the first time in 2025.

Marketers are also leaning into sharing content that reflects their brand values, like social responsibility content. 65% of marketers reported that addressing social issues in marketing campaigns in 2024 was effective for their brand.



of marketers plan to maintain or increase investments in brand awareness in 2025.

**1 in 4**

marketers are currently exploring creating content that reflects their brand's values.



## SEE THE TREND IN ACTION

HubSpot invested in out of home campaigns during the New York Marathon as part of a larger brand awareness campaign spanning TV spots, digital ads, and billboards and other unique placements.

The brand team paid particular attention to the copy for the ads, blending cleverness, creativity, and a bit of cheekiness to appeal to HubSpot's increasingly younger target audience.



## GET THE TOOLS OF THE TRADE

Measuring brand awareness is a challenge, but AI is making it easier to keep a pulse on audience sentiment and guide brand strategy.

- 1 Estimate your NPS score by asking a conversational AI tool like ChatGPT or Claude to analyze your online presence.**

Try this prompt:

'Please help me determine my brand awareness and positioning. You have access to a large amount of consumer sentiment and intelligence. Help me determine information about my company [URL]. We are a [company description]. We sell to [target audience]. Please estimate our aided awareness among our target companies, key reasons people choose us over competitors, and a net promoter score range.'

- 2 Analyze large amounts of text-based reviews and customer support tickets to understand customer sentiment and brand positioning.**

Try this prompt:

'Analyze this dataset of customer feedback and provide: 1) key sentiment trends and patterns, 2) customer pain points and priorities, 3) a competitive analysis, and 4) recommended positioning opportunities. Please quantify findings where possible and provide specific examples/quotes supporting key insights.'

[Watch 'How This GPT-4 Prompt Is Breaking a \\$257 Billion Industry' →](#)

## TREND #3 Data-driven marketing strategy is no longer a nice-to-have, but **data privacy is a concern**

When asked about the biggest changes to marketing in the past year, two of the top five were related to data. Marketers are in the process of becoming more data-driven in every capacity. The most pressing challenges during this transition are consumer resistance to sharing personal data, poor data quality, and increased data privacy regulations like the phasing out of third-party cookies.

The top reported advantages of using data to inform marketing strategy are: 1) reaching target audiences more effectively (35%), 2) increasing the ROI of marketing efforts (34%), and 3) planning media mixes more effectively (32%).

### What are the biggest ways the marketing industry has changed in the past year? [Top 5]

Focusing on the customer and their experience with your brand became more important

44%

Creating content that reflects your brand's values (e.g. social responsibility) become more important

35%

Using data to inform your marketing efforts became more important

35%

Using data to demonstrate the ROI and business value of your marketing efforts became more important

31%

Providing customer service through social media DMs and/or messaging apps become more important

29%

## SEE THE TREND IN ACTION

The HubSpot Creators Program, part of HubSpot Media, is a data-driven team that regularly runs experiments to guide their strategy. Kyle Denhoff, Senior Director of Marketing at HubSpot, saw the program grow and evolve, eventually becoming a major part of HubSpot's marketing mix by outperforming traditional strategies.

Creators become one of our top growth drivers in less than three years. Some long-term creator partnerships cut our cost per lead by 30-40% compared to ads on Meta and Google. We've now got over 100 creator partners and they're driving about 50% of our media network reach and demand.



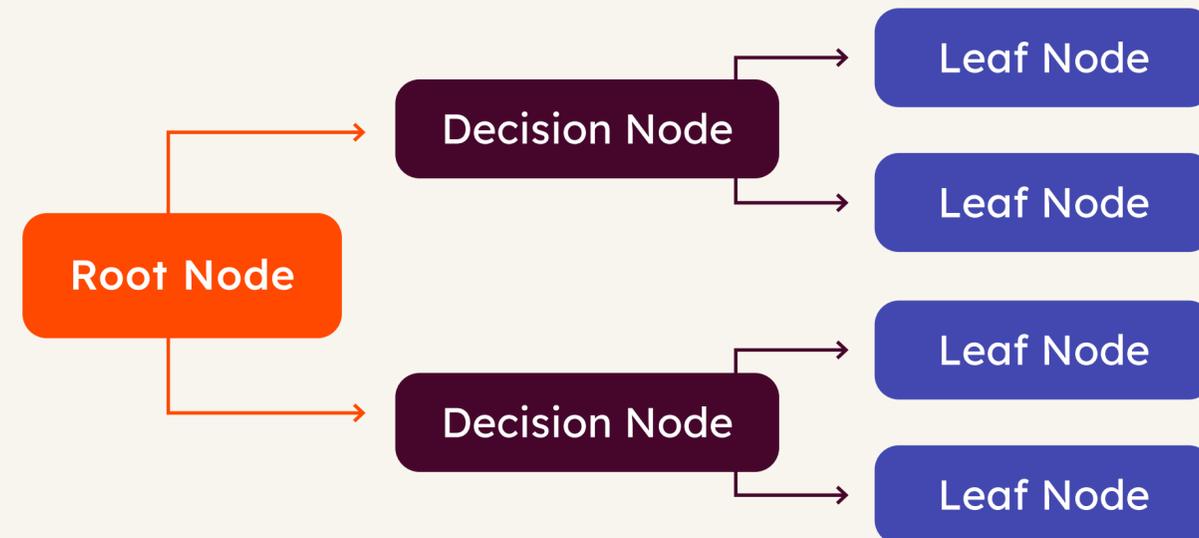
**Kyle Denhoff**

Senior Director of Marketing, HubSpot

## GET THE TOOLS OF THE TRADE

Adopt a [data-driven decision making process](#) for your marketing team.

1. Define the objective.
2. Collect and prepare data from relevant sources like internal databases, surveys, customer feedback, market research, or your product.
3. Analyze your data using one-off reports and real-time dashboards.
4. Interpret your findings against your goals and objectives.
5. Evaluate options for decision-making like a cost-benefit analysis or decision tree.
6. Make your decision.
7. Monitor the results, learn, and iterate.



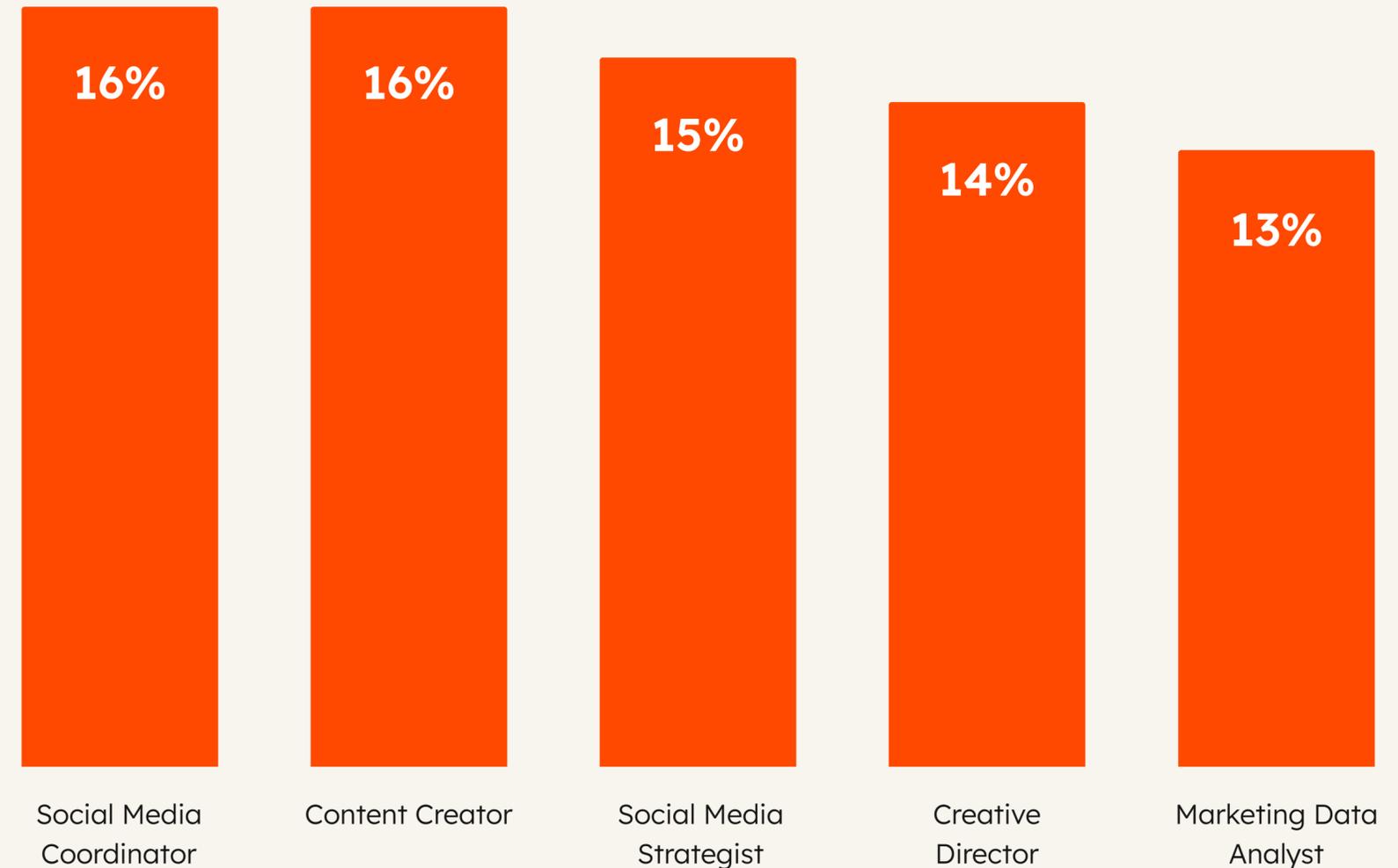
## TREND #4 Marketing teams are building a content-rich, social-driven future

Consumers want to know the brands they interact with and keep up with them across social media and their preferred content channels, like email. The more facetime brands can get with their audiences, the more trust they build.

Marketing leaders are prioritizing hiring for social media, creative, and content roles in 2025, as well as marketing data analysts, who can support internal and customer-facing analysis projects. And, they're looking for support from AI to bridge the gap between current headcount and workload expectations.

This evolution highlights a pivotal trend: the era of passive, one-size-fits-all marketing is over. Successful brands in 2025 will be the ones that actively listen, adapt, and engage with their audiences in real time.

Which of the following marketing roles do you expect to be the top priority to recruit in 2025? [Top 5]



## SEE THE TREND IN ACTION

In 2024, [HubSpot's social media team](#) grew, we hired a Social Audience Development Lead for The Hustle, and we added new content creators to the [HubSpot Creators](#) program.

My prediction for the top used term in content in 2025 is 'multimedia'. We launched our first multimedia campaign for The Hustle, The Future of Newsletters, in 2024, sharing insights with our creators in both a downloadable guide and podcast format. We're excited to experiment with new formats and channels, and collaborate with our creators to see what's resonating with audiences on social.



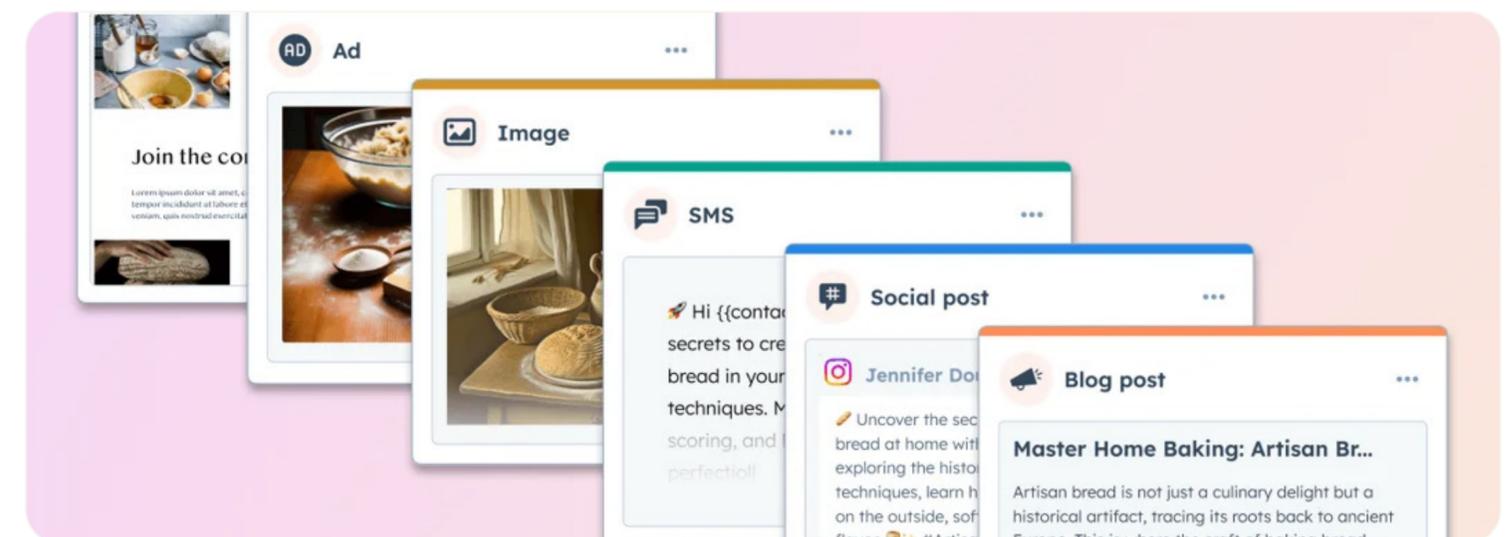
**Andréa Hudson**

Head of Audience Development Studio, HubSpot

## GET THE TOOLS OF THE TRADE

Repurposing content for new channels and formats expands its reach and helps engage audiences with different preferences. Here's how to adapt your content with [HubSpot's Content Remix tool](#).

1. Make sure you've [enabled access to generative AI tools](#) and features in HubSpot.
2. Create a remix — start with one type of content like a video, webpage, audio file, or image.
3. Add in your content file.
4. Check the content type you want to generate, like video clips, ads, audio files, blog posts, images, or landing pages.
5. Choose how many pieces of content you want to generate for each type, then customize the fields for each content type.
6. Preview your content, and review the content attributes for each type of content.
7. Make adjustments, finalize, and share.

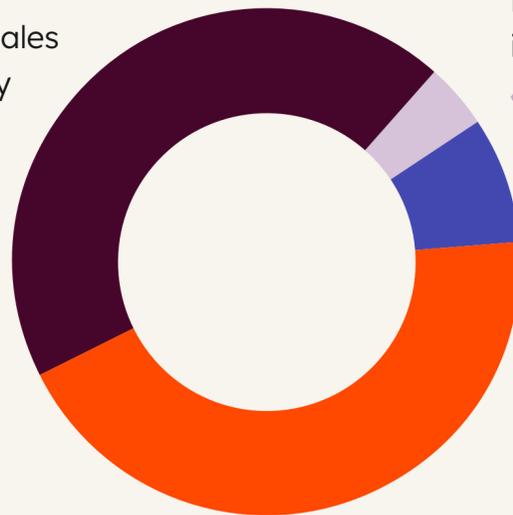


# TREND #5 Personalized marketing experiences boost sales

The number one way that marketing leaders say the industry has changed over the past year is that **‘focusing on the customer and their experience with your brand became more important.’** And in our survey, 96% of marketers reported that personalized experiences have increased sales.

How does offering customers a personalized experience impact your company’s sales?

Increases sales significantly  
**44%**



Does not impact sales  
**4%**

Increases sales slightly  
**8%**

Increases sales moderately  
**44%**



## SEE THE TREND IN ACTION

HubSpot's demand generation team used AI to transform their email nurturing by analyzing user behavior and website data to deliver hyper-personalized content recommendations. The team used GPT-4 to understand user intent and match it with relevant courses, resulting in 82% higher conversion rates, 30% better open rates, and 50% improved click-through rates.

Never in the history of marketing have we been able to do something like this. Our conversion rate increased by 82%. That's where the magic is — being able to accurately guess what the job to be done is, and then surface content to really help that person do that job to be done.



**Emmy Jonassen**

VP of Marketing, Demand Generation, HubSpot

'The AI Strategy That Increased Our Email Conversion Rate By 82%'

Watch the video

## GET THE TOOLS OF THE TRADE

Here's how to [use AI for personalization across marketing channels](#).



### Email

Use AI to gather customer details, then enter that information into an LLM (large language model) before sending marketing emails.



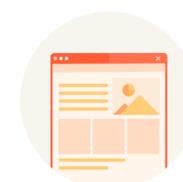
### Thought leadership

Set up social listening streams, aided by AI, to find thought leadership opportunities like journalist requests in your company's space. Then, use AI or automation to reply faster than your competitors.



### Chatbots

Set up a chatbot on your website that can create more personal experiences for customers or prospects when they visit your website or reach out for help.



### Landing pages

Building out landing pages for tens or hundreds of personas can be a blocker, but with AI, you can generate more personalized content marketing campaigns like niche landing pages at scale.



### Localization and translation

Personalize content by region and language by transforming content from your headquarters into localized content for additional audiences or emerging sales regions.

## CONTENT TRENDS

# Audiences want to connect with brands that are present where they are

Consumers spend a lot of time online reading, listening, and watching, and they've built trust with creators they connect with.



# We've entered the era of visual brand storytelling and the **creator economy** is thriving

In 2025, we expect to see a premium on visual content with compelling storytelling, even more authenticity, and an increase in niche influencer partnerships.

For B2B brands, the top marketing channels resulting in ROI in 2024 were 1) website, blog, and SEO, 2) paid social media content, and 3) social media shopping tools. For B2C brands, the channels with the best ROI were 1) email marketing, 2) paid social media content, and 3) content marketing.

For both B2B and B2C brands, the top performing content format in 2024 was short-form video, and the top channel that brands plan to use for the first time in 2025 is AI chatbots.

## THE TRENDS

1

Visual storytelling is overtaking text-heavy content formats.

2

Podcasts and audio content are growing for B2B and B2C brands.

3

The top social channels for 2025 are YouTube, Instagram, and TikTok.

4

Marketers are finding success with influencer marketing — specifically those with niche audiences.



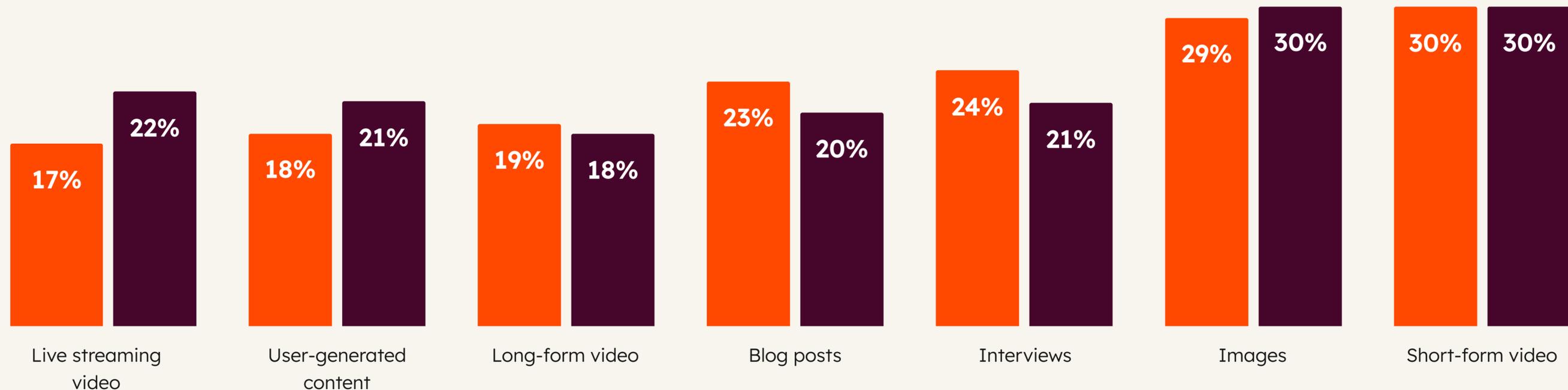
# TREND #1 Visual storytelling is overtaking text-heavy content formats

The most popular content formats for business-facing and consumer-facing brands is short-form video, followed closely by images. Attention may seem limited, but when consumers are engaged, they're watching interviews, listening to podcasts, and tuning into live streamed videos from brands and creators they find valuable and entertaining.

The content formats that marketers say deliver the highest ROI are short-form video (21%), images (19%), and live streamed videos (16%), and marketers plan to invest more in these channels in 2025.

Which of the following media formats does your company leverage as part of its content strategy? [Top 7]

● B2B ● B2C



## SEE THE TREND IN ACTION

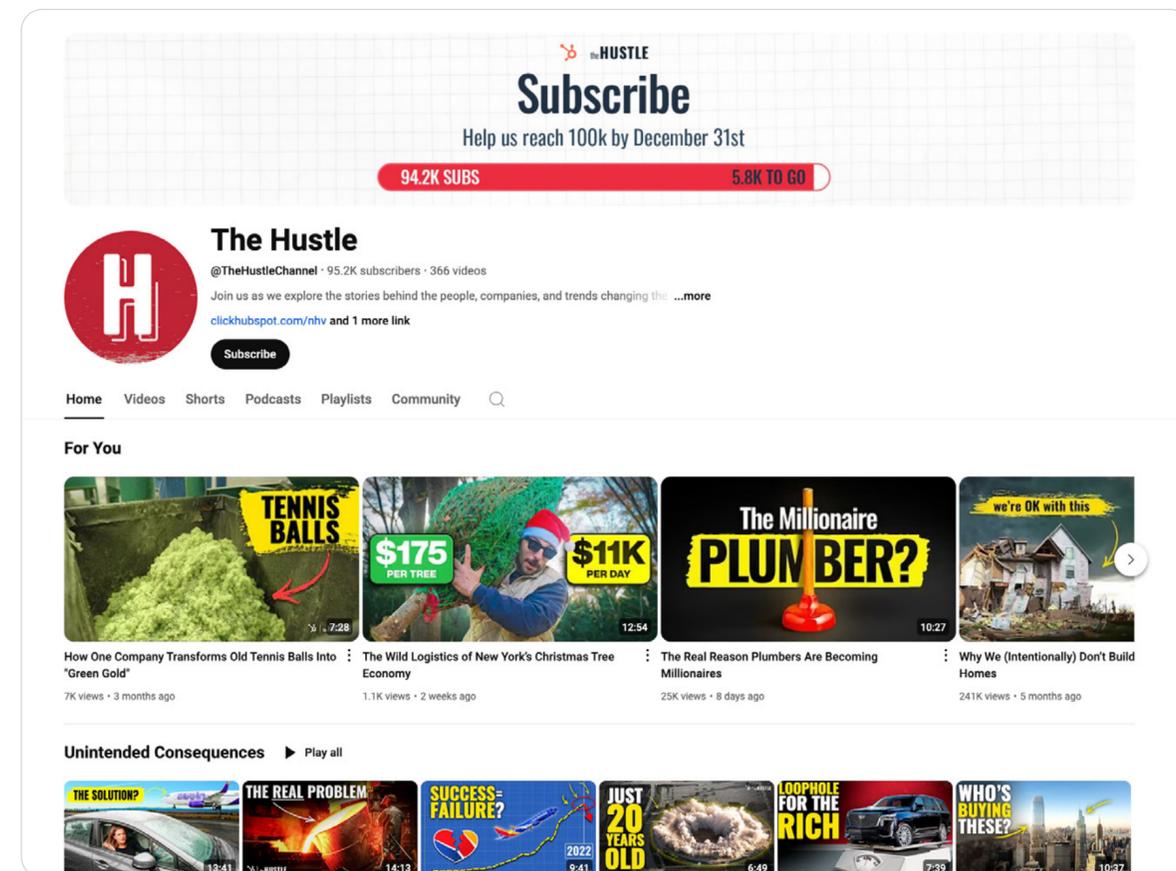
HubSpot has invested more in short-form and long-form video across YouTube this past year. [Marketing Against the Grain](#), our video podcast, has 45K subscribers, and [The Hustle channel](#) has nearly 100K. Each channel shares a mix of short-form and long-form video content, and viewership is rising quickly.

“In just a few months, the team grew The Hustle YouTube channel to over 400,000 views per month, created hundreds of sponsored videos, and built six long-term creator partnerships with YouTubers,” [shared Kyle Denhoff](#).

## GET THE TOOLS OF THE TRADE

Here’s how to [drive linear growth on YouTube](#).

1. Identify the product use case that aligns with your video.
2. Tap into existing search demand using topic clusters and keywords to align with what your audience is searching for.
3. Focus on what your audience needs, and what brings value.
4. Approach the topic with a unique point of view and creative direction.
5. Hook viewers with compelling titles and thumbnails.
6. Choose on-camera talent that’s relatable, credible, and engaging.
7. Include relevant in-video CTAs.
8. Add clear, persuasive CTAs in the description copy.
9. Provide an offer that gets viewers to take the next step with your brand.



## TREND #2 Podcasts and audio content are **growing** for B2B and B2C brands

Podcasts have become an influential format for people across all ages and stages in life. They're a unique mix of education, inspiration, and casual listening, where subscribers get to know the hosts, and look forward to new episodes week after week. Around [100 million Americans listen to podcasts](#) weekly, and as of 2024, podcast listening is at an all-time high. The average adult, across all generations, listens to around eight hours of podcasts each week.

And [Edison's research](#) showed that not only are podcasts popular, they're influential. 46% of weekly podcast listeners have purchased a product or service after hearing about it on a podcast.



of marketers plan to maintain or increase their investments in podcasts and audio content in 2025.



## SEE THE TREND IN ACTION

Wistia's cofounder, Chris Savage, hosts [Talking Too Loud](#), a podcast that's part of the HubSpot Podcast Network. With guests like the founder and CEO of Zapier, Wade Foster, HubSpot CMO Kipp Bodnar, and Help Scout's VP of Brand, Kristen Bryant Smith, they're connecting with their audience of marketing leaders and bringing value through curated conversations.



## GET THE TOOLS OF THE TRADE

Curate a podcast editorial strategy that matches your brand and 'doesn't sound like a corporate snoozefest.'

1. Choose guests who align with your brand values.
2. Teach people something in every episode.
3. Tell stories worth listening to.
4. Encourage hosts and guests to share their personality and create an environment that facilitates honest conversations.

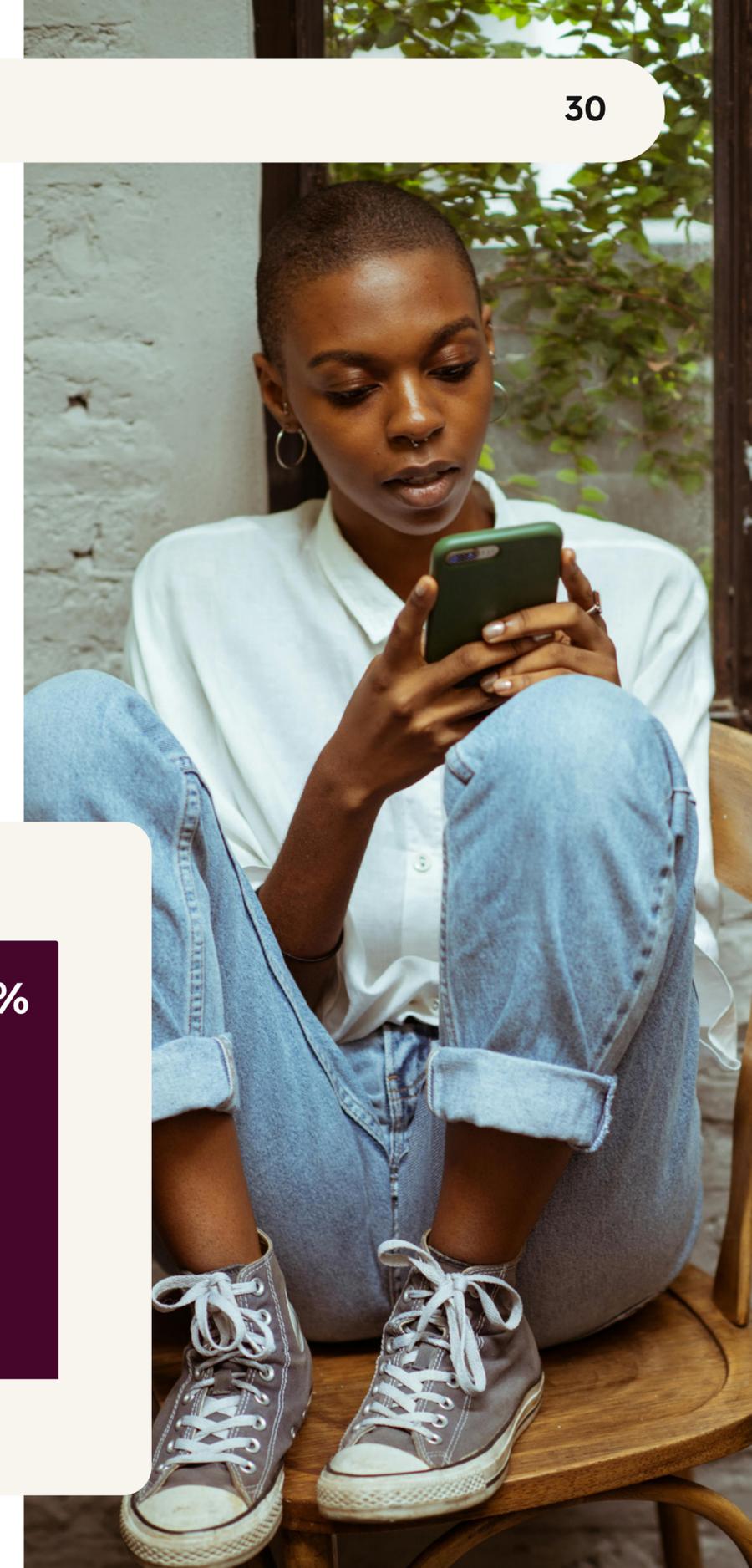
[See what happens when you nail your editorial strategy →](#)



# TREND #3 The top social channels for 2025 are YouTube, Instagram, and TikTok

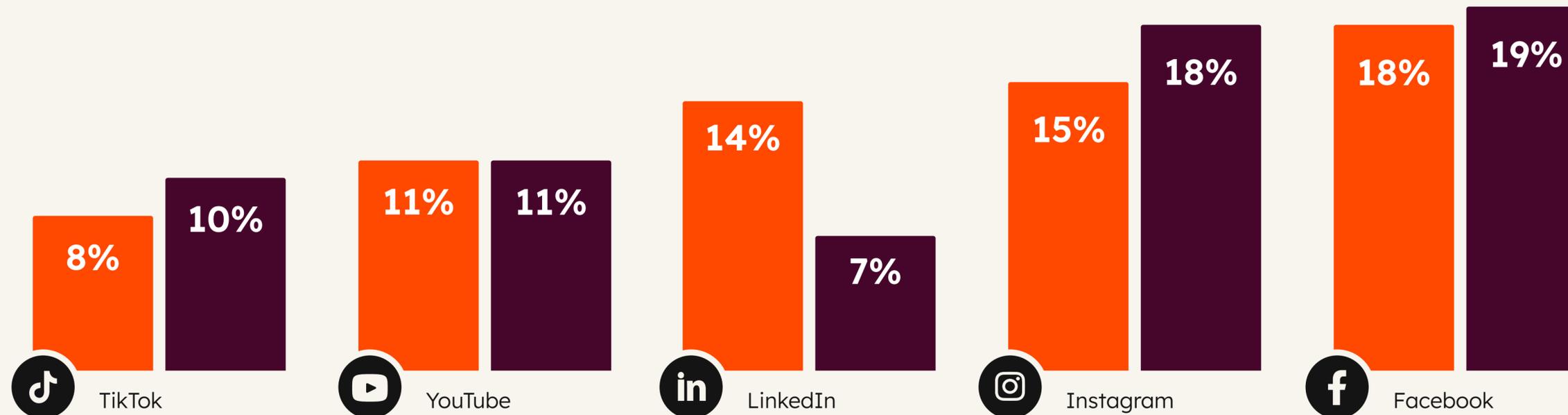
In 2025, Facebook, TikTok, and YouTube will remain strong for both B2B and B2C brands. B2B marketers plan to invest more in LinkedIn, and B2C marketers in TikTok, reflecting how shoppers research new products and services personally and professionally. Emerging channels include Reddit, Discord, and Threads, used by around 10% of marketing teams.

Marketers will have to find ways to overcome their biggest challenges to reach their social goals in 2024. For both business-facing and consumer-facing marketing teams, the top challenge is keeping up with trends. B2B marketers are also having trouble reaching their target audience, and B2C marketers want to gain and keep followers.



Which social media channel do you plan to invest the most in 2025? [Top 5]

● B2B ● B2C



## SEE THE TREND IN ACTION

Casio is a widely known electronics brand, known for their iconic watches. To connect with their audience and increase brand awareness online, they've invested in social media across Instagram, TikTok, and YouTube.

They've struck a chord, especially on TikTok, adapting their content to meet trends like [outfit of the day \(OOTD\) posts](#) featuring a Casio watch, [get ready with me \(GRWM\) content](#), [memes](#), [brand collabs](#), and [influencer partnerships](#). The [Casio Italy TikTok channel](#) now gets an average of 200K+ views per post, any passing the 1M mark.

Casio also started a podcast, '[Casio Stories](#),' to highlight emerging artists in the space, many of whom use their products. The podcast is available on YouTube, Spotify, and other streaming platforms to help them reach and retain new audiences.

## GET THE TOOLS OF THE TRADE

To keep up with social media trends, regularly check in with trustworthy social leaders and new industry research. Choose a format that you'll stick with and put together a process to implement your learnings so they don't get lost in the sauce (AKA forgotten about until it's too late and the trend has passed).

### Podcasts



The Hustle Daily Show



Marketing Against the Grain



Online Marketing Made Easy



The Goal Digger Podcast

### Newsletters



Link in Bio



ICYMI

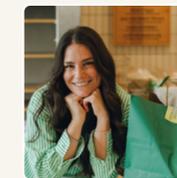


The Lindsey Gamble Newsletter



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### People to follow



**Bari Tippet**  
Head of Social, sweetgreen



**Rachel Karten**  
Social Media Consultant, Milk Karten



**Lindsey Gamble**  
Influencer and Creator Consultant



**Kyle Denhoff**  
Senior Director of Marketing, HubSpot

## TREND #4 Marketers are finding success with **influencer marketing** — specifically those with niche audiences

In 2024, 24% of marketers reported using influencer marketing, and both B2B and B2C brands found the most success with micro influencers with 10K – 100K followers. Working with smaller creators and influencers has allowed brands to build trust with new audiences, gain access to niche, tight-knit communities, and stretch their influencer marketing budget further.

Marketers report seeing the highest ROI from influencers on 1) Facebook (28%), 2) Instagram (22%), and 3) YouTube (12%), and brands most commonly spend 50-74% of their marketing budget on influencers or content creators.

But, will the brand-influencer partnership trend continue, or evolve? 86% of surveyed leaders believe it's likely that AI-generated influencers or social media avatars will replace influencers by the end of 2025.

Which size influencer or content creator did you see the most success with in 2024?

● B2B ● B2C

Nano (1,000-9,999 followers/subscribers)



Micro (10,000-99,999 followers/subscribers)



Macro (100,000-999,999 followers/subscribers)



Mega (1M+ followers/subscribers)



## SEE THE TREND IN ACTION

HubSpot's creator partnership program grew significantly over the course of 2024. One creator partner is [Sarah Chen-Spellings](#), a leader in venture capital and the host of the Billion Dollar Moves podcast.

Sarah has an engaged audience of 20K+ LinkedIn followers, and 3K+ newsletter subscribers, and she's an active participant in the investor space.

"The HubSpot Creators program is about building authentic, lasting partnerships. We empower creators with support and resources to grow while aligning with a trusted brand. By focusing on relationships over transactions, we create shared success that sets us apart," shared [Alanah Joseph, Head of Creator Partnerships, HubSpot](#).

## GET THE TOOLS OF THE TRADE

Sourcing influencers and creators that align with your brand takes time, energy, and organization. AI tools can help to speed up the process and surface the best options for creators that align with your target audience.

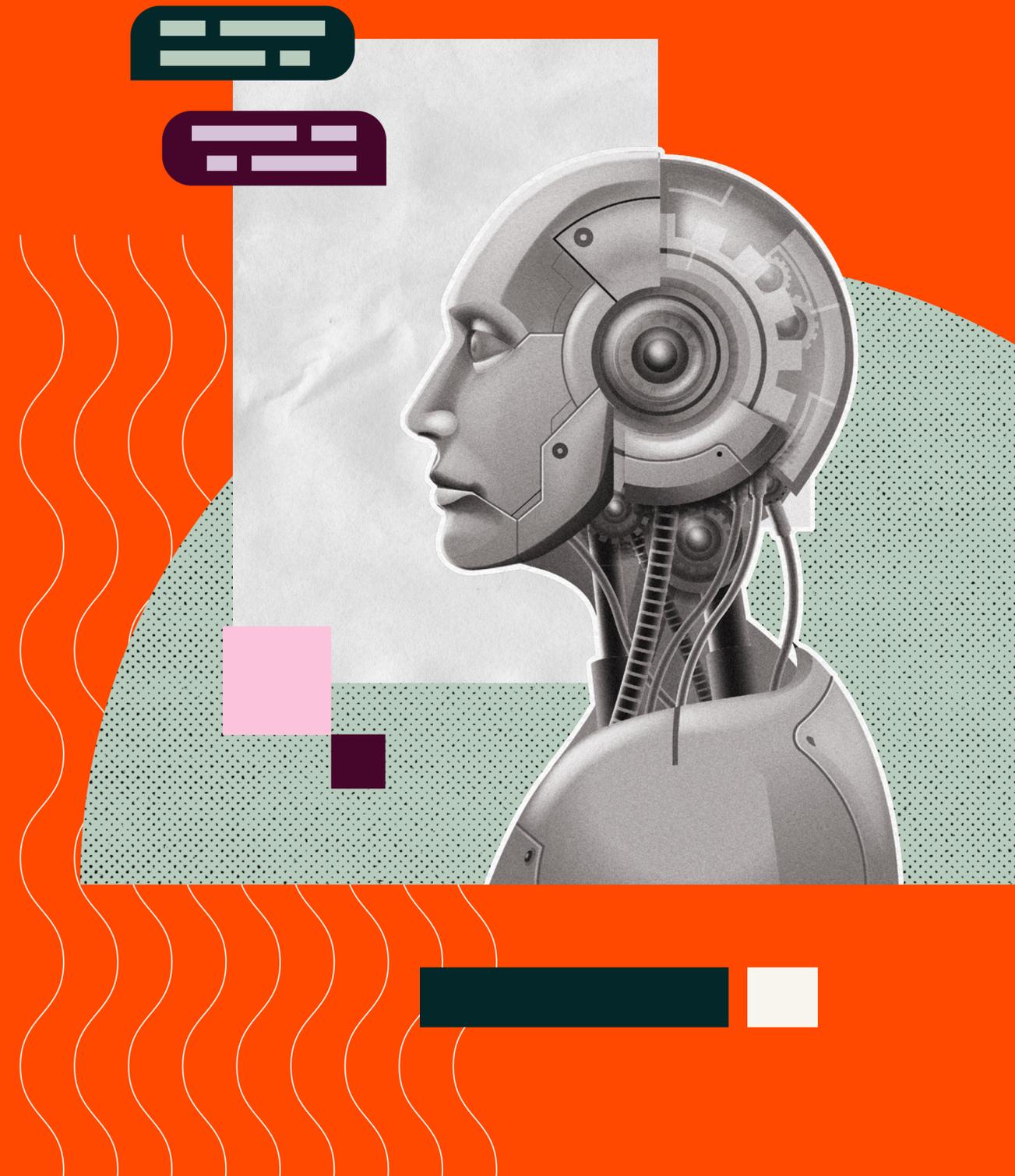
1. Use [generative AI to learn about influencers or creators](#) and craft personalized outreach messages — grab a prompt here.
2. Manage your [influencer outreach efforts](#) and document your progress.
3. Set goals and clearly communicate your expectations for your partnership.
4. Prioritize authentic, relevant opportunities for the influencer or partner to share about your brand.



AI TRENDS

# Are you there, chatbot? It's me, overwhelmed marketer

AI tools have impacted marketing roles and can take on a lot of the heavy lifting, but there's a learning curve.



# It's time for marketers to **invest** in **AI** education and training

Over the past year, marketers have dipped their toes into the AI pool, getting comfortable with conversational AI tools, generative AI for content creation, and using AI for research. During the year ahead, they plan to take the plunge and incorporate AI into their marketing strategy in a more meaningful way.

Along with the increased demand for marketers to use AI, there's some apprehension — 54% of marketers feel overwhelmed by the prospect of implementing AI tools into their processes and workflows.

But marketers know that AI is the future. 92% of respondents report that AI has impacted their role already, and more than a third say 'very significantly'.

## THE TRENDS

**1**

AI tools are helping marketers keep up with increasing content needs and conduct research.

**2**

There's still a learning curve for AI in marketing to be addressed.

**3**

AI has changed how people search, and how brands need to think about their online presence.



# TREND #1 AI tools are helping marketers keep up with increasing content needs and **conduct research**

The top AI use cases for marketing are content creation, like using generative AI to write copy or create images, using AI to conduct research or analyze data, chatting with AI to brainstorm content ideas, and asking AI for help with learning how to do things like putting together an Excel function or debugging code.

In 2025, marketers plan to use AI to turn text-based content into multimedia campaigns, and to create [AI agents](#) to automate marketing workflows from strategy to execution.

## 1 in 4

marketers plan to leverage using AI to turn text into multi-modal campaigns.

## 1 in 5

marketers plan to explore using AI agents to automate marketing initiatives from end-to-end strategy to execution.



## SEE THE TREND IN ACTION

Sandler, a trusted leader in sales, leadership, and management training systems, has adopted AI tools across their marketing and sales teams to help scale personalization and prospect engagement efforts. They've written the playbook on sales training, and now they're bringing AI into their own sales and marketing processes.

“HubSpot’s AI has been a game-changer for our marketing and sales teams, helping both groups create personalization at scale with outbound messaging, actionable insights, and increasing new prospect engagement with our brand by 25%,” [shared Emily Davidson, Enterprise Marketing Director at Sandler](#).

## GET THE TOOLS OF THE TRADE

Here’s a workflow from Modern Millie, a HubSpot Creator and YouTuber, on how to generate 200 targeted social media posts in ten minutes using ChatGPT and Canva.

1. Map out your target audience’s pain points, goals, and preferences using existing customer data.
2. Generate a list of X tips and X quotes related to your industry and geared towards your target persona using ChatGPT or another conversational AI tool.
3. Export the quotes and tips into a CSV file.
4. Select a blank social media doc in Canva, choose a template, and customize the styling to your brand.
5. Upload your CSV of quotes into the bulk upload feature in Canva, then tweak.
6. Choose a video template, then bulk upload your tips into the video, and edit.
7. Export and share.

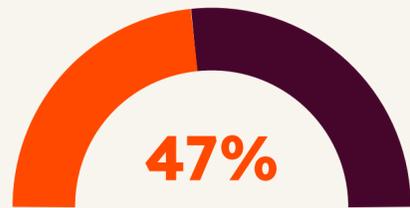
[Watch the tutorial on creating social content with ChatGPT and Canva](#) →



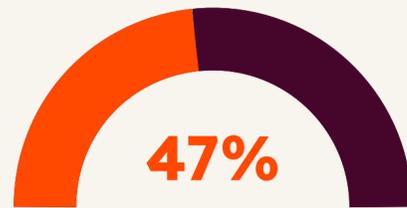
## TREND #2 There's still a learning curve for AI in marketing to be addressed

Only a little over two years after [ChatGPT launched](#), marketers are expected to be using and optimizing AI in their marketing workflows. Their roles and responsibilities have changed and they've had to quickly adapt to learning about data quality, prompt engineering, data privacy, and how to edit AI generated content. Along with the great power of AI tools comes a newfound responsibility to maintain data security, integrity, and creativity in a world of automation and artificial intelligence.

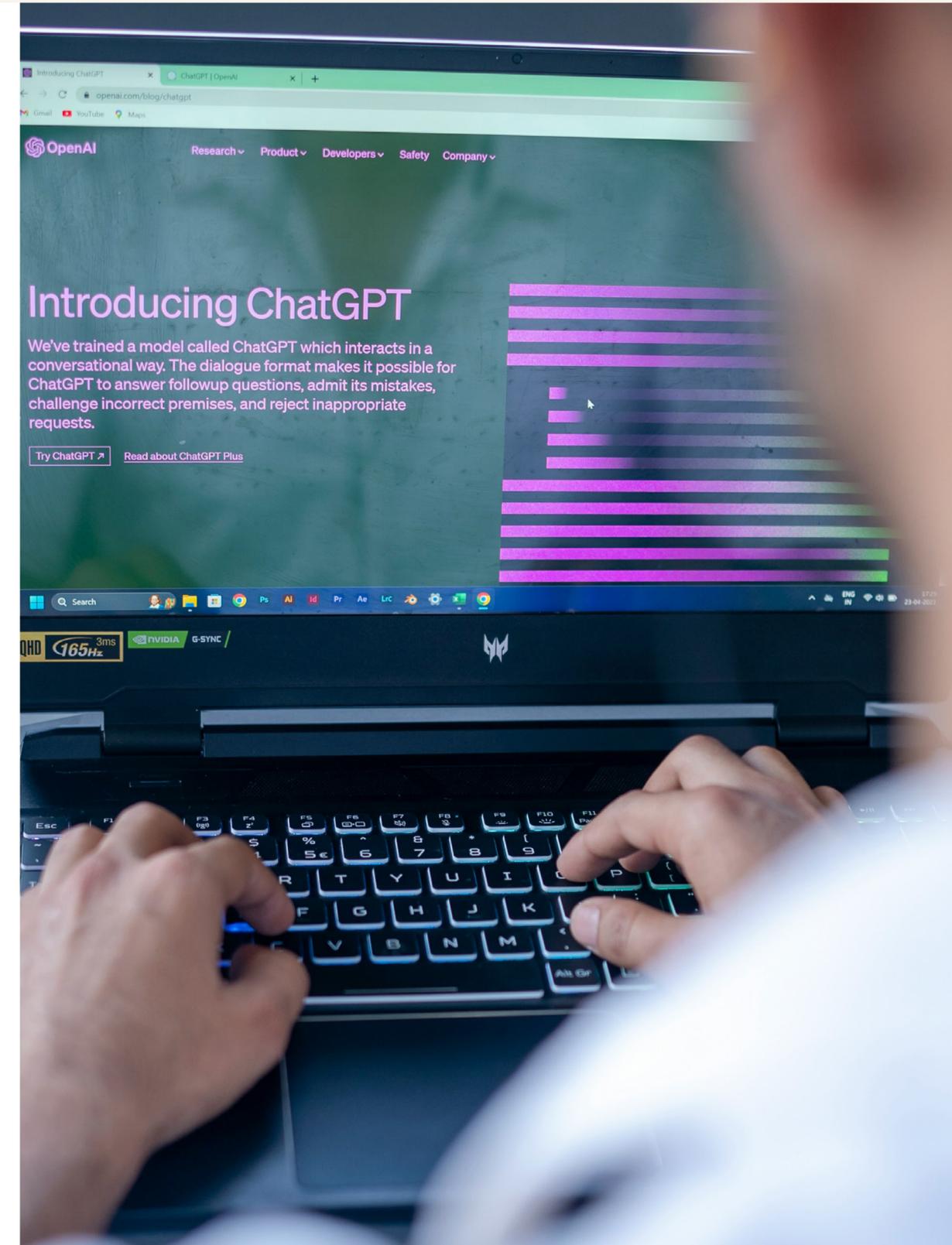
Marketers are reporting that they feel overwhelmed by the idea of incorporating AI into their marketing strategies and workflows, and many aren't prepared to measure the impact of AI on their marketing efforts.



47%  
of marketers have a clear understanding of how to use AI in their marketing strategy.



47%  
of marketers have a clear understanding of how to measure the impact of AI in their marketing strategy.



## SEE THE TREND IN ACTION

The team at Phocas Software uses HubSpot Breeze to open up new opportunities for personalization and segmentation through data enrichment. Josh Ames, HubSpot and GTM leader at Phocas Software, shared that the [biggest wins their team saw from using Breeze](#) were the data quality, direct access to enriched data, improved segmentation, and accessible pricing.

HubSpot’s data enrichment feature quickly improved our data quality, leading to more effective campaigns and better alignment. 92% of companies in our CRM had at least one new enrichment property populated by the new feature.



**Josh Ames**

HubSpot and GTM Manager, Phocas Software

## GET THE TOOLS OF THE TRADE

Kieran and Kipp have been experimenting with AI for marketing since the early days, and they’re sharing their learnings on the podcast. Here’s a [deep dive episode of Marketing Against the Grain](#) with Kieran and Kipp that walks through the practical use cases for AI in marketing, the tools to try, and examples of bringing AI into marketing workflows.

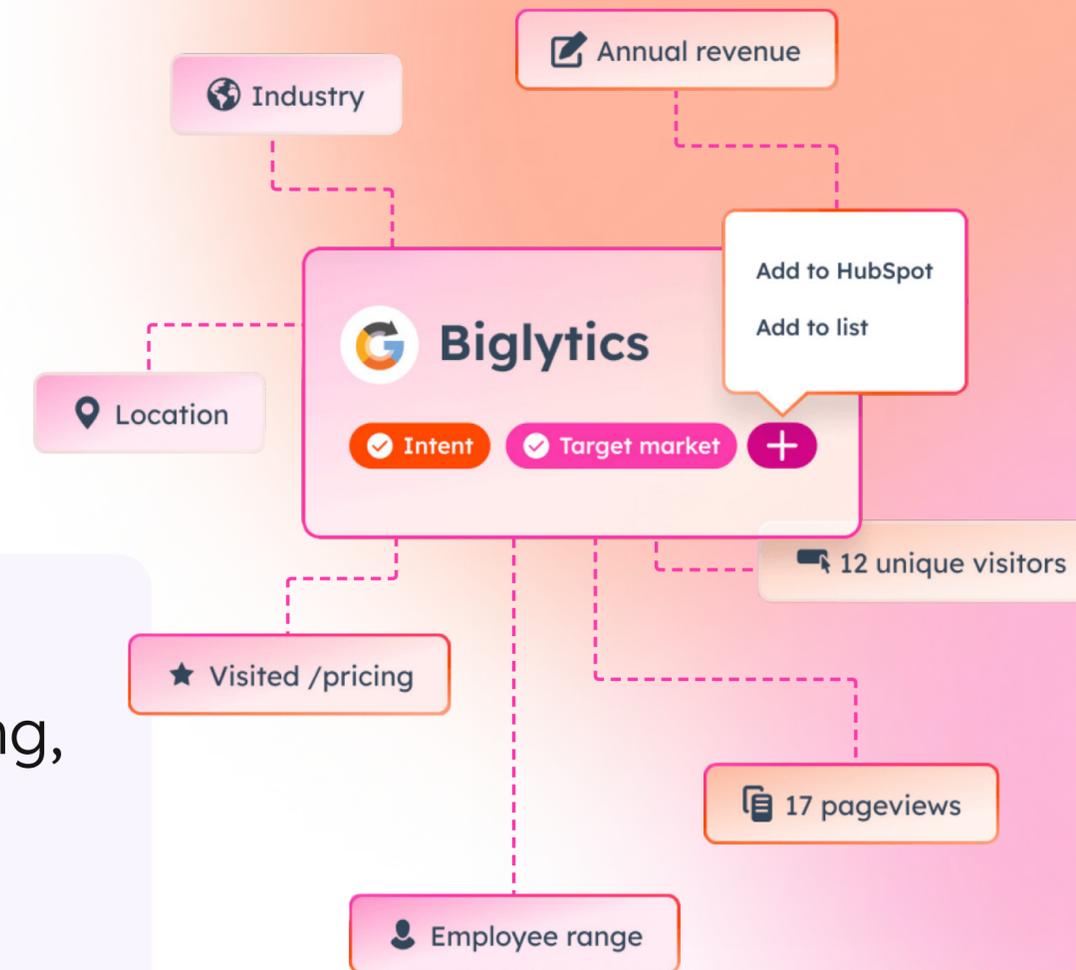
AI allows you to go from A/B testing to A to Z testing, and quickly find out which ads or posts are the most likely to perform the best with your audience.



**Kieran Flanagan**

SVP of Marketing, HubSpot

[Watch ‘AI Marketing Masterclass’ →](#)



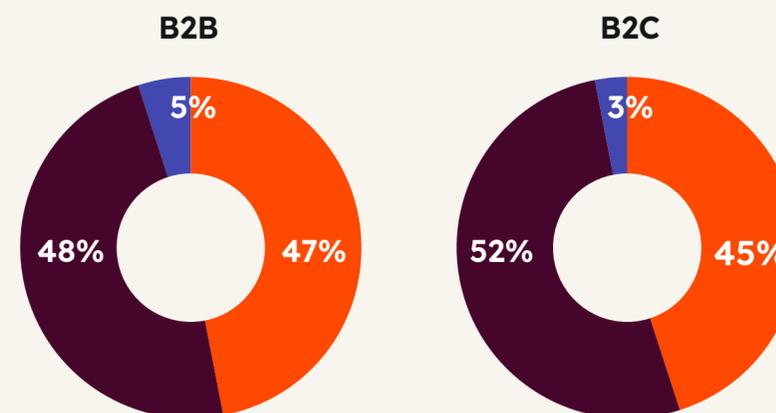
## TREND #3 AI has changed how people search, and how brands need to think about their **online presence**

Nearly half of marketers have noticed that consumer use of AI for search has already impacted their search traffic — positively. And while consumers across generations haven't fully switched over to AI-assisted search, 31% of [Gen Zers report that they most often use AI platforms or chatbots](#) to find information online. More than one in three consumers hopes that AI will be more helpful for online research in the future.

For brands, showing up where consumers are and in the format they prefer to engage with is top of mind. 19% of marketers plan to build an SEO strategy for generative AI in search in 2025,

How has consumers using AI to get answers to their questions impacted your web traffic?

● Increased ● Decreased ● Stayed the same



## SEE THE TREND IN ACTION

After manually running queries in ChatGPT to understand how HubSpot was showing up in LLM searches, Aja Frost, Senior Director of Global Growth at HubSpot, began working on a project to aggregate this data and streamline the research process. Now, she's using [AI Search Grader](#) from HubSpot to understand whether current and prospective customers were finding HubSpot while researching CRMs, marketing automation, email marketing, and other related topics.

AI Search Grader is the first free tool for marketers to understand and improve their brand visibility in Large Language Models (LLMs) like GPT-4. With this tool, marketers can understand brand sentiment and share of voice, while identifying areas for improvement based on how people actually search.

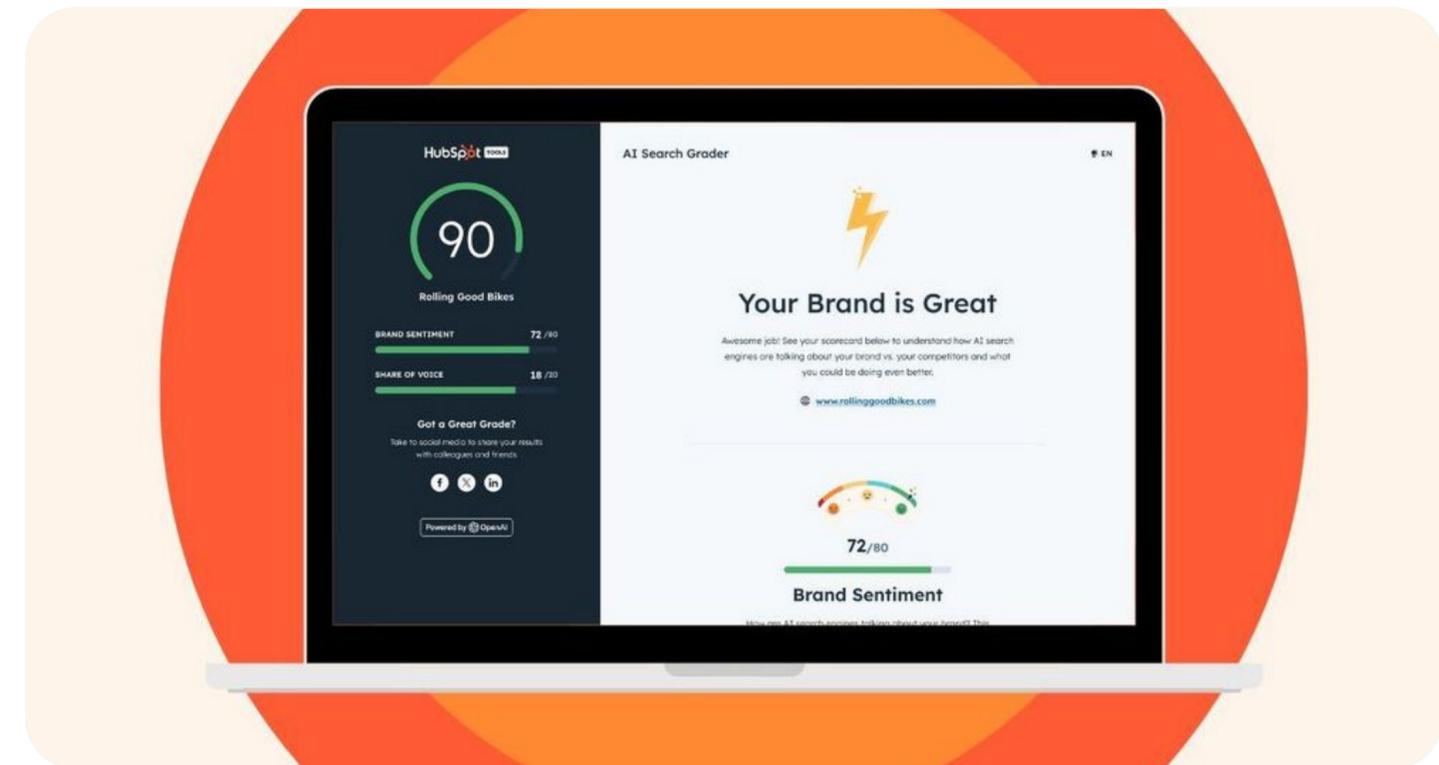


**Aja Frost**

Senior Director of Global Growth, HubSpot

## GET THE TOOLS OF THE TRADE

[AI Search Grader](#) allows brands to see how they appear in AI search results, and find actionable ways to improve their results. And now, there are more [audit tools and regulations related to how brands are using AI](#).



CLOSING

# Smarter, better, faster, and more human content campaigns ahead

Marketers are at a turning point for automation, AI, and creativity.



# Creating **authentic connections** and brand experiences, intelligently

The marketing landscape in 2025 stands at the unique crossroads of artificial intelligence and human creativity. As AI tools help take on some of the heavy lifting of data analysis, content optimization, and workflow automation, marketers are able to focus on creating authentic connections and valuable brand experiences. The data from this report showcases a clear snapshot of the rapid progress — 92% of marketers say that AI has impacted their roles, and 96% are seeing increased sales from personalized experiences. Technology is helping to facilitate human connection.

The road ahead isn't about choosing between AI and authenticity, but about how we use them most effectively. Whether you're a B2B brand focusing on value-driven content, or a B2C company sharing user-generated stories, successful marketing in 2025 will stem from being present where your audiences are, speaking to their experiences, and using technology to scale those connections.

As marketers, we have an unprecedented opportunity to be smarter, more efficient, and more human in how we connect with our audiences. The tools are here, and the possibilities for creativity are endless.



**Kieran Flanagan**

SVP of Marketing, HubSpot

## Methodology

HubSpot conducted a survey in October 2024 with a total of 1,200 marketers across North America, Europe, Asia, and Australia across industries to gain these data points.

### Industries represented

Advertising or marketing	Financial services and insurance
Agriculture, food, and beverage	Government
Business or consumer services	Healthcare or public health
Chemicals and metals	Information Technology
Communication services	Manufacturing and materials
Construction	Media and entertainment
Consumer product manufacturing	Non-profit
Defense or aeronautics	Retail
Education	eCommerce
Electronics	Transportation and logistics
Emergency services	Travel and hospitality
Energy, utilities, and waste management	Waste management or water systems

Report created in collaboration with [Datalily](#).

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