



**INTEGRATED MANAGEMENT  
& SALES CONSULTING**

## **2025 Marketing Trends**

1. **The rise of social media:** Social media is one of the biggest and most important marketing channels for businesses to reach and engage with customers. Businesses need to have a strong social media presence and create engaging content that will resonate with their target audience.
2. **Small in person events:** People are chronically online in today's day and there is a notable appreciation for in person events that engage the community. More people are looking for something that is experiential and leaves an impact on them. Face to face interactions allow you to build a trustworthy relationship with your customers.
3. **AI optimization:** Businesses can achieve more precise targeting, efficient campaigns, and enhanced customer experience with AI optimization. You can also adjust your content to ensure your website will be picked up by Large Language Models (LLMs), which will help increase brand visibility and reputation.
4. **"Faceless" content:** Social media is one of the biggest marketing platforms. Faceless content is when creators post on social media, but do not ever show themselves. This enables business owners to focus solely on their products and offerings, creating high quality videos that showcase what makes them unique.
5. **Niche newsletters:** Instead of using mainstream media to market your business, use a channel that speaks to your niche audience. It is not about creating the largest email list possible; it is about using your platform to connect with people who trust you and have a specific interest you can speak on.
6. **Trendjacking:** This is a social media marketing strategy in which brands use trending topics, events, or themes to increase their visibility. This is a fun and unique way to increase engagement and reach people outside of your network.
7. **Mobile users:** There has been a continued growth in the use of smartphones to access the internet or browse the web. It is important for businesses to have websites and marketing materials that are user friendly on mobile devices.
8. **Short form videos:** Social media platforms like Instagram and Tik Tok have made short form videos extremely popular. This short, informative content quickly grabs the attention of the viewer and seamlessly gets the message across.
9. **Importance of data:** Data is becoming increasingly critical in marketing. Businesses must utilize data to understand their customers, create personalized marketing messages and measure the effectiveness of their campaigns. Data will also help identify areas that need more attention to improve your marketing campaign.

References - <https://www.wix.com/blog/marketing-trends>

**[www.SalesClubUSA.com](http://www.SalesClubUSA.com)**