

5 for 2025

Key priorities for keeping your 2025 marketing plan on track

The dynamic B2B marketing landscape means the trends that will shape success this year were shifting even before 2025 marketing plans were put into action. To stay on top of your game all year long, you'll need to monitor metrics carefully – and pivot wherever campaigns don't deliver.

Here's where you should look first as part of any optimization effort.



1. Explore interactive content

If you're not creating video or other interactive content, it's time.

Growing demand for snackable yet engaging content presents an opportunity to creatively drive awareness, interest and engagement.

Experiment with Instagram Reels, LinkedIn Live and other video channels for product launches, engaging conversations and more to humanize your brand and foster real connection.

58%

of **B2B marketers** say video is the most effective content in their marketing toolbox, outpacing case studies, white papers, reports and short articles ¹

2. Lean into the power of personalization

AI is unlocking new possibilities for connection.

More than half of B2B marketers say reaching customers has become harder over the past five years.² It's no accident that this trend dovetails with a broader rise in personalization across B2B and B2C channels. As hypercustomization and dynamic content platforms gain traction, generic marketing messages become noise.

AI-driven personalization enables marketers to serve customized experiences based on intent signals and purchase history at scale and across channels. The approach ensures messaging and content are more relevant – and that they deliver far better results.



86%

of **B2B SaaS marketers** say personalized 1:1 marketing is key to reaching customers ²



75%

of B2B brands **invest in influencer marketing**, and 93% of those who do so plan to increase their investment. ³

3. Embrace influencers

The authenticity they bring provides valuable reassurance to uncertain buyers.

Most B2B buyers already know what type of product they want, and they may very well know which brands can provide it. The missing piece is trust – something an expert industry voice can provide.

B2B marketers who take a page out of the B2C playbook and embrace influencer marketing convey authenticity and build confidence in their brands, particularly as younger generations with vast exposure to influencers gain B2B buying power.

4. Integrate everywhere

Full-funnel, multichannel approaches keep prospects engaged everywhere they go.

Every touchpoint presents an opportunity to engage customers and advance the conversation toward conversion. Integrated, omnichannel campaigns reach B2B buyers where they are – web, email, social – and build on every prior connection.

When marketers deliver the right content to buyers at the right moment, they foster stronger connections, enhance the brand experience and drive better marketing outcomes.



8 out of 10

B2B marketing professionals say omnichannel marketing outperforms single-channel approaches.⁴

71%

of **B2B buyers** said they used multiple downloadable assets in their decision-making process, and nearly half said the volume of content they consumed increased during the buying cycle.⁵

5. Maximize the value of your content investment

Slice and dice existing content to meet needs without breaking the bank.

If you're like most B2B marketers, content figures prominently in your 2025 plan, and for good reason. You'll always need more content, so it's worthwhile approaching any pieces you'll create this year with a plan for repurposing.

Write long-form content in segments that can be repurposed into snackable social posts and quick-hit visual assets that amplify and reinforce your message all year long without sending anyone back to the drawing board.

Ready to make the most of your 2025 marketing plan? Learn how Future B2B and its portfolio of brands can help you achieve your goals. [Contact us.](#)

Sources

1. Content Marketing Institute. [B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2025.](#)
2. Exclaimer. [The Future of 1:1 Marketing: Exploring Challenges & Personalization Trends. 2024.](#)
3. Ogilvy. [The Global Rise of B2B Influencer Marketing. 2023.](#)
4. McKinsey. [Omnichannel in B2B Sales: The New Normal in a Year That Has Been Anything But. 2021.](#)
5. Demand Gen Report. [Content Preferences Survey. 2023.](#)

