

noticed.

the state of **B2B marketing in 2025**

The Strategies, Shifts, and Hard Truths Defining B2B Marketing



the turning point for B2B marketing

B2B marketing is at a crossroads. Traditional strategies that worked five years ago are rapidly losing effectiveness, and companies that fail to adapt will be left behind.

in 2024 alone:

only 45% of B2B companies were on social media

this number has risen by 30% in the last year.

LinkedIn ad spend increased by 40%

as brands poured millions into the platform.

92% of marketers now consider video essential

yet, only 71% of marketers have experimented with it.

what's inside

Section 1: the rise of owned media & employee brands	02
Section 2: things every B2B company needs to steal from B2C marketing	07
Section 3: B2B marketing in 2025: from corporate clichés to human-centered brands	13
Section 4: tiktok: a new frontier for B2B marketing	19
Section 5: the shift towards raw, human-first B2B marketing	23
Section 6: why outbound sales needs a rebrand	27
Section 7: the AI disruption – how to win in an AI-powered market	31
Section 8: the brand vs. demand debate	34
Section 9: the video-first era – how short-form content is changing B2B	38
Section 10: HubSpots \$670 million marketing playbook	41
Section 11: emerging trends in B2B marketing	46
Section 12: the playbook – how to win in B2B marketing in 2025	49

introduction

The B2B marketing landscape is **undergoing a seismic shift**. But let's be honest... that's not a surprise to any of us - we're all seeing it.

AI has burst onto the scene, B2B buyers are self-educating through social media, and new marketing approaches are popping up every day.

The landscape has changed, yet most B2B companies are completely lost as to what they need to do.

So, we sat down with **6 of the best minds in B2B** - true industry experts - and asked them:

- **What trends they were seeing?**
- **Which ones we should focus on?**
- **What the future of B2B will look like?**

This report is a collection of all of the data and expert insights they shared with us. This, is **The State of B2B Marketing in 2025.**

section 1:

the rise of owned media & employee brands

B2B brands that continue renting attention through ads and SEO will struggle. The brands that own their audience through employee-led content and media-first marketing will dominate.

The question isn't whether your company should embrace owned media. **It's how long can you afford not to?**

A portrait of Niall Ratcliffe, a man with short brown hair and a light beard, wearing a dark brown long-sleeved shirt. He is smiling and has his arms crossed.

Niall Ratcliffe

CEO, noticed.

the end of rented attention

for years, B2B marketing has been built on borrowed platforms—ads, SEO, and third-party lead generation. these channels worked, but they came with a hidden cost: zero ownership.

Today, the rules have changed. Traditional marketing isn't just losing effectiveness—it's becoming a liability.

Paid advertising costs are skyrocketing.

CPCs have increased by 20-50% across major platforms, making paid acquisition less sustainable.

Organic reach on brand pages is collapsing.

LinkedIn and other platforms are prioritising individual voices over corporate accounts.

SEO is becoming commoditised.

AI-generated content is flooding search, making it harder than ever to win organic traffic.

This does not mean these channels are now useless, they can still be highly effective - they just can't be solely relied upon.

why the winning brands...

are shifting to owned media.

The brands that are thriving in 2025 are the ones who **own their audience**—building **direct relationships through content, community, and personality-driven marketing.**

This isn't a trend. It's a defensive moat against rising ad costs, declining organic reach, and the unpredictability of algorithms.

1/ establishes long-term brand authority and industry influence

2/ puts you in control of your audience reach—no reliance on unpredictable algorithms

3/ enables you to create and share highly targeted content that resonates with your audience

4/ becomes a valuable asset that compounds in impact as your content library grows

the new playbook in 2025

companies like Adobe, SEMrush, and Gong aren't just marketing their brands—they're turning their employees into influencers and their companies into media empires.

Turning Employees into **Industry Celebrities**

Gong has built one of the **most engaging LinkedIn content engines** in B2B by empowering its employees, from sales reps to executives, to create and share their own insights.

Instead of a corporate-heavy brand presence, Gong relies on **real voices inside the company** to drive engagement, making their marketing feel personal and authentic.



Turning Employees into **Industry Voices**

Adobe's employee advocacy programmes empower staff to share insights, case studies, and industry commentary, amplifying reach.

Instead of relying on corporate messaging, Adobe leverages the **personal credibility of its workforce.**



Media-First Marketing

SEMrush has transformed its content marketing team into an **internal media organisation**—running blogs, YouTube channels, and high-value webinars.

Their strategy is led by subject matter experts, ensuring their insights are authoritative and AI-resistant.



building an employee-led content strategy

identify internal creators

Find employees with subject matter expertise and a natural voice. Empower them to create under their own name.

invest in multi-format content

The best employee brands go beyond LinkedIn posts—they appear on podcasts, short-form video, and newsletters.

prioritise influence over impressions

Measure success by reach, trust, and engagement, not just clicks or vanity metrics.

turn the company into a content ecosystem

Brands should act like media companies, distributing employee content across owned channels.

want to future-proof your marketing?

start by turning your employees into content engines.



section 2:

**things every B2B
company needs to
steal from B2C
marketing**

Dom McGregor

Social Chain Co-Founder and
Fearless Adventures Founding Partner

expert insights

**“the best
thing you can
do in B2B
marketing...
is steal.”**

When it comes to marketing, there’s no one better to talk to than **Dom McGregor**. He co-founded Social Chain, grew it into one of Europe’s fastest-growing agencies, and worked with brands like **Coca-Cola, Amazon, and the BBC**. He’s seen first-hand how brand-led marketing builds billion-pound businesses.

But when I sat down with Dom, he said something that caught me off guard... **“The best thing you can do in B2B marketing is steal.”**



Dom McGregor
Social Chain Co-Founder and
Fearless Adventures Founding Partner

expert insights

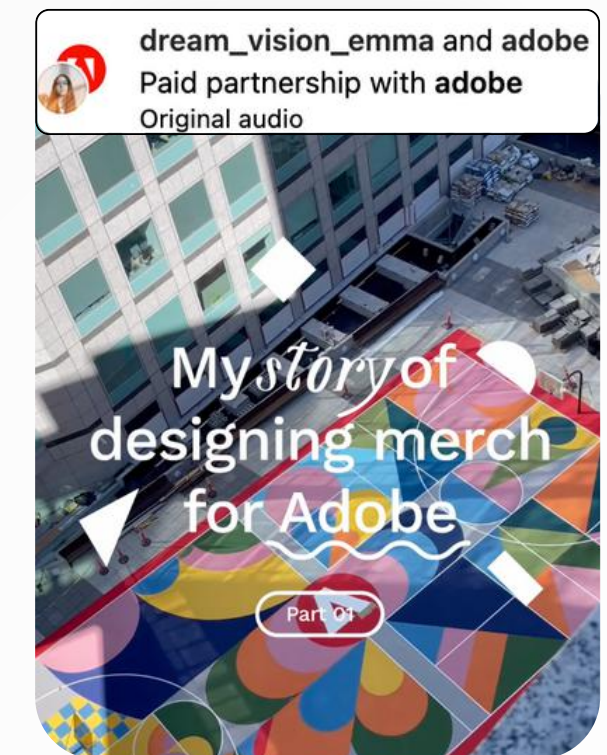
Most B2B companies focus too much on features, product specs, and lead generation—but buyers don't connect with logic, they connect with **emotion**.

The best B2C brands—**Nike, Gymshark, Boohoo** (soon to be Debenhams)—don't sell products, they sell a movement.

When Social Chain worked with **Boohoo**, they didn't focus on product benefits. They built a **narrative people wanted to be part of**, using **bold storytelling and cultural relevance**. That approach helped Boohoo go from a **£500M company to a £4B+ market leader**.



THE ORIGINAL
OATLY!



Adobe

B2B companies need to stop thinking of marketing as a **functional process** and start seeing it as an **emotional connection**.

The companies that do this will dominate.

expert insights

understand that the best marketing **can't be tracked**

Some of the most valuable marketing isn't measurable—it happens behind closed doors.

B2C brands understand this better than anyone. **Coca-Cola doesn't track every brand impression, but it dominates consumer mindshare.**

The same thing happens in B2B. When **Social Chain pulled off their infamous Rex Secco transfer stunt**, it made headlines, went viral, and landed them major sports clients like William Hill and Bet365.

If they only focused on tracked metrics, they never would have launched it.

Because when you only focus on attributable clicks, you miss the bigger picture. The real power of marketing isn't just what you can track—it's about being talked about in the right rooms.

SocialChain



B2B companies obsess over short-term lead gen, but the biggest return on investment comes from brand equity.

B2B companies that think brand-building is just for marketing teams are missing the bigger picture. A strong brand doesn't just drive leads—it **increases valuation, attracts investors, and builds long-term demand.**

Investors aren't just looking at your revenue—they're looking at your visibility, reputation, and presence in the market.

A **£400M hospitality company** worked with Social Chain to build its brand. Not for short-term sales—but to **position itself for acquisition.** When Social Chain worked with **Boohoo**, their marketing strategy didn't just drive revenue—it **helped their stock price soar**, taking their market cap from **£500M to £4B.**

your brand isn't just marketing—it's your company's value

summary

B2C brands have already mastered attention, trust, and demand creation. B2B brands that steal these strategies now will be the ones that win.

“b2b brands that think small will stay small. the ones that steal from b2c will dominate.”

how to win in 2025

tell a bold story, not just a sales pitch

stop worrying about tracking every metric—real influence happens behind closed doors

brand isn't just marketing—it's a growth lever for valuation, recruitment, and industry positioning

section 3:

B2B marketing in 2025: from corporate clichés to human-centered brands

A portrait of Sophie Miller, a woman with long dark hair, wearing a light-colored top and a necklace, smiling slightly. The background is a solid light green color.

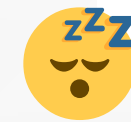
Sophie Miller

Founder and Director, Pretty Little Marketer

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the current state of B2B marketing: stuck in a corporate time warp.

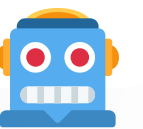
Most brands are still playing the product-first game when everyone's already seen that episode. And most B2B brands are selling products, but they're not building anything resembling **an actual brand people want to connect with.**



endless feature lists that put scrollers to sleep

LinkedIn feeds full of “thought leadership” that all sounds identical

robotic content and zero personality



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Your professional buyer is the same person binging Netflix and doom-scrolling Instagram at night.

1

Decision-makers crave genuine connection, not another stale sales pitch.

2

Personality isn't "unprofessional", it's memorable.

3



smart B2B marketers are taking major cues from their B2C cousins - because shocker, we're still selling to humans!



What this means

The line between **professional** and **personal** is blurring.

The future belongs to B2B brands that understand these 3 major shifts.

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if there is ONE thing to bet on in 2025, it's community building. full stop.

The B2B brands winning (Hubspot, Plot, Semrush) are creating spaces where their audience **feels seen and heard.**

Hosting Spaces

Hosting spaces (virtual and IRL) where users can connect with each other.

1

Reflecting Pain Points

Reflecting real pain points in their content (not just idealised success stories).

2

Relationships

Build relationships first, and sell second.

3

Instead of “what can the community do for my brand?” they’re asking “**what can my brand do for the community?**”. That shift changes everything.

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the key is making content that doesn't feel like marketing: your audience is sophisticated, they can smell a sales pitch from a mile away.

engaging content: 

educates without being condescending

entertains while delivering value

**makes people feel something beyond
"I should email a salesperson"**

final thoughts

human-centered everything.



The B2B brands breaking through are embracing imperfection, showing the humans behind the logo, and creating moments of genuine connection.

Remember: At the end of the day, that VP of Operations you're targeting is just trying to make it to their kid's football game on time while keeping their boss happy. **See the human, not just the job title.**



Oli Hills
CEO, Nonsensical

section 4:

tiktok: a new frontier for B2B marketing

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“TikTok presents an **unprecedented opportunity for B2B brands** to connect with decision-makers in a fresh and engaging way.”

With over 200k searches weekly for 'B2B marketing strategy' on TikTok, it's clear there's significant interest from businesses looking to get active on the platform.

Leading brands like Semrush are achieving remarkable success by focusing on **human-centric content that resonates** with their audience.

1.5B

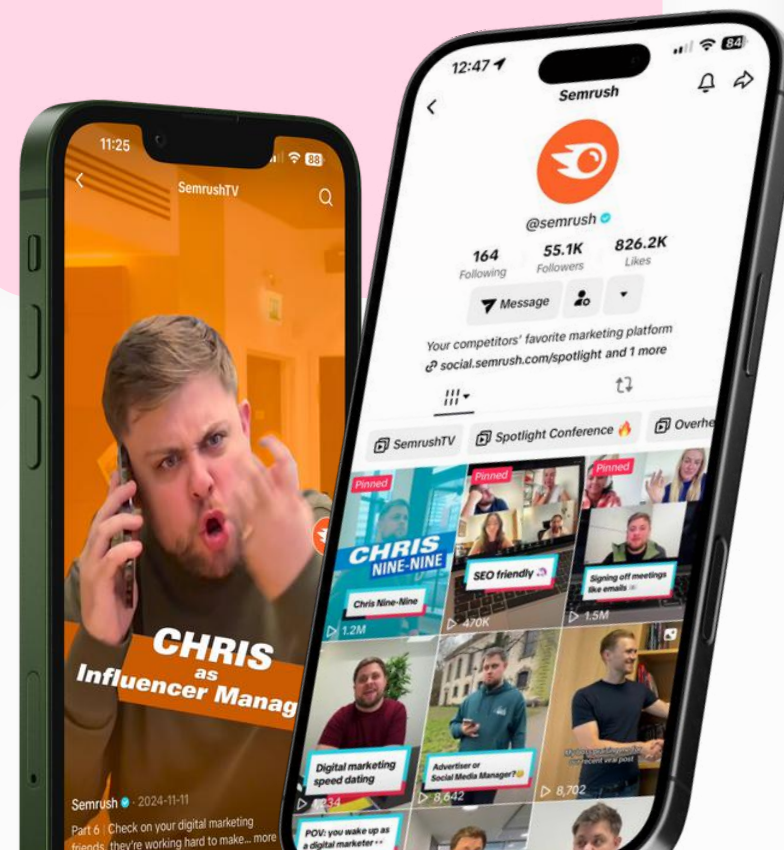
active monthly users worldwide

237K

global searches for 'B2B marketing strategy' in the past week

23%

of tiktok users open the search bar within 30 seconds



expert insights

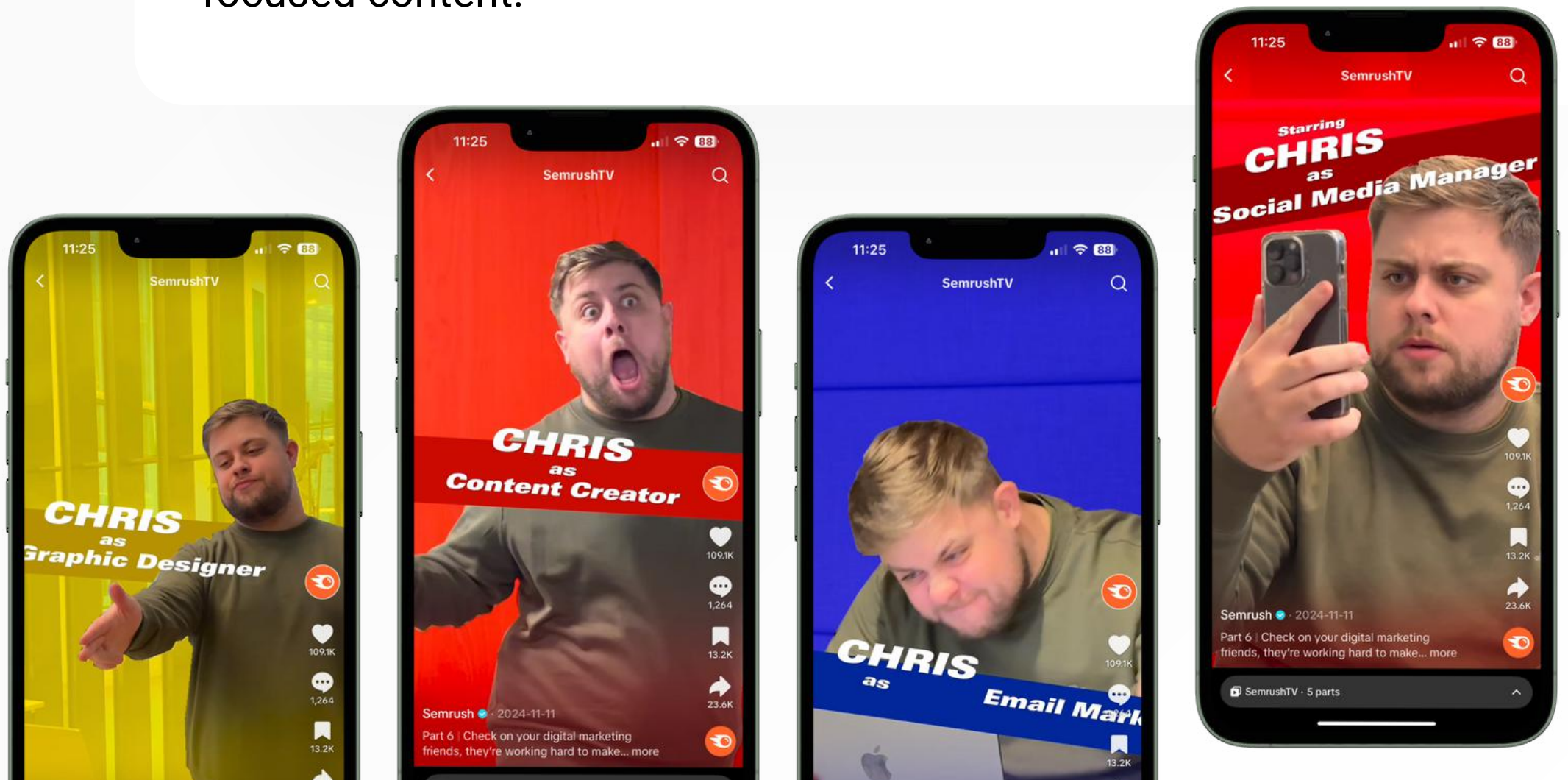
the secret to B2B success on TikTok lies in creating content that speaks directly to the individuals behind business decisions.

Their recurring character, Chris, has become a recognisable figure across platforms, with their videos receiving acknowledgement and praise from other brands on LinkedIn - a testament to their cross-platform impact.

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Semrush exemplifies this approach brilliantly, generating significant engagement by addressing their digital marketing audience's challenges and pain points through relatable, comedic, and person-focused content.

This strategy has successfully humanised their brand, demonstrating deep audience understanding.



expert insights

whilst this organic success is impressive, TikTok also offers excellent opportunities through paid media campaigns.



However, the fundamental principle remains unchanged: whether organic or paid, **content must maintain a people-centric approach.**

After all, whilst we may market to businesses, **it's the individuals within those organisations** who ultimately make the purchasing decisions.

section 5:

the shift towards raw, human-first B2B marketing

The Future of B2B Marketing is Human. The brands winning in 2025 won't be those with the most polished production. They'll be the ones that feel the most real. The companies that empower their people, embrace raw content and move with culture, not behind it, will be the ones that come out on top.

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Ash Jones

Founder, Great Influence

expert insights

the rise of raw, unpolished content

When it comes to content and branding, **Ash Jones, founder of Great Influence**, has helped shape the personal brands of some of the biggest business figures in the UK. But when we spoke to him, his core message was clear—**B2B companies need to stop looking at their own industry for inspiration and start paying attention to culture.**

The way content is consumed has changed. Over the last few years, brands and creators invested heavily in high-end production—polished videos, premium visuals, and studio-quality execution. But now, **the trend has completely reversed.**

The most effective content today doesn't look like content at all. **It's raw, unfiltered, and shot on iPhones. It feels real.** Platforms like TikTok have driven this shift, proving that people engage more with content that doesn't feel like an ad.

B2B marketing has always lagged behind consumer trends, but Ash believes this presents a **massive opportunity**. Instead of playing catch-up, B2B brands can skip the learning curve by **paying attention to what's already working in culture** and adapting it before their competitors do.

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Brands used to rely on influencers to inject personality into their content. But now, especially in B2B, companies are realising that **the most effective voices aren't external creators—they're their own people.**

Employee-led content is no longer just a 'nice to have.' Ash has seen first-hand how large companies are now actively investing in personal branding and employee advocacy—not just through education and workshops, but by giving employees the **time, resources, and support** to create content.

questions you need to ask yourself:

who in our company can be the face of our brand?

who can bring personality to our marketing?

how can we support them in building their own voice?

people are the new **brand channels**

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don't look at B2B for inspiration

B2B content is always years behind mainstream culture. Instead, brands should be analysing...

Creator Growth

The fastest-growing creators on TikTok, YouTube, and Instagram.

1

Content Formats

How they're structuring their content and engaging their audience.

2

Their USP

What makes their storytelling, delivery, and personality stand out.

3

By adopting the strategies of **rising consumer creators** and applying them to B2B, companies can break free from outdated, corporate content and create marketing that actually connects.

section 6:

why outbound sales needs a rebrand

Jack Frimston

**Co-Director of We Have A Meeting and
Director of A Sales Consultancy**

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everything I read about marketing in 2025 seems to focus on one thing: **content.**

 **have they seen your content?**

are you producing enough content?



what makes your content unique?



I don't want to sound like my grandparents reminiscing about "the good old days" because, in many ways, things have never been better. I'm fully on board with content-led marketing and could argue for days about why it's essential.

But while content is crucial for telling your story, it's **where most brands drop the ball.** They hit publish and assume the job is done.

What happens next? It's like marching into battle and forgetting how to fight when you arrive.

Content **raises awareness, builds trust, and positions you as an authority**—but that's just the starting point. Too many businesses create great content, then sit back and wait, expecting leads to come flooding in. If inbound is your only play and it's working, fair play to you. **But if you want real control, you need to harness outbound.**



outbound **isn't a dirty word.**



“With the rise of AI, **automation, and algorithms, real human connection is more valuable than ever.** Outbound—when done well—**isn't just about selling; it's about meeting prospects where they are and having a genuine conversation.**”

When people hear “outbound,” they picture relentless cold calls, spam emails, and desperate LinkedIn DMs. But **that's old outbound.**

Modern outbound isn't about pestering people—**it's about starting meaningful conversations** with the right people at the right time.

A **content-first strategy puts you on the map**, but it doesn't close deals. You can't just sit on your Iron Throne, waiting for leads to fly in.

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**the real
game-
changer is
doing the
obvious
thing for long
enough to
see results.**

The formula for successful marketing isn't complicated. There's also **no magic bullet**. The real game-changer is **doing the obvious thing for long enough to see results**. That means picking up the phone, reaching out to people you actually want to work with, or sending something memorable in the post to spark a conversation.

obvious thing + do it consistently = leadsX10000

Your job is to be known, but **visibility alone isn't enough**. If your ideal customers know who you are but still aren't taking action, what's the point? Think of it like this:

It's the school Valentine's disco, and you're thirteen years old.

You've sent your crush flowers.

You've written them a poem.

You've pulled out all the stops.

**they're ready to say yes.
now, you have to go and ask them.**

that's the beauty of outbound.

section 7:

the AI disruption – how to win in an AI-powered market

AI is changing marketing; but it **won't replace** human creativity. AI has made content easier to produce, but easier doesn't mean better. The internet is being flooded with generic, AI-written material that lacks originality, human nuance, and real-world insight.

how to stand out in the AI era

winning brands will focus on high-value, AI-resistant content that can't be automated. here's how they'll do it:

1. own a unique POV

AI can't challenge norms or drive industry conversations.

Brands like Adobe and Salesforce use AI for support, but their thought leaders drive the narrative.

2. AI-proof content

First-party data and research – Proprietary reports, case studies, and unique statistics.

Expert-led storytelling – Personal insights and industry experience AI can't replicate.

3. blend AI with human creativity

Use AI for efficiency, not originality.

Companies like Gong use AI analytics but rely on human-driven messaging and branding.

4. prioritise video, voice & personal branding

AI struggles with emotion, real-time conversation, and personality.

Leading brands invest in video, podcasts, and employee-led LinkedIn content to build trust.

how to leverage AI without losing your edge

The brands that win will be the ones that feel most human.

AI can optimise marketing—but it can't replace creativity, trust, and storytelling. The future belongs to brands that **blend AI's efficiency with human depth.**

The question isn't whether AI will change marketing—it already has.

The real question is: Are you using AI to enhance your marketing—or letting it replace what makes your brand unique?

automate research, but keep storytelling human

focus on experienced-based insights & deep analysis

emphasise real people with thought leadership

section 8:

the brand vs. demand debate

Why **performance marketing alone is no longer enough**. For years, B2B marketers focused on direct-response advertising, lead generation forms, and demand capture tactics. But this short-term, pipeline-obsessed approach is proving unsustainable. When companies stop running ads, or when ad platforms change, leads dry up.

the rise of brand-led growth

the most successful B2B companies are investing in brand-first strategies that create trust and affinity before buyers even enter the sales funnel.

the proof? companies like Canva, Drift, and Shopify are leading the way.

building a category-leading brand through content

Canva doesn't just sell design tools—it **educates its audience** with free templates, tutorials, and community-driven content.

This brand-first approach has helped it dominate the creative market without relying solely on paid acquisition.

Canva



brand-first growth in a competitive market

Shopify invests in **founder-led storytelling, community building, and media partnerships** to establish itself as the go-to eCommerce platform.

Instead of competing on ad spend alone, Shopify wins through brand affinity and long-term trust with its audience.

balancing brand & demand

the best companies don't choose between brand and demand—they do both.

1. Invest in brand-building initiatives like thought leadership and organic content.

2. Use performance marketing to accelerate high-intent conversions.

3. Track success through long-term metrics, not just quarterly ROI.

Companies that fail to invest in brand will find themselves in an **endless cycle** of high-cost lead acquisition with no long-term sustainability.

The future belongs to brands that prioritise both short-term performance and long-term visibility.

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the shift from demand capture to demand creation

Historically, B2B marketers focused on **demand capture** - getting in front of buyers already in-market and converting them through lead gen forms and sales calls. But today's leaders are prioritising **demand creation** - building brand affinity long before prospects even realise they need a solution.

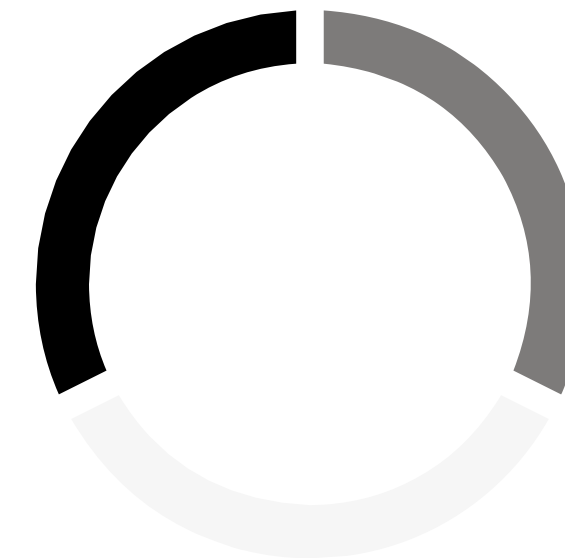
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owned media & thought leadership

Creating high-quality, shareable content that makes their brand synonymous with expertise

long-form content that builds trust

Investing in podcasts, research reports, and industry-defining whitepapers.



employee-led branding

Empowering teams to create LinkedIn content, speak on podcasts, and share industry knowledge.

the new marketing trifecta

section 9:

the video-first era – how short-form content is changing B2B

Video is no longer just an optional tool for B2B brands—it's quickly becoming **the most powerful medium** for marketing, brand storytelling, and demand generation. In 2024, **92% of marketers considered video essential**, yet **only 71% had actively incorporated it** into their strategy.

The brands leading in B2B marketing have made video content **the core of their digital presence**, leveraging platforms like LinkedIn, TikTok, and YouTube to capture attention and drive engagement.

why video is outperforming traditional B2B content

- **Engagement Rates are Higher:** LinkedIn reports that video content receives 5x more engagement than text-based posts.
- **Video Builds Trust Faster:** Studies show that consumers are 2x more likely to purchase after watching a product demo video.
- **Short-Form Content is Dominating Attention:** TikTok and LinkedIn's algorithm favour short-form video, making it an organic reach powerhouse.

Adobe's video-first strategy

Adobe, long known for its creative software, has fully embraced video-first marketing to connect with both enterprise buyers and creative professionals. The result? **Adobe has built an engaged community** around its brand, reinforcing its leadership position while using video to drive product adoption and brand affinity.

YouTube Shorts and LinkedIn Videos

Adobe's short-form content highlights product capabilities, customer success stories, and industry insights in a digestible format.

BTS Content

Adobe features its own employees and creative professionals in engaging video content, making its brand feel more human and relatable.

Live Video & Webinars

Adobe uses video to power major product launches, educational sessions, and thought-leadership discussions, positioning itself as an industry authority.

how B2B brands can win with video

Educational and Thought-Leadership Content

Don't just sell, provide real value.

1

Use Employee-led Video Content

Customers engage more with real people than faceless corporate videos.

2

Repurpose Long-form Content to Snippets

A single webinar can generate 10+ short-form videos.

3

section 10:

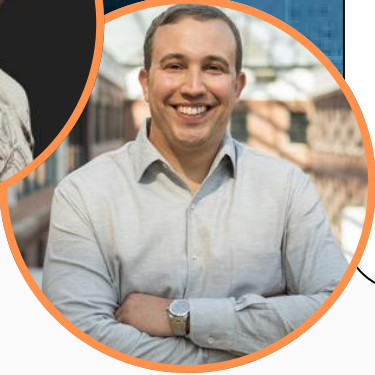
HubSpots \$670 million marketing playbook

5 years ago, HubSpot was a **boring B2B SaaS company** that was only known in a small niche. They had a good blog, a reasonable industry reputation, and some great revenue numbers. But let's be honest... no one had really heard of them.

Today, I'm not sure there's a person in marketing or sales that hasn't heard of HubSpot. They're the epitome of what great B2B marketing can do for a company and here's how they do it...

HubSpot's marketing playbook

HubSpot **what are they doing that we need to be taking note of?**



On a recent podcast, [Kipp Bodnar](#) (HubSpot CMO) and [Kieran Flanagan](#) (SVP of Marketing) discussed exactly what is “in” and what is “out” in their marketing approach.

what's out

“out”



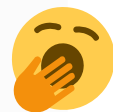
solely relying on the blog

Once HubSpot's main engine for inbound leads, the blog is no longer the growth driver it once was. AI-generated content has flooded search, making it harder to differentiate. Instead of chasing generic search traffic, HubSpot is focusing on unique insights, first-party data, and expert-driven content.

“out”

competing for generic SEO

The days of scaling through broad, informational SEO content are over. HubSpot is moving away from commodity content that AI can easily replicate. Instead, they're investing in deep expertise, research-backed insights, and differentiated content.



“out”



transactional marketing

Running endless PPC campaigns, chasing leads, and focusing only on MQLs (Marketing Qualified Leads) isn't enough. Instead of short-term acquisition, HubSpot is building long-term brand equity and inbound demand.



what's in

“in”

1

brand-led marketing

Instead of just generating leads, HubSpot is building a movement. They're investing in creator-driven content, thought leadership, and media assets to make HubSpot the go-to name in marketing and sales.

“in”

1

personality-driven content

People follow people, not faceless brands. HubSpot is turning its employees into creators, embedding them in the content strategy to build trust and engagement.

“in”

1

long-term influence

HubSpot isn't chasing instant traffic spikes; they're building a sustainable content ecosystem to compounds over time. Doing this through brand trust and community engagement.

“in”

1

owning the audience

Rather than renting attention through ads, HubSpot is creating its own distribution channels. Their investment in The Hustle, newsletters, YouTube, and podcasts ensures they can reach their audience directly.

“in”

1

AI-proofing content

Instead of competing with AI-generated articles, HubSpot is leaning into content that AI cannot replicate—like expert interviews, deep research, and unique storytelling.

summary

how B2B brands can evolve their brand strategy in 2025

The companies that embrace these shifts will stand out in an increasingly competitive B2B landscape. Those that don't will find themselves fighting a losing battle in a market that rewards long-term brand affinity over quick, one-time wins.

invest in brand-driven demand generation to create sustainable, inbound growth.

turn employees into brand ambassadors to amplify reach and credibility.

move away from transactional marketing and towards relationship-building.

focus on storytelling and emotion—buyers remember brands that make them feel something.

section 11:

emerging trends in B2B marketing

The landscape of B2B marketing is evolving rapidly. Brands that stay ahead of the curve will be the ones that adapt early and invest in the right strategies. Here are the biggest trends shaping 2025 that every B2B marketer should be watching.

10 emerging trends in B2B

1. the social shift

B2B brands are going all in on social media. Expect more LinkedIn-first strategies and companies prioritising organic content over traditional demand-gen tactics.

45%

Only 45% of B2B companies are active on social today, but that number is rising fast.

2. LinkedIn expansion

In 2025, expect brands to double down on LinkedIn, leveraging employee brands, paid campaigns, and high-value content.

40%

LinkedIn ad spend from B2B brands jumped 40% in 2024, and more companies are treating it like their primary acquisition channel.

3. rise of B2B video

92%

92% of marketers consider video crucial, yet only 71% have actively used it.

This gap will close fast, with more LinkedIn video posts, YouTube Shorts, and TikTok-style B2B content driving organic reach and engagement.

4. B2B influencers

Companies will shift budget from paid ads to influencer partnerships to drive awareness and trust.

20%

The number of B2B creators on LinkedIn grew by 20% in 2024, and brands are paying upwards of £7,000 per post to collaborate with niche influencers.

5. AI-powered content

AI is making content creation faster, with brands producing more, not less.

The challenge?

Avoiding generic, low-quality output. Companies that blend AI efficiency with expert-driven content will stand out.

emerging trends in B2B

6. more humour, less corporate jargon

Brands like Slack and Notion are proving that playful, engaging content cuts through. Expect to see more B2B brands ditching dry corporate messaging in favour of relatable, human content that actually resonates.

7. B2C tactics enter B2B

B2C is 5-6 years ahead of B2B in creative marketing, and B2B brands are starting to borrow from consumer playbooks.

This means more storytelling, brand-building, and emotional messaging in traditionally dry industries.

8. bottom-of-funnel social selling grows

46%

46% of B2B marketers say social contributes most to bottom-of-funnel conversions. More brands will use LinkedIn for direct sales, lead nurturing, and retargeting instead of just top-of-funnel brand awareness.

9. thought leadership is a competitive advantage

53%

53% of B2B marketers plan to increase investment in thought leadership. Brands that position key employees as industry experts will gain a serious edge over those still relying on outdated corporate messaging.

10. podcasts go mainstream in B2B

Podcast consumption has doubled since 2014, and more B2B brands are launching or sponsoring niche podcasts to capture high-intent, engaged audiences.

Expect podcasting to become a major demand-gen channel in 2025.

section 12:

the playbook - how to win in B2B marketing in 2025

how to win in 2025

the five non-negotiables for B2B marketing success

brand is the new demand gen

The best brands are prioritising brand-first, demand-second marketing models.

organic social & employee brands

Buyers trust individuals more than companies. The rise of employee branding is reshaping how B2B brands build influence.

community & owned media are essential

The best B2B brands are building owned distribution channels rather than relying solely on paid ads.

video is now the primary content format

The shift towards short-form, high-impact storytelling is no longer optional.

AI is a tool, not a replacement

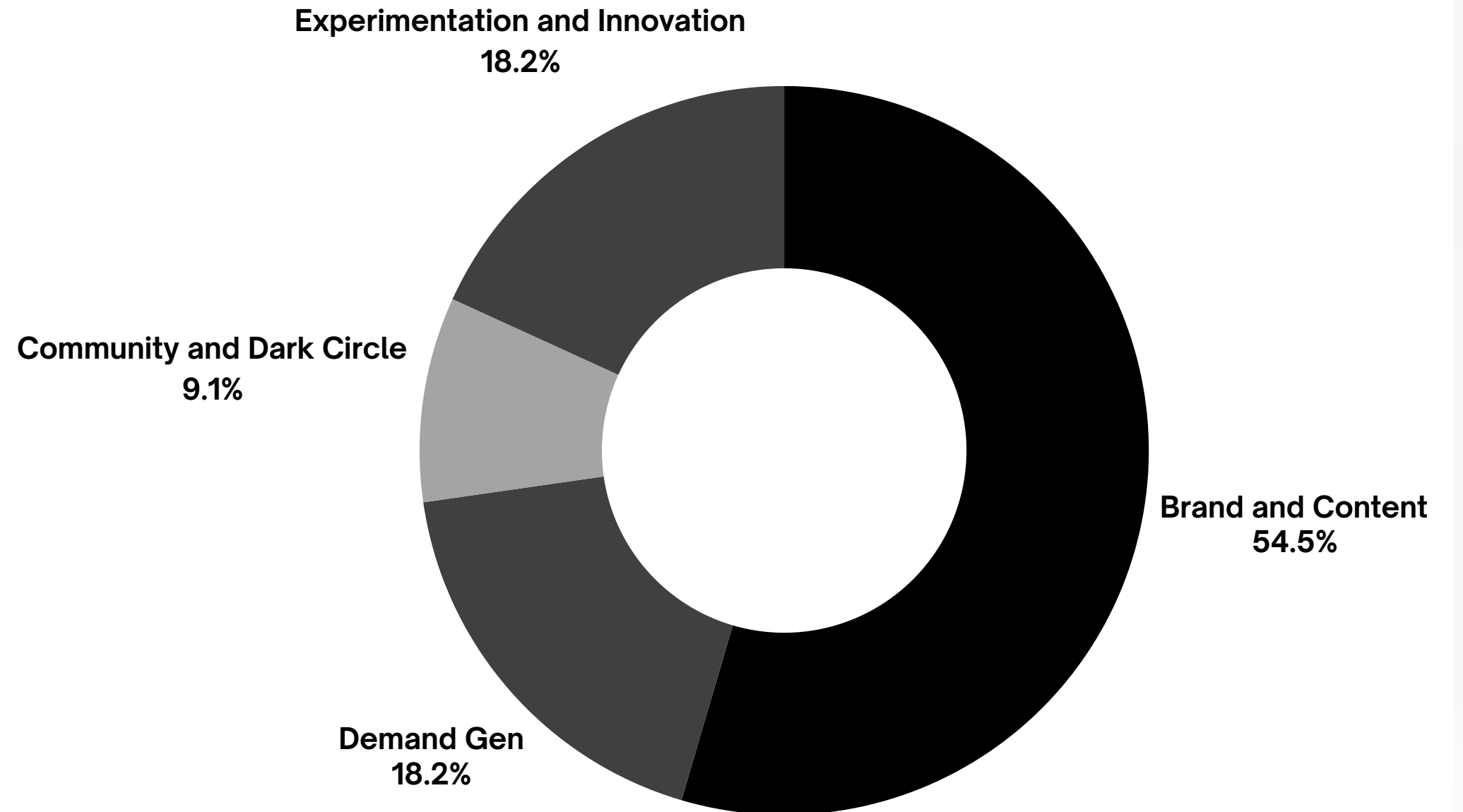
Companies leveraging AI to enhance creativity instead of replace it are seeing the best results.

how to win in 2025

the ideal marketing mix for 2025

- **Brand & Content** – Thought leadership, storytelling, employee brands.
- **Demand Gen** – Paid campaigns, outbound sales, lead nurturing.
- **Community & Dark Social** – Private groups, micro-communities, event-based networking.
- **Experimentation & Innovation** – Testing AI, new platforms, and emerging marketing tactics.

The B2B brands that will thrive in 2025 are those that integrate brand, community, content, and paid media into a cohesive strategy



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