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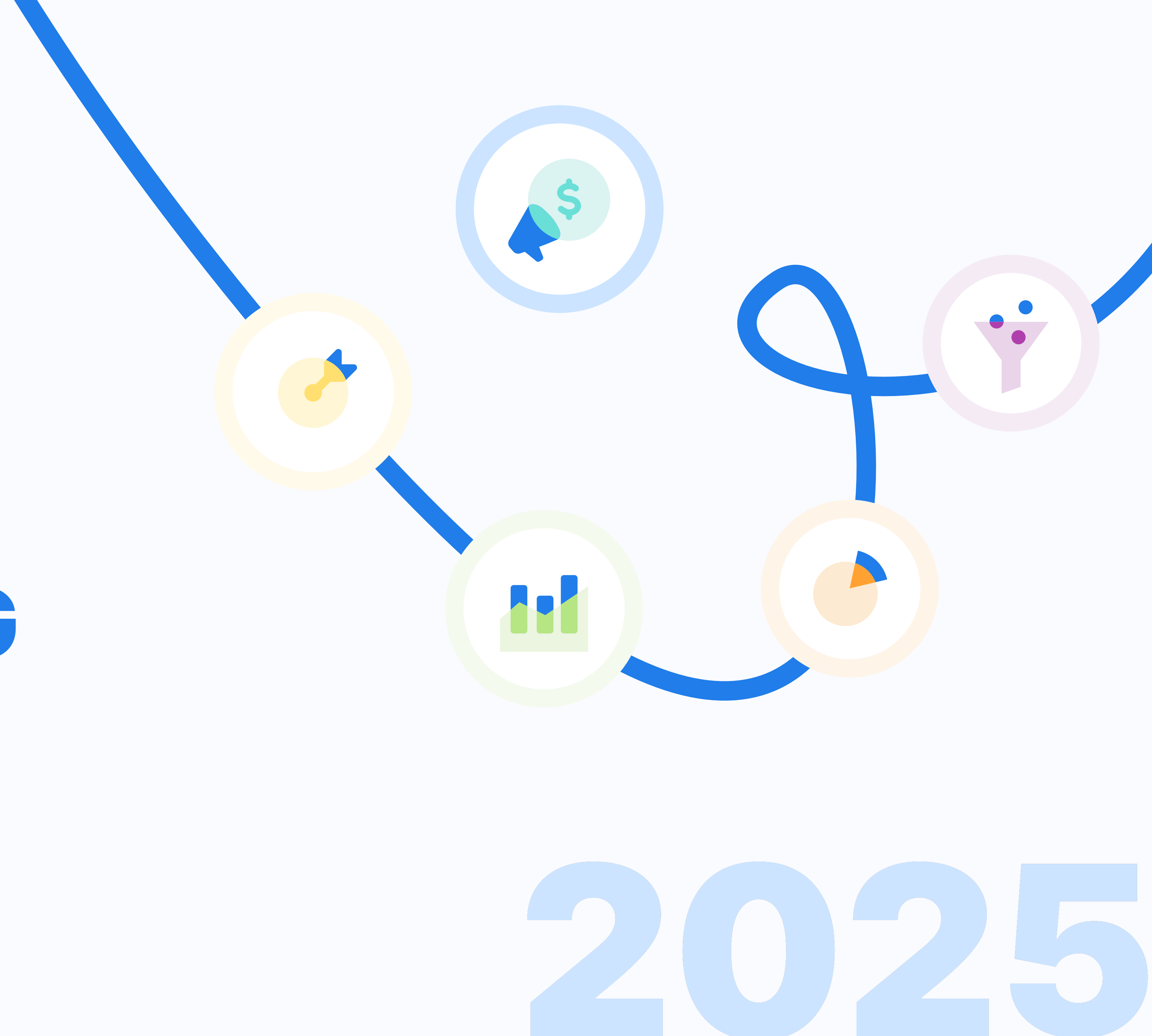## Stay Ahead:

DIGITAL MARKETING TRENDS

2025
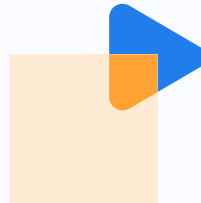
Search Engine Optimization (SEO) Trends

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Trend	**Action** What It Means for Me
AI Overviews & zero-click searches	Optimize for AI overviews and target more MOFU content to drive site clicks.
OmniSEO	Optimize for traditional search and AI answer engines to reach your audience, no matter where they search.
Increased traffic to forums	Take advantage of the forums' increased search presence by advertising on sites like Reddit and Quora.
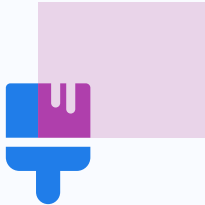
Social Media Trends

Web FX

Trend	**Action** What It Means for Me
Reddit advertising	Advertise on Reddit to expand your reach and capitalize on the platform's increased search presence.
Promote in-app shopping with product ads	Reach ready-to-buy customers with product ads on platforms like Meta and TikTok.
First-party data for social ads	Use first-party data to create high-performing Lookalike audiences on social.
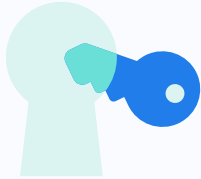
Content Marketing Trends

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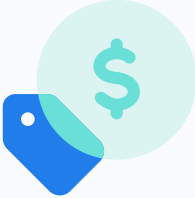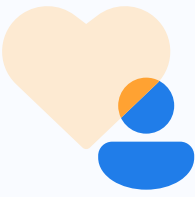| Trend	Action What It Means for Me
AI-enhanced content workflows	Use AI to streamline content research, outlines, and messaging.
Short-form videos	Engage visitors with creative short-form videos.
Expertise & first-hand experience	Build trust and stand out in search with expert insights that add unique value and demonstrate thought leadership.

Website Design Trends

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Trend	Action What It Means for Me
Dark mode and low-light UX	Create a comfortable browsing experience with dark mode design.
Immersive experiences	Leverage AR and VR to encourage brand interaction.
Personalized UI	Implement dynamic design tailored to visitor preferences.
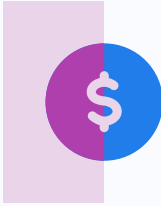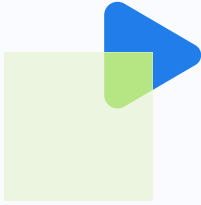
Email Marketing Trends

Web FX
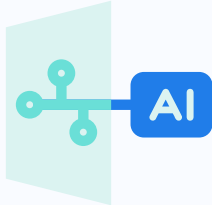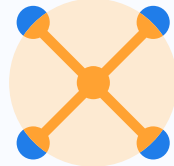
Trend	Action What It Means for Me
Consent is key	Gain consent with email opt-in to grow an engaged subscriber list.
Interactive email content	Use polls, videos, and GIFs to help your emails stand out in inboxes.
Focus on unique value	Provide value with guides & free resources vs. "salesy" emails.

CRO Trends

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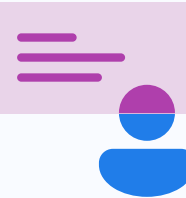
Trend	Action What It Means for Me
CRO involvement in sales	Connect marketing to revenue with end-to-end ROI reporting.
AI-driven personalization	Leverage AI to personalize visitors' experiences on your site.
Focus on micro-conversions	Create meaningful touchpoints — from remarketing to email campaigns — to re-engage users with your brand.

Video Marketing Trends

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Trend	Action What It Means for Me
Social media video content	Reach your audience where they spend time with video content on platforms like TikTok and Instagram.
AI-supported production	Speed up video production with AI tools.
Low-budget production	You don't need fancy gear to create video content — your phone will work great.
YouTube videos for SEO	Show up in more Google searches with YouTube video content.

CRM Trends

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Trend	Action What It Means for Me
Built-in features & AI	Look for CRM platforms that leverage AI and built-in features like scheduling, quoting, email marketing, and SMS.
Integrating applications	Integrate your CRM and tech stack to sync marketing and sales results.

Automation & Reporting Trends

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Trend	Action What It Means for Me
Leveraging AI to scrape first-party data insights	Use AI to analyze lead forms and phone calls at scale to identify & address customer pain points and common questions.
Resurgence of brand lift & impressions as KPIs	Evaluate your data from multiple lenses instead of relying on "last click" attribution.
Focus on customer experience	Add a human touch to automated campaigns and chatbot workflows to bolster customer experience.

Tech & Tool Trends

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Trend	Action What It Means for Me
First-party data integrations	Level up your data collection to capture actionable, first-party data.
Customer data enrichment	Leverage tech to enrich and close the gaps in your lead and customer data.

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Need More Help With Your 2025 Marketing Strategy?

With so many digital marketing trends to keep up with, it can be challenging to steer your strategies toward the best results.
If you need help managing your business marketing in 2025, we'd love to chat! Just use our **free proposal form**, or give us a call at **888-601-5359** to connect with our team!