MARKETING 2025

What Every Brand Needs to Know

Marketing is evolving fast. Creativity, personalisation, and multi-channel strategies are redefining how brands connect. We've boiled down key insights into one bold infographic you can save, share, and use to plan smarter campaigns

THE SHIFT

THE PAYOFF

Marketing in 2025 isn't about choosing one channel, one campaign, or one message... it's about connecting everything together

Multi-channel drives growth... brands using 3+ channels see stronger ROI.

Personalisation & CRM fuel results... without them, you're leaving performance behind.

Storytelling builds trust... audiences want values and authenticity, not just products.

THE FOUNDATION

CRM ROLE

Hubspot - The state of marketing 2025

82%

of overall marketers felt their marketing strategies were effective 2024

VS

52%

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

CRM = Confidence + Clarity
Without it, you're leaving performance and customer trust on the table

THE CREATIVE EDGE

PERSONALISATION

Hubspot - The state of marketing 2025

How does offering customers a personalised experience impact your company sales?

96% Personalised experiences positively impact sales

- **44%** increases sales significantly
- **44%** increases sales moderately
- **8%** Increases sales slightly

Personalisation = Performance
Without it, you fall behind

STORYTELLING

Hubspot - The state of marketing 2025

Which of the following media formats does your company leverage as part of its content strategy

Video is the #1 storytelling format across both B2B & B2C.

Audiences Buy Into Stories, Not Just Products.

Video + Visuals Are Non-Negotiable
tailor formats to B2B vs B2C for real impact

TTHE STRATEGY

MULTI-CHANNEL POWER

The State of Multi-Channel Marketing Conducted by Ascend2 and Research Partners Published July 2022

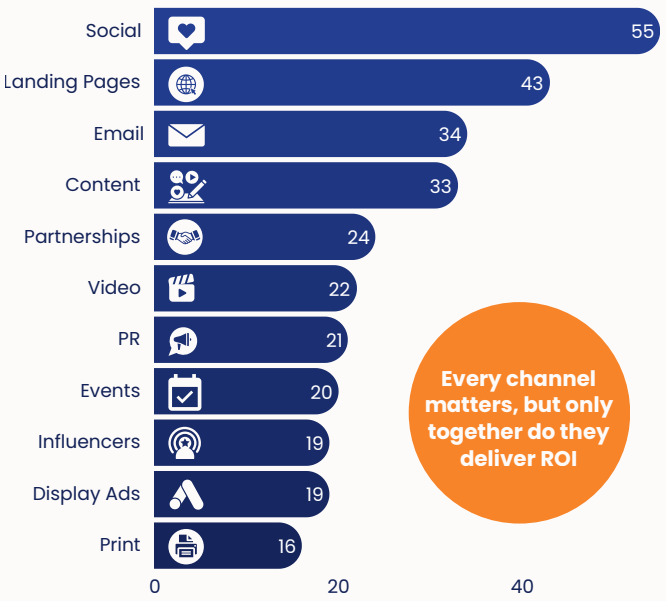
72% of marketers say using 3+ channels significantly improves campaign effectiveness

Integrated campaigns deliver 24% higher ROI than single-channel

24%

Multi-Channel = Growth
One channel is a gamble. Integration is where ROI wins

Which of the following channels/tactics do you feel will contribute most to overall business growth in the coming year?



Every channel matters, but only together do they deliver ROI

CREATIVE MARKETING

hootsuite Social Media Trends, 2025

47% of brands now dedicate over 60% of their social posts to entertaining or educating rather then selling

Storytelling Builds Belief
It's not about being seen, it's about being trusted.

BRAND-LED MARKETING

Hubspot - The state of marketing 2025

92% of marketers plan to maintain or increase investments in brand awareness in 2025

Stop Selling. Start Storytelling.
Audiences want values, purpose, and authenticity, not hard sells

EMAIL MARKETING

Hubspot - The state of marketing 2025

77% of marketers report increased engagement from personalised email journeys

Segmented campaigns drive 30% higher open rates 50% more click-throughs compared to non-segmented ones

One-Size-Fits-All Email is over
Personalised, segmented journeys drive real results

Group

Want to future-proof your 2025 marketing? Eight Group helps brands integrate creativity, personalisation, and multi-channel strategies. Contact us today.

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