

OCTOBER 2024

UKMT24

A low-angle photograph of several modern skyscrapers reaching towards a bright sky, creating a sense of height and urban density. The image is partially obscured by large, diagonal, semi-transparent geometric shapes in orange and blue.

UK MARKETING TRENDS FOR 2025

www.leadeth.io

Table of Contents

About Leadeth	3
Introduction	4
1. The Ascendancy of Artificial Intelligence in Marketing	5
2. Personalised Marketing: Meeting Consumer Expectations	6
3. The Rise of Experiential Marketing	7
4. Sustainability as a Core Brand Value	8
5. The Importance of Data Privacy and Ethical Marketing	9
6. Community Building Through Online Events and Challenges	10
7. Leveraging Social Media for B2B Engagement	11
8. Content Marketing: Quality Over Quantity	12
9. The Future of Paid Advertising	13
10. The Role of Influencer Marketing in B2B	14
11. Navigating the Challenges of Multi-Channel Marketing	15
12. Education as a Marketing Tool	16
13. The Importance of Agility in Marketing Strategy	17
14. Building Long-Term Relationships Through Customer Engagement	18
Conclusion	19

ABOUT LEADETH

Leadeth is a pioneering digital marketing agency with a specialised focus on LinkedIn lead generation, crafted to help businesses grow and connect more meaningfully with their ideal audience.

Our team combines strategic expertise with the latest in AI-driven technology to deliver high-quality, personalised campaigns that resonate.

At Leadeth, we believe that powerful, authentic relationships are the backbone of successful B2B marketing, and we are committed to providing targeted solutions that meet the evolving needs of our clients.

With a relentless focus on quality, innovation, and client success, Leadeth stands as a trusted partner for businesses seeking to optimise their LinkedIn presence and foster impactful connections.

With a strong reputation in the digital marketing landscape, Leadeth has become a trusted partner for companies looking to grow their influence on LinkedIn.

Founded with a mission to help businesses navigate and leverage LinkedIn's vast potential, Leadeth is dedicated to redefining what effective lead generation looks like.

Through consistent innovation, strategic insights, and a hands-on approach, we have established ourselves as a reliable partner to numerous clients, enabling them to achieve measurable growth in engagement and conversions.

Our commitment to continuous improvement fuels our development of new tools and approaches, helping our clients stay ahead in the competitive world of B2B marketing.

At Leadeth, we remain passionate about building solutions that empower businesses to form meaningful connections and drive real results.

THE INTERNAL TEAM



Alex Smith
Founder & CEO

Victor Akindeji
Head of Content

INTRODUCTION

As the digital marketing landscape continues to evolve, staying ahead of emerging trends is vital for businesses striving to maintain a competitive edge.

The year 2025 promises to bring significant shifts in how brands engage with their audiences, driven by advancements in technology, changing consumer expectations, and the growing importance of ethical considerations.

This white paper, based on insights from interviews with industry leaders, explores the key marketing trends that have dominated in 2024 and outlines actionable strategies for businesses to adapt and thrive.

In addition to industry insights, this report will also highlight the successful strategies employed by Leadeth, including free weekly online events to build relationships and authority, and 4-day challenges designed to educate prospects and convert interest into action.

race>nationPHASE 2Digital Next®
Stay ahead of readyEDGEBIG GAMES MACHINEISOLINE

1. THE ASCENDANCY OF ARTIFICIAL INTELLIGENCE IN MARKETING

Artificial Intelligence (AI) is not just a buzzword; it is rapidly becoming a cornerstone of modern marketing strategies. As we move into 2025, AI's role in the marketing ecosystem is set to expand even further, influencing everything from content creation to customer engagement.

Jessica from Edge Creative provided valuable insights into how AI is being integrated into their marketing processes. AI is now commonly used for tasks such as generating content, analysing data, and even managing customer interactions.

For example, AI tools are utilised to create blog posts and other content more efficiently, reducing the time and cost associated with these activities.

This has allowed Edge Creative to offer competitive pricing while maintaining high-quality output, a crucial factor in today's cost-sensitive market.

However, the integration of AI is not without its challenges. Jessica highlighted that while AI can handle repetitive tasks with precision, it cannot replace the nuanced understanding that human marketers bring to the table.

Human creativity and strategic thinking are essential, particularly when it comes to understanding customer personas and crafting messages that resonate on a deeper emotional level.

Therefore, the most effective marketing strategies in 2025 will likely be those that combine the efficiency of AI with the creativity and insight of human professionals.

For businesses, adopting AI should be approached with a clear strategy. It's important to identify which tasks can be automated to free up human resources for more strategic initiatives. Elliot Zissman from Phase 2 Growth emphasised the need for "break points" where humans can step in to ensure the AI's output is correct and aligned with the overall strategy.

Additionally, ongoing training and upskilling of staff to work alongside AI will be crucial in maintaining a competitive edge.

2. PERSONALISED MARKETING: MEETING CONSUMER EXPECTATIONS

In an era where consumers are bombarded with content from every direction, personalisation has emerged as a critical factor in capturing attention and driving engagement.

The demand for personalised experiences is only set to grow in 2025, with consumers expecting brands to understand their needs and preferences on an individual level.

Holly from Race Nation emphasised the importance of personalised marketing in driving engagement and conversions. In the competitive world of sports technology, Race Nation leverages personalised marketing to create seamless and tailored experiences for users.

By integrating services like fitness and coaching apps with event registrations, they ensure that each customer journey is unique and relevant, enhancing overall satisfaction and loyalty.

Elliott stressed the importance of not just personalisation, but relevance in messaging. He noted that while LinkedIn provides good data, it's limited, and the challenge lies in getting "not just personalised, but relevant messages in front of the right people."

The key to effective personalisation lies in data. Advances in data analytics allow businesses to gather and interpret vast amounts of information about their customers, enabling the creation of highly targeted campaigns.

However, as Holly noted, this must be balanced with privacy concerns. Consumers are increasingly aware of how their data is used, and brands that fail to protect this information or use it responsibly risk losing trust.

Incorporating personalisation into your marketing strategy in 2025 requires a deep understanding of your audience and a commitment to ethical data practices.

Businesses should invest in tools and technologies that allow for the effective collection and analysis of customer data while ensuring compliance with data protection regulations.

3. THE RISE OF EXPERIENTIAL MARKETING

As digital interactions become more commonplace, consumers are increasingly seeking out real-world experiences that allow them to connect with brands on a more personal level.

Experiential marketing, which focuses on creating immersive brand experiences, is poised to become a significant trend in 2025.

Jade from Digital Next discussed how their agency has embraced experiential marketing by creating opportunities for direct interaction with consumers.

By leveraging creative spaces and hosting events, Digital Next provides consumers with tangible experiences that go beyond the digital realm.

This not only helps in building brand loyalty but also differentiates the brand in a crowded market.

Experiential marketing is particularly effective in fostering emotional connections between brands and consumers.

These experiences are memorable and often shareable, amplifying their impact through word-of-mouth and social media.

As consumers continue to value experiences over material goods, brands that can create meaningful and memorable interactions will have a distinct advantage.

To capitalise on this trend, businesses should consider how they can bring their brand to life through events, pop-up shops, or other experiential marketing initiatives.

The key is to create experiences that are not only engaging but also aligned with the brand's values and messaging.

4. SUSTAINABILITY AS A CORE BRAND VALUE

Sustainability is no longer a niche concern; it has become a central aspect of brand identity and consumer decision-making.

As environmental and social issues continue to gain prominence, businesses are increasingly expected to demonstrate their commitment to sustainability.

This trend will be even more pronounced in 2025, as consumers become more discerning about the brands they support.

The leaders interviewed for this report all highlighted sustainability as a critical factor in their marketing strategies.

Jessica noted that many of their clients now prioritise sustainability in their proposals, recognising that consumers expect brands to contribute positively to the world.

This goes beyond simply reducing carbon footprints; it involves ensuring ethical practices across the supply chain and being transparent about these efforts.

For businesses, integrating sustainability into marketing strategies requires more than just lip service.

Consumers are becoming adept at spotting “greenwashing,” where brands exaggerate their environmental efforts to appeal to eco-conscious customers.

Authenticity is key, and brands must ensure that their sustainability claims are backed by real actions and measurable outcomes.

One effective approach is to incorporate sustainability into every aspect of the business, from product development to marketing communications.

Brands that can demonstrate a genuine commitment to sustainability are likely to see increased customer loyalty and brand equity in 2025.

5. THE IMPORTANCE OF DATA PRIVACY AND ETHICAL MARKETING

As personal data becomes increasingly integral to marketing strategies, the importance of data privacy and ethics cannot be overstated.

In 2025, businesses will need to navigate a complex landscape of regulations and consumer expectations, ensuring that their data practices are both compliant and ethical.

Holly's insights underscore the importance of balancing personalisation with privacy.

While data-driven personalisation can significantly enhance the customer experience, it must be done transparently and with the customer's consent.

Consumers are becoming more aware of their digital rights, and brands that fail to protect customer data or misuse it are likely to face backlash.

In addition to complying with regulations like the General Data Protection Regulation (GDPR), businesses should adopt a proactive approach to data ethics.

This involves being transparent about how data is collected, used, and stored, and ensuring that customers have control over their personal information.

Brands that prioritise data privacy and demonstrate a commitment to ethical practices are likely to gain a competitive advantage in 2025.

6. COMMUNITY BUILDING THROUGH ONLINE EVENTS AND CHALLENGES

One of the key strategies that has proven successful at Leadeth is the use of free weekly online events to build relationships and establish authority within our niche.

These events provide an opportunity to engage directly with prospects, offering valuable content while also showcasing our expertise.

Weekly online events serve multiple purposes. Firstly, they help in nurturing leads by providing consistent, value-driven interactions. This consistent engagement helps build trust and keeps the brand top-of-mind for prospects. Secondly, these events position Leadeth as a thought leader in the industry, establishing credibility and authority which is crucial for long-term brand loyalty.

In addition to weekly events, Leadeth has also seen success with 4-day challenges designed to educate prospects. These challenges are structured to deliver intensive learning experiences, focusing on specific pain points or skills that are relevant to our target audience.

By the end of the challenge, participants not only gain valuable knowledge but are also more likely to see the value in our services, leading to higher conversion rates.

This strategy of combining regular engagement through weekly events with the depth of 4-day challenges provides a powerful one-two punch in terms of lead nurturing and conversion.

It's a model that other businesses can adapt to their own needs, particularly those in B2B sectors where building long-term relationships is key to success.

7. LEVERAGING SOCIAL MEDIA FOR B2B ENGAGEMENT

While social media marketing has been a staple for B2C businesses for years, its importance in the B2B space continues to grow.

In 2024, platforms like LinkedIn played an increasingly central role in B2B marketing strategies, providing a space for networking, thought leadership, and direct engagement with potential clients.

Jade from Digital Next highlighted how LinkedIn has become a crucial platform for their business development efforts.

As traditional B2B channels become more saturated, LinkedIn offers a unique opportunity to connect with decision-makers directly and build relationships that can lead to new business.

However, succeeding on LinkedIn requires more than just a presence; it demands active engagement and value-driven content. Businesses that use LinkedIn effectively are those that contribute to the community, share insights, and engage in meaningful conversations.

In 2025, brands that can position themselves as thought leaders on LinkedIn will have a significant advantage in the B2B space.

Phase 2 Growth's approach involves running their clients' LinkedIn accounts, writing and posting educational content, building networks, and nurturing relationships.

This strategy demonstrates the power of social media, particularly LinkedIn, in B2B marketing.

In addition to LinkedIn, other platforms like Twitter (now X) and emerging channels like Threads are also worth exploring for B2B engagement.

The key is to understand where your audience is and tailor your content to the platform's strengths.



8. CONTENT MARKETING: QUALITY OVER QUANTITY

Content remains king in the world of digital marketing, but the rules are changing. As the volume of online content continues to explode, consumers are becoming more selective about what they consume.

In 2025, the focus will be on quality over quantity, with businesses needing to produce content that is not only relevant but also highly engaging and valuable to their audience.

In the interviews, all the marketing leaders emphasised the importance of creating content that resonates with the target audience, particularly in a landscape where consumers are increasingly overwhelmed by information.

Jessica mentioned that while AI can assist in content creation, it's the human touch of understanding the audience, the context, and the subtleties of communication that makes the difference.

For 2025, content marketing strategies will be focused on deep, meaningful content rather than simply churning out a high volume of posts.

This might include long-form articles, in-depth guides, and multimedia content that offers real value to the reader.

Video content, in particular, is expected to continue its rise, driven by the growing consumption of video on platforms like YouTube, TikTok, and LinkedIn.

Additionally, interactive content such as quizzes, polls, and surveys can significantly enhance engagement by inviting the audience to participate actively rather than passively consume information.

This type of content not only boosts engagement but also provides valuable insights into consumer preferences and behaviours.

Moreover, businesses should consider leveraging user-generated content (UGC), which can be a powerful tool for building trust and authenticity.

Encouraging customers to share their experiences and showcase how they use your products or services can create a sense of community and loyalty.

9. THE FUTURE OF PAID ADVERTISING

Paid advertising remains a crucial component of digital marketing, but the landscape is evolving.

With increasing competition and rising costs on platforms like Google and Facebook, businesses need to be more strategic in how they allocate their advertising budgets.

One trend that emerged from the interviews is the shift towards more targeted and data-driven advertising.

Jade discussed how their agency has adapted by focusing on platforms that offer precise targeting capabilities, such as LinkedIn for B2B marketing.

This allows them to reach the right audience with tailored messages, maximising the return on investment (ROI) of their ad spend.

Another significant trend is the growing importance of transparency and ethical considerations in paid advertising.

Consumers are becoming more wary of ads that feel intrusive or manipulative, and there is a growing demand for ads that are not only relevant but also respectful of privacy.

This shift is prompting brands to rethink their ad strategies, focusing on delivering value and building trust rather than simply driving clicks.

In 2025, we can expect to see more businesses adopting a balanced approach to paid advertising, combining traditional platforms like Google Ads with emerging channels that offer innovative ad formats and targeting options.

Additionally, businesses should invest in tools and analytics that allow them to monitor the effectiveness of their ads in real time and make data-driven adjustments as needed.

10. THE ROLE OF INFLUENCER MARKETING IN B2B

Influencer marketing has been a dominant force in B2C marketing for several years, but its role in B2B is expanding.

As businesses look for new ways to build credibility and reach niche audiences, partnering with influencers who have a strong following in specific industries is becoming increasingly effective.

Holly highlighted how Race Nation has successfully collaborated with industry influencers to enhance their brand's visibility and credibility within the sports technology sector.

These influencers, who are often seen as thought leaders in their respective fields, can help bridge the gap between brands and their target audiences by providing authentic endorsements and insights.

For B2B businesses, the key to successful influencer marketing lies in identifying the right influencers, those who not only have a significant following but also align with the brand's values and can authentically speak to its audience.

This often involves looking beyond social media stars to include bloggers, industry experts, and even micro-influencers who have a deep connection with their niche audience.

In 2025, B2B influencer marketing is likely to become more sophisticated, with businesses leveraging data to identify the most effective influencers and track the impact of their collaborations.

As with all aspects of marketing, authenticity and transparency will be crucial, with audiences becoming increasingly discerning about the endorsements they trust.

11. NAVIGATING THE CHALLENGES OF MULTI-CHANNEL MARKETING

The proliferation of marketing channels presents both opportunities and challenges for businesses.

On one hand, the availability of multiple platforms allows brands to reach a broader audience; on the other hand, it can lead to fragmented messaging and a lack of cohesion in marketing efforts.

Jade from Digital Next discussed the importance of a cohesive multi-channel strategy that ensures consistency across all platforms. This involves not only maintaining a unified brand message but also tailoring content to suit the unique characteristics of each channel.

For instance, the tone and format of content on LinkedIn might differ from that on Twitter (now X) or Instagram, yet all should align with the overall brand narrative.

As we move into 2025, businesses will need to be increasingly strategic in how they approach multi-channel marketing.

This means not only selecting the right mix of channels but also integrating them in a way that provides a seamless experience for the customer.

Cross-channel analytics will be crucial in understanding how different touchpoints contribute to the overall customer journey and in optimising the marketing mix accordingly.

Moreover, businesses should be prepared to adapt quickly as new platforms and technologies emerge.

The rapid rise of platforms like TikTok has shown how quickly consumer preferences can shift, and brands that are able to stay agile and experiment with new channels will be best positioned to capitalise on these changes.



12. EDUCATION AS A MARKETING TOOL

Educating prospects has always been a powerful marketing strategy, but in 2024, it became even more critical as consumers seek out brands that provide value beyond just their products or services.

This is where the strategies employed by Leadeth, such as free weekly online events and 4-day challenges, come into play.

These educational initiatives serve multiple purposes.

First, they help to build trust by positioning the brand as an expert in its field.

By offering valuable insights and practical knowledge, businesses can establish themselves as thought leaders, which is particularly important in B2B markets where trust and credibility are key factors in the decision-making process.

Second, education-based marketing helps to nurture leads by addressing their pain points and providing solutions that are tailored to their needs.

The 4-day challenges run by Leadeth, for instance, are designed to deliver intensive learning experiences that not only educate prospects but also demonstrate the value of the services offered.

In 2025, businesses should look to incorporate educational content into their marketing strategies in a way that is both engaging and informative.

This could include webinars, online courses, detailed guides, and interactive content that helps prospects make informed decisions.

The key is to provide real value, rather than just using education as a thinly veiled sales tactic.

13. THE IMPORTANCE OF AGILITY IN MARKETING STRATEGY

In a rapidly changing digital landscape, agility has become a crucial component of successful marketing strategies.

The ability to pivot quickly in response to new trends, consumer behaviours, or technological advancements can be the difference between success and failure.

Jessica from Edge Creative mentioned how they have had to continually adapt their service offerings to meet the changing needs of their clients, particularly in response to the rise of AI and other technologies.

This kind of agility is essential for staying relevant in a market that is constantly evolving.

For businesses, being agile means not only keeping a close eye on emerging trends but also being willing to experiment and take calculated risks.

It also requires a flexible marketing strategy that can be adjusted as needed, rather than a rigid plan that becomes obsolete as soon as market conditions change.

In 2025, the most successful businesses will be those that embrace a culture of continuous learning and innovation.

This involves encouraging teams to stay up-to-date with the latest industry developments, invest in ongoing training, and foster an environment where new ideas are welcomed and tested.

14. BUILDING LONG-TERM RELATIONSHIPS THROUGH CUSTOMER ENGAGEMENT

Finally, as competition intensifies across all sectors, building long-term relationships with customers will be more important than ever.

In 2024, customer engagement started to move beyond simple transactional interactions to focus on creating meaningful, ongoing relationships.

One of the ways Leadeth has successfully cultivated such relationships is through consistent engagement via weekly online events.

These events not only keep prospects engaged but also provide continuous value, reinforcing the brand's authority and trustworthiness over time.

Additionally, by focusing on delivering exceptional customer service and support, businesses can enhance customer satisfaction and loyalty.

This might involve implementing loyalty programmes, creating personalised follow-up processes, and using customer feedback to continuously improve products and services.

As we look ahead to 2025, businesses should prioritise strategies that focus on building and maintaining strong relationships with their customers.

This involves not only meeting their needs but also exceeding their expectations at every touchpoint regardless of how automated they might be.

CONCLUSION

The marketing landscape in 2025 will be shaped by a combination of technological advancements, changing consumer expectations, and the growing importance of ethical considerations.

Businesses that can successfully navigate these trends, by integrating AI with human creativity, personalising their marketing efforts, embracing experiential and sustainable practices, and remaining agile in the face of change, will be well-positioned to thrive in the coming year.

Moreover, the strategies employed by Leadeth, such as regular online events and educational challenges, provide a blueprint for how businesses can build relationships, establish authority, and convert interest into action.

By focusing on delivering real value to their customers and staying ahead of emerging trends, businesses can ensure their long-term success in a dynamic and increasingly competitive market.



Contact us for further inquiries:



+44 7921 909844



alex@leadeth.io



Scan this QR code to book
your discovery call
or visit
www.leadeth.io/growth