rpm | 20 YEARS OF REVOLUTIONS

COMMS TRENDS 2025

UPDATED

curated by rpm

Welcome.

At rpm, staying ahead in communications means knowing which forces are truly driving change—and which have run their course. That's why our mid-year update to the January 2025 trend report re-examines every insight across five core categories—influencer marketing, social media, PR, brand strategy and AI—to see which trends have matured, which have plateaued, and which fresh developments deserve a spot.

In this edition, any trend that's lost momentum or plateaud since January has been retired. Those still accelerating remain, and we've introduced brand-new insights born over the past six months. Additionally, we marked the to trend per category to provide a clearer navigation on which trends to pursue first.

Whether you're revisiting our January report or exploring these findings for the first time, you'll find only the most dynamic, up-to-the-moment trends—so you can move forward with clarity, confidence and real impact.

Our Curators



Alexandra Samoleit

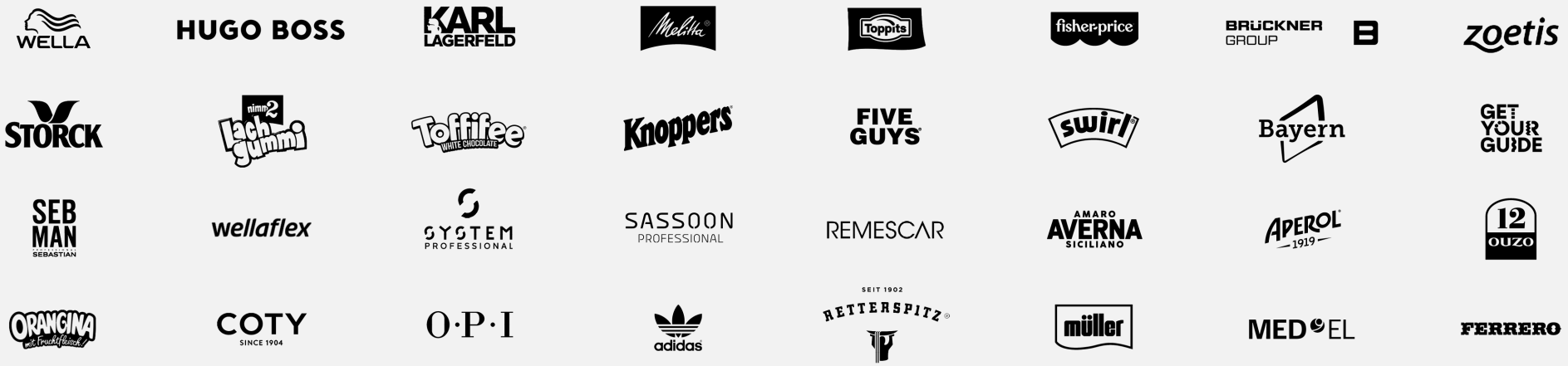
Director
Strategy



Sebastian Rau

Director
Digital & Innovations

Who we are | For two decades, we've proudly shaped the future of brand communication as an independent agency. From strategic storytelling to influencer marketing, social media, PR, and unforgettable brand experiences — we've helped bold ideas thrive and brands connect in meaningful ways. Here's to 20 years of creativity, impact, and partnerships that inspire. And we're just getting started.



The curation process is built on two key pillars:

First, we analyze data from studies and publications on relevant topics to identify macro-level patterns and emerging shifts.

Second, we draw from cross-client observations and firsthand experiences in 2024, focusing on areas that gained significant traction and highlight actionable trends from our daily work.

The result is a carefully curated mix of data-driven insights and practical, real-world observations, shaped by the expertise of our lead specialists across the agency's core service areas.

Trends, that didn't make the cut...

Some of the trends we projected for 2025 have either matured into staples or lost momentum entirely. As a result, they've made room for fresh insights in this update. Let's take a quick look at the trends that didn't make the cut.

AI Influencers

The anticipated surge of AI influencers hasn't materialized—advancements have stalled and attention has shifted to personal use of existing tools, so AI influencers aren't gaining further traction.

Niche Marketing

Niche marketing has become broadly adopted and is no longer a standalone trend; instead, it now feeds into the larger "habits & practices" approach to audience targeting. Continue to find your niche, it remains relevant.

Thought Leadership

Thought leadership now shines where it truly matters—but resource constraints often cause it to plateau. Embrace it where it fits, but don't force it just for the sake of execution.

Creative Freedom

Co-creating branded content with influencers has graduated from trend to imperative—it's now a standard, mature practice in everyday influencer marketing.

You can revisit the retired trends in the initial 2025 edition here:

We've kept the trends that continue to gain momentum, replaced those that lost traction with fresh insights, and reorganized them: **top trends** first, followed by **new additions**, then **updated insights**, and finally those unchanged.

Technology

- Generative Engine Optimization (GEO) TOP TREND
- AI Video NEW UPDATED
- GenAI is here to stay

Brand Strategy

- Influencer & Social Media Convergence TOP TREND
- Psychographic Audiences NEW
- Sustainability Comms

Public Relations

- Crisis Communications TOP TREND
- Podcasts NEW
- Quality over Quantity

Influencer Marketing

- Influencer Community Management TOP TREND
- Live Content NEW
- More-off Partnerships

Social Media Marketing

- Social SEO TOP TREND
- Outbound Engagement UPDATED
- Social Shopping UPDATED

TECHNOLOGY

In 2025, the rapid advancements in generate AI are set to redefine the communication landscape, offering transformative tools and strategies that empower creativity, enhance personalization, and streamline content production like never before. Arguably, there hasn't been a technological shift this impactful since the advent of the smartphone.

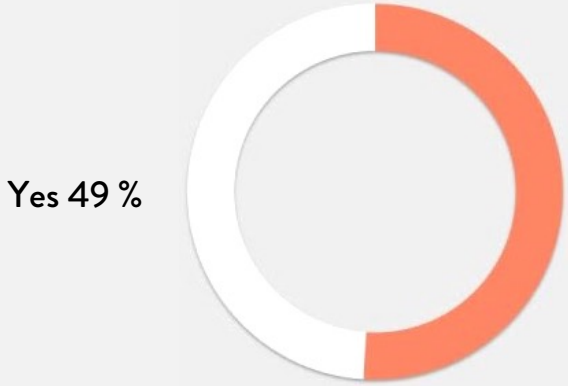
TOP TREND

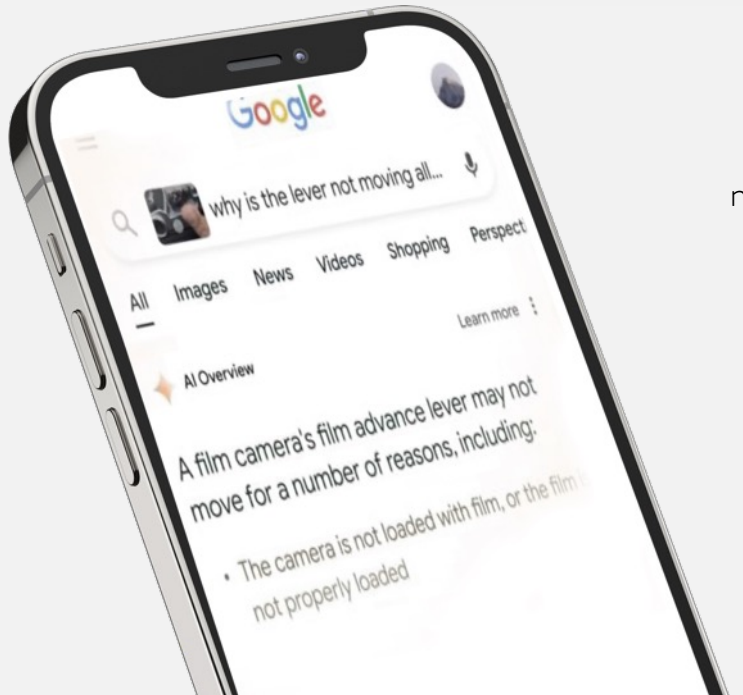
#1 Generative Engine Optimization (GEO)

Trend: Generative Engine Optimization (GEO) is the practice of tailoring content to enhance its prominence in AI-driven search platforms like OpenAI's SearchGPT, Google's Gemini-driven search results, and BingChat - basically: next level SEO. As publishers increasingly employ generative AI to produce articles, it's crucial that content is structured for seamless interpretation by these systems. Implementing GEO ensures that AI-generated summaries and responses accurately reflect the original material, thereby preserving the content's integrity and extending its reach in the evolving digital landscape.
Update: Google expanded the launch of AI overviews globally in Q2 2025 and certain domains (e.g. Wikipedia) have become more relevant as they are primary sources for these Overviews.

Implication: Generative AI reshapes brand communication by requiring content that is clear, accurate, and AI-readable to ensure proper representation in AI-generated outputs. Brands must adopt Generative Engine Optimization (GEO) to maintain visibility and authenticity, aligning messaging with the evolving AI-driven landscape while preventing misrepresentation. This includes content such as press releases, studies, background information and everything else which includes written text. Above all: websites.

Does your newsroom actively work with generative AI tools like ChatGPT?





55 %

of Google search results now include AI overviews on top of the page

2nd

most important domain for AI overviews is Wikipedia

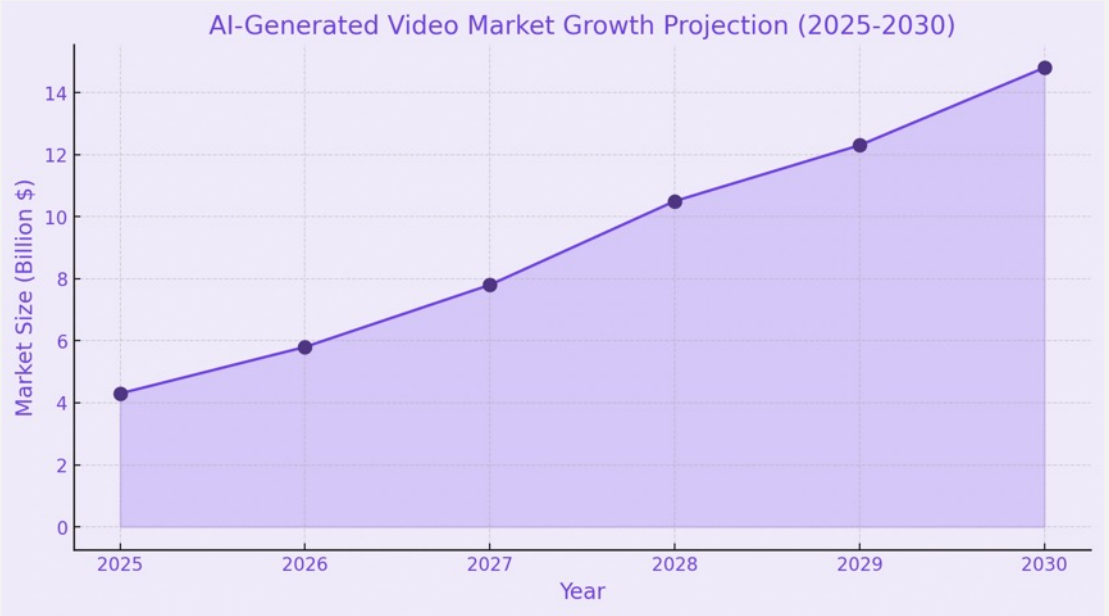
*Sources: Highberg, Citrix

#2 AI Video

NEW

Trend: In 2025, the use of AI video in brand communications is accelerating due to powerful and affordable video tools like OpenAI's Sora and Google's Veo 3 - the latter also being able to generate accompanying audio. These models now allow brands (and regular users) of all sizes to instantly create vast amounts of high-quality, personalized video content for social media and advertising, a task that was once costly and time-consuming. This shift enables more dynamic, scalable, and efficient marketing strategies.

Implication: With rapid technological progress, growing user adoption, and a projected tripling of market size by 2030, AI-generated video is set to become a central component of brand content sooner rather than later. To stay competitive, brands must overcome common biases such as perceived inauthenticity, low quality, and reputational concerns. While younger audiences are increasingly receptive to AI videos, older demographics can be engaged through purpose-driven content created by skilled professionals who bridge the gap between innovation and trust. AI video is here to stay, and brands that embrace it early will be positioned at the forefront of this development.



41 %

of companies are already using AI for video - more than 2x vs. 2024

Up to 40 %

of video content on Social Media is AI generated or at least AI augmented

*Source: Zebracat, Martech

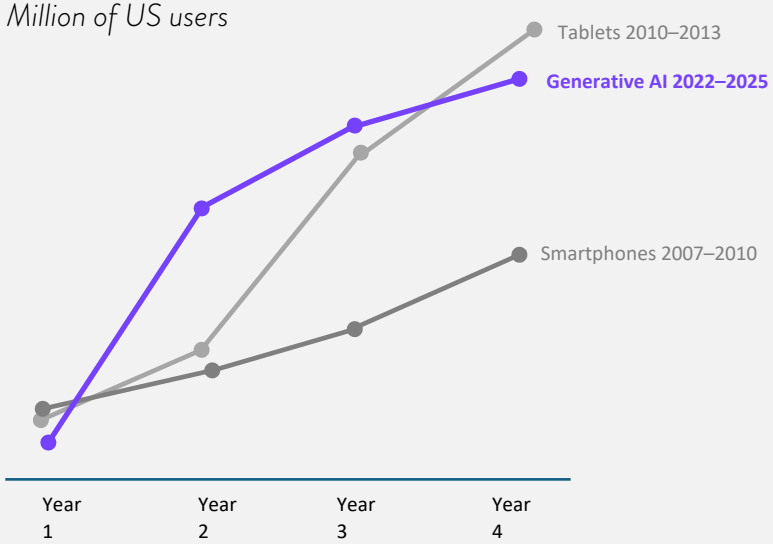
#3 Generative AI is here to stay

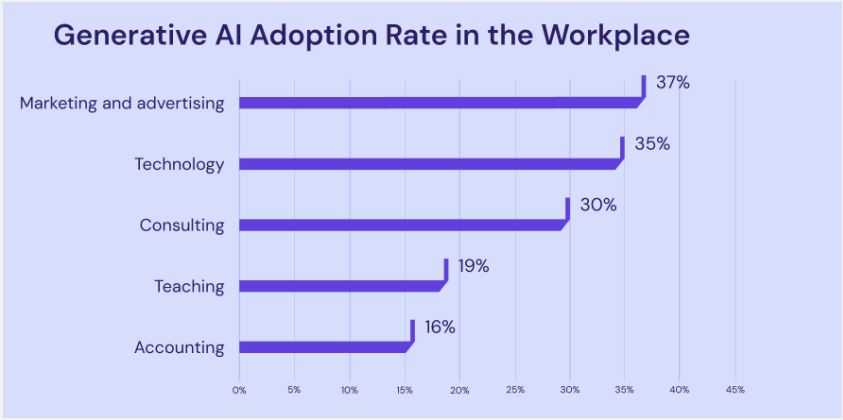
Trend: The initial "buzz" around generative AI has settled, ushering in the "sustain" phase. In 2025, generative AI is poised for exponential growth in both usage and capability, with adoption rates outpacing those of previous technologies. This transformation will be particularly pronounced in the marketing and advertising industries, where AI-driven innovations are set to redefine strategies and accelerate outcomes. And with especially young consumers embracing this technology on their own personal devices and in their classrooms, we already see the rise of a AI-native generation.

Implication: The rise of generative AI and an AI-native generation will profoundly impact brand communications. Brands must embrace and deploy AI in their organizations to deliver hyper-personalized, real-time content that resonates with digitally fluent audiences. This technology enables unprecedented creative possibilities, but authenticity, trust, and transparency will be critical as consumers grow more aware of AI's role in content creation. Additionally, brands must adapt to the fast-changing landscape to avoid falling behind competitors who are leveraging AI to redefine efficiency. Ethical AI use, clear disclosure, and alignment with audience expectations will be essential for building trust and sustaining relevance in this new era.

Generative AI has a steeper adoption curve than other recent technologies

Million of US users





*Source: Insider Intelligence, eMarketer; Three. Two. Online, Hostinger

RPM'S EDGE IN TECHNOLOGY

At rpm, we combine 20 years of expertise in communications, influencer marketing, and public relations with cutting-edge generative AI capabilities, making us the ideal partner to shape the future of AI-powered communication. Since 2022, our digital hub has led the way in generative AI, offering tailored workshops, strategic consulting, and hands-on support to ensure ethical and impactful implementation. We guide our partners in leveraging and optimizing high-quality content—whether human-crafted or AI-generated—to meet the evolving needs of publishers, journalists and audiences. From text to photo to now video.

This powerful combination of experience and innovation ensures our clients excel in an ever-changing digital landscape.

BRAND STRATEGY

In 2025, brand strategy will be shaped by the need to integrate influencer and social media marketing into cohesive strategies rather than treating them as separate disciplines. Coupled with a growing demand for sustainability and the rise of niche marketing, brands must align their efforts to create authentic, impactful, and purpose-driven connections with their audiences.

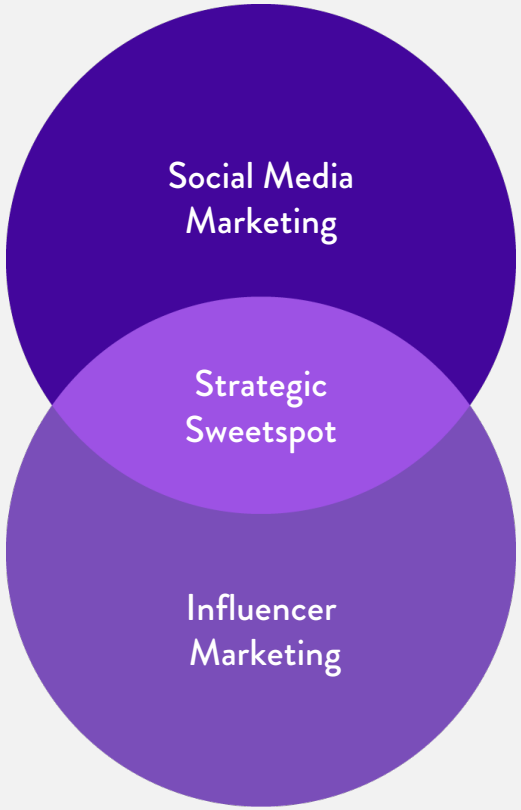


#4 Influencer Marketing & Social Media Marketing Convergence

TOP TREND

Trend: Social media activities and influencer marketing have traditionally operated in silos, despite targeting the same platforms and algorithms. By 2025, we expect these areas to converge further, driven by content-focused algorithms, as exemplified by Instagram Reels and TikTok. Future strategies will shift away from distinguishing between brand channels and influencers, instead prioritizing overall impact and engagement across social media as a unified ecosystem.

Implication: The convergence of social media and influencer marketing in 2025 will drive brands to adopt integrated, content-centric strategies, as engagement-focused algorithms diminish the relevance of follower counts. Instead, the concept of community must evolve beyond single-channel metrics, emphasizing meaningful cross-platform connections and overall impact. This shift enables broader reach, consistent messaging, and streamlined resources, while requiring brands to adapt to evolving trends with agility and innovation. Further, influencer and brand channels need clear distinguished allocations in the consumer funnel (e.g. influencers for awareness and consideration, while brand Instagram usually taps only into consideration and beyond).



#5 Psychographic Audiences

NEW

Trend: The long-dominant, demographically defined approach to target groups — largely driven by paid media logic — is losing relevance in today's increasingly diverse and complex world. Instead of restricting exposure to products or services based on age or gender (a practice that borders on discrimination), the focus is shifting toward interest-based targeting. This approach puts individual interests at the center rather than outdated assumptions. For example, a demographic filter might exclude a 55-year-old woman who is deeply engaged in gaming, while targeting a 25-year-old man with only casual interest — missing out on a more valuable consumer.

Implication: For brands, this shift means rethinking not only how they define and reach their audiences, but also what kind of content they create. Relying on outdated demographic assumptions risks missing highly engaged consumers outside the "expected" age or gender bracket. Instead, brands must embrace interest-based targeting and focus on content that resonates emotionally or thematically — not just demographically. In terms of content: Older people don't only respond to older protagonists, and younger audiences can be moved by stories featuring other generations — as long as the story is relevant and authentic.

Demographic vs. Psychografic Segmentation at a Glance

Aspect	Demographic Segmentation	Psychographic Segmentation
Focus	Observable characteristics	Internal motivations and preferences
Data Collection	Census data, surveys, CRM systems	Surveys, interviews, social media analysis
Ease of Implementation	Relatively straightforward	More complex, requires deeper analysis
Cost	Generally lower	Often higher due to research requirements
Accuracy in Predicting Behavior	Moderate	Potentially higher
Examples	"Women aged 25-34 in urban areas"	"Environmentally conscious tech enthusiasts"

Sources: CleverTap

#6 Sustainability Communications

Trend: Sustainability communication is no longer voluntary but is increasingly demanded by legislators, investors, and consumers alike, who expect greater transparency and engagement. The CSRD, an EU-wide directive, requires companies to produce detailed reports on their sustainability efforts starting in 2024. Similarly, the Supply Chain Due Diligence Act and the upcoming EU Green Claims Directive impose far stricter regulations than before on what brands and companies are allowed to claim and communicate.

Implication: Those who fail to communicate proactively and transparently risk compliance issues and reputational damage. Well-planned and realistic sustainability communication helps maintain credibility and deflect criticism. Transparent and traceable information about sustainable actions and progress reduces the risk of being perceived negatively by the media or the public.

86 %

of companies are already implementing sustainability measures

11 %

of employees believe their company is doing enough for environmental protection.

75 %

of consumers would change their purchasing behavior to support sustainability

Sources: Guud Benefits, Deloitte CxO Sustainability report

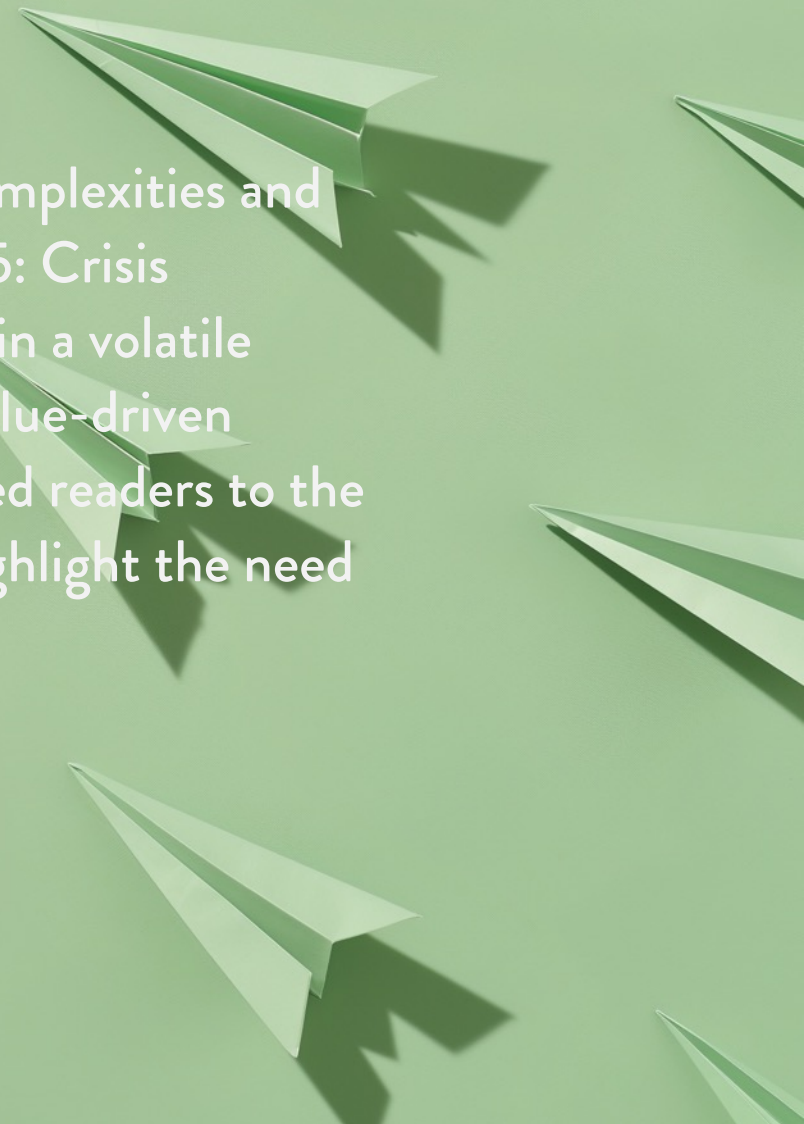
RPM'S EDGE IN BRAND STRATEGY

At rpm, we blend expertise in social media, sustainability, and audience know how to craft strategies that help brands shine in a shifting landscape. With years of experience building followings and impactful influencer partnerships, we navigate the convergence of social media and influencer marketing with ease. Sustainability drives everything we do, guiding clients toward credible, risk-aware communication while embedding responsible practices into campaigns.

Our sharp understanding of audiences, brands and touchpoints ensures we uncover the most relevant opportunities, creating meaningful connections that lead to lasting success.

PUBLIC RELATIONS

The dynamic PR landscape continues to evolve, driven by growing complexities and changing audience expectations. Three key trends stand out for 2025: Crisis communications remains critical as brands navigate heightened risks in a volatile world. The focus on quality over quantity emphasizes personalized, value-driven content that resonates. Finally, audio is taking a hold of what we called readers to the point - podcasts have become mass media. Together, these trends highlight the need for strategic, adaptable, and audience-focused PR practices.



#7 Crisis Communications

TOP TREND

Trend: The world is in the midst of a "polycrisis"—a phase where economic, geopolitical, and societal uncertainties are having a tangible impact on companies and brands. The consequences are evident not only in traditional media but also in the heated debates on social media. At the same time, consumers are becoming increasingly critical, turning even seemingly harmless topics into potential communication risks. In this tense environment, sensitive and forward-thinking communication management is essential.

Implication: In a "polycrisis" world, public relations must navigate heightened scrutiny, rapidly evolving public sentiment, and increased reputation risks. Brands face critical consumers who demand transparency, authenticity, and alignment with societal values like sustainability and inclusivity. Even minor missteps can escalate into crises, requiring sensitive messaging and proactive crisis management. Trust-building through honest communication and strong stakeholder engagement is essential, as PR evolves to balance risk mitigation with fostering meaningful connections in a complex and volatile environment.

Dealing with Crises

21 %



of global comms leaders rate their current ability to prevent crises before they happen as "excellent".

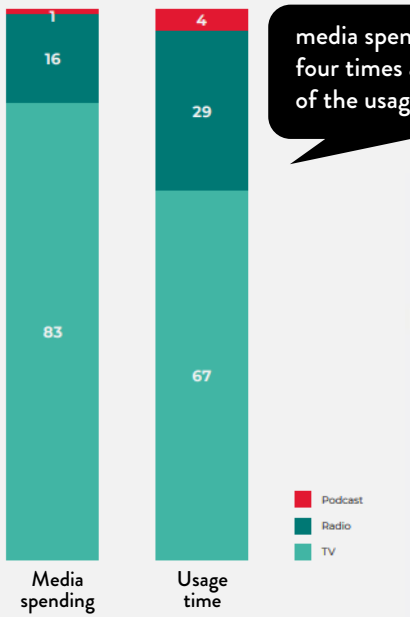
Sources: Cision

#8 Podcasts NEW

Trend: While the reach of text-based publications is rapidly declining, audio formats—especially podcasts—are experiencing strong growth. With double-digit year-over-year increases, nearly every second German can now be reached via podcasts. Despite this, media spending in the podcast space remains relatively low, even though promotional content is widely accepted by listeners. Traditional media outlets have recognized this shift and are now launching multiple podcast formats under their brands.

Implication: Brands aiming for future success in public relations can no longer rely solely on text and visuals—they must also embrace audio. In many ways, it's a return to the roots of radio PR, but with new platforms and broader reach. Making a brand "podcastable" means making it audible, vivid, and emotionally resonant. Even without visuals, the message needs to spark imagination, trigger emotion, and leave a lasting impression—listeners should not just hear it, they should feel it.

Media spending 2024 compared to daily usage time | figures in %



media spending should be four times as highangesihcts of the usage period

Advertising? Yes, please.



72% of higher podcat users accept advertising for free use

49% of podcast users listen to advertisements recorded by the podcaster



Weekly podcast usage in germany (2019-2024)

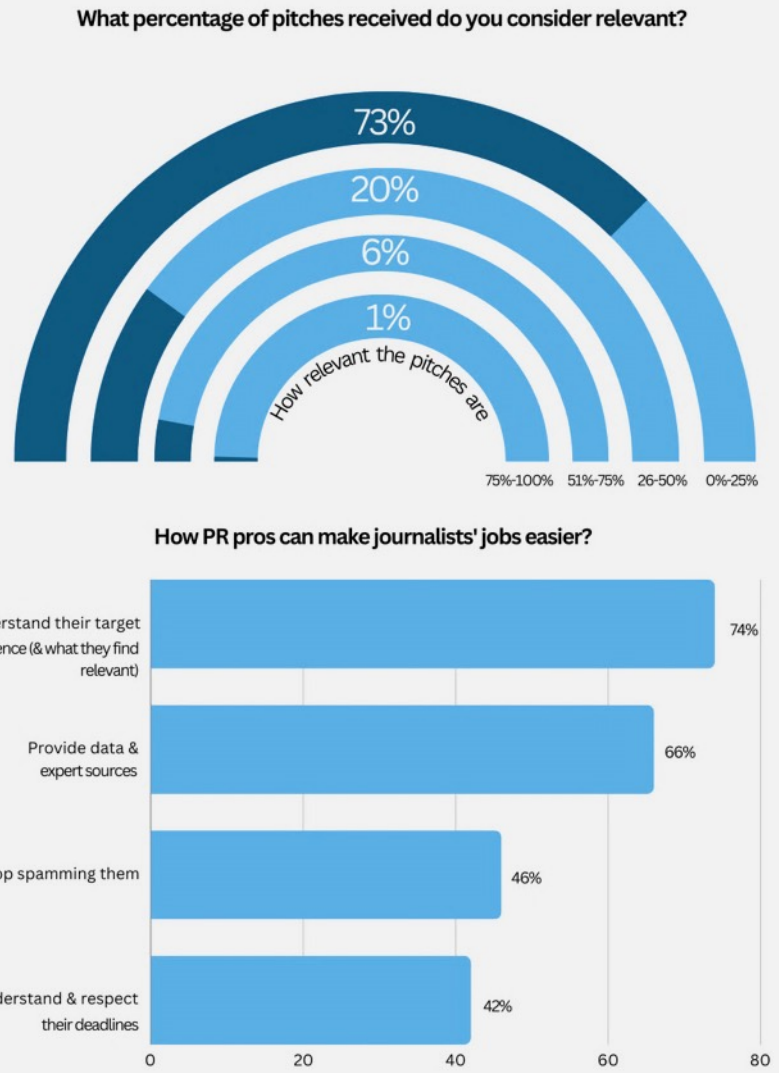


Sources: VAUNET, Podcast Macher, Media Perspektiven

#9 Quality over Quantity

Trend: Prioritizing quality over quantity in PR remains essential, emphasizing tailored outreach, valuable content, and adaptability to evolving media landscapes. Effective PR focuses on providing information over branding, ensuring press materials are relevant, factual, and engaging. One-size-fits-all approaches are obsolete—messaging must be customized to media contacts and their audiences. Additionally, exploring diverse formats like newsletters, podcasts, and events can offer more impactful opportunities than traditional channels, ensuring PR efforts resonate meaningfully.

Implication: The emphasis on quality over quantity in PR has significant implications for brands. They must shift from broad, generic outreach to highly personalized and targeted communication, ensuring materials resonate with specific media contacts and audiences. This demands a deeper understanding of media needs and audience preferences, as well as flexibility in creating adaptable content. Brands must also embrace diverse formats, such as audio, newsletters, and events, to reach audiences more effectively. Ultimately, success in PR now requires brands to invest in meaningful relationship building, produce high-value content, and stay attuned to the dynamic media landscape.



Sources: Cision, redline

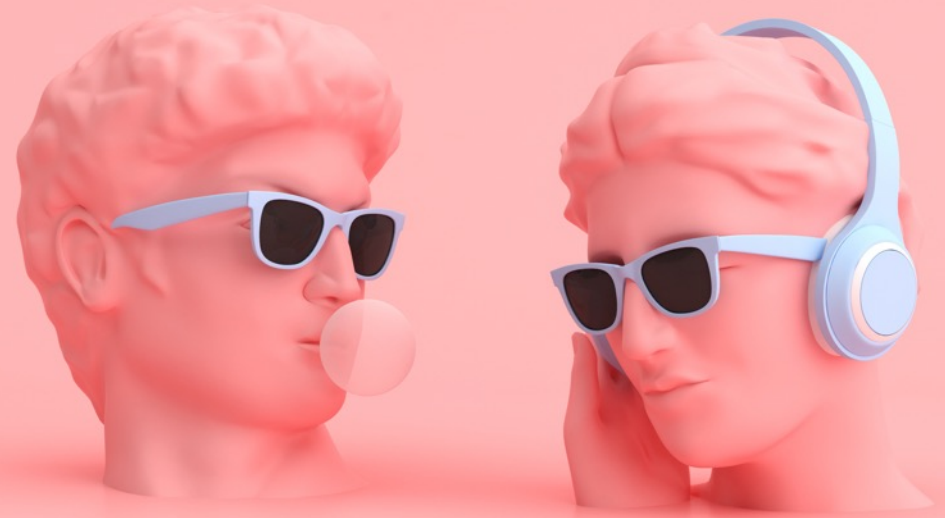
RPM'S EDGE IN STATE OF THE ART PUBLIC RELATIONS

At rpm, we guide brands through the evolving public relations landscape with precision and purpose. Our expertise in crisis communication helps clients address sensitive topics like sustainability and DEI with confidence, while our "quality over quantity" approach ensures tailored, sustainable results. We also help brands tap into the growing relevance of podcasts—crafting stories that resonate not just in written form, but through voice, emotion, and sound. Because in today's PR, it's not just what you say, but how it's heard that makes the difference.

This integrated approach positions rpm as the go-to partner for forward-thinking public relations.

INFLUENCER MARKETING

In 2025, influencer marketing will focus on deeper collaboration and authenticity, emphasizing strong community management, long-term partnerships, and greater creative freedom for influencers. This shift calls for brands to nurture genuine relationships, empower creators, and build communities that drive lasting engagement and trust.



#10 Influencer Community Management

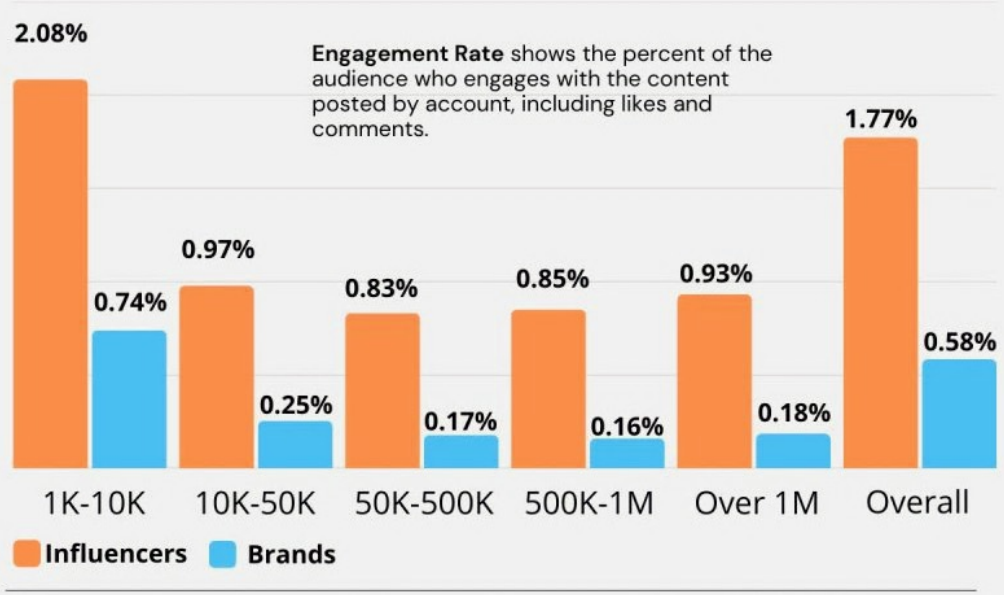
TOP TREND

Trend: Brands increasingly take on community management in influencer comment sections to ensure alignment with their messaging and engagement goals, recognizing that influencers often lack the capacity or expertise to represent the brand's interests effectively - at the same time they yield significant higher engagement. By actively responding to comments, brands maintain control over their narrative, foster deeper audience connections, mitigate risks like misinformation, and build loyalty. This approach enhances the impact of influencer collaborations while safeguarding the brand's voice and values.

Implication: This trend implies that brands must allocate additional resources, such as community managers or social media teams, to monitor and engage with influencer comment sections. However, it also presents an opportunity for brands to deepen audience relationships, ensure consistent messaging, increase content performance and proactively manage risks. Successfully navigating this trend can enhance brand trust and loyalty, but failing to engage or mismanaging interactions risks damaging the brand's reputation or undermining the influencer partnership as the majority of brand conversations would take place there.

Instagram Engagement Rate: Branda vs. Influencers

% average engagement rate by follower number



Note: Based on the average Instagram Engagement Rate of 22,897,263 influencers and 8,250,222 brand accounts globally

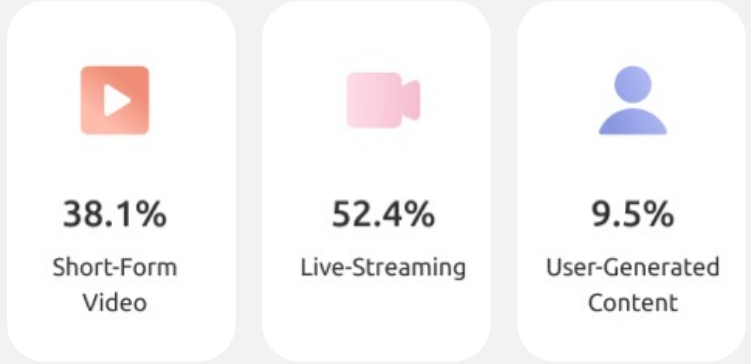
Sources: Reachbird Influencer Marketing Trend Report, Hypeauditor

#11 Live Content NEW

Trend: Live video is becoming a key format in influencer marketing, driven by its authenticity and real-time engagement. Platforms like Instagram Live, TikTok Live, and Twitch enable influencers to connect directly with audiences through Q&As, tutorials, or live shopping. These formats often generate significantly higher engagement—up to 10× more than regular posts—and help drive immediate action and conversion. Further, in the age of AI video it can provide additional authenticity as live AI content is untapped.

Implication: Integrating live content into influencer marketing strategies allows brands to drive authenticity and real-time engagement. Whether through product demos or live shopping experiences powered by social commerce, live content is no longer a gimmick — it's the modern equivalent of linear TV show brand integrations, tailored for a new generation of consumers.

Leading Content Strategies in Influencer Marketing for 2025



52 %

of brands favor live content in influencer marketing in 2025

Source: Influencer Marketing Hub

#12 More-off Partnerships

Trend: The shift from "one-off" influencer campaigns to "more-off" collaborations is redefining influencer marketing, focusing on repeated engagements without the full commitment of long-term contracts. This trend bridges the gap between short-term and long-term strategies, allowing brands to build familiarity, authenticity, and stronger audience connections through multiple touchpoints. By working with the same influencers across several campaigns, brands can create continuity and trust while retaining the flexibility to adapt to evolving goals and trends.

Implication: Missing the "more-off" trend in influencer marketing could leave brands at a competitive disadvantage, similar to neglecting frequency building in media. Without repeated engagements, brands risk losing out on the compounding effects of familiarity, trust, and message reinforcement that drive stronger audience connections. Single, one-off campaigns may appear inauthentic or fail to create lasting impact, reducing ROI and making it harder to compete with brands that consistently stay top of mind. Additionally, brands could miss the opportunity to build scalable, adaptable partnerships that provide both flexibility and the benefits of ongoing collaboration.

40 %



of GenZ considers influencers with long term brand affinity more authentic.

Sources: Boksi 2025 Trends, Reachbird Influencer Marketing Trend Report

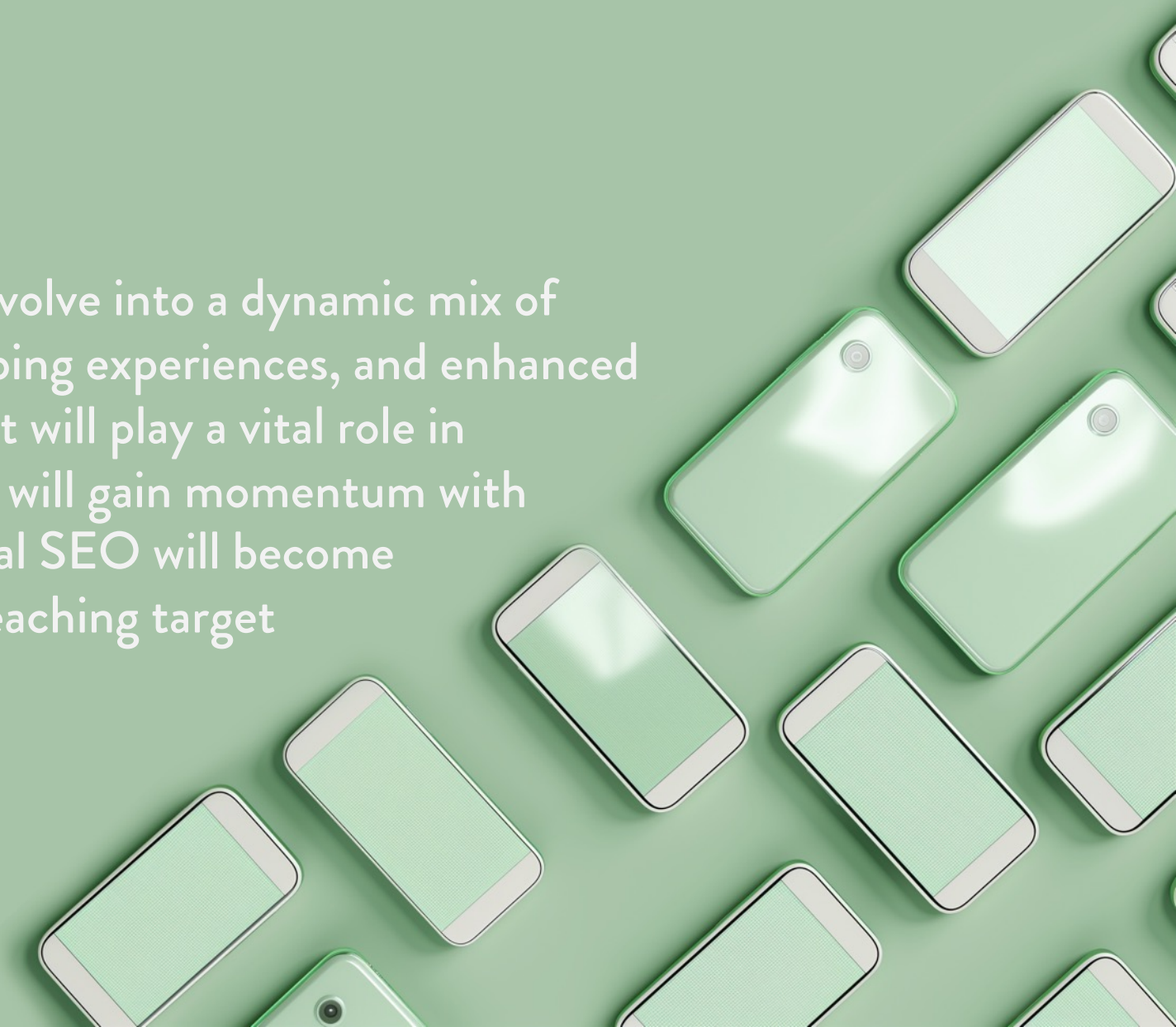
RPM'S EDGE IN IMPACT DRIVING INFLUENCER MARKETING

At rpm, we bring influencer marketing to life with strategies that deliver impact, authenticity, and measurable success. Through Popular+, we actively manage influencer communities to align conversations with your brand, build trust, and boost campaign reach. With 20 years of experience, we craft tailored strategies that balance influencer tiers and foster genuine, impactful collaborations by uniting creativity with brand goals and innovative formats.

This dynamic approach makes rpm a trusted leader in influencer marketing.

SOCIAL MEDIA MARKETING

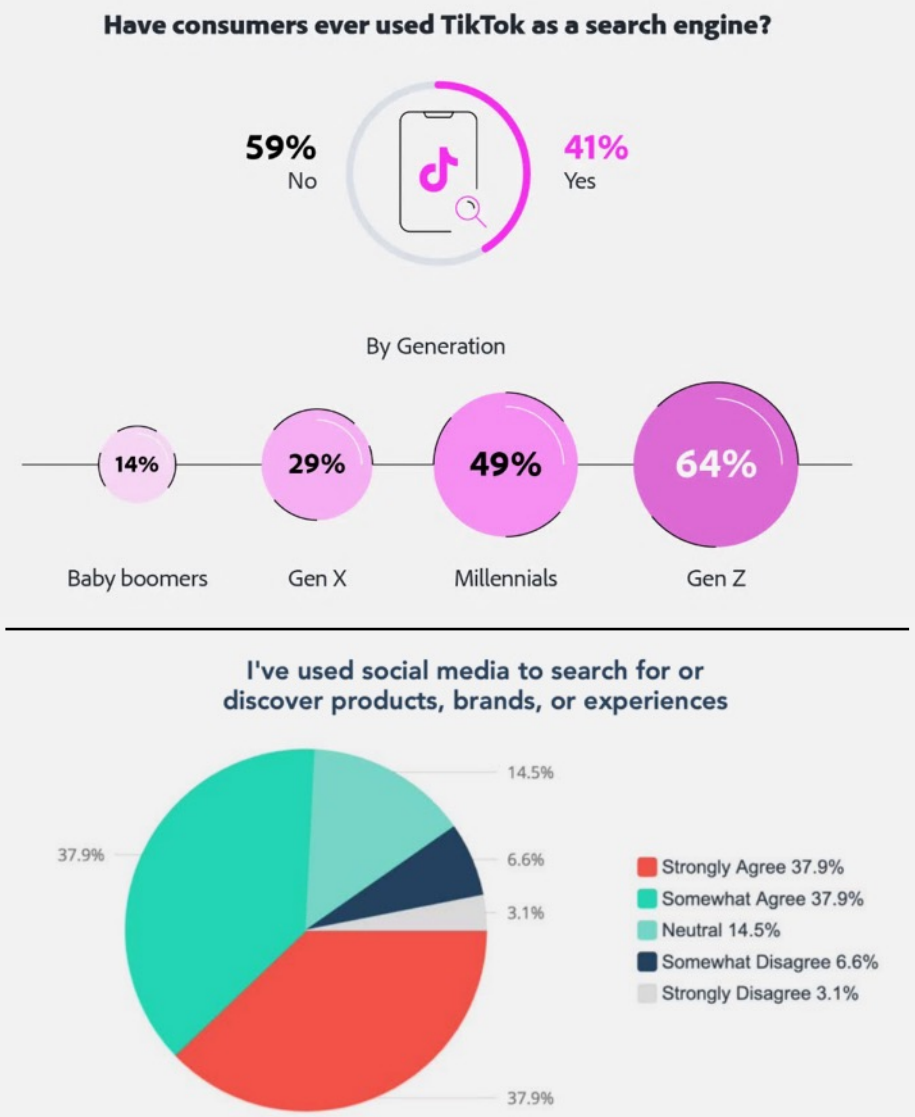
In 2025, social media marketing will evolve into a dynamic mix of proactive engagement, seamless shopping experiences, and enhanced discoverability. Outbound engagement will play a vital role in fostering connections, social shopping will gain momentum with innovations like TikTok Shop, and social SEO will become essential for increasing visibility and reaching target audiences effectively.



#13 Social SEO TOP TREND

Trend: Social SEO is emerging as a key strategy, shifting the focus from hashtags to keywords to enhance content discoverability on platforms like TikTok and Instagram. With Gen Z increasingly using social media as their primary search tool over traditional search engines, optimizing captions, video descriptions, and profiles with relevant keywords is crucial to staying visible and accessible to this audience.

Implication: To leverage Social SEO, brands must research relevant keywords aligned with their target audience's search habits and integrate them naturally into their content. Optimizing profile bios, captions, and video text can enhance discoverability, while creating content that answers specific queries or trends ensures relevance. Failing to adapt may result in reduced visibility, as competitors using keyword-focused strategies gain prominence in search results on key platforms.



Sources: AllSocial Trend Report, TintUp, Adobe Express

#14 Outbound Engagement

UPDATED

Trend: The trend of outbound engagement in brand community management highlights a proactive shift where brands actively seek opportunities to interact beyond their own channels. This includes joining conversations tied to tags, trending topics, related keywords, and broader community discussions, allowing brands to connect with audiences where they naturally engage online.

Implication: Brands should consider investing in tools and processes to monitor tags, keywords, and trending topics, enabling them to identify relevant conversations as they happen. Establishing guidelines for tone and messaging can help maintain consistency across these wider engagements. Allocating resources or dedicating team members to proactively engage in broader conversations could enhance connection opportunities. Brands may also benefit from staying agile to respond to emerging trends and using analytics to evaluate and refine their outbound engagement strategies over time.

41%



of companies have executed outbound engagement campaign in 2024

85%



of marketing experts claim an active community as essential for social media success in 2025

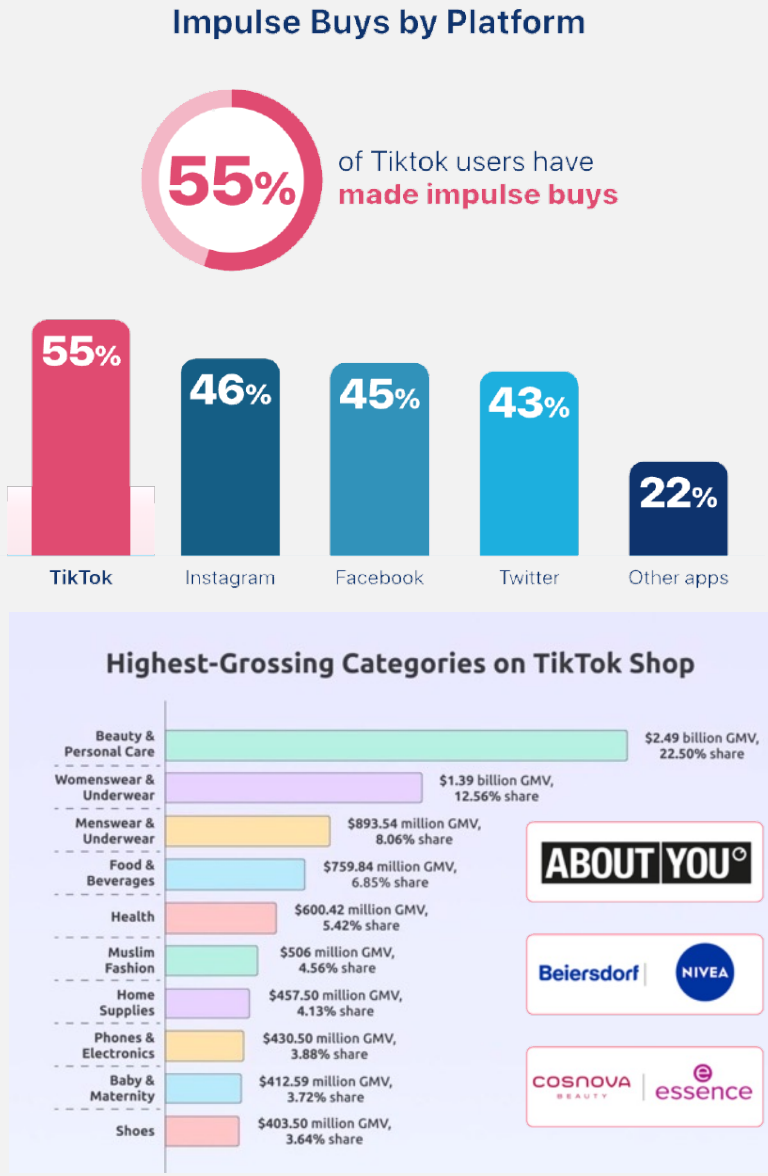
Keep consumers 3x longer and get them using new products 2x faster!

Sources: Hootsuite Social Trends report 2025, Hubspot Social Media Trends Report 2025

#15 Social Shopping UPDATED

Trend: Social shopping is set to take center stage in 2025 with the anticipated German and European launch of TikTok Shop, a platform that has already revolutionized shopping habits in the U.S., particularly among Gen Z. By integrating seamless in-app purchasing with engaging, creator-driven content, social shopping blends entertainment and commerce, reshaping how consumers discover and buy products.
Update: TikTok shop has launched in Germany in Q2 2025

Implication: Brands must prepare to capitalize on the TikTok Shop launch by aligning their strategies with this immersive shopping experience. This includes building partnerships with creators, optimizing content for discoverability, and ensuring their products are ready for in-app purchasing. Brands that adapt early can gain a competitive edge, while those slow to embrace this trend risk missing out on a growing, commerce-driven audience and the opportunity to drive significant sales directly through social media platforms.



Sources: StyleSeat, Influencer MerketingHub

RPM'S EDGE IN ENGAGING SOCIAL MEDIA MARKETING

At rpm, we bring social media to life with innovative strategies that keep your brand ahead of the curve. Our outbound engagement approach helps you join the right conversations authentically, building connections that truly resonate with your audience. In the rapidly growing Social Shopping space, we're well-prepared with tailored solutions, including TikTok Shop strategies, to help your brand succeed from the start. With our multi-generational team's deep understanding of algorithms and user behavior, we've made Social SEO the heart of our 2025 strategy, boosting your brand's visibility and engagement.

With rpm, your social media presence isn't just managed—it thrives.

TOP TREND OVERVIEW

Choosing **which trend to pursue** first can be challenging. Below, you'll find a curated overview of the top trends for 2025—each proven in the first half of the year to be both highly relevant and deeply impactful. We strongly recommend getting up to speed with these trends now to maintain your competitive edge.

Generative Engine Optimization →	With the launch of **AI overviews** in Google it's imperative to understand how to be part of the AI's source set.
Influencer & Social Media Marketing Convergence →	Silos are increasingly brittle - **maximize efficiency** by combining the strong forces of owned and earned social media.
Crisis Communications →	The world is not slowing down - with new macro crises and ongoing consumer sensitivity it's crucial to **be prepared**.
Influencer Community Management →	Expand community management outside the owned channels to **engage with consumers** in the early funnel stages.
Social SEO →	Google is not the only search engine anymore - adapt content to be searchable and tap into **new consumer spheres**.

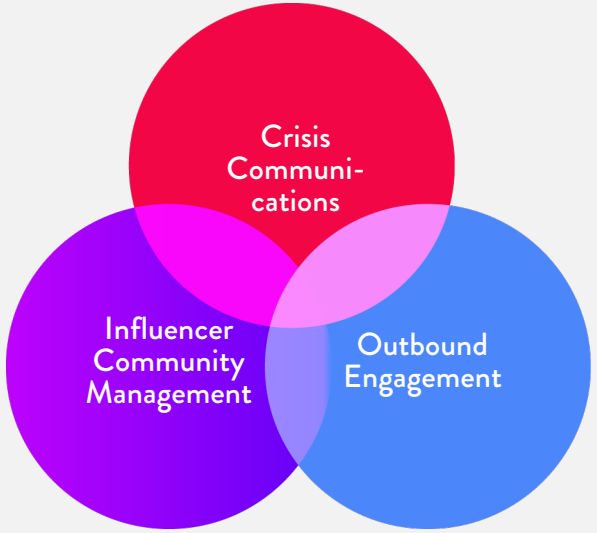
Trend Clusters: Not all trends need to be addressed individually—many are interconnected and can be grouped into clusters. By approaching them this way, you can achieve more efficient and holistic outcomes. Here are two examples for the presented trends.

The Optimization Cluster



Optimizing content, not just in the field of SEO, but across the board will be essential in 2025. Whether for journalists, social media users, generatice search engines or AI - content needs to and will change.

The Crisis Cluster



A crisis rarely pops up on the „owned" channels - preparing for them beforehand and engaging with them beyond the self-controlled channels is a key mitigation strategy in 2025.

GEN AI IS HERE TO STAY

For both clusters GenAI may pose a valuable time factor in increasing reaction speed, drive personalization and analyze outcome.

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Get in touch!

Have we sparked your interest, or do you have any additional questions regarding the presented trends? Feel free to reach out to us - we're happy to assist you in navigating the ever-changing fields of communications in 2025.



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