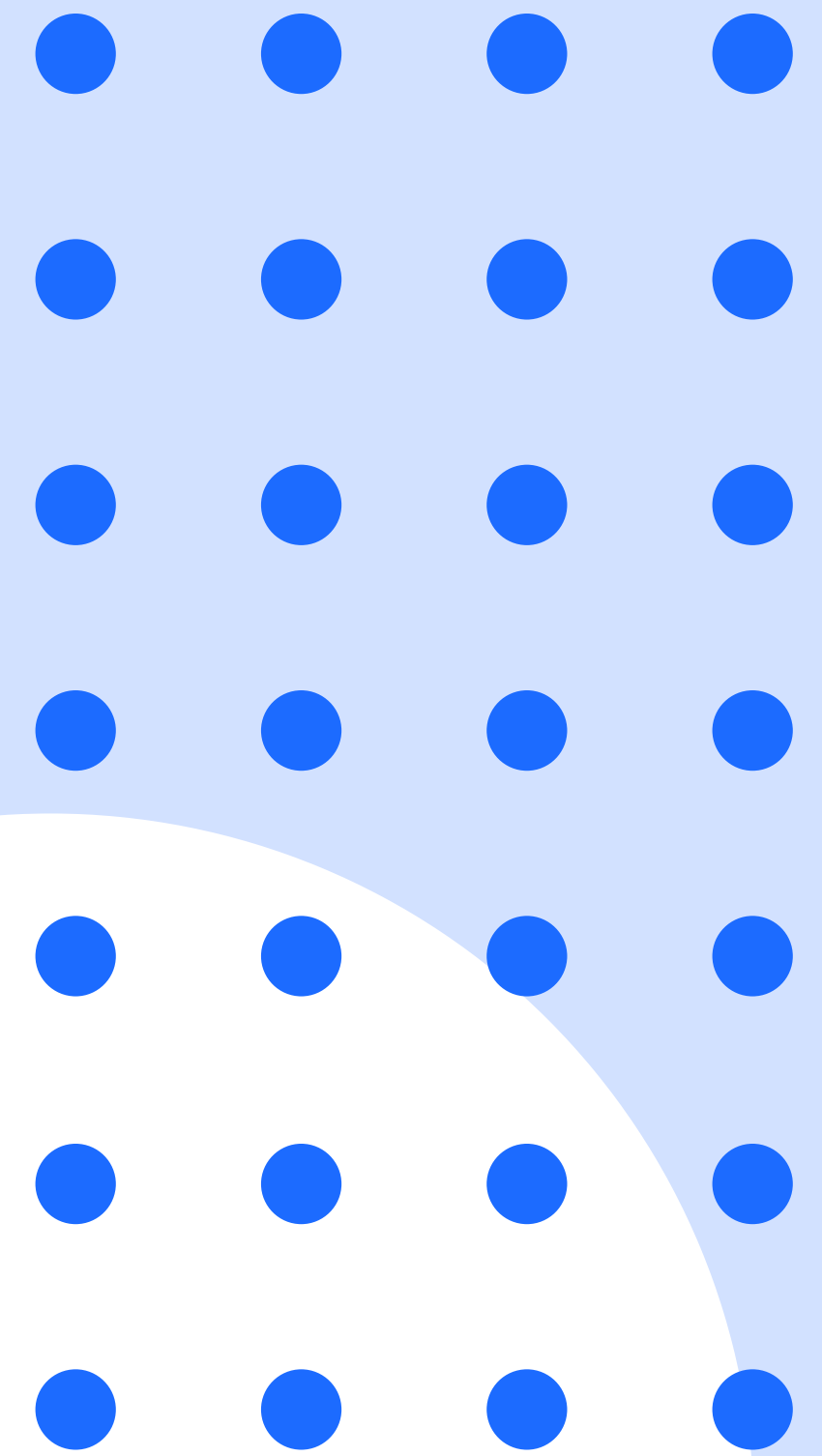


**MADISON**  
LOGIC.

# 2025 B2B Marketing Predictions

eBook



# Looking Ahead.

When was the last time you took a risk with your marketing strategy that paid off?

As we stand at the halfway point of this decade, the landscape of B2B marketing is poised for transformation like never before. Rapid advancements in technology, shifts in buyer behavior, and the increasing demand for personalized experiences are reshaping how businesses engage with their customers.

In the last five years alone, we've experienced massive changes in how we all work and operate. The global COVID-19 pandemic accelerated digital trends already in motion and introduced new dynamics that reflect fundamental shifts in how businesses make purchasing decisions. Tighter vendor selection processes now reveal the importance of early differentiation and brand awareness. With research showing that 86% of enterprise buyers put vendors on a shortlist based on prior awareness, it's imperative for marketers to engage decision-makers before they even reach the research process.

Navigating these constant market and buying process changes requires a better view of what the future holds. Staying ahead of the curve and deciding what trends and tools will positively impact results isn't just a business benefit but a necessity crucial for marketers seeking to drive growth and foster lasting buyer relationships.



This eBook delves into the predictions for B2B marketing in 2025, offering insights into emerging trends, innovative strategies, and the technologies set to redefine the industry. From the rise of artificial intelligence (AI) and automation to the growing importance of data-driven decision-making, we'll explore how these factors will influence marketing tactics and customer engagement.

Risks feel less risky when you have knowledge and data on your side. By understanding the future landscape of B2B marketing, you can equip your teams with the knowledge and tools necessary to navigate challenges and seize opportunities. Whether you are a seasoned marketer or just beginning your journey, this guide provides valuable perspectives to help you adapt and thrive in the evolving B2B arena. Join us as we explore what lies ahead and prepare to elevate your marketing strategies to meet the demands of tomorrow.

According to Forrester, only 12% of marketing leaders believe that their teams' current organizational design will help them effectively meet revenue targets over the next year.



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# The Preference for Unified Multi-Channel Interactions Is Rising.

## Key Takeaways

- **Prediction:** Due to larger buying committees and an increase in independent research and purchasing, marketers are adopting unified multi-channel account-based strategies to engage buyers.
- **Action:** Deliver a consistent experience with compelling content across your marketing channels.

Forrester predicts that more than half of large B2B transactions (\$1 million or greater) will be processed through digital self-serve channels, including the vendor's website or marketplace. As a result, there will be more pressure on brands to deliver impactful interactions that create a positive buying experience. And with data revealing that up to 90% of the B2B buyer's journey is completed before the committee contacts a sales representative, surrounding these members with relevant content based on where they are in the decision-making process is the only way to effectively reach and engage them.

Faced with larger, more diverse buying committees, longer sales cycles, and a crowded competitive landscape, we've seen an increase in marketers adopting unified multi-channel account-based strategies. According to Demand Gen Report's 2024 B2B Buyer Behavior Benchmark Survey, 26% of accounts now involve more people in the decision-making process and 20% of those individuals spend more time researching solutions. As a result, B2B marketers will need to adjust their strategies to this reality with more consistent, personalized, and smooth interactions across all channels—whether they're engaging with a brand via email, social media, in-person events, or customer service calls.

These buyers don't want to see the same information across different touchpoints, nor do they want fragmented experiences that feel disjointed or out of sync. By surrounding all buying committee members where they are with consistent and relevant content at every stage of the funnel, marketers can guide them more effectively toward a unanimous purchase decision. This unified approach helps deliver a seamless experience, making it easier for buyers to gather information, evaluate options, and make decisions faster.

# What This Means for You.

Consistency is key; through compelling, multi-channel storytelling you can focus on delivering cohesive content and messaging throughout the buying cycle, from first touch to sales demos. This consistent, cohesive approach establishes more familiarity and awareness of your solution early on, and helps build stronger relationships throughout the customer lifecycle, fueling your organization's chances for retention and expansion.

As B2B buyers engage with brands across multiple platforms, it's important to recognize that each channel serves a different purpose and offers unique value. The key challenge is ensuring that these interactions are integrated with each other so that buyers can move fluidly between them without losing context or momentum. Here's how that multi-channel strategy might work:

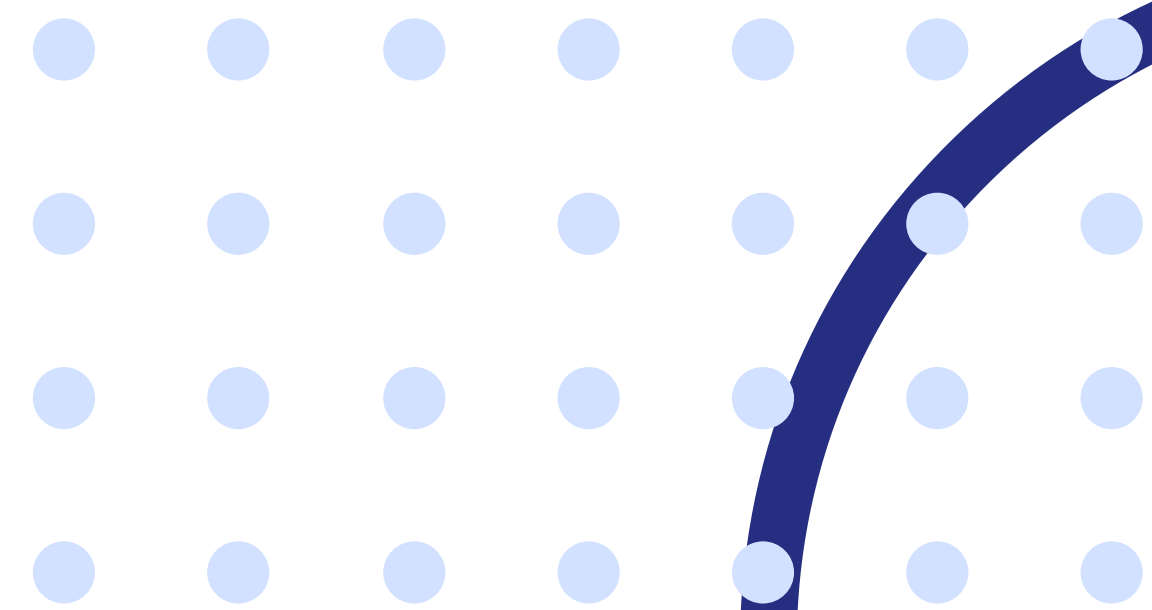
	Tactics	Content
<b>AWARENESS</b>	<ul style="list-style-type: none"><li>• Use <b>connected TV</b> and <b>podcast ads</b> to increase brand awareness and generate demand</li><li>• Focus on <b>content syndication</b> to educate your target audience</li><li>• Use <b>display</b> and <b>LinkedIn</b> for exposure and reach</li><li>• Capture attention and foster meaningful connections through <b>in-person events</b></li></ul>	<ul style="list-style-type: none"><li>• Video ads</li><li>• Analyst reports</li><li>• White papers</li><li>• eBooks</li></ul>
<b>CONSIDERATION</b>	<ul style="list-style-type: none"><li>• Use <b>content syndication</b> to better qualify accounts</li><li>• Heavily focus on retargeting through <b>display</b> and <b>LinkedIn</b> to accelerate engagement</li><li>• Establish consistent touchpoints and drive <b>webinar</b> registrations through <b>email</b></li></ul>	<ul style="list-style-type: none"><li>• Buying guides</li><li>• Blog posts</li><li>• Demo videos</li><li>• Email</li><li>• Webinars</li></ul>
<b>DECISION</b>	<ul style="list-style-type: none"><li>• Use <b>content syndication</b> for executive personas to accelerate decision-making</li><li>• Extend into <b>display</b> to stay top of mind</li><li>• Promote success stories &amp; testimonials through <b>short-form videos</b> on <b>LinkedIn</b> to reinforce product value and push deals faster</li></ul>	<ul style="list-style-type: none"><li>• Comparison guides</li><li>• Case studies</li><li>• Product sheets</li><li>• White papers</li><li>• Native ads</li><li>• Live demos</li><li>• How-to guides</li></ul>



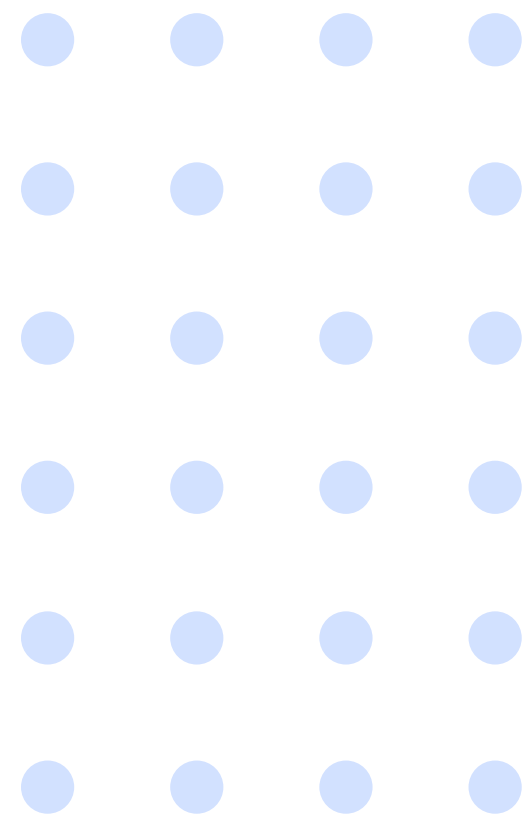
A key benefit of a multi-channel approach is that it enables you to gather a wide range of data from multiple touchpoints, allowing for a more personalized experience. By combining your engagement data with buyer intent data, you can create more detailed buyer profiles that allow you to customize your messaging accordingly. This personalized approach fosters stronger relationships and helps build trust faster—ultimately leading to higher closed deals and better customer retention and expansion opportunities.

As sales and customer support teams interact with potential and existing customers the most in terms of face time, these teams have a close pulse on the challenges buyers encounter daily. Your sales team provides critical insights into the specific needs and pain points of target accounts, while customer support and success teams offer a deep understanding of post-sales interactions and satisfaction levels. Alignment with both teams ensures that every touchpoint, from initial outreach to ongoing support, is tailored to the unique requirements of each account. By working closely together, these teams help you create a more cohesive and compelling narrative that resonates with key stakeholders sooner to drive higher engagement and conversion rates.

95% of marketers say they know how important multi-channel marketing is for targeting, but only 73% say they have a multi-channel strategy in place.



# Marketers Will Struggle to Balance Implementing AI with Achieving Growth Objectives Through Better Personalization.



## Key Takeaways

- **Prediction:** B2B marketers will face challenges leveraging AI to meet growth objectives and overcoming key barriers such as data management complexities and a lack of expertise in AI implementation.
- **Action:** Effective use of AI for personalization efforts will require an iterative, data-driven approach and human touch to ensure seamless integration across platforms.

B2B marketers face an exciting yet daunting challenge in 2025: balancing the rapid adoption of AI technologies, particularly generative AI (genAI), with the need to meet growth objectives in an increasingly competitive landscape. While AI holds enormous potential to revolutionize B2B marketing—offering enhanced automation, deeper insights, and more effective personalization—many struggle to overcome key barriers that slows their ability to fully implement and leverage the technology. According to [Forrester](#), two major hurdles stand out: underestimating the complexities of data management and upskilling and the limitations of genAI in delivering true personalization on its own.

One of the most significant reasons B2B marketers struggle to balance AI implementation with growth objectives is the tendency of revenue teams to underestimate the data-related challenges associated with AI adoption. AI technologies—including genAI—rely heavily on high-quality, well-organized, and large-scale data sets to function effectively. However, many organizations still grapple with fragmented, siloed data systems and inconsistent data quality. Without unified, accurate, and accessible data, AI models cannot generate the insights or outputs necessary to drive marketing success.

According to Salesforce's [State of Marketing Report](#), taking advantage of AI is the biggest priority among B2B marketers but also the biggest challenge. It finds that only 32% of marketing organizations have fully implemented AI in their workflows.





AI adoption is also hindered by the lack of skilled professionals who understand how to effectively implement and use it. Successful AI implementation requires expertise in areas such as machine learning, data science, and AI model management—skills that many marketers simply don't possess. While some are familiar with digital tools and analytics, AI requires more specialized knowledge to deploy effectively.

Revenue teams often underestimate the need for ongoing upskilling and training to ensure their staff is equipped to harness the power of AI. As a result, many organizations may face a slow and fragmented adoption process, preventing them from realizing AI's full potential in meeting the increased demand for more personalized buying experiences.

 **95% of marketers** who use generative AI to write copy end up editing the text, with 44% saying they make significant changes.



# What This Means for You.

Despite what many have been led to believe, AI is not the singular magical answer to solve all the challenges modern B2B marketers face.

Implementing AI in B2B marketing is not a one-time, set-it-and-forget-it solution. Successful adoption requires a flexible, iterative approach that allows you and your team to continually test, refine, and optimize your AI-driven strategies. This iterative process can be resource-intensive, requiring both time and money to ensure your AI systems align with broader business goals and evolving customer expectations. Fast implementation without adequate testing or ongoing optimization could lead to underperformance due to missing the mark on personalization and customer engagement.

For AI to work at its full potential, data needs to be consistent, accurate, and integrated across all systems. However, in many B2B organizations, data often lives in multiple systems—customer relationship management (CRM) platforms, email marketing tools, social media analytics, sales databases, and more—making it difficult to create a cohesive and actionable data set. Without significant investment in data infrastructure and the integration of disparate data sources, AI models will struggle to generate relevant and timely insights, leading to suboptimal results in your marketing campaigns.

Success with AI in 2025 will also depend on your understanding that the technology alone cannot deliver the personalization needed to effectively engage B2B buyers. While genAI has been hailed as a game-changer for personalization, it is not a silver bullet. It can certainly enhance content creation, automate customer interactions, and provide personalized messaging, but it lacks the broader capabilities needed to fully personalize the buyer's journey across multiple touchpoints and stages. True personalized experiences require deep integration across channels, platforms, and touchpoints. For example, while genAI can generate personalized content for a lead, it might not be aware of prior interactions or comprehend where they are in the buyer's journey. To create a genuinely personalized experience, you need to align genAI with other marketing technologies to track and respond to a buyer's journey in real time and achieve a truly unified and seamless personalized experience.

Above all, you must find the right balance between AI-driven automation and human intervention. While AI can automate many tasks—such as content creation, lead scoring, and customer engagement—there are still critical moments in the buyer's journey that require a human touch. AI can help you scale your efforts, but it cannot replace the deep relationships and nuanced decision-making that humans like you bring to B2B marketing.

# Younger Decision-Makers Are Changing the B2B Buying Game.

## Key Takeaways

- **Prediction:** More purchase decisions for complex software solutions are made by millennials or Gen Z committee members who prefer digital interactions and independent research.
- **Action:** Being aware of these shifting committee dynamics and using data to understand the needs and buying behaviors of all buying committee members is essential for marketing strategy success.

Younger members of the buying committee—specifically millennials and Generation Z—are increasingly reshaping B2B buying dynamics, driving significant changes in how purchases are made, who makes them, and the tools they use to make those decisions. According to Forrester research, 67% of global buyers making purchases of \$1 million or greater are millennials or Gen Z. This striking statistic highlights how these younger generations are not only entering leadership roles, but also holding the purse strings for large and complex B2B purchases.

As digital natives, millennial and Gen Z buyers bring a fundamentally different mindset to decision-making, one that's more tech-savvy and focused on efficiency. These younger buyers prefer conducting their own research and making decisions independently—often before engaging directly with sales reps. They are less inclined to rely on in-person meetings, long email exchanges, or phone calls. Instead, they want seamless, online purchasing experiences that mirror the consumer-grade digital interactions they have in their personal lives. This shift toward digital interactions doesn't just mean browsing websites; it includes leveraging sophisticated tools like online configurators, digital marketplaces, and even AI-driven recommendations. Forrester finds that younger members of the buying committee are increasingly relying on genAI tools to gather information, compare vendors, and even simulate scenarios.

While traditional B2B sales cycles could stretch for months or even years, often involving multiple stakeholders, negotiations, and face-to-face meetings, these younger buyers are often ready to make decisions faster, moving through the funnel at a much quicker pace. AI technology allows them to quickly assess options, understand complex solutions, and navigate product or service details at a faster pace. As a result, revenue teams must adapt by streamlining processes, delivering faster responses, and providing more immediate, relevant content to cater to this new breed of buyer.

## What This Means for You.

The growing influence of millennials and Gen Z in the B2B buying process represents a major shift in the landscape. These younger buyers bring a digital-first, self-research-driven approach to procurement, which is accelerating decision-making and compressing sales cycles. For B2B companies, the key to success will lie in adapting to these new dynamics by offering more streamlined, tech-enabled, and responsive sales experiences that meet the expectations of the next generation of decision-makers.

Marketers must leverage personalized experiences to make these younger buyers feel seen, appreciated, and understood. Use data to better understand their individual pain points and concerns to tailor your content and messaging to align with their needs.

Keep in mind that millennial and Gen Z buyers expect a more transparent, flexible, and collaborative relationship with vendors. While cost is the most commonly cited concern among younger buyers, they're also more likely to express frustration and disappointment with the buying experience itself—specifically when it comes to the level of competence displayed during the purchase process and the ease with which they can find the information they need. Brands have a higher chance of winning over these decision-makers with clear and concise product demos, transparent pricing, and even the ability to manage aspects of the purchase process digitally. Make sure to position your salespeople as industry experts and encourage them to take on a more consultative role, rather than simply providing basic product information during meetings. Given that millennial and Gen Z buyers spend a significant portion of the purchasing process conducting their own research, your sales team can add greater value by offering expert insights that help make sense of the wealth of third-party information these buyers have already collected.

At the same time, don't lose sight of other important committee members in your engagement strategy. Senior executives are playing a more prominent role in the decision-making process with research revealing that around 38% of buying committees now include the CEO. This indicates the strategic importance of software investments and the desire for top-level executives to guide them. Being aware of these shifting committee dynamics and using data to understand what all member personas care about is essential for your marketing strategies to succeed. After all, most software buyers make purchasing decisions as a team. You need to manage the various concerns and complicated relationships with multiple people who might have different viewpoints, needs, and interests.

58% of buyers have reported that their decisions were overruled by other senior executives, highlighting the need for clear communication and collaboration across all buying committee members.



# Videos Will Play a Larger Role in Content Strategies.

## Key Takeaways

- **Prediction:** With its versatility and effectiveness, video is a key tool to help marketers capture attention, build trust, and increase brand awareness—especially among younger buyers.
- **Action:** Experiment with educational and instructional short-form videos based on buyer concerns.

In 2024, video became a vital tool in the B2B marketing arsenal. With 84% of B2B marketers reportedly using video in some capacity, we only expect this trend to grow in 2025.

The widespread adoption and effectiveness of video in B2B marketing lies in its versatility. Videos can be easily used and shared across a variety of channels, including websites, emails, and social media. This makes them a powerful way to capture the attention of customers and attract them to brands. According to research from the Content Marketing Institute, B2B marketers say videos (58%) are the most effective type of content, followed by case studies/customer stories (53%), eBooks/white papers (45%), research reports (45%), and short articles/posts (43%).

The rise of influencer marketing further underscores video's importance, especially with millennials and Gen Z buyers playing an increasingly influential role in B2B purchasing decisions. These younger buyers seek expertise and trust, and video offers the ideal tool to capture influencers with niche credibility and engage these buyers in a way that feels authentic and informed.

Advancements in technology are further driving video growth. AI is enhancing the efficiency of video marketing by automating the production process, assisting with content creation, and enabling more personalized experiences at scale. This helps brands leverage the power of storytelling and emotion to appeal to buyers and make their content more impactful compared to static text. It also makes video a critical part of increasing brand awareness, since research shows that viewers retain 95% of a message when they watch video content, compared to 10% when reading it in text.

## What This Means for You.

By providing clear and actionable information, video helps accelerate the decision-making process, shorten sales cycles, and nurture leads at every stage of the funnel. While all video formats are proven effective, short-form videos, in particular, are set to dominate B2B content strategies in 2025.

In its 2024 State of Marketing Report, [Hubspot](#) found that short-form video is the number one format marketers are using and delivers the highest ROI of any social media marketing strategy. Shorter videos are often easier to produce and receive higher engagement rates compared to other content types. This makes them more likely to be viewed, shared, and acted upon, increasing the reach and impact of your message. And as LinkedIn channel use among B2B buyers continues to grow, short videos allow brands to meet their target audience with a more direct and succinct message where they are most active.

Those looking to leverage video in their 2025 marketing strategies should experiment with formats that best suit the unique needs and concerns of their target audience. Video is particularly effective for breaking down complex products and services, enabling you to showcase features, benefits, and real-life applications in a clear and easily understandable way. Buyers want to learn how to use your solution and gain industry expertise, so [educational and instructional videos](#) are often the most engaging type of video content brands produce. With most B2B buying decisions often involving multiple stakeholders, video also allows you to tailor your content for different decision-makers, helping to address their specific concerns and interests. You can also expand video's use deeper within the funnel, as video is a great medium to foster trust through customer testimonials, product demos, and case studies that serve as powerful social proof.



# Buyer Intent Data Is Still the Backbone of an Effective B2B Marketing Strategy Despite More Hurdles to Obtain It.

## Key Takeaways

- **Prediction:** Stricter rules around consent and data usage will make it harder for marketers to acquire and maintain accurate buyer insights.
- **Action:** Invest in building strong first- and zero-party data strategies, with a focus on collecting data directly from customer interactions, to succeed.

Buyer intent data remains central to a successful B2B marketing strategy. Accurate, timely data allows marketers to understand buyer intent, segment audiences effectively, personalize content, and measure success. Without access to quality data, the ability to target and engage the right prospects diminishes, making it challenging to meet revenue and conversion goals.

However, obtaining this data is getting harder due to evolving privacy regulations, platform changes, and increasing consumer actions to protect their online identities. Buyers are more aware of the data trail they leave online and are actively taking steps to protect their digital footprint. While in the past marketers were able to rely on third-party cookies for buyer insights, Google's forthcoming privacy controls on Chrome, including "cookies by choice" and IP masking, has made access to this data significantly more limited. As a result, many buyers are now taking measures to shield their data, with research showing that 18% of consumers actively opt out of cookies daily and 70% use data-hiding strategies like VPNs, cache-clearing, or privacy-centric browsers.

At the same time, privacy regulations like GDPR (General Data Protection Regulation), California Consumer Privacy Act (CCPA), and SOC-2 compliance continue to shape how buyer data is collected, stored, and used. With stricter rules around consent and data usage, B2B marketers now need to ensure they have proper permissions from users before collecting their data. This limits the ability to track individuals' browsing behaviors or online activities across multiple sites.

This shift in consumer behavior—combined with tighter data regulations—challenges marketers who are reliant on third-party data sources to build and maintain accurate buyer insights. Research reveals that 39% of B2B marketers still haven't implemented a strategy to address third-party cookie deprecation and that 75% still rely heavily on third-party cookies to gather intent and engagement data. Those unprepared to navigate these data challenges will find themselves at a significant disadvantage to succeed in an increasingly competitive marketplace.

According to Forrester research, over 70% of companies using intent data leverage multiple providers for it.





# What This Means for You.

Success in 2025 will depend on your ability to be innovative and agile in your approach to collecting and utilizing buyer data.

The reduction of third-party cookies will significantly shrink audience segments unless you expand your first- and zero-party data strategies. Without these cookies, tracking users across websites becomes more difficult, weakening B2B strategies that rely on cross-site tracking for precise targeting and personalization. However, first- and zero-party data offers a way forward. By focusing on key interactions for intent—such as form fills, answers to qualifying questions, detailed sales conversations, and downloads—you can maintain visibility into the buyer journey and deliver hyper-personalized content for the customer experience that accelerates decision-making.

Invest in building strong first-party data strategies, focusing on collecting data directly from customer interactions and ensuring it is properly integrated across all platforms. Integrating your marketing technologies—such as CRM systems, ABM platforms, and intent data providers—into a unified stack will enable better data management and give you a clearer view of buyer intent signals across multiple touchpoints. Make sure to audit your data quality and collection practices to ensure compliance with current and upcoming privacy regulations. Implement strong consent management systems and be more transparent about how customer data is gathered, used, and stored to maintain client trust. Establishing partnerships with trusted data providers and leveraging zero-party data obtained from surveys, forms, or customer interactions will also help bridge some of the gaps left by privacy regulations and cookie restrictions.



# Now What: A Checklist for 2025.

Now that we've covered the major trends set to disrupt B2B marketing in 2025, let's look at actionable strategies to help you stay on course:

- Implement multi-channel account-based strategies to deliver a more personalized experience with cohesive content and messaging throughout the entire buying cycle
- Embrace AI but strike the right balance between AI-driven automation and human intervention through a flexible, iterative approach to continually test, refine, and optimize your AI-driven strategies
- Use data to prioritize key personas in diverse buying committees with personalized content and messaging that addresses the unique concerns and pain points of all decision-makers
- Experiment with short-form videos that break down complex offerings and showcase real-world applications, benefits, and social proof like testimonials and demos
- Build a stronger first- and zero-party data strategy, and work with trusted lead generation partners that prioritize transparency and validation

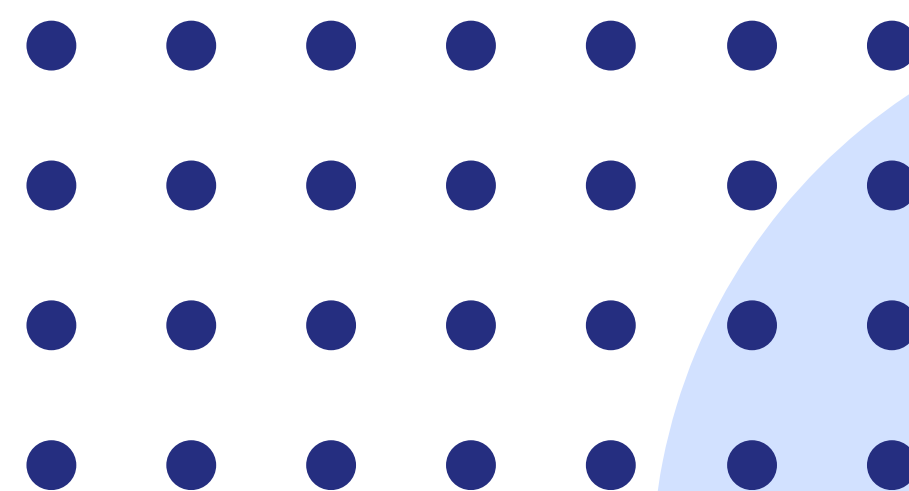


# Embracing the Future of B2B Marketing: Adapting to a Changing Landscape.

In B2B marketing, change is constant, and there is no guarantee trends will stay the same for long. Rapid technological advancements, shifts in buyer behaviors, and the increasing demand for hyper-personalized experiences are all contributing to a dramatic change in how we as marketers connect with prospects and customers. Entering 2025, we must be ready to adapt and rethink strategies to stay ahead.

Now is the time to take some well-calculated risks.

These predictions offer a valuable roadmap for anticipating change and staying proactive in 2025. By analyzing emerging trends like the rise of unified multi-channel interactions, the growing role of video, and the impact of younger decision-makers, marketers can refine their strategies. Additionally, leveraging buyer intent data and understanding the balance between AI implementation and growth goals will be key to optimizing approaches, staying ahead of the competition, and adapting to shifting buyer behaviors.



# How Madison Logic Guides Marketers Through Evolving Buyer Behaviors and Trends.

As we continue to navigate a changing digital landscape and shifts in how buyers go to market, the role of data becomes increasingly crucial. With 71% of buyers expecting personalized interactions from brands throughout the buying process, it's more important than ever to have the right data and tools to track buyer behavior and capture their attention effectively.

Stay ahead of your audience's needs by ensuring you have the most up-to-date data and insights possible. As the leading global ABM activation platform, Madison Logic combines multiple data sets to provide a single score of the accounts demonstrating the highest propensity to purchase and enables marketers to activate smarter, unified multi-channel strategies. With real-time visibility into campaign performance, Madison Logic empowers modern marketers to make data-driven decisions and adapt quickly to always changing trends and buyer behaviors.

Ready to take a risk and test these predictions with better insights? Find out how Madison Logic can help.



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