## hellokindred

Marketing strategies for 2025: *Trends, challenges and solutions for the future-focused CMO* 

How forward-thinking marketing leaders can future-proof their teams and strategies

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# **01** Introduction

Marketing in 2025 is undergoing rapid transformation, driven by advancements in generative AI, budget constraints, evolving talent models and shifting customer behaviours. Duke University's CMO Survey showed that while only 7% of marketing activities currently use GenAI, early adopters see a 5.1% increase in sales productivity and a 6.1% boost in customer satisfaction.

Despite overall marketing spending increasing by 5.8% over the past year, marketing budgets as a percentage of company revenue have declined to 7.7% – the lowest in over three years. CMOs now must achieve more with less, emphasising efficiency and adaptability.

Leadership plays a pivotal role in navigating these changes. Experts from Harvard Business Review say that companies that prioritise marketing as a core component of their growth strategy are twice as likely to experience revenue growth of 5% or more compared to those that don't.

## This guide provides insights and strategies to help marketing leaders adapt and thrive in this dynamic landscape.

www.fuqua.duke.edu/duke-fuqua-insights/CMO-survey-despite-uncertainymarketing-budgets-rebound

hbr.org/2024/03/put-marketing-at-the-core-of-your-growth-strategy



Marketing trends to watch

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You can't afford to ignore the trends and challenges shaping marketing in 2025 – they could be the key to achieving your goals.



## MATURE MARTECH ECOSYSTEMS: Intelligent marketing stacks for the future

Where digital transformation was once seen as a revolutionary trend, today it is a baseline expectation. Marketers have no shortage of tools – but without the right setup, tools can slow you down. A mature martech ecosystem connects the dots by bringing your platforms together, putting your data to work and helping you move faster.

That means fewer silos, smarter campaigns and better results. But with so many systems in play, integration is everything. If your tech doesn't talk to each other, neither will your teams.

#### DID YOU KNOW?



The marketing technology landscape has expanded to over **14,000 solutions (27.8% YoY growth)**, accelerated by the surge in generative Al tools. Source: <u>CMS Wire</u>

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There are now **5.81 billion unique mobile subscribers** globally, almost 71% of the world's population as of Q2 2025. Source: GMSA

INSIGHTS



152,000 new smart devices are connected to the internet every minute.

Source: Forbes

Brands must use tools that create seamless integration across tech stacks that ensure consistency across all departments.

Brittani Boice, CMO of Team Velocity



## MARKETING TEAMS WITHOUT BORDERS: **Distributed creative teams are the new ideal**

The best creative talent might not sit within commuting distance – and weirdly enough that's a good thing. More marketing leaders are building global teams that flex to match workload, timezone and campaign needs.

Nearshoring, offshoring, freelancers, project-based contracts – today's models make it easier (and faster) to tap into the right skills at the right time. But it's not just about cost-cutting. It's about scaling smartly, staying agile and freeing up in-house teams for the work that really matters.

Offshore providers typically offer

40-60% lower labour costs

than onshore alternatives

Source: LinkedIn

#### DID YOU KNOW?



The average campaign now involves contributors across **four or more time zones**.

Source: <u>Deloitte</u>

#### INSIGHTS



Building flexible, distributed teams is a strategic move, not just a workaround. Outsourcing marketing can cut costs by **87%** and give you access to a wider, more specialised talent pool.

Source: Genius 2024



Distributed teams and asynchronous collaboration aren't just a response to remote work — they're a competitive advantage.

Brian Halligan, Co-founder of HubSpot



#### SKILLS FOR THE FUTURE:

### Human + AI brilliance = AI-driven creativity and content operations

Al has evolved from a back-end automation tool to a creative engine at the heart of modern marketing. In 2025, marketers need to blend instinct with insight, write better prompts and ask smarter questions – interpret results, not just generate them. But this doesn't mean human skills no longer matter – it makes them matter more. Brand tone, ethics, storytelling and emotional intelligence are still at the heart of great marketing. But skillsets must expand to encompass data fluency, prompt engineering and Al tool know-how.

#### DID YOU KNOW?



**83% of marketers increased their productivity since adopting AI**, saving over 5 hours per week.

Source: CoSchedule



Companies using AI report a 10–19% reduction in marketing and sales costs

Source: <u>WebFX</u>

#### INSIGHTS



Al has transitioned from a novel technology to a core component of marketing strategy.

AI will handle 95% of what marketers use agencies, strategists, and creative professionals for today."

Sam Altman, CEO of OpenAl

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The breakneck speed of change across data, CX, AI and digital transformation can be hard to keep up with. Let's take a look at some of the challenges marketers are likely to face in 2025.



82% of consumers are willing to share some personal data in exchange for a better customer **experience** – but only if they trust the brand.

Source: PwC Consumer Intelligence Series

#### INSIGHTS



The average cost of a **data breach globally is now USD \$4.45 million**, up 15% over three years. Source: IBM



In 2024, Meta was fined €1.2 billion for GDPR violations – the largest privacy fine to date. Source: European Data Protection Board

Data privacy and integrity are essential to building trust with customers and maintaining a competitive edge. Companies that fail to protect customer data will lose customers, damage their reputation and face regulatory penalties."

Marc Benioff, CEO of Salesforce



Data privacy is still a key concern in 2025 – and the stakes are higher than ever. In a cookieless world, marketers must prioritise transparency, consent and ethical data use. Customers expect personalisation – but not at the expense of their privacy. The challenge lies in delivering relevant, data-driven experiences while complying with an increasingly complex web of global regulations.

#### **DID YOU KNOW?**





91% of marketers say data privacy concerns are affecting their ability to personalise content effectively.

Source: Kearney

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## Challenges for your marketing team in the year ahead

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## Digital marketing in 2025 is faster, smarter — and more demanding than ever.

Al, automation and evolving customer behaviours are reshaping how campaigns are planned, produced and measured. With rising expectations for personalisation and value, marketers must move quickly to meet shifting standards across an increasingly fragmented landscape. The challenge marketers now face is how to stand out with content that feels timely, relevant and deeply human – at scale.



## DATA CHAO: Making sense of more data in less time

As channels, tools and customer touchpoints multiply, marketers are left juggling fragmented insights across systems. The job now is to bring that data into one view, fast – so you can act on it in the moments that matter without compromising on privacy or trust.

#### DID YOU KNOW?



87% of marketers say their company struggles to harness data's full potential for strategic decision-making Source: InvespCRO

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**38% of marketers are tackling data fragmentation,** which often leads to biased insights and disconnected decisions.

Source: LinkedIn Pulse

#### INSIGHTS



In 2025, the challenge isn't data scarcity but data fragmentation.

Busting silos is my 2025 mantra. [There's] too much fragmentation... The only way to get true customer, audience and community focus is to think — and operate — this way."

Colleen Scollans, Consultant, Advisor & CMO Coach



#### DIFFERENTIATION:

## Combating creative fatigue in an AI-saturated world

Al has supercharged content production, but in so doing it has flooded the market with sameness. The real differentiator in 2025 is creativity that feels human: original, emotional and on-brand. How do you find the sweet spot between speed, scale and authenticity?

#### DID YOU KNOW?



54% of marketers worry that AI may dilute creativity in marketing. Over-reliance on AI could compromise originality and personal engagement in campaigns

Source: <u>Ascend2</u>



Al-driven content optimisation tools helped increase organic search traffic by **30% on average.** 

Source: SEMrush

#### INSIGHTS



Marketers will need to balance the efficiency AI offers with the irreplaceable value of human creativity to produce content that truly connects with audiences.

The increased saturation of AI-generated content is driving renewed interest and investment in the brand as a way to stand out. When everything looks the same, the power of a strong, authentic brand cannot be overstated."

Kathleen Booth, SVP of Marketing and Growth at Pavilion



**86% of marketers report that AI saves them over an hour each day**, speeding up content generation and freeing up time to focus on creative projects

Source: <u>Typeface</u>



**63% of marketers use AI** to generate content ideas, write blog posts and create social media posts.

Source: Coresight Research

These challenges may be daunting, but the best way to face them is to stay prepared. Marketers need to keep one eye on the future – because there's no crystal ball for the next tech breakthrough.

## DOING MORE WITH LESS (AGAIN): **Tighter budgets. Higher expectations. Sound familiar?**

In 2025, marketers are being asked to do more than ever – faster, across more channels and with fewer resources. Producing modular content at scale, building campaigns with smaller teams – even repurposing assets designed for an entirely different use case – the key is smart prioritisation, flexible talent models and squeezing every drop of value from your tech and tools.

#### DID YOU KNOW?



**55% of marketers are taking on more work** without increases in pay/budget – up from 40.1% in 2024. Source: <u>Marketing Week</u>



With creativity dialled up to 11, a lot is achievable on a shoestring. **One campaign became a viral hit on just \$50 per video**. By blending everything from iPhones to marbles, Blendtech's "Will It Blend?" campaign racked up over 293 million views.

Source: Science of Retail

#### INSIGHTS



Using AI-powered content marketing tools to personalise content for different audiences helps them to reach their target audience more effectively and increases engagement.



The top three marketing technology priorities for marketers are: **Personalisation: 68%, automation: 66%, data analytics: 64%** 

Source: Ascend2

The only way to stay ahead of the competition is to keep up with the latest technologies and tools. Businesses that fail to innovate will be left behind."

Bill Gates, co-founder of Microsoft

Preparing for tomorow's digital marketing landscape

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The fundamentals of marketing are evergreen. But the tools, techniques and know-how needed to deliver in today's digital world are changing fast. McKinsey's March 2025 report, The state of AI: <u>How organizations are</u> <u>rewiring to capture value</u>, reveals that many organisations have already started reskilling their teams to support AI adoption – and most expect to do even more in the years ahead. The gap between the skills marketers have and the ones they now need is growing – and fast. Staying ahead means upskilling now, not later.

There are plenty of ways today's marketers can future-proof their careers and stay in step with what the industry needs next.





## For better decisions, make data make sense

Marketers are drowning in data – but it's not the volume that counts, it's what you do with it. In 2025, the edge comes from knowing how to turn that data into decisions: which journeys to personalise, which channels to prioritise, where to spend and where to hold back. Website metrics are just the start. The real value comes from connecting the dots across tools, teams and more – to understand what's working, what's not and why.

#### DID YOU KNOW?



The demand for marketing data analysts is **expected to grow by 26% by 2030.** 

Source: U.S Bureau of Labor Statistics



Companies that rely on data-driven strategies are six times more likely to retain customers effectively. Source: MEFMobile



**87% of marketers** say that data analysis is essential for their job. Source: HubSpot



**Marketers who use 5 or more** tools in their marketing analytics stack are 39% more likely to see improvement in their marketing programs' overall performance.

Source: Think with Google



INSIGHTS

Businesses are collecting more data than ever before, and they need data analysts to help them make sense of it and turn it into profits.

Source: McKinsey.com

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The global Customer Data Platform market is projected to reach **US\$25.4 billion by 2032**. Source: MarketDiaits

AI has now created this common language between the CIO, the CEO, CFO, and CMO under which their proprietary data and information sits, but they can now all have a conversation about how they can interact with each other's departments."

Jamie Allan, Director at Nvidia



## Make it happen: The case for organised marketing

Today's digital marketers have to be coordinators as well as creatives. With smaller teams, tighter budgets and more moving parts than ever, keeping campaigns on track is half the battle. From juggling channels to managing approvals, marketing runs on strong project management to keep teams aligned and deliver faster without burning out. Project management is how good ideas survive the chaos.

#### DID YOU KNOW?



The demand for digital marketers with organisation and project management skills is **expected to grow by 26% by 2030.** 

Source: U.S. Bureau of Labor Statistics



Nearly 50% of technology development projects are over budget and late – problems that effective project management can address.

Source: Boston Consulting Group



Companies with fully modernised, Al-led processes achieve **2.5 times higher revenue growth and 2.4 times** greater productivity.

Source: <u>Accenture</u>

#### INSIGHTS



The most effective marketing teams treat operations like strategy, not logistics – they move faster, waste less and deliver more. Amid shrinking budgets and rising expectations, how you manage the work is just as important as the work itself.

Project management is more than just tracking a project and reporting updates. When done correctly, project management becomes an organisation's results engine. It is a key connector between strategy and execution that ensures the right projects are effected in the right way, with the right people, at the right time."

Karen Youssef, Deloitte



Automation is just how modern marketing keeps up. It helps teams move faster, work smarter and stay relevant at every stage of the customer journey. Today's best marketers use triggered emails and Al-led personalisation – but they're automating the right things – not everything. Automation and human creativity working hand-in-hand is the secret sauce to scaling content, speeding up delivery and getting results.

#### DID YOU KNOW?



In 2025, **marketing automation is a US\$6.6 billion industry** worldwide – and rising.

Source: <u>Statista</u>



Marketers using Al-powered automation tools saw a **99% increase in inbound leads** after six months and a **143% increase in web traffic** after a year.

Source: <u>Hubspot</u>

#### INSIGHTS



Automation isn't just about saving time – it's about scaling personalisation, accelerating experimentation, and unlocking creativity at speed. Source: Hubspot



#### Adopting automation:

Source: Statista

60% reported increased productivity, 57% reported cost savings, 45% reported improved customer satisfaction, 38% reported increased revenue.

Email is the most automated channel in marketing, used by **58% of leaders**.

Source: McKinsey & Company



#### Successful adoption of automation

calls for careful planning, change management, smart allocation of resources and alignment with the company's strategic goals.

Marketing is going to change in 2025. A lot of the science of marketing will get automated by AI, leaving more time for the craft."

Kieran Flanagan, SVP of Marketing, <u>HubSpot</u>



## **Evolving customer journeys** — Real-time, AI-informed, always-on interaction

Customer journeys are no longer linear – and neither is great marketing. Leading brands are now using unified data and AI to deliver real-time, personalised experiences across channels. Always-on content, micro-moments and digital-first decisions are the new CX playing field.

#### DID YOU KNOW?



This year, **hyper-personalised experiences will generate up to 40% more revenue for retailers** than non-personalised experiences.

Source: <u>nice.com</u>



Customer-centric brands report 60% higher profits than ones that fail to focus on CX. Source: <u>ZenDesk</u>



**80% of customers** accept company mistakes so long as they are backed by excellent customer service.

Source: Salesforce

#### INSIGHTS



Now more than ever, leading brands are leveraging AI to anticipate customer needs, delivering real-time, personalised experiences.

Generative AI is going to reinvent virtually every customer experience we know, and enable altogether new ones about which we've only fantasised."

Amazon CEO Andy Jassy

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To survive one must adapt – let's explore ways in which digital marketers can future-proof themselves and their skillsets.



## Social media fluency in an AI-first world

Social media skills still matter (no surprises there). But the emphasis has shifted. Social platforms are both the top-performing and the most Al-augmented of marketing channels. Tools like Al video editors, post generators and sentiment trackers are speeding things up – but strategy, tone, timing and engagement still rest on human judgement.

In 2025, it's not enough to know where your audience is; you need to know who they are, how to talk to them and – especially – how to stand out in feeds filled with automated content. Fluency means staying on top of platform trends, algorithm shifts and new formats – and knowing when to let the bots help vs when to go manual.

#### DID YOU KNOW?



Tools like ChatGPT and Canva are helping creators produce up to 200 social media posts in just ten minutes, streamlining content creation at scale.

Source: <u>HubSpot</u>

#### INSIGHTS (OF AMERICANS)



By 2028, 30% of paid social budgets will shift to subscription-based social platforms like Substack and Patreon due to declining engagement on traditional channels.

Source: Gartner

Subscription-based content channels offer a more authentic experience to social-media-weary consumers. Brands have an opportunity to get in on the ground floor with these emerging channels."

Emma Mathison, Senior Principal Analyst, Gartner



Web users stay 88% longer on pages with videos.

Source: <u>DemandSage</u>

The lifelong learning curve of the digital marketer

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The digital marketing scene will remain dynamic and data-focused, with new technologies behaviours and strategies emerging all the time. While creativity is still at the heart of marketing, the ability to measure and adapt is now equally crucial.



The digital landscape is **constantly evolving**, driven by AI, privacy shifts and new content formats.

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The needs of businesses are **adapting fast** – with tighter budgets, leaner teams and higher expectations.



The competition is **more global and more agile** than ever.



The customer buying journey is **non-linear, multi-touch and AI-influenced.** 



The regulatory landscape is **responding to AI, privacy and consumer trust in real time.** 

- 01 Successful marketers will be those who commit to continuous learning, always honing new skills they can apply to strategic goals.
- 02 Your success hinges on understanding the full marketing funnel, mastering the tools, and knowing how to measure what matters.
- 03 Customers now move between platforms, channels, and content formats and expect you to keep up.

Above all, have a flexible strategy mindset, that enables you to roll with the changes as they come.

Strategies for building a successful marketing approach

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Use the most modern strategies to build a successful marketing approach that can help you reach your goals and overcome challenges in 2025.



#### DIVERSE TALENT:

## Diverse by design for smarter marketing teams

Engaging people from different backgrounds, with different experiences and perspectives, can refresh your ideas and lead to better marketing strategies. Focus on hiring individuals whose diverse skills complement each other.

In an age of AI-driven content and precision targeting, inclusive marketing can ensure your strategy speaks to more people, more meaningfully. Whether you're training AI tools or crafting campaigns, inclusive thinking drives smarter outcomes.

The benefits to business growth of hiring with DEI (diversity, equity, inclusiveness) in mind remain clear - and invaluable.

#### DID YOU KNOW?



Companies with more diverse marketing teams are **70% more** likely to capture new markets.

Source: Harvard Business Review

#### INSIGHTS



Companies in the top quartile for racial and ethnic diversity are **35%** more likely to have financial returns above their respective national industry medians.



Consumers are more likely to buy from brands that reflect their values – including social responsibility, diversity and sustainability.

Diverse teams make better decisions

Source: HubSpot

87% of the time.

Source: LinkedIn

We're supposed to be bringing out-of-the-box thinking and innovation, and you cannot do that unless you've got diversity... It's everything from gender to ethnicity to geographic diversity."

Julie Sweet, CEO, Accenture

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Is your marketing team diverse enough? Lacking the skills for highlevel data analysis? Need to upskill or encourage better collaboration among your people? That's where agile staffing solutions come in.



## CONTINUOUS LEARNING:

## The skills that power modern marketing

Continuous learning is the only way to keep up in 2025. With the marketing landscape being reshaped by generative AI, real-time analytics and evolving customer expectations, teams that invest in learning stay agile, confident and competitive. Master new tools, stay up-to-date on privacy rules and develop strategic thinking. Upskilling signals commitment to your team's growth and your business's future. And it helps you hold on to the talent you can't afford to lose.

#### DID YOU KNOW?



83% of marketers say **upskilling in AI tools has improved their job satisfaction**.

Source: <u>HubSpot</u>

#### INSIGHTS



Companies that invest in training and development are **41% more likely** to have satisfied customers.

Source: SHRM

Investing in your employees is the best investment you can make."

Warren Buffett, Investor and Business Magnate



Teams with strong L&D cultures are **30%** more likely to exceed their marketing KPIs.

Source: LinkedIn Learning



## COLLABORATION:

## Make teamwork your competitive edge

Collaboration is about mindset over meetings or shared docs – although those are helpful too. In 2025, marketing moves too fast for siloed teams. Bring together diverse thinkers across disciplines, geographies and tools – asynchronously, if need be – to share, test and build. Al can support the process, but real collaboration still relies on trust, clarity and a culture of shared purpose.

Collaborative teams are

Source: Harvard Business Review

50% more likely to meet their goals.

#### DID YOU KNOW?



**65% of B2B marketers say cross-functional collaboration is essential** for driving account-based marketing success.

Source: <u>Salesforce</u>

#### INSIGHTS



**71% of marketers say real-time collaboration tools have improved productivity** across global and remote teams.

Source: <u>HubSpot</u>

Collaboration is the glue that binds great teams and organisations together. It's what allows us to achieve more than we ever could on our own."

Patty McCord, Former Chief Talent Officer at Netflix



## DATA-DRIVEN DECISIONS: **Evidence-based confidence**

Data has gone from a nice-to-have to being the foundation on high-impact marketing is built. The best decisions for 2025 and beyond aren't just fast or creative; they're also based on evidence. For campaign targeting, spend allocation, personalisation and more, marketers need access to quality, real-time data. Al tools make it easier than ever to generate insights, as long as we ask the right questions – and act on what the numbers show.

But data strategy is slow to mature: according to Salesforce, just 31% of marketers feel confident in their ability to unify customer data sources.

#### DID YOU KNOW?



34% of marketers credit data for improving the ROI of their marketing efforts.

Source: <u>HubSpot</u>



Collaborative teams using unified data platforms report a **29% faster decision-making process.** Source: Deloitte

#### INSIGHTS



**93% of top-performing marketers use data analytics** to gain a clear view of their impact on the sales pipeline – vs 71% of underperformers.

Source: <u>Salesforce</u>

A strong data foundation is critical to AI success for marketers as they work to bring together customer data for real-time activation."

Ariel Kelman, President & CMO, Salesforce



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#### The ability to flex your marketing capacity — up or down — is now a requirement.

In 2025, marketers are expected to deliver more, faster – often with fewer full-time resources. Al can help accelerate production, but it can't replace strategic thinking, brand fluency or creative spark.

So how do you keep up when specialist skills are scarce, hiring takes time and campaigns can't wait? The answer lies in agile staffing: tapping into flexible talent models to bridge skill gaps, speed up delivery and unlock fresh thinking – exactly when and where you need it.



#### THE AGE OF AGILE:

## Marketing on demand — fast, flexible and on point

Hiring the right talent at the right time has never been more important – or more complex. Marketers are under pressure to innovate, adapt and deliver measurable results across channels, all while managing shrinking budgets, shifting priorities and a rapidly evolving tech landscape.

Agile staffing gives you options. It connects you with experienced creative, digital and strategic professionals who can jump in when needed, scale up or down with demand and keep your marketing engine moving without long-term commitments or overhead.

#### DID YOU KNOW?



Teams that are designed for flexibility are 2.5x more likely to report higher productivity and innovation.

Source: Accenture



**Freelance marketers make up nearly 50% of the marketing workforce** as companies adopt flexible staffing to meet shifting demands.

Source: Accenture

#### INSIGHTS



**Rapid AI adoption is widening the skills gap – and 70% of CMOs are turning to on-demand talent to fill it.** Source: EY

When traditional ROI calculations do not support the hiring of a specialist, this specialist expertise is now hired on demand to supplement a generalist."

Philip Ideson, Founder, Art of Procurement



## BENEFITS OF AGILE STAFFING: Make flexibility your partner

As AI reshapes the marketing landscape, agile staffing offers a smarter, faster way to scale. It helps teams respond quickly to shifting customer needs, test new ideas with minimal risk, and access specialist skills that are increasingly difficult (or expensive) to hire in-house. In a market defined by talent shortages and rapid change, agile models keep you moving while still offering quality.

#### DID YOU KNOW?



Top-performing marketing teams are 63% more likely to partner with freelance or external talent to support rapid campaign execution.

Source: <u>HubSpot</u>



Companies that use agile staffing methods are **2.5 times** more likely to be market leaders than companies that use traditional staffing methods.

Source: McKinsey & Company



Three in four CEOs say talent shortages will limit their growth in 2025–especially in marketing and tech.

Source: <u>KPMG</u>

#### INSIGHTS



The behavioural skills gap highlights the growing need for organisations to invest in re-skilling and up-skilling their permanent workers, in addition to temporary contract-based solutions, to effectively meet business needs.

Source: <u>SAP/The Economist</u>

[Flexible staffing] helps companies access enterprise-level skills and qualifications at an affordable rate, enabling them to reach the next level."

Kelly Barner, Head of Content and Operations, Art of Procurement

About HelloKindred

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If you're looking for flexible, on-demand support for your marketing, creative or digital projects, HelloKindred can help.

HelloKindred provides flexible staffing and creative production services for marketing, digital and content teams. With access to more than 10,000 vetted professionals across 15 countries, we help organisations scale at speed – whether you're looking for freelance talent, dedicated teams or specialist skills to power your next campaign. From strategy to execution, our agile staffing model makes it easy to find the right support, onshore, offshore or nearshore.

#### Why work with us?

Our unique approach makes us more agile, responsive and human. With flexible contract options and speedy onboarding, we can quickly expand your team's capacity and skillset whenever you need – while you focus on achieving your goals instead.

We understand the challenges CMOs and marketing professionals face. Whether you need a data analyst, graphic designer or outsourced editorial services, we can provide the best solution for your project in no time.

#### We offer

- Flexible resourcing to scale up or down based on project needs and timelines
- Specialist talent across marketing, creative, digital and Al-powered roles
- Transparent pricing with no hidden fees or long-term lock-ins
- Hands-on support from dedicated account managers who understand your goals
- Built-in quality control through vetted professionals, feedback loops and editorial oversight

If your team needs to innovate, adapt and scale delivery without the overhead of permanent hires, agile staffing offers a smarter way to work. HelloKindred connects you with qualified professionals fast, so you can meet demand, fill skills gaps and keep moving forward.

Don't let resource bottlenecks slow you down. Contact us to find flexible talent solutions tailored to your marketing goals.



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#### **RESOURCES**:

## Marketing trends to watch

Click each point to read more.

#### Mature martech ecosystems: Intelligent marketing stacks for the future

- Digital Marketing Trends For 2025 And Beyond Forbes
- Reimagining Industry Futures 2025 <u>EY</u>
- 2025 State of Marketing <u>HubSpot</u>

## Marketing teams without borders: Distributed creative teams are the new ideal

- Looking Out Economist Impact <u>The Economist</u>
- Flexible Futures SAP/Executive Institute <u>The Economist</u>
- Remote Global Workforce Report 2024 <u>Remote.com</u>
- HR Toolkit: 9 Future of Work Trends for 2025 Gartner

#### Skills for the future: Human + AI brilliance = AI-driven creativity and content operations

- 40 personalisation statistics: The state of personalisation in 2025 and beyond – <u>Contentful</u>
- Exceptional experiences start with connected Data <u>Adobe</u>
- Salesforce State of Marketing 2025 <u>Salesforce</u>
- Consumers at the core: A conversation with Diageo's Mark Sandys

   <u>McKinsey</u>

#### Data ethics in action: Building trust in a privacy-first world

- Four Data Marketing Trends to Watch in 2025 <u>B2E Data</u>
- Deloitte Marketing Trends 2025 Deloitte
- The state of data privacy and trust in marketing 2024 <u>OneTrust</u>
- State of Privacy 2025 <u>ISACA</u>

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