



2025 Digital Marketing Trends & Predictions

EBOOK

gcommerce

Predicting the digital marketing landscape

As we enter 2025, the digital marketing landscape continues to evolve at a breakneck pace, driven by technological advancements and shifting consumer behaviors. Our eBook, *2025 Digital Marketing Trends and Predictions*, is designed to equip you with the insights and strategies you need to stay ahead of the curve.

Whether you're looking to enhance your current strategies or explore new avenues for growth, our predictions and analysis will help you navigate the dynamic digital marketing landscape confidently and succeed.

We batted a thousand with our 2024 digital marketing trends and predictions. [Check them out here.](#)



GCommerce digital trends and predictions for 2025

1. Algorithmically driven audiences will dominate marketing
2. Sustainability and climate change initiatives will redefine the guest experience
3. Voice-to-text in search engines is set to rise
4. A surge in purpose-driven marketing is expected
5. The rise of privacy concerns and a new way of thinking will occur
6. Email newsletters are having a moment
7. Zero-click marketing will rise
8. Marketing to Gen Z will become prominent
9. A growing trend in transparency laws to be expected
10. Video marketing will continue to surge in 2025

Algorithmically driven audiences will dominate marketing

by Morgan Tuohy

In 2024, we saw the introduction of Advantage+ audiences on Meta, a new targeting option where Meta's ad manager can expand your ad campaign's delivery further than just your chosen target demographics & interests. Around halfway through the year, this became the default option for new campaigns, although original audience options were still available.

Going into 2025, we anticipate this option to be pushed even harder, potentially so much as to remove original audience options entirely towards the end of next year. Meta claims that Advantage+ Audience options provide performance improvements across all ad campaign types, including lower cost per purchase and decreased cost per click in sales & traffic objective campaigns.

As Meta's algorithms get smarter and learn faster about user behavior and preferences through activity on Instagram Reels, Meta's AI assistant, and more, we're hopeful these performance improvements seen from Advantage+ Audiences will continue to make campaigns more efficient and drive more results for hotels advertising on Meta's platforms.





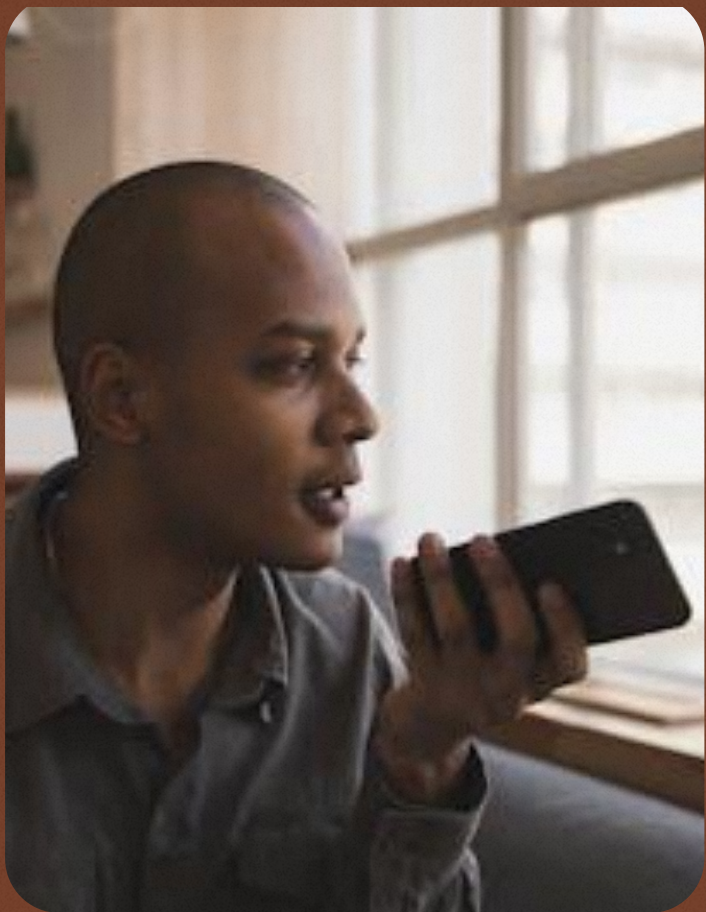
Sustainability and climate change initiatives will redefine the guest experience

By Jaylene Van Lin

In 2025, sustainability will be a fundamental expectation, not a bonus. Consumers now demand that brands across industries, whether retail, travel, or more, demonstrate a genuine commitment to eco-friendly practices. Digital marketing will need to highlight these efforts, from energy-efficient operations to ethical sourcing, as a core part of the brand's identity.

Transparency and authenticity will be crucial, with brands expected to show real, measurable impact, not just make promises. As climate change impacts weather patterns and global supply chains, brands will also need to acknowledge these shifts in their marketing. Companies will be expected to highlight their climate resilience efforts, such as adapting to supply chain disruptions or supporting sustainable initiatives.

For marketers, sustainability will no longer be option, it will be a baseline requirement to connect with today's conscious consumer.



Voice-to-text in search engines set to rise

by Patrick Buckner

As AI search continues to creep into our daily lives and home assistants like Alexa and Google Home continue to become more commonplace, voice-to-text searches will grow along with them. Add to that that younger generations are up to 10x more likely to use voice searches [see graph], and we will likely continue to see at least 15% of Google searches per day that have never been searched.

Voice-to-text search will mean a greater focus on long-tail keywords for all search-based marketing, including SEO and paid search, where new opportunities may exist as queries become more conversational and less transactional.

Surge in purpose-driven marketing expected

by Kristina Webber

A significant trend in marketing is the rise of purpose-driven initiatives. Consumers are becoming more environmentally conscious and socially aware, creating a demand for brands to provide quality products and services while demonstrating a commitment to environmental and social impact. This shift will push marketers to integrate these core objectives into their strategies and campaign launches.

Purpose-driven marketing will extend beyond environmental concerns, emphasizing diversity, equity, and inclusion as well. Businesses that authentically align themselves with important and meaningful causes will gain a competitive advantage, engaging in deeper connections with consumers whose values align with those of the brands they care about.

Marketing now goes beyond just selling a product or service—it's about connecting with people and engaging with important social issues to encourage lasting consumer loyalty.





Privacy concerns and a new way of thinking will rise

by Alex Scharpf

From new government regulations regarding the use of cookies to discussions about data on social media platforms such as TikTok, we've never been so conscious of our privacy online. Consumers are starting to push against the platforms that may collect personal information, causing many companies to pull back on the data that they share with third parties. Marketers have already lost access to a fair amount of audience and reporting data due to these changes, and this trend is likely to continue well into 2025.

As marketers continue to face new restrictions on performance data and targeting opportunities, it will be vital to think outside of the box and get creative with what they do have. Marketing is always going to be very data-heavy, but those in the industry will have to rethink their key performance indicators (KPIs), come up with new ways to measure performance that don't rely on overly specific audience metrics, and focus more heavily on engaging with qualitative consumer feedback that comes from outside their paid marketing channels.

Email newsletters are having a moment

by Erin Flscher

The marketing landscape becomes more crowded by the minute these days, yet there's one medium that has been tried and true when it comes to direct engagement with your audience. That's right, email marketing. That is, if you can break through the inbox and get that coveted open.

According to Forbes, nearly 88% of people check email every day, and unlike other channels, the number of emails estimated to be sent in coming years is only on the rise. Thanks to an increase in AI-driven tools, we can expect improvements in deliverability, innovations in template formatting and design, and greater developments in personalization and segmentation.





Zero-click marketing will rise

by Lisa McGivney

Zero-click searches have been on the rise since [Rand Fishkin's 2020 study](#), with platforms increasingly eating into direct website clicks. Generative AI, like Google's AI Overviews, Bing Copilot, and ChatGPT, now offer easy-to-find summaries that reduce the need for multiple website visits.

This trend extends beyond traditional search engines to social media platforms like Instagram and YouTube, which aim to retain users by providing content directly on their platforms.

Additionally, privacy laws lead to more users opting out of tracking, resulting in increased "direct" traffic in Google Analytics. Marketers must adapt by understanding where their audience spends time and consuming content while leveraging algorithms and machine learning to estimate conversions and optimize ad placements.

Marketing to GenZ will become prominent

By Scott van Hartesvelt

The future of marketing is rapidly evolving, with a significant focus shifting towards Generation Z. This tech-savvy, socially conscious cohort demands authenticity, engagement, and meaningful connections from brands. Understanding how to market to Gen Z is crucial for businesses aiming to stay relevant and competitive. This generation values personalized experiences, interactive content, and transparency in brand messaging.

They are adept at filtering out traditional advertising, making it essential for marketers to leverage social media platforms, influencer collaborations, and immersive technologies like AR and VR to capture their attention. As digital natives, Gen Z's preferences will shape marketing strategies, requiring a deep understanding of their behaviors, values, and expectations to build lasting brand loyalty.

Check out our full insights on the future of marketing to [GenZ here.](#)





A growing trend in transparency laws to be expected

By Jael Dugdale

In 2024, California set a new standard for pricing transparency in the travel industry with its legislation requiring all fees to be displayed upfront and included in advertised rates. This bold move addresses longstanding consumer frustration with hidden taxes and fees, fostering trust and fairness in the booking process. Minnesota will follow suit with its own transparency law, which goes into effect on January 1, 2025. These changes signal a broader shift toward consumer-first policies that we anticipate will continue to spread across other states in the near future.

For metasearch platforms, these new regulations present both challenges and opportunities. The need for precise, upfront rate displays will demand close collaboration with booking engines and clients to ensure full compliance. At the same time, transparency laws could position metasearch as a preferred tool for consumers seeking clear and accurate pricing, potentially boosting rankings compared to OTAs. As these laws take hold, we are optimistic about their potential to enhance the user experience while driving growth within the industry.

Video marketing will continue to surge in 2025

By Alex Horrocks

Video marketing continues to dominate the marketing landscape, with its importance only set to grow in 2025. Users increasingly prefer video content for its engaging and digestible nature, and marketers are leveraging this trend to deliver powerful brand messages. Platforms like YouTube, TikTok, Instagram Reels, and YouTube Shorts are at the forefront, offering brands innovative ways to connect with audiences. Short-form videos, in particular, have gained immense traction due to their ability to grab attention quickly and deliver impactful content in seconds.

One of the main advantages of video marketing is its ability to humanize a brand. By incorporating storytelling, behind-the-scenes glimpses, and user-generated content, brands can foster deeper emotional connections with their audience. This authenticity resonates with viewers, creating a sense of trust and loyalty. Additionally, advancements in AI and analytics tools are enabling marketers to create hyper-personalized video experiences, tailoring content to specific audiences based on their preferences and behaviors. From personalized product recommendations to interactive video ads, these strategies are driving higher engagement.



GCommerce Solutions

Thank you for
reading