

The 2025 B2B marketing trends report

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In today's rapidly evolving B2B landscape, marketers face a unique set of challenges and opportunities. The rise of AI technologies, coupled with shifting economic conditions and evolving customer expectations, demands a new approach to marketing - one that is agile, adaptable, and human-centric.

This report, based on our latest survey of B2B marketers, delves into the key trends shaping the industry in 2025. From the strategic imperative of brand building to the responsible implementation of AI, we explore the strategies and tactics that will define success in this dynamic environment.

Our findings reveal a clear shift towards a more holistic and integrated approach to B2B marketing. This involves building strong brands, creating valuable content, leveraging the power of video, embracing experiential marketing, and strategically integrating AI while maintaining human oversight.

Join us as we explore the key insights and actionable strategies that will empower B2B marketers to thrive in 2025 and beyond.



The key insights of this report

01

B2B marketing challenges: The essential trio

- ✔ **Budget optimization:** Maximize ROI with strategic resource allocation.
- ✔ **Competitive differentiation:** Stand out by building a strong brand and offering unique value.
- ✔ **Sales & marketing alignment:** Unite teams to create a seamless customer experience.

02

Brand marketing: The B2B Imperative

- ✔ **Invest in your brand:** Cultivate a strong brand to decrease reliance on costly paid promotions and drive long-term customer loyalty.
- ✔ **Personalize the customer journey:** Create tailored experiences that foster genuine relationships and build trust with key accounts.
- ✔ **Carve out your niche as a thought leader:** Don't just follow the crowd. Identify your unique area of expertise and offer valuable insights to stand out in a crowded marketplace.

03

Content marketing: Proof is power

- ✔ **Trust is earned through proof:** Validate your claims with data, case studies, and customer testimonials to build credibility.
- ✔ **Visualize your expertise:** Capture attention and make complex information digestible with compelling infographics and data visualizations.
- ✔ **Personalize with adaptable content:** Create modular content that can be easily tailored for different audiences and purposes, maximizing engagement.

04

Video marketing: Keep it real (and fun!)

- ✔ **Spotlight your global stars:** Showcase passionate, authentic team members with the X factor to build trust and genuine connections—choosing wisely avoids counterproductive results.
- ✔ **Entertain and educate:** Don't just inform, engage! Create videos that are both valuable and enjoyable to watch.
- ✔ **Repurpose and promote:** Repurpose your video content into various formats and promote it strategically across all your marketing channels.





05 B2B social media marketing: The engaged audience

- ✔ **LinkedIn is king, but diversify:** Maximize LinkedIn's potential, but explore alternative platforms to reach new audiences and stand out.
- ✔ **Prioritize engagement:** Go beyond broadcasting messages and focus on building relationships and fostering meaningful conversations.
- ✔ **Quality over quantity:** Deliver valuable, well-crafted content that resonates with your audience, rather than chasing algorithms with constant updates.

06 Experiential marketing: Creating memorable moments

- ✔ **Immerse with technology:** Enhance engagement with VR, AR, and mixed reality experiences.
- ✔ **Prioritize high-touch engagement:** Focus on exclusive networking events, product demonstrations, and immersive workshops to build relationships with key clients.
- ✔ **Embrace creativity:** Explore creative tactics like pop-up experiences, escape rooms, and immersive technology to stand out and leave a lasting impression.

07 AI marketing: Humans + Machine

- ✔ **Mitigate AI risks before you begin:** Solve data privacy and IP concerns, ensure accuracy, and integrate AI strategically with experts to unlock its full potential.
- ✔ **Prioritize originality and authenticity:** Don't let AI homogenize your content. Infuse it with human creativity and strategic thinking to stand out.
- ✔ **AI for the right tasks:** Leverage AI for research, data analysis, and automation, freeing up human talent for strategic thinking and creative exploration.





About the survey

We've conducted this survey amongst clients (n=214) and B2B marketers in North America & Europe. Our respondents represent a diverse range of industries, including:

- **Technology** (26.5%)
- **Healthcare** (20.6%)
- **Food** (19.7%)
- **AgriFood** (12.4%)
- **Other Industries** (20.8%)

This cross-section of sectors provides a broad perspective on the challenges and opportunities facing B2B marketers in 2025.

The ambition was to take a broad perspective to capture a wide range of responses and highlight the priorities among respondents. This allows us to showcase what they consider important and draw conclusions based on their feedback.

Table of contents

CHAPTER 1

B2B marketing challenges

The essential trio



CHAPTER 5

Social media marketing

The engaged audience: Building a community that converts



CHAPTER 2

Brand marketing

The B2B imperative: What's the deal beyond your product?



CHAPTER 6

Experiential marketing

A new era of engagement: Creating memorable moments



CHAPTER 3

Content marketing

Proof is power: B2B content that delivers



CHAPTER 7

AI marketing

Humans + Machine: The new era of intelligent Marketing



CHAPTER 4

Video marketing

Beyond the sale: Keep it real (and fun!)





01

B2B marketing challenges

“The only constant is change. Embrace it, adapt, and thrive.”

Change is the only constant in today’s business landscape. In 2025 and beyond, B2B organizations face a world in constant flux, demanding adaptability and innovation for survival.

This era of unprecedented transformation requires a new approach to marketing, one that embraces fluidity and anticipates disruption. Customer expectations, competitive landscapes, and technologies are continuously evolving.

Forward-thinking companies are adopting a mindset of continuous evolution, constantly adapting, experimenting, and embracing a culture of learning and agility. They understand that success lies in harnessing the power of change to drive innovation and create lasting value.





The challenges that define 2025

In 2025, meaningful engagement – not just lead numbers – will unlock growth.



Looking ahead to 2025, what do you think will be the top 3 challenges in achieving your marketing objectives?



With the challenges of a competitive environment and budgetary pressures looming large, businesses are finding themselves at a crossroads. Economic unpredictability continues to cast a long shadow, influencing decision-making and shaping marketing strategies. These hurdles are not just obstacles—they are a call to rethink priorities and focus on what truly drives impact.

A key insight from this year’s findings is the enduring importance of generating high-quality leads. However, achieving this requires a balance between technological integration and human expertise. Sales-marketing alignment is no longer a luxury but a necessity to create seamless customer experiences.

Interestingly, while sustainability and AI integration do not top the list of immediate concerns, they represent long-term investments that could redefine the industry in the years to come. The ability to adapt quickly, align internal teams, and deliver on brand promises will distinguish successful organizations from the rest.

The Path Forward

Brands that can embrace agility, encourage collaboration between departments, and prioritize meaningful engagement will find opportunities even in uncertainty. This is a time to focus on brand building, not just as a marketing function but as a stabilizing force for businesses. Strong, value-driven brands will thrive amid turbulence.

How will your organization adapt to these challenges and position itself for success in 2025?

“Agility and collaboration across teams turn uncertainty into opportunity.”

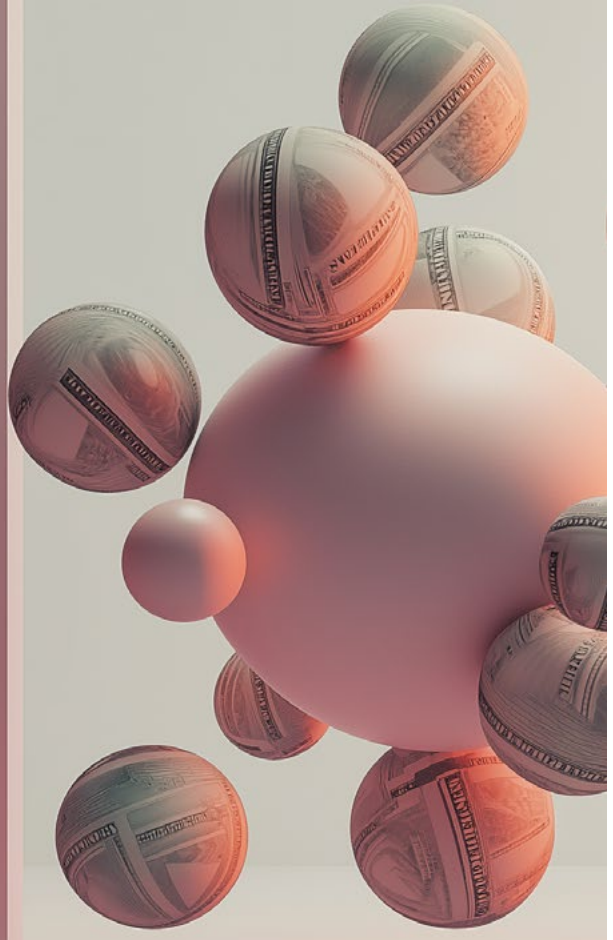
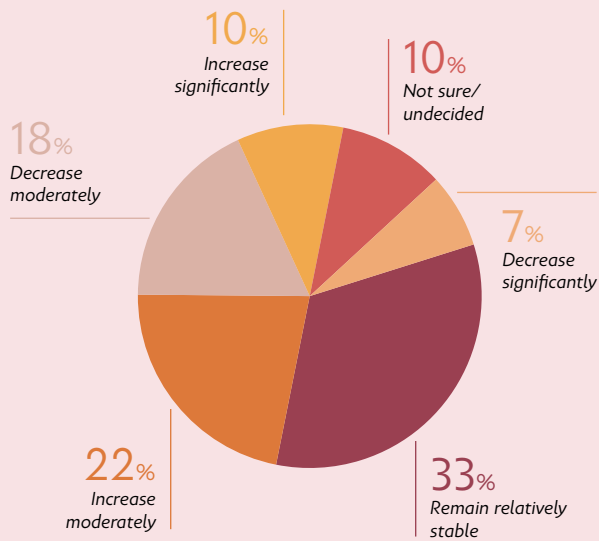




Investing wisely in uncertain times



How do you anticipate your marketing budget allocation will change for 2025 compared to previous years?



“Strong brands pull, not push, their way to success—and become the winners of tomorrow.”

Many marketers anticipate stable or slightly adjusted budgets. Yet, stability doesn't mean standing still. The growing demands placed on budgets require marketers to achieve more with the same resources—whether it's navigating tougher competition, meeting higher customer expectations, or adopting new technologies. This is the moment to rethink priorities, allocate resources strategically, and focus on actions that deliver results.

It's not about how much you spend but how intelligently you invest. One of the most effective ways to maximize long-term value is by building a strong brand. A well-established brand shifts the dynamic from push to pull, where customers actively seek you out.

This reduces reliance on high promotional spending, lowers acquisition costs, and fosters lasting loyalty. Over time, a strong brand becomes a self-sustaining asset, saving money and positioning businesses to thrive in an ever-changing landscape.

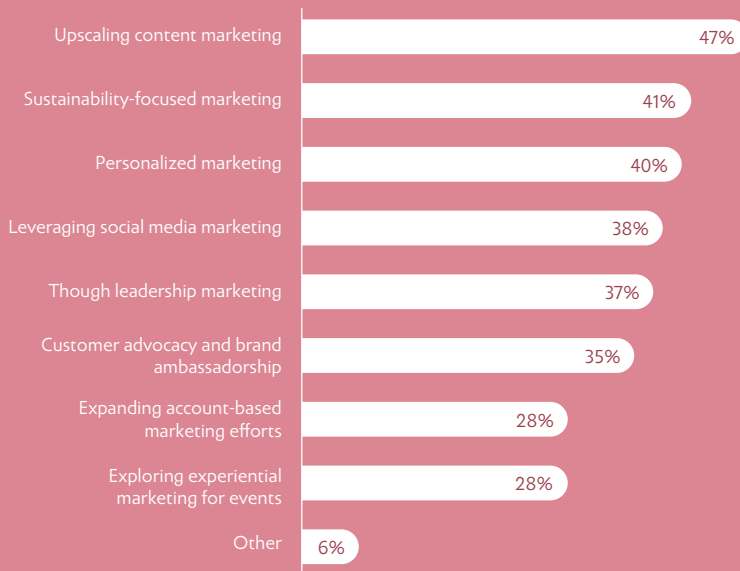


Emerging trends of 2025

“Success is measured not just by deals closed, but by connections forged. Authenticity, value, and human connection are the new currencies of growth.”



What are 3 trends in marketing for 2025 that you are most interested in?



Our recent survey of B2B marketers reveals a clear shift towards a more well-rounded and human-centric approach. It's no longer enough to simply chase leads and close deals; today's B2B marketers are prioritizing genuine engagement, valuable content, and authentic connections with their audience.

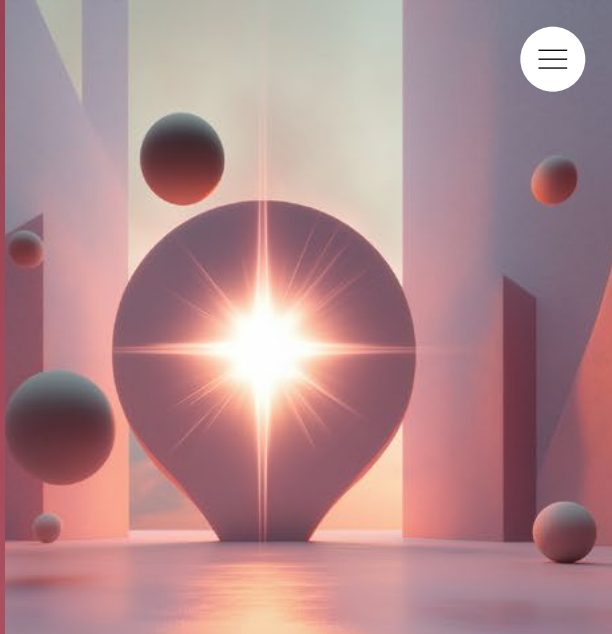
Content is still king, but quality now matters more than quantity. B2B marketers are focusing on high-value content that resonates, builds thought leadership, and drives engagement, while many aim to refine their strategies further.

Sustainability has become a measurable priority, with successful brands backing

claims with data to show its impact on both the planet and profitability. Authentic, transparent actions now define leadership and create a competitive edge.

Personalization is key, with marketers tailoring messages to individual buyers. On social media, brands build community, engage meaningfully, and strengthen relationships—shifting toward relationship-driven marketing that adds value beyond selling.

To succeed in today's B2B landscape, prioritize genuine engagement, valuable content, and authentic connections with your audience.



Ideas to get started

- ✓ **Co-create with your customers**
Involve customers in workshops, challenges, or invite contributions to your blog, social media, or white papers. This strengthens connections and boosts content resonance.
- ✓ **AI-powered personalization**
Use AI tools to analyze customer data and deliver hyper-personalized content. Imagine generic content transformed to resonate with specific industries, companies, or even individual job functions.
- ✓ **Build a B2B influencer network**
Partner with experts and thought leaders in your industry to co-create content, host webinars, and provide valuable resources for your audience. This expands your reach and builds credibility.
- ✓ **Embrace “Phygital” Experiences**
Make your events truly immersive by blending the physical and digital. Imagine attendees using AR to explore product features, participating in live polls and Q&As via their phones, or receiving personalized session recommendations. Extend the experience after the event with targeted digital follow-ups.





The collaborative B2B marketing powerhouse

The future of B2B marketing thrives on collaboration. Our latest survey reveals that marketers are building dynamic ecosystems, strategically combining internal talent, AI, and agency expertise. Notably, AI has risen quickly to second place, demonstrating that while the technology is still not mature, it has become an important helping hand.

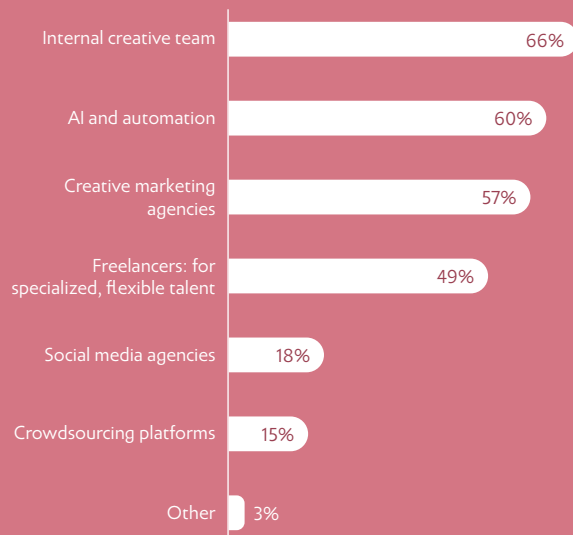
While internal teams are essential, external partners remain crucial for specialized tasks that demand a fresh perspective and deep knowledge. This is evident in the types of marketing activities businesses prefer to outsource. Campaign creative, PR and outreach, and SEO/SEA top the list, highlighting the need for specialized skills and strategic guidance.

Navigating the complexities of AI also requires a steady hand. The possibilities of AI are increasing exponentially, so if you want to tap into its power, you need to work with specialists. Agencies offer invaluable expertise, guiding businesses through the maze of options and ensuring the right tools are used effectively.

Ultimately, creativity remains the driving force behind successful B2B marketing. It captures attention, builds brands, and forges connections. By embracing a collaborative approach and leveraging the strengths of both internal teams and external partners, B2B marketers can unlock new levels of creativity, achieve differentiation, and drive meaningful results.



Where do you expect to source creative marketing support in 2025?



What type of marketing activities would you prefer to outsource to a marketing agency in 2025?

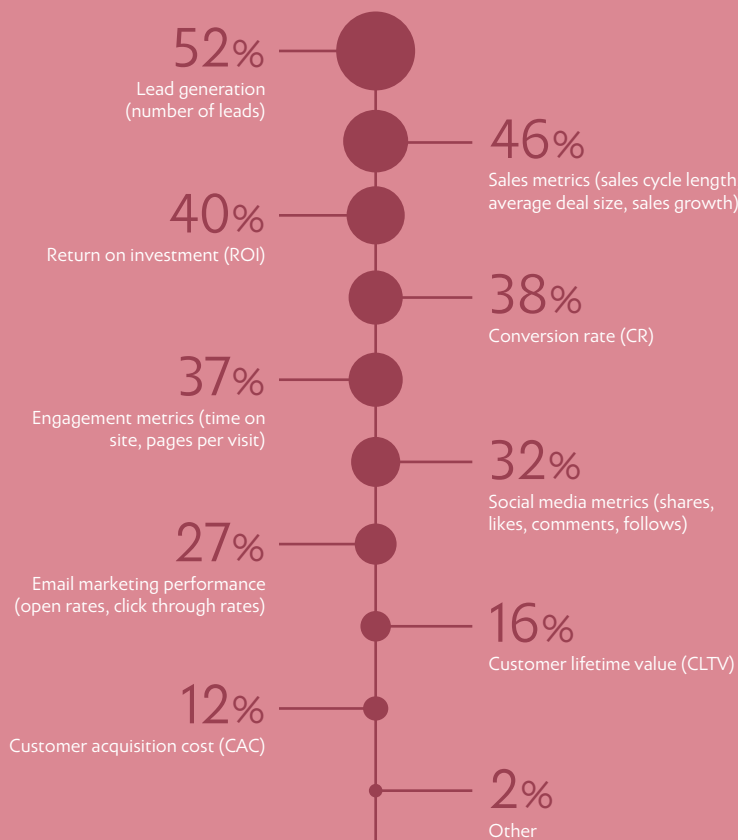




Measuring B2B success in 2025: beyond vanity metrics



Which 3 metrics do you prioritize in measuring your success of B2B campaigns?



Our latest survey reveals a shift in how B2B marketers measure success. While traditional metrics like lead generation and sales figures remain important, there's a growing emphasis on deeper, more holistic indicators.

Return on investment (ROI) takes center stage, highlighting a focus on tangible business outcomes and demonstrating the value of marketing efforts. Conversion rates and engagement metrics also rank high, reflecting a desire to understand how effectively campaigns are driving action and creating meaningful interactions.

Interestingly, social media metrics are becoming less of a priority, suggesting a move away from vanity metrics like likes and shares. Instead, marketers are prioritizing indicators that demonstrate real business impact, such as lead generation, sales growth, and customer lifetime value.

This shift reflects a more mature and strategic approach to measurement, where marketers are looking beyond surface-level engagement to understand the true impact of their campaigns on business goals. It's about focusing on metrics that matter, demonstrating value, and driving sustainable growth in the ever-evolving B2B landscape.





The future B2B marketer



How do you foresee the role of a B2B marketer evolving over the next five years?



Increased focus on data analytics and AI



Enhanced use of automation and workflow tools



Integration of sales and marketing functions



Greater emphasis on personalization at scale



Prioritizing sustainability and corporate responsibility



Adaptation to changing content consumption trends



Adoption of voice and conversational marketing



Other

The B2B marketer of tomorrow is a data-driven maestro, blending analytical precision with creative flair. Our survey reveals a clear shift towards data and AI, empowering marketers to unlock insights and optimize strategies. But it's not just about numbers; it's about using data to connect with customers on a deeper level.

This new breed of marketer is also a master collaborator, bridging the gap between sales and marketing for a unified customer experience. They understand that breaking down silos and fostering alignment is essential for business growth.

And while technology is vital, the human element remains critical. The B2B marketer of tomorrow champions sustainability, personalization, and authentic engagement, building trust and fostering genuine relationships. It's a dynamic role that demands analytical skills, strategic thinking, and human-centricity.

“The future of B2B marketing belongs to those who can master the art of data-driven empathy.”



Ideas to get started

✔ **Hyper-personalized microsites**

Create personalized microsites for key accounts, offering tailored content and interactive experiences.

✔ **Host VR sales meetings**

Replace video calls with immersive VR experiences, allowing clients to explore your products and solutions in a virtual environment.

✔ **AI-driven competitor analysis**

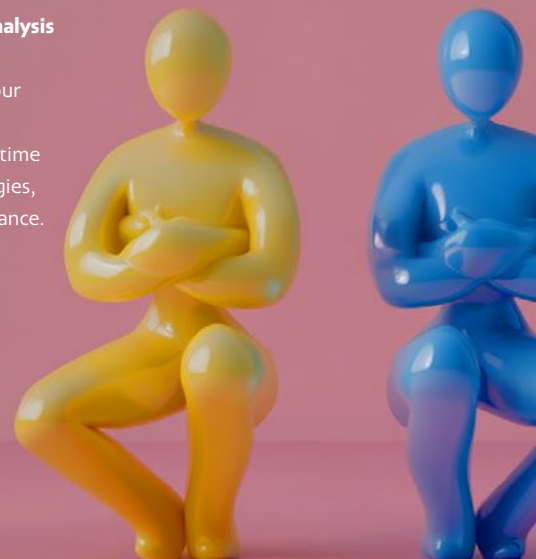
Develop AI tools that continuously monitor your competitors' marketing activities, providing real-time insights into their strategies, messaging, and performance.

✔ **AI-Powered content repurposing**

Use AI to automatically repurpose your content (webinars, white papers, etc.) into various formats like videos and infographics.

✔ **Personalized videos**

Create dynamic videos for each prospect or client, incorporating their name, company logo, and relevant industry insights.





02

Brand marketing

The B2B imperative:
What's the deal beyond
your product?

In the fast-paced world of B2B marketing, where data and performance metrics often take center stage, the importance of brand building can easily be underestimated. Yet, a strong brand is far more than a logo or tagline—it's the bedrock of trust, loyalty, and long-term success.

Building a brand means creating a narrative that resonates with your audience, forging an emotional connection that extends beyond product features or services. It's about reflecting your values, showcasing your unique identity, and demonstrating a commitment to exceptional customer experiences.

In an increasingly complex and competitive market, a strong brand cuts through the noise, positioning your business as a trusted partner. It's a long-term investment that fosters loyalty, drives growth, and provides resilience in a rapidly changing landscape.

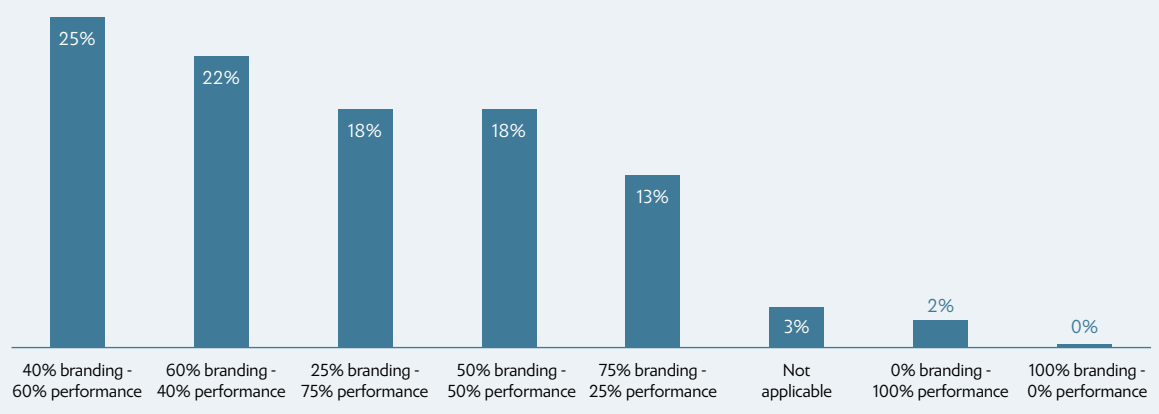




The B2B balancing act: Brand vs. performance



How would you distribute your marketing communication activities between brand and performance marketing?



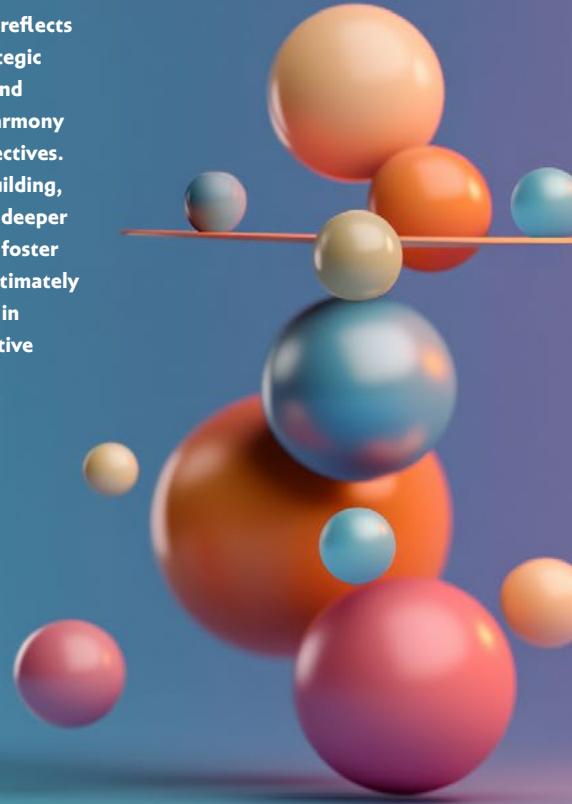
“In B2B, a strong brand is no longer a luxury, but a necessity. It’s the foundation for lasting success.”

This year’s survey reveals a fascinating shift in how B2B marketers are approaching the balance between brand building and performance marketing. While performance marketing remains crucial, there’s a clear trend towards a more balanced allocation of resources.

Our findings show a notable increase in the number of marketers dedicating a significant portion of their budget (40% or more) to brand-focused activities. This suggests a growing recognition of the long-term value of a strong brand, even while striving for immediate performance results.

It seems B2B marketers are realizing that brand building isn’t just a “nice-to-have” anymore; it’s a crucial component of a holistic marketing strategy that drives both short-term performance and sustainable long-term growth. This is especially important as it becomes increasingly difficult to reach audiences with solely sales-driven performance campaigns.

This balanced approach reflects a more mature and strategic mindset, where brand and performance work in harmony to achieve business objectives. By investing in brand building, marketers can cultivate deeper customer relationships, foster trust and loyalty, and ultimately drive long-term success in an increasingly competitive landscape.



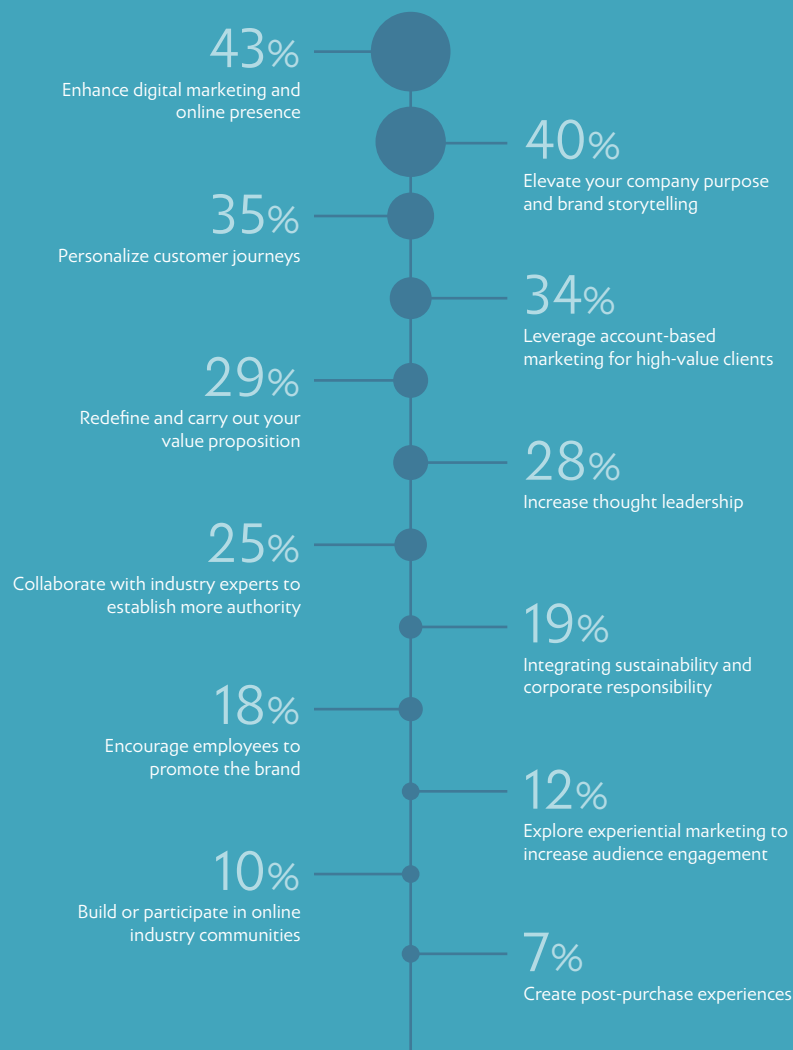


Digital presence & the human touch in B2B

Our survey reveals a clear trend: B2B marketers are laser-focused on expanding their digital presence and online reach. This makes perfect sense in today's digital-first world. But while building a strong online presence is essential, it's not enough on its own.



Which of the following strategies would you select to expand your brand and generate growth?



The most successful brands understand that the human touch remains crucial. This is reflected in the emphasis on personalized customer journeys and account-based marketing, recognizing the importance of tailoring experiences and building genuine relationships with key clients.

And how do you build a brand that truly resonates? Through the power of storytelling. Compelling narratives are contagious, capturing hearts and minds far more effectively than any sales pitch. This explains the focus on elevating company purpose and brand storytelling, as well as increasing thought leadership. By weaving authentic stories that connect with their audience's values and aspirations, B2B brands can forge lasting bonds and achieve sustainable growth.

But in a world where everyone is vying for thought leadership, how do you stand out? It's about finding your unique niche, your distinct perspective, your "unfair advantage." Don't just repeat what everyone else is saying; offer fresh insights, challenge conventional wisdom, and dare to be different. This is how you capture attention, build credibility, and establish yourself as a true thought leader in your space.

"To stand out as a thought leader, find your unique niche and leverage your unfair advantage."

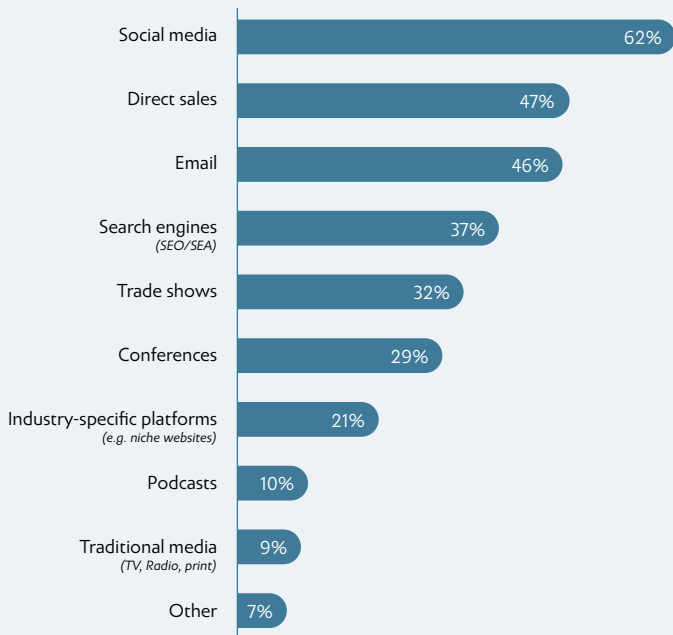




Finding your B2B channel mix in a noisy world



Please select the 3 most important marketing channels you plan to use in 2025.



The B2B marketing landscape is constantly evolving, and our latest survey highlights some fascinating shifts in channel priorities. While social media remains dominant, marketers are clearly diversifying their strategies, driven by the increasing challenge of capturing attention online.

Interestingly, email still ranks high, but we believe it's time to challenge the status quo. We're encouraging our clients to critically evaluate email performance and explore fresh approaches that break free from outdated tactics.

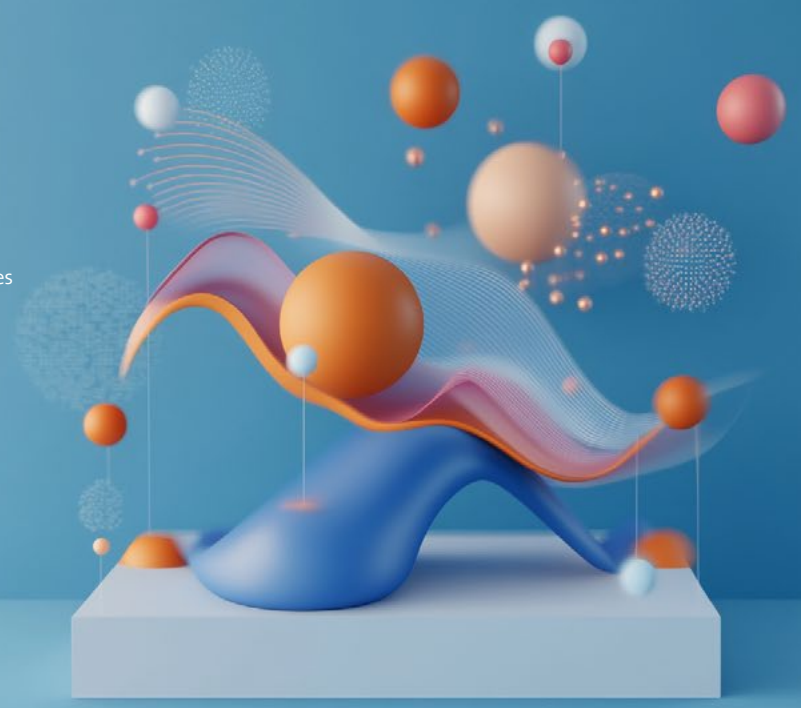
The survey also reveals a significant rise in direct sales and personalized engagement, reflecting the enduring value of one-on-one connections. This desire for personal interaction is further emphasized by the continued importance of trade shows and conferences.

Ultimately, the trend points towards a more integrated and customer-centric approach, where marketers strategically blend digital channels with in-person interactions to build relationships, spark engagement, and drive meaningful connections.



Ideas to get started

- ✔ **Build a B2B community**
Create online spaces where customers connect and engage with your brand.
- ✔ **Boost sales with video**
Cut through the noise with personalized video messages that resonate.
- ✔ **Listen to social conversations**
Monitor social media to identify leads and understand customer sentiment.
- ✔ **Host exclusive events**
Foster deeper connections with key clients through intimate events and workshops.
- ✔ **Diversify your content**
Create various content formats (blogs, videos, infographics) to boost search visibility.





More global insights you need to know

82%

of investors say brand strength and name recognition are increasingly important factors in their decisions. (JP Morgan)

23%

is the average decrease in customer acquisition costs that businesses with strong brands see over time. (Market)

66%

of consumers are willing to spend more on sustainable brands, a trend that includes many B2B buyers. (Nielsen)

23%

is the average revenue increase experienced by companies with consistent branding across all digital platforms. (Lucidpress)





03

Content marketing

Proof is power:
B2B content that delivers

Content marketing remains a cornerstone of B2B strategy, but the landscape is evolving. Marketers are increasing investment in content, recognizing its power to engage, build trust, and drive growth.

Success in 2025 requires a strategic approach that prioritizes value, personalization, and authenticity. This means creating content that resonates with specific audiences, leverages data and AI, and tells compelling stories.

By embracing these principles, B2B marketers can cut through the noise and achieve lasting success.





Doubling down on content marketing

Content marketing is firmly cemented as a cornerstone of B2B strategy, with a majority of marketers planning to scale their efforts in the coming year. This reflects the growing recognition of content's ability to engage audiences, build trust, and drive business growth. Successful marketers are doubling down on what works, while those facing challenges are committed to refining their strategies to unlock its full potential.

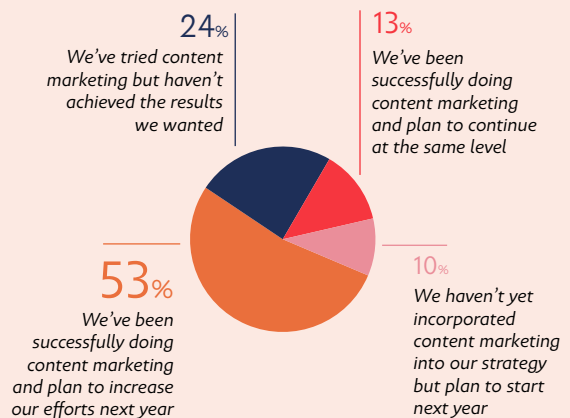
Even marketers new to content marketing are embracing its value, with plans to integrate it into their strategies next year. This shift underscores the transformation of content marketing from a niche tactic to an essential tool in the B2B marketer's toolkit.

As the landscape grows more competitive, content marketing provides a way to cut through the noise, establish thought leadership, and deliver lasting value. It's not just a short-term strategy but a long-term investment in building stronger connections and sustaining growth.

“Content is the key to unlocking B2B success in 2025, but only if it’s strategically aligned with your audience’s needs and aspirations.”



How much effort do you put in content marketing today, and how much will you plan on doing next year?





The new rules of B2B content marketing

“In B2B marketing, trust is earned through proof, engagement through storytelling, and loyalty through meaningful connections.”

The content marketing landscape is evolving rapidly, with B2B marketers refining their strategies to prioritize trust, engagement, and actionable value. Our survey results outline a clear shift toward formats that resonate deeply with buyers, address their needs, and reinforce credibility in an increasingly competitive market.

Trust takes center stage with case studies

Case studies and testimonials have emerged as a leading content type for 2025. This reflects a growing demand for proof—buyers want real-world validation that your solutions work. Highlighting customer success stories not only builds trust but also positions your brand as a reliable and results-driven partner. In an era of increasing skepticism, authenticity in storytelling is more critical than ever.

The rise of visual storytelling

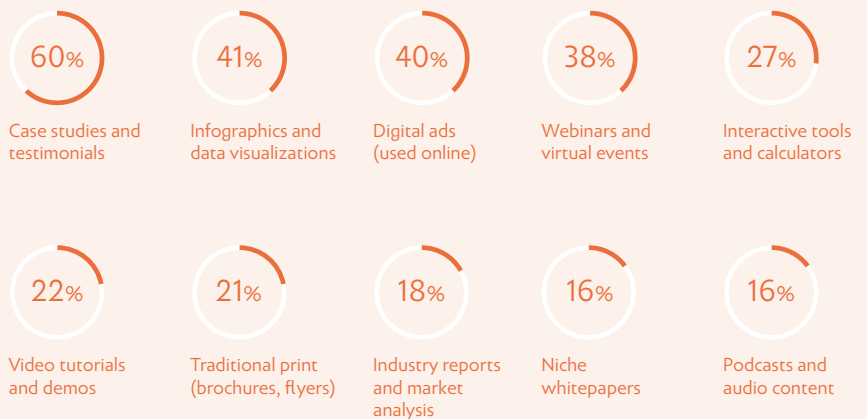
Infographics and data visualizations have gained significant traction, illustrating the importance of concise, digestible content in a world with shrinking attention spans. These formats simplify complex information, making it accessible and engaging for decision-makers. Coupled with digital ads, visual storytelling allows marketers to effectively convey insights and trends, keeping their audience informed without overwhelming them.

Virtual events as a bridge to engagement

Webinars and virtual events remain vital tools for B2B marketers. These formats blend education with interactivity, offering a platform for brands to share expertise, connect with audiences, and create meaningful conversations. As remote engagement continues to play a significant role in the B2B ecosystem, virtual events enable marketers to build stronger relationships at scale.



Looking ahead to 2025, which 3 types of content do you anticipate will be most effective in driving your B2B campaigns?





What has changed since last year?

The focus on video tutorials and whitepapers has decreased. This decline in video usage can be attributed not only to a pivot toward easily digestible formats but also to budget constraints and the complexity of producing high-quality videos. As resources tighten, marketers are prioritizing formats that deliver a stronger ROI with less investment.

“Forget the fluff. B2B buyers crave substance. Deliver content that educates, empowers, and solves their challenges.”

What this means for 2025 content strategies

Content marketing in 2025 is about delivering value at every stage of the buyer’s journey. B2B marketers are prioritizing formats that not only inform and engage but also provide a clear value exchange for their audience. This could be in the form of educational resources, actionable insights, or even entertaining experiences that leave a lasting impression.

This focus on value exchange is evident in the popularity of case studies, which offer concrete proof of your solutions in action. It’s also reflected in the rise of interactive tools and calculators, which empower audiences to explore solutions tailored to their needs.

And let’s not forget the power of hyper-personalization. By leveraging data and AI, marketers can deliver content experiences tailored to individual needs and preferences, forging deeper connections and driving higher engagement.

While video might not be the top priority this year, it’s still a powerful tool for engagement. When done well, video can captivate audiences and create deeper connections than almost any other format.

By aligning strategies with these priorities, marketers can ensure their content stands out, delivers value, and drives measurable results in an increasingly competitive environment.

More global insights you need to know

33%

Marketers plan to increase their content marketing budgets by 1 to 9% for 2025. (CMI)

68%

Businesses report higher returns on investment from content marketing when incorporating artificial intelligence. (Semrush)

53%

Marketing leaders are using social media engagement to measure content success. (Statista)

73%

of consumers have confidence in content produced by generative AI. (Statista)

60%

Marketers say creating engaging content is their biggest challenge. (Hubspot)

57%

Marketers struggle to measure the ROI of their content marketing efforts. (CIM)





The content creation conundrum

Our survey reveals the complexities of content creation in today's B2B landscape. Marketers are facing a multitude of challenges, from tailoring content to specific audience needs to keeping pace with ever-evolving trends.

A key struggle lies in **balancing personalization with specialized knowledge**. Marketers are increasingly tasked with creating content that resonates with diverse audiences while also demonstrating deep expertise in their industry. This requires a nuanced approach, where content is both accessible and informative, catering to varying levels of understanding.

Another challenge is **cutting through the noise**. In a world saturated with content, marketers are finding it difficult to set their content apart from the competition. This highlights the need for creativity, originality, and a strong understanding of what resonates with their target audience.



Interestingly, **internal support** also emerges as a significant hurdle. This suggests that marketers may struggle to secure the resources, buy-in, or collaboration needed to effectively create and distribute their content.

The B2B content creation landscape is complex, requiring marketers to navigate competing demands and overcome various challenges. Content creation in 2025 demands a strategic mindset, a willingness to experiment, and a passion for connecting with your audience.





“Content creation in 2025 demands a strategic mindset, a willingness to experiment, and a passion for connecting with your audience.”



Ideas to solve these challenges

- ✓ **Build a content task force**
Assemble a dedicated team with cross-departmental representation to own and drive your content strategy.
- ✓ **Go modular with your content**
Create adaptable content components that can be easily tailored and reused for different audiences and purposes.
- ✓ **Empower your experts**
Provide your subject matter experts with the training and resources they need to become valuable content contributors.
- ✓ **Tech up your content**
Leverage AI, automation, and data analytics to streamline content creation, optimize performance, and scale your efforts.





04

Video marketing

Beyond the sale:
Keep it real (and fun!)

This chapter explores the evolving role of video in B2B marketing, where emotional connection is key to engagement and impact.

We'll share how fellow marketers are leveraging video effectively, delve into the key challenges and opportunities, and offer insights and inspiration to help you connect with your audience, build your brand, and drive meaningful results.





Video's enduring power in B2B



Our survey confirms that video is a powerful tool for engaging B2B audiences. Most marketers believe investing in video content leads to higher engagement, highlighting its ability to capture attention and forge deeper connections.

While video may not be the top-ranked content format, it remains crucial in the B2B mix. As attention spans shrink, video offers a dynamic way to cut through the noise. However, marketers are aware of the challenges associated with video production.

Creating captivating content requires a strategic approach, and they are becoming more discerning about where and how they utilize this medium.

Ultimately, video provides a versatile canvas for storytelling and engagement, making it invaluable for B2B marketers seeking to build relationships and drive results.

“In the battle for attention, video is your secret weapon.”



Do you believe increasing more marketing efforts to moving content (videos) helps building more engagement among your audience?





The heart of B2B storytelling

B2B marketers are harnessing the power of video in diverse and creative ways. It's clear that video is the go-to medium for forging genuine connections and making your message resonate on an emotional level. Brand storytelling takes center stage, with marketers recognizing video's unique ability to communicate values, evoke emotions, and build rapport.

But video goes beyond simply inspiring emotions; it's also a powerful tool for showcasing your products and services. Product demonstrations are a key focus, allowing businesses to bring their offerings to life in a dynamic and engaging way, highlighting key features and benefits.

Beyond these core applications, video is also being used effectively for educational content, advertising, and customer testimonials. Whether it's through informative how-to guides, compelling ads, or authentic customer stories, video provides a rich canvas for conveying messages and building relationships.

This widespread adoption of video across different communication types underscores its enduring power in the B2B marketing landscape. As attention spans shrink and content saturation grows, video offers a dynamic and engaging way to cut through the noise and deliver memorable experiences.

“Video is the language of emotion. Use it to tell your story, connect with your audience.”



For what type of communication would you primarily use video content?

53%

Brand storytelling: Sharing your brand's values

49%

Product demonstrations: Product features and usage

47%

Educational content: How-to's or informative content

43%

Advertising: Creating promotional or advertising content

38%

Customer testimonials: Customer stories or reviews

24%

Live streaming: Q&As, webinars or live events

18%

Event highlights: Key moments and summaries

16%

Behind-the-scenes: Giving a glimpse of your company culture

13%

Talks: In-depth interviews or presentations

0%

Other

More global insights you need to know

66%

of B2B buyers say video is the most engaging content format. (LinkedIn)

30%

of marketers find short-form video to be the most effective format. (Forbes)

59%

of executives would rather watch a video than read text. (Forbes)

75%

of buyers prefer shorter videos under 3 minutes. (Demand Gen Report)





The B2B video balancing act: Quality vs. constraints



What challenges do you anticipate facing in video content production in 2025?



Our survey reveals the tightrope B2B marketers walk when it comes to video production. Maintaining high quality on a tight budget and timeline is a top challenge, as compelling video often requires specialized skills and resources that internal teams may lack.

Standing out from competitors in today's saturated video landscape demands creativity and strategic insight. Many marketers **struggle to generate fresh ideas** and produce unique video content, emphasizing the need for creative brainstorming, audience research, and collaboration with external partners who offer specialized expertise.

Aligning video content with business goals also presents a challenge, highlighting a potential disconnect between video production and overall marketing strategy. It's not just about creating visually appealing videos; it's about understanding where and how video can best support broader objectives.

Marketers need to think strategically about which stage of the buyer's journey video can best impact, whether it's building awareness, nurturing leads, or driving conversions.

Video production in the B2B world presents unique complexities. By acknowledging these challenges and adopting a strategic approach that leverages both internal and external resources, marketers can harness the power of video to engage their audience, build their brand, and achieve their marketing goals.





Ideas to get started

- ✔ **Humanize your brand**
Showcase the people behind your company and their passion for what they do, building trust and relatability with your audience.
- ✔ **Go Live!**
Boost engagement and authenticity by incorporating live video into your strategy, whether it's Q&As, product launches, or behind-the-scenes glimpses.
- ✔ **Invest in Thumbnails**
Create eye-catching thumbnails that entice viewers to click and watch your videos, as they serve as the first impression.
- ✔ **Promote, Promote, Promote**
Don't just upload your video and forget about it! Actively promote it across your marketing channels, including social media, email, and your website.
- ✔ **Don't neglect the sound**
Ensure your videos have high-quality audio to avoid viewers clicking away due to poor sound, which can be more off-putting than subpar visuals.
- ✔ **Repurpose wisely**
Extend the life and reach of your video content by repurposing it into shorter clips, social media posts, blog snippets, and email teasers.
- ✔ **Analyze and optimize**
Track key metrics like views, watch time, and engagement to understand what's working and what's not, and use this data to refine your video strategy.

“In the world of B2B video, creativity thrives on strategy. Don't just create; strategize, captivate, and inspire.”



05

Social media marketing

The engaged audience:
Building a community
that converts

Social media has evolved from a platform for broadcasting messages to a space for building relationships and fostering meaningful connections. In the B2B landscape, this shift is even more pronounced. Our latest research reveals that engagement is no longer a “nice-to-have” but a critical driver of social media success in 2025.

This chapter delves into the evolving role of social media in B2B. We’ll examine the challenges and opportunities that lie ahead, offering insights and strategies to help you navigate the dynamic world of B2B social media and unlock the power of an engaged audience.





Is LinkedIn enough? Navigating the B2B digital world in 2025

Our latest survey reveals a clear leader in the B2B digital space: LinkedIn. An overwhelming majority of marketers (92.5%) identify it as crucial for their 2025 strategies, highlighting its unique position as a hub for professional networking, thought leadership, and B2B engagement.

While search engines and YouTube are also important, LinkedIn's dominance underscores its effectiveness in reaching key decision-makers. This is likely due to its focus on professional content, industry-specific communities, and targeted advertising.

However, the survey also reveals a shift away from platforms like Facebook and Twitter, suggesting a growing need to focus on B2B-specific platforms. This shift presents opportunities. As LinkedIn becomes saturated with content and sales pitches, underpriced attention can be found on platforms like Meta and X. By strategically leveraging these channels, B2B marketers can potentially reach new audiences and cut through the noise.

Interestingly, AI and automation tools are gaining traction in B2B marketing. This presents a new challenge: ensuring visibility in an AI-driven search landscape. AI is changing how B2B buyers search, and brands must adapt to remain visible.

Ultimately, by leveraging LinkedIn's strengths, embracing emerging technologies like AI, and exploring alternative platforms, marketers can effectively connect with their target audience, build brand authority, and drive meaningful results.

“LinkedIn leads in B2B, but savvy marketers will diversify and find underpriced attention on alternative platforms.”



79%

of B2B marketers use Facebook and 60% use both Twitter and Instagram. (CMI)

50%

of consumers will limit social media use in 2025 due to declining quality. (Gartner)

84%

of C-suite and VP-level buyers are influenced by social media when making purchasing decisions. (LinkedIn)

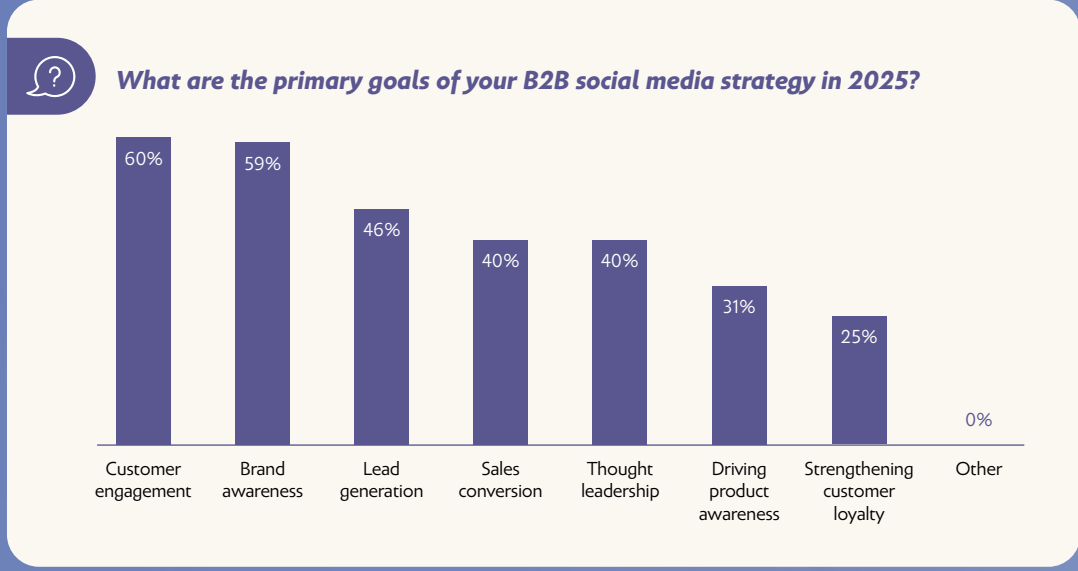




The B2B social media trifecta: Awareness, engagement, and leads

Our latest survey reveals a clear focus for B2B social media strategies in 2025: **building brand awareness, driving customer engagement, and generating qualified leads**. This trifecta of objectives highlights a strategic shift towards a more holistic and results-oriented approach to social media marketing.

It's clear that B2B marketers see social media as a powerful tool for building brand awareness and expanding their reach. But it's not just about getting your name out there; it's about sparking conversations and building relationships with your audience – both existing customers and potential clients. This is where engagement becomes crucial. Your brand is what your audience tells others it is, and social media provides the platform for those conversations to flourish.



By prioritizing both brand awareness and customer engagement, B2B marketers are creating a powerful synergy that drives results. Increased awareness leads to a larger audience, and active engagement transforms those followers into potential leads and loyal customers. This integrated approach paves the way for sustainable growth in the digital age.

“Don’t just broadcast, engage. In B2B social media, conversations are the currency of success.”





The B2B social media paradox: Satisfaction and uncertainty

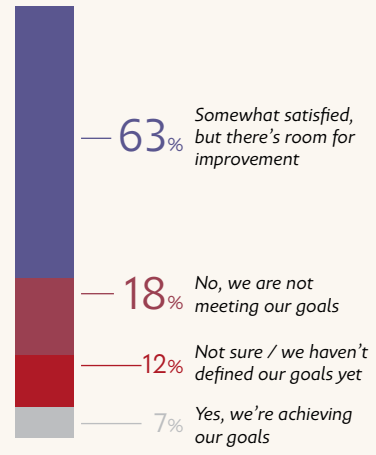
A curious paradox in the world of B2B social media. While most marketers express some level of satisfaction with their current results, a significant portion (almost 30%) admit they are either not meeting their goals or haven't clearly defined them yet.

This indicates a lingering uncertainty about social media's effectiveness in the B2B space. While marketers recognize its potential, many are still grappling with how to translate engagement into tangible business outcomes.

Marketers see potential, but struggle to unlock its full power.



Are you satisfied with the current results your social media marketing efforts are delivering?



More global insights you need to know

68% of B2B brands see the highest engagement on Instagram, highlighting the power of visuals and community. (Rival IQ)

34% more videos are being uploaded to LinkedIn year-over-year, signaling a shift towards dynamic content. On LinkedIn, video posts now get 140% more engagement. (LinkedIn)

17% more shares for social media content that includes data or statistics. (CIM)



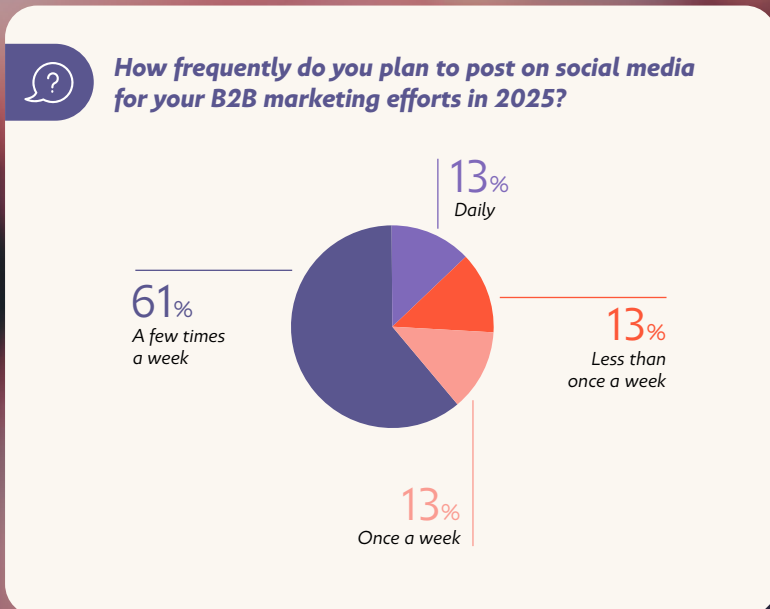


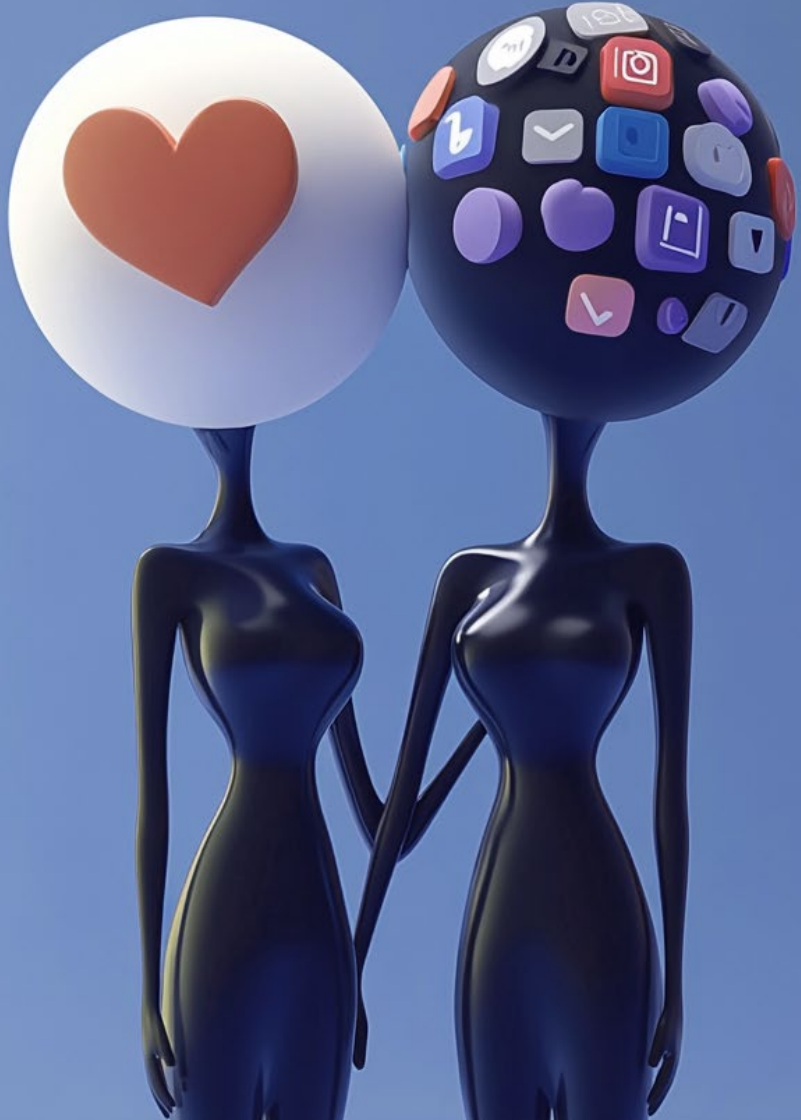
Finding the B2B Social Media rhythm: Less is often more

An interesting trend in B2B social media posting frequency is emerging: quality trumps quantity. The majority of marketers plan to post a few times a week, prioritizing well-crafted content over a constant barrage of updates.

Rather than chasing algorithms with relentless posting, B2B marketers are recognizing the importance of delivering valuable content that truly resonates with their audience. This involves careful planning, thoughtful execution, and a focus on quality over quantity. It also means embracing creativity and authenticity, as these are the qualities that both algorithms and people reward.

This approach reflects a deeper understanding of the B2B buyer's journey and the need to provide meaningful content that educates, engages, and builds relationships.





To win, focus on creativity, authentic engagement, and genuine human connection...



Ideas to get started

- ✔ **LinkedIn is king, but diversify**
While LinkedIn is dominant in B2B, explore “underpriced attention” on platforms like Meta (Facebook/Instagram) and X (Twitter) to reach new audiences and stand out.
- ✔ **Employee advocacy**
Empower your team to become brand ambassadors by sharing company content on their own social channels.
- ✔ **Experiment with different content formats**
Explore various content formats, such as polls, quizzes, and live videos, to keep your audience engaged and interested.
- ✔ **Social listening**
Use social listening tools to monitor industry conversations, identify trends, and engage proactively with your audience.
- ✔ **Quality over quantity**
Prioritize well-crafted, valuable content that resonates with your audience over frequent, less impactful posts.
- ✔ **Phygital marketing**
Merge online and offline experiences by using social media to promote events, sharing event content online,





The B2B social media struggle: Reaching the right audience and keeping them engaged

The top challenges B2B marketers face in social media content creation. Reaching the right audience remains a significant challenge for social media efforts. While platforms offer sophisticated targeting tools, the complexity of B2B buyer personas and niche markets can make precision feel like chasing a moving target.

Engaging with followers is another significant hurdle, emphasizing the ongoing struggle to spark meaningful interactions and build relationships on social media. This challenge speaks to the need for compelling content,

authentic communication, and a proactive approach to community building. And with the expectation of posting fresh content several times a week, the pressure to consistently generate creative and engaging ideas can feel overwhelming.

These challenges highlight the complexities of B2B social media marketing. By acknowledging these hurdles and adopting a strategic approach, marketers can overcome these obstacles and leverage social media to achieve their business goals.



What is the biggest challenge you face in creating content for social media?





“The right audience is out there. Find them, engage them, and watch your B2B brand flourish on social media.”



Ideas to get started

- ✔ **LinkedIn matched audiences**
Utilize this tool to retarget website visitors or engage specific contacts and leads with tailored content.
- ✔ **Niche influencer marketing**
Partner with relevant influencers to reach a niche audience and build credibility within your industry.
- ✔ **Ask engaging questions**
Spark conversations by asking open-ended questions that encourage your audience to share their thoughts and insights.
- ✔ **Respond promptly**
Show your audience you value their input by replying to comments and messages quickly and helpfully.
- ✔ **Share user-generated content**
Showcase content created by your audience to build community and encourage others to engage.
- ✔ **Embrace zero-click content**
Adapt to AI and platform changes by creating content that provides value directly within the feed, without requiring users to click away.





06

Experiential marketing

A new era of engagement:
Creating memorable
moments

In today's technology-driven world, where efficiency and automation often take center stage, B2B brands are rediscovering the power of human connection. This chapter explores the growing importance of humanizing B2B through authentic experiences that resonate on an emotional level.

We'll delve into the strategies, tactics, and insights that are transforming how businesses connect with their audience, build trust, and foster lasting relationships.





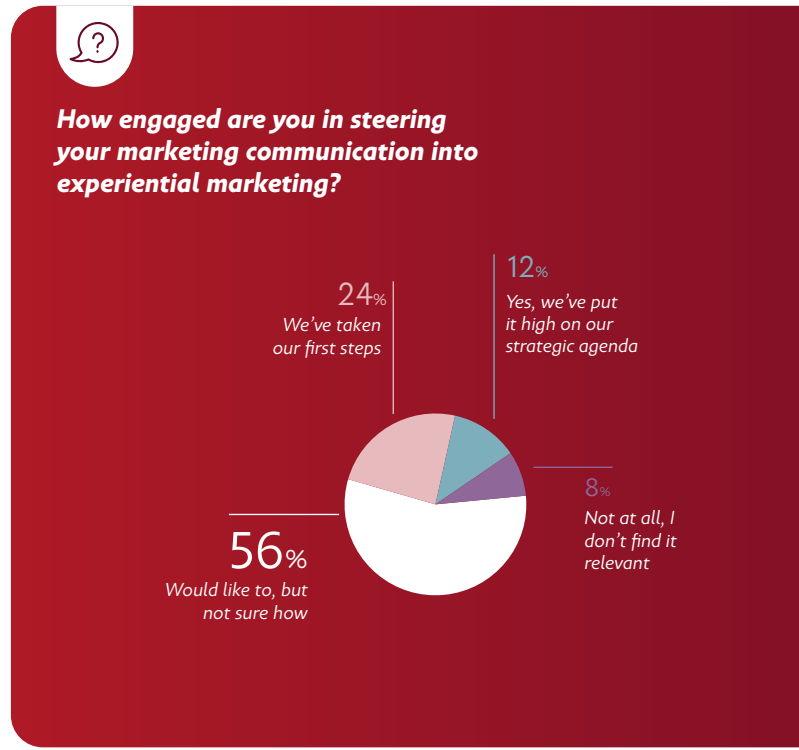
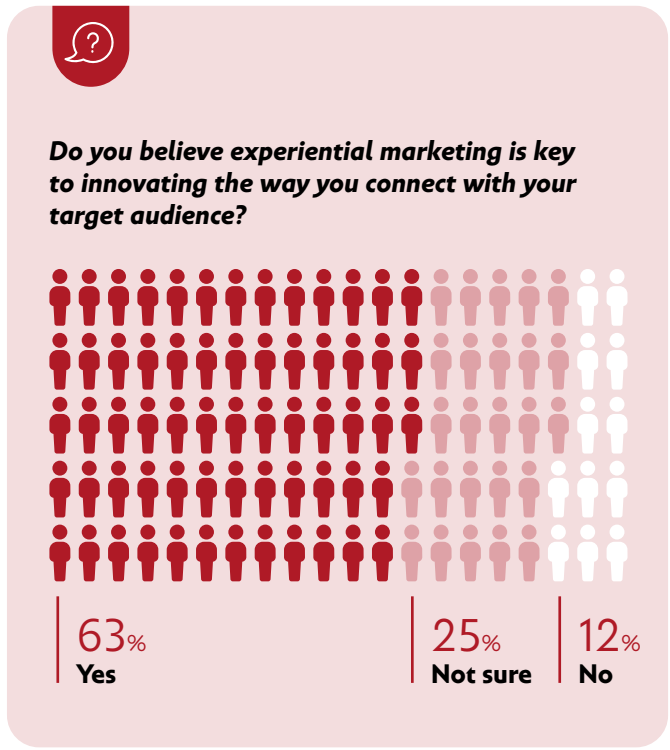
Experiential Marketing: Forging deeper B2B connections

Experiential marketing is igniting a new era of connection in the B2B world. It's a powerful approach that directly engages customers and involves them in the brand's journey, creating interactive and memorable experiences that create a profound emotional bond.

Our survey confirms this trend, revealing that most B2B marketers believe experiential marketing is key to innovating how they connect with their audience. This enthusiasm underscores the power of experiences to create lasting impressions, foster deeper relationships, and differentiate brands in a competitive landscape.

In a B2B context, this translates to activities like interactive workshops, innovative product demos, and immersive brand experiences at trade shows. The goal is to craft meaningful and valuable experiences for business clients, building stronger brand loyalty and potential long-term partnerships.

In a world dominated by digital interactions, experiential marketing offers a human-centric approach that resonates with B2B buyers, cutting through the noise and forging authentic connections.





The experiential marketing hurdle

However, there's a gap between aspiration and action. While many marketers recognize the value of experiential marketing, a significant portion are unsure how to effectively implement it. This highlights the need for clearer guidance, best practices, and inspiring examples to help B2B marketers confidently embrace experiential strategies and unlock their full potential.

“In the realm of B2B experiential marketing, authentic connections are the bridges that link businesses to their audience, built on a foundation of trust and sincerity.”



In the context of experiential marketing, which tactics do you believe will create better brand experiences for your clients or prospects?



“Experiences speak louder than words. Create immersive moments, spark meaningful connections, and watch your brand come to life.”





Where connections come to life

When it comes to creating impactful brand experiences, B2B marketers believe that exclusive networking events tailored for industry leaders are most effective. By bringing together top executives, these events create a unique environment for cultivating valuable connections, facilitating in-depth conversations, and ultimately driving new partnerships and collaborations.

Interactive product demonstrations and immersive workshops also rank high, emphasizing the desire for hands-on engagement and knowledge sharing. By allowing potential clients to experience products or services firsthand, B2B marketers can create a deeper understanding of their offerings and build trust and confidence. Similarly, immersive workshops provide a valuable platform for sharing expertise, educating clients, and developing stronger relationships.

These findings underscore a shift towards experiences that are not only memorable but also valuable. By offering opportunities for networking, learning, and direct interaction with products/services, B2B marketers can create lasting impressions that cultivate deeper relationships and drive business growth.



More global insights you need to know

56%

of attendees plan to participate in more consumer events, B2B conferences, and trade shows in 2025 compared to their attendance in 2024. (G2 Learn)

84%

of B2B decision-makers believe face-to-face interactions are crucial for building long-term relationships. (Forbes)

87%

of consumers say that brand experiences are more memorable than traditional advertising. (Marketing Week)

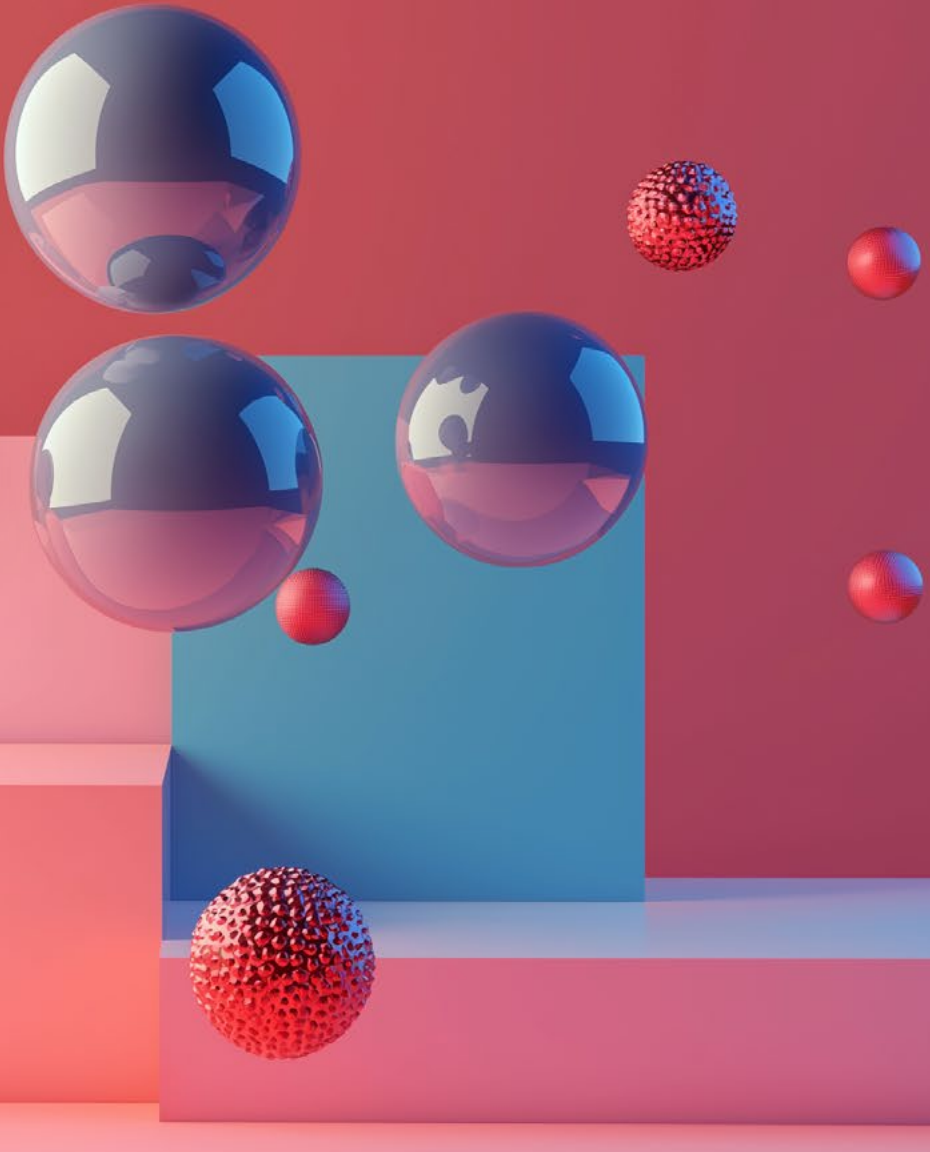
70%

of consumers become repeat customers after experiencing a brand through experiential marketing. (EMI)





In a digital world, human experiences matter more than ever. Where memorable experiences translate into lasting customer relationships and brand loyalty.



Ideas to get started

- ✔ **Branded pop-up experiences**
Design unique and unexpected pop-up experiences that surprise and delight your audience at exhibitions and events.
- ✔ **Escape rooms**
A unique and memorable way to engage your audience with your brand story and product knowledge.
- ✔ **Augmented reality overlays**
Use AR to enhance product displays, providing interactive information and visualizations.
- ✔ **Show, don't just tell**
Live product demonstrations allow customers to experience the value of your solutions firsthand.
- ✔ **Guerrilla stunts**
Generate buzz and capture attention with unexpected and creative activations that disrupt the traditional trade show environment.
- ✔ **Virtual reality**
Immerse clients in virtual environments where they can interact with your products in a realistic way.
- ✔ **Trade show stand-up**
Ditch the traditional keynote and deliver your message through a humorous stand-up routine that entertains and informs.
- ✔ **Immersive workshops**
Host workshops that go beyond lectures, incorporating hands-on activities, interactive technology, and collaborative exercises.
- ✔ **Personalized tours**
Offer guided tours tailored to specific client interests and needs





07

AI B2B marketing

Humans + Machine:
The new era of
intelligent marketing

AI is rapidly changing the B2B marketing landscape. This chapter explores how marketers are navigating this shift, examining their current AI usage, future plans, and the perceived opportunities and hurdles. We'll delve into the applications of AI in B2B, from content creation to strategy, while also discussing the concerns and challenges marketers face. Ultimately, we'll provide a clearer picture of AI's evolving role in B2B marketing.

Our survey reveals a dynamic landscape of AI adoption in B2B marketing. Many marketers are actively using AI, while others face restrictions. This reflects a growing embrace of AI, tempered by uncertainties and the need for responsible implementation. Compared to last year, more marketers are actively using AI, showing an acceleration in adoption.





“The AI revolution is underway in B2B marketing, but hurdles remain before its full potential can be unlocked.”

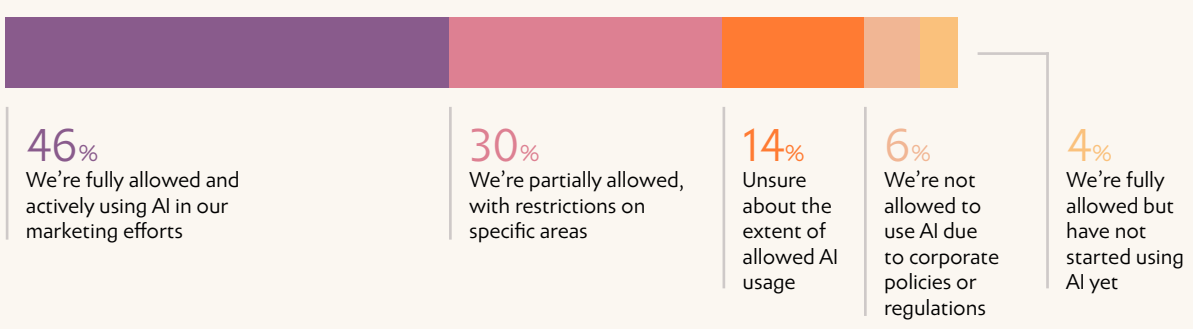
Despite these challenges, AI is poised to play a significant role in B2B marketing. However, navigating the complexities of AI adoption and ensuring responsible implementation will be crucial for success. This is where agencies, which often possess greater AI expertise, can offer valuable guidance.

Looking ahead, most marketers intend to incorporate AI into their 2025 strategies. However, clearer guidelines and policies are needed to address intellectual property concerns and data privacy.

“Agencies can bridge the gap, offering expertise and support to drive success.”



To what extent is your organization allowed to use AI in marketing, and are you actively using it?



More global insights you need to know

72% of marketing leaders plan to increase their investment in AI and machine learning over the next year. (Deloitte)

48% of organizations using AI report improved customer experiences. (IBM)

50% more revenue growth is being seen by data science leaders and C-suite executives at AI-driven companies. (Accenture)





The double-edged sword of AI in B2B

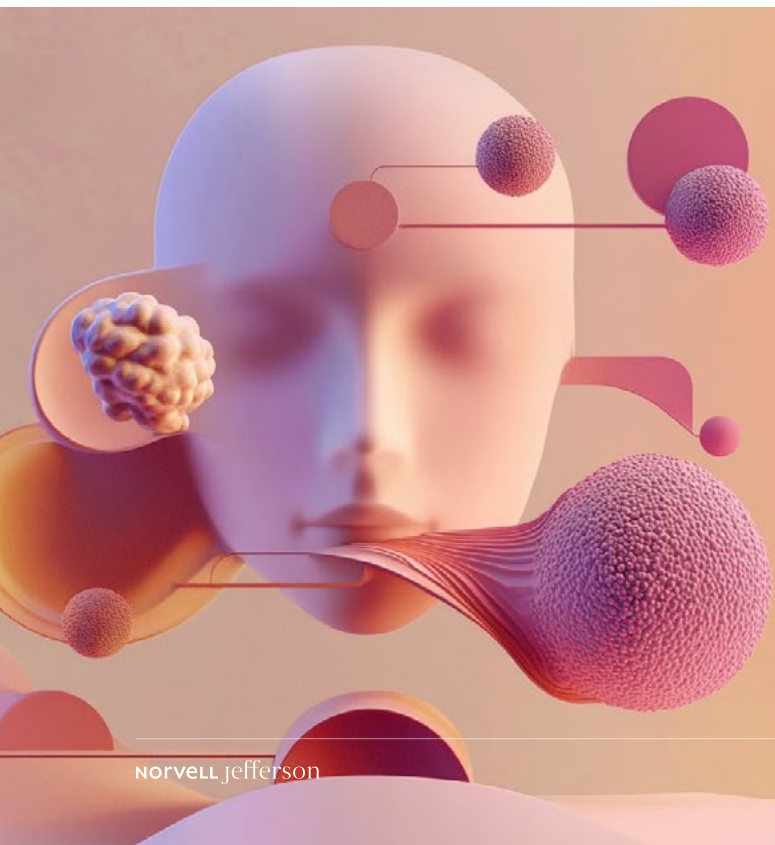
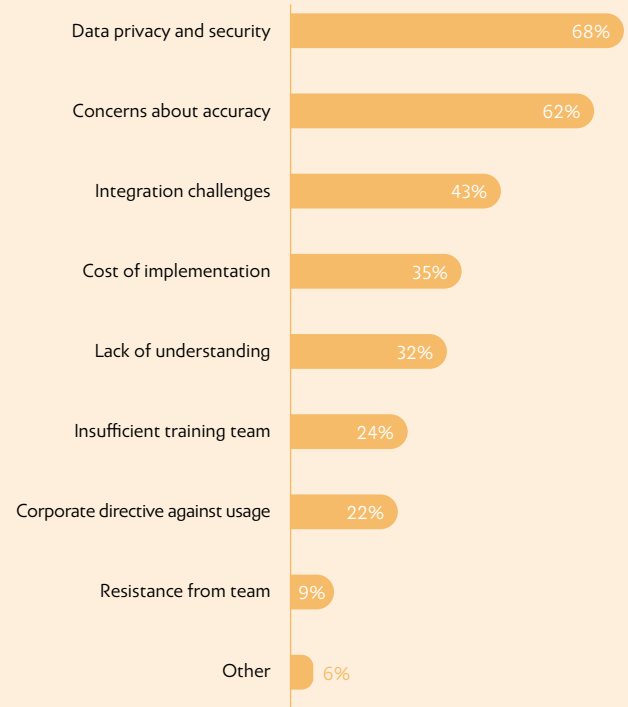
Our survey reveals a complex relationship between B2B marketers and artificial intelligence. Data privacy and security are paramount concerns, reflecting the need for responsible AI implementation that protects sensitive information. Concerns about accuracy also loom large, highlighting the importance of rigorous testing and validation to ensure AI tools deliver reliable results.

Interestingly, integration challenges and cost of implementation are also significant hurdles, suggesting that businesses may struggle to seamlessly incorporate AI into their existing workflows and budgets. This underscores the need for careful planning, strategic investment, and a focus on AI solutions that offer tangible value and demonstrable ROI.

While AI holds immense promise for B2B marketing, navigating its complexities requires a balanced approach. Marketers must prioritize data privacy, ensure accuracy, and strategically integrate AI into their workflows to fully unlock its potential while mitigating potential risks.



What is your main concern when it comes to incorporating AI into your marketing efforts?



More global insights you need to know

30%

of outgoing marketing messages from large companies will be generated by AI by 2025. (Gartner)

21%

of B2B sales companies have fully integrated generative AI, with another 22% piloting it. (McKinsey)

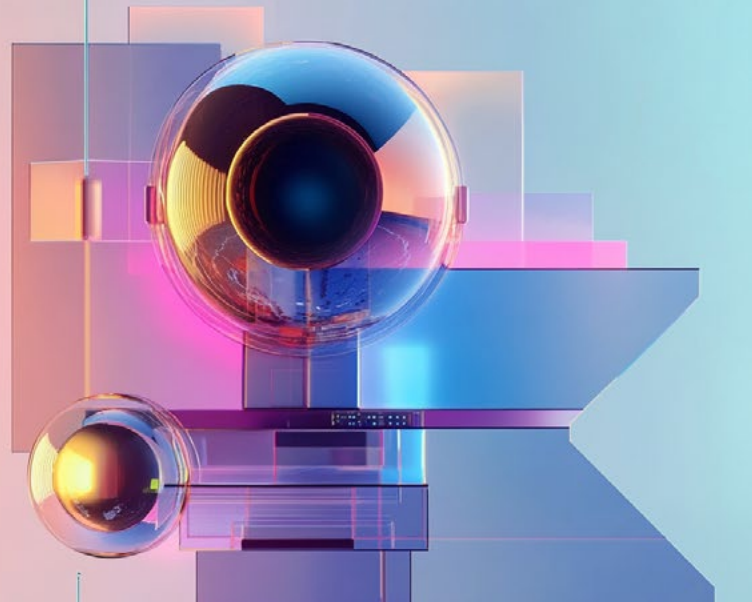
25%

of enterprises using generative AI are expected to deploy AI agents by 2025, growing to 50% by 2027





The rise of the AI marketing machine



Our survey reveals the diverse applications of AI in B2B marketing, with copywriting leading the charge. Marketers are increasingly turning to AI tools to generate compelling marketing copy, streamline content creation, and personalize messaging at scale. This highlights the growing recognition of AI's ability to enhance efficiency and creativity in the B2B space.

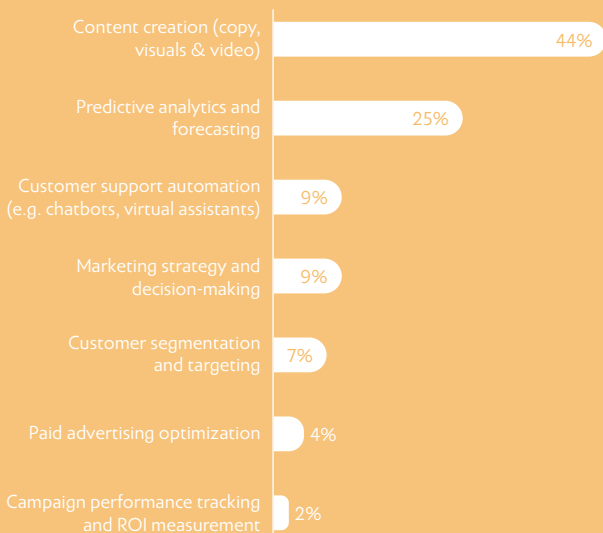
Brainstorming also emerges as a key area for AI adoption, suggesting that marketers are leveraging AI's analytical capabilities to generate fresh ideas and explore new creative avenues. This points to a future where AI becomes an invaluable partner in the creative process, augmenting human ingenuity and pushing the boundaries of innovation.

Visual elements, personal assistance, and even strategy are also areas where marketers are exploring AI applications. This reflects a broader trend of integrating AI across various marketing functions, from content creation to campaign optimization.

As AI continues to evolve and mature, its role in B2B marketing is likely to expand even further. By embracing AI's potential while remaining mindful of ethical considerations and data privacy, marketers can unlock new levels of creativity, efficiency, and effectiveness in their campaigns.



Which areas of your marketing efforts do you think will be most transformed by AI in the next 5 years?



If you incorporate AI, where would you apply it?





The AI illusion: The risks of AI-generated content

While AI offers undeniable potential for B2B marketers, it's crucial to approach its use with a discerning eye. AI-generated content, whether it's marketing copy, visuals, or even strategic brainstorming, comes with its own set of pitfalls.

One major concern is the potential for **homogeneity**. As AI models are trained on vast datasets of existing content, they can sometimes produce outputs that lack originality and feel generic. This can hinder your brand's ability to stand out and connect with your audience on a unique level.

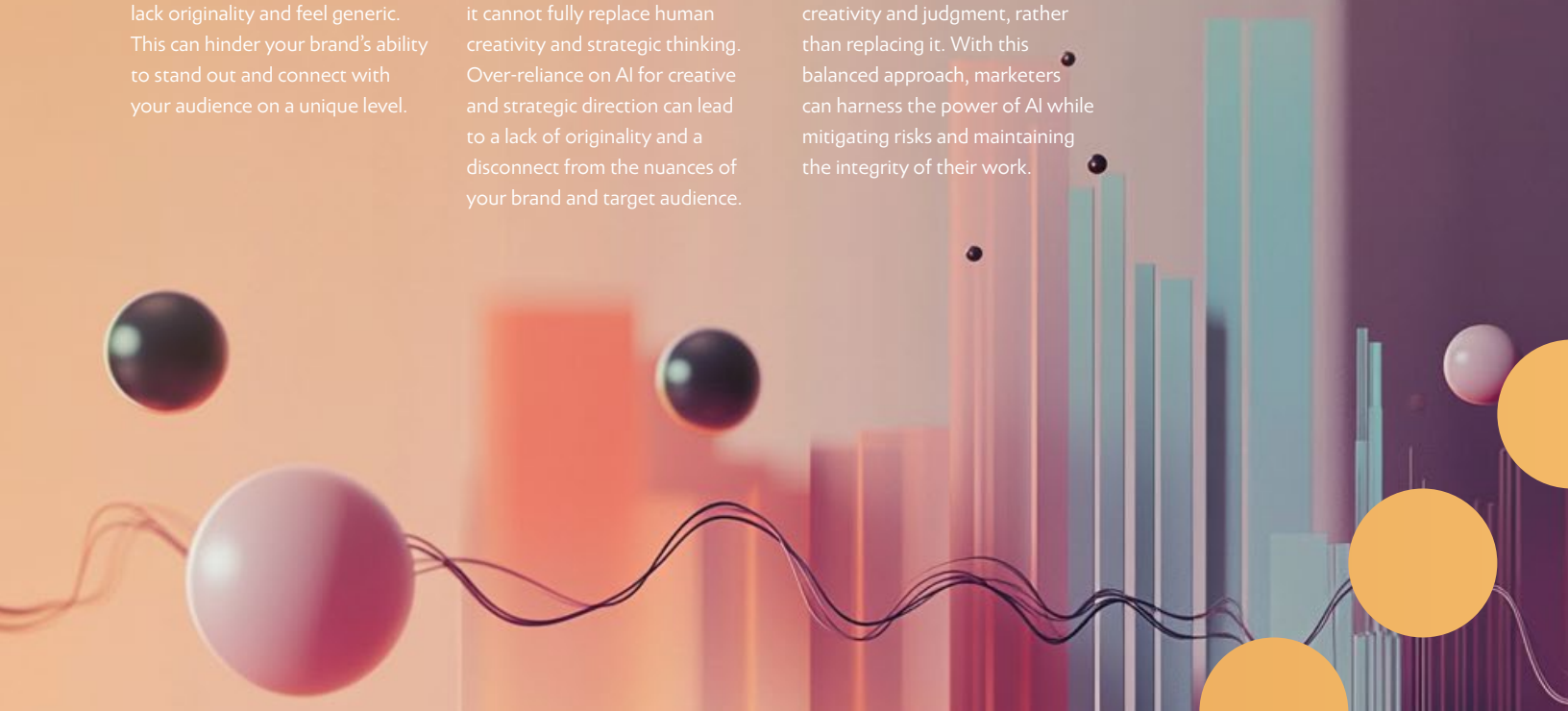
Another pitfall is the **risk of bias and inaccuracy**. AI models are only as good as the data they are trained on, and if that data contains biases or inaccuracies, those will be reflected in the AI's output. This can lead to content that is not only ineffective but also potentially harmful, perpetuating stereotypes or misrepresenting information.

Furthermore, while AI can assist with brainstorming and ideation, it cannot fully replace human creativity and strategic thinking. Over-reliance on AI for creative and strategic direction can lead to a lack of originality and a disconnect from the nuances of your brand and target audience.

AI is a powerful tool, but it's not a magic bullet. To truly unlock its potential, B2B marketers must use AI strategically, leveraging its strengths while being mindful of its limitations. For example, AI excels at tasks like research, data analysis, and automation, which can free up human talent for more strategic thinking and creative exploration.

Ultimately, the key is to ensure that AI complements human creativity and judgment, rather than replacing it. With this balanced approach, marketers can harness the power of AI while mitigating risks and maintaining the integrity of their work.

“The future of B2B marketing is a collaboration between human creativity and artificial intelligence.”



More global insights you need to know

60%

of marketers say that creating engaging content is their biggest challenge, and AI doesn't always solve this. (HubSpot)

71%

of consumers demand transparency about companies' use of generative AI. (Forbes)

20%

of brands will highlight their "AI-free" status by 2027 to attract authenticity-seeking consumers. (Gartner)





“Don’t let AI be your only muse. In B2B content marketing, human creativity and strategic thinking are still essential for success.”



Ideas to get started

- ✓ **Utilize AI for audience insights**
Gain deeper insights into buyer behavior and preferences to create targeted content and predictive analytics.
- ✓ **Prioritize informational content with AI**
Create informative, research-backed content that convinces B2B prospects and enhances SEO visibility.
- ✓ **AI-powered localization**
Expand your global reach by using AI to translate and adapt your content for different languages and cultural contexts.
- ✓ **Personalize the B2B customer journey**
Use AI to analyze individual customer preferences and personalize content recommendations at scale.
- ✓ **Explore autonomous AI agents**
Stay ahead of the curve with autonomous AI agents that can automate tasks like market research.
- ✓ **AI Voice**
Explore the power of AI voice technology to personalize experiences, enhance productivity, and create multilingual content.





Thank you for joining us on a journey into **marketing's next chapter!**

We're thrilled that we could share the key insights that hopefully inspires **your next strategic steps.**

Think of innovation, personalization, and collaboration not just as buzzwords, but as your tools in the dynamic realm of marketing.

We hope that this report can guide you to captivating your audience, sparking growth, and leaving a memorable mark.

Here's to crafting compelling marketing stories that resonate and spark the conversation! Your adventure in making these insights come to life starts now. Let's make it extraordinary!



Who we are

Norvell Jefferson is a creative marketing agency focused on Health, Food, Tech, and Sustainability sectors.

We craft smarter communication and activation strategies for success, simplifying complex science into comprehensive insights, uncovering your authenticity and create visually original stories.

Our goal is to position you as the go-to brand in your industry. Our key?

Imagination.

[DISCOVER OUR WEBSITE](#)

“Using imagination to touch the hearts and minds of your audience”

Got inspired?

Follow us for more marketing insights and imaginative creativity:

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Our expertise

Crafting unique brands, campaigns and experiences that spark action and build lasting connections with your audience

DISCOVER INSPIRING CASES



BRANDING

- Brand research
- Brand strategy
- Brand storytelling
- Brand identity
- Branded content
- Employer branding

CAMPAIGNS

- Product launch campaigns
- Social media marketing
- Omni-channel campaigns
- Content marketing
- Corporate communications
- Recruitment campaigns

EXPERIENCES

- Brand experience
- Event marketing
- Gamification marketing
- Virtual Reality marketing
- Interactive websites
- Point of Sales marketing



How we work

Our four- step model

To help you reach your business objectives more successfully, we've created a four-step model that helps us steer any project in the right direction. It's designed to ensure better results through standardization without losing the flexibility to maintain speed and momentum.

You decide where you wish to start, but our experience has taught us that by using the four-step model, projects are more consistent, quality is higher, and efficiency is increased, resulting in a higher value for money.

01 True North Method
Setting you up for success

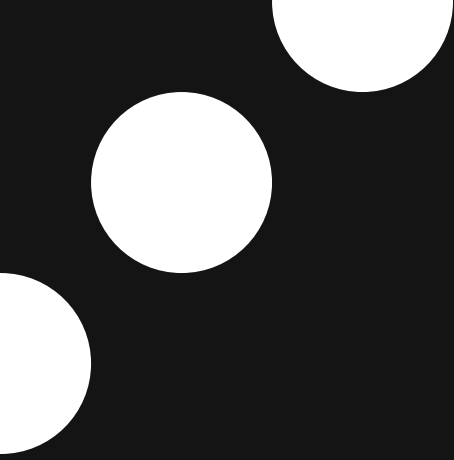
02 Ideation
Imagining the new

03 Creation
Crafting stories that stick

04 Activation
Reaching audiences and spark action

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