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CONTENT MARKETING TREND STUDY

2025

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The Content Marketing Trend Study 2025 provides in-depth insights into the key developments, challenges, and opportunities shaping today's marketing landscape.

Each year, Statista+ analyzes the current state of the marketing industry. For the 2025 edition, leading B2B and B2C marketers across the United States were surveyed to identify the strategies delivering measurable impact and the trends poised to shape the future of content marketing.

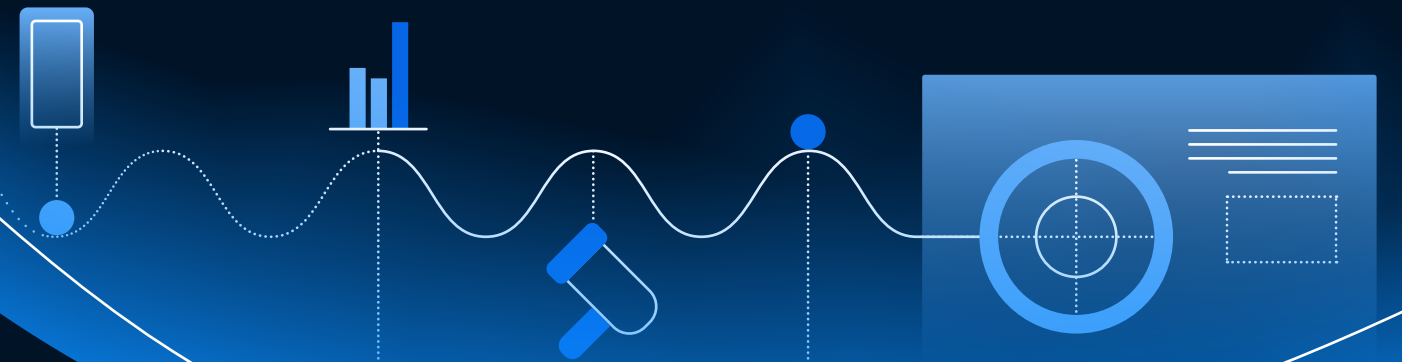
The study highlights how data storytelling and artificial intelligence are transforming the way content is created, distributed, and measured. It also outlines the emerging success factors and examines how marketers are responding to evolving demands and market dynamics.

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Statista+ enhances Statista's global data platform with a comprehensive suite of services: custom market research and analytics, strategy consulting and business-building, as well as design and marketing solutions, tailored to the specific needs of clients across a broad range of industries worldwide.

With a team of over 200 experts from diverse disciplines, Statista+ empowers organizations to unlock their full potential through tailored, data-driven solutions.

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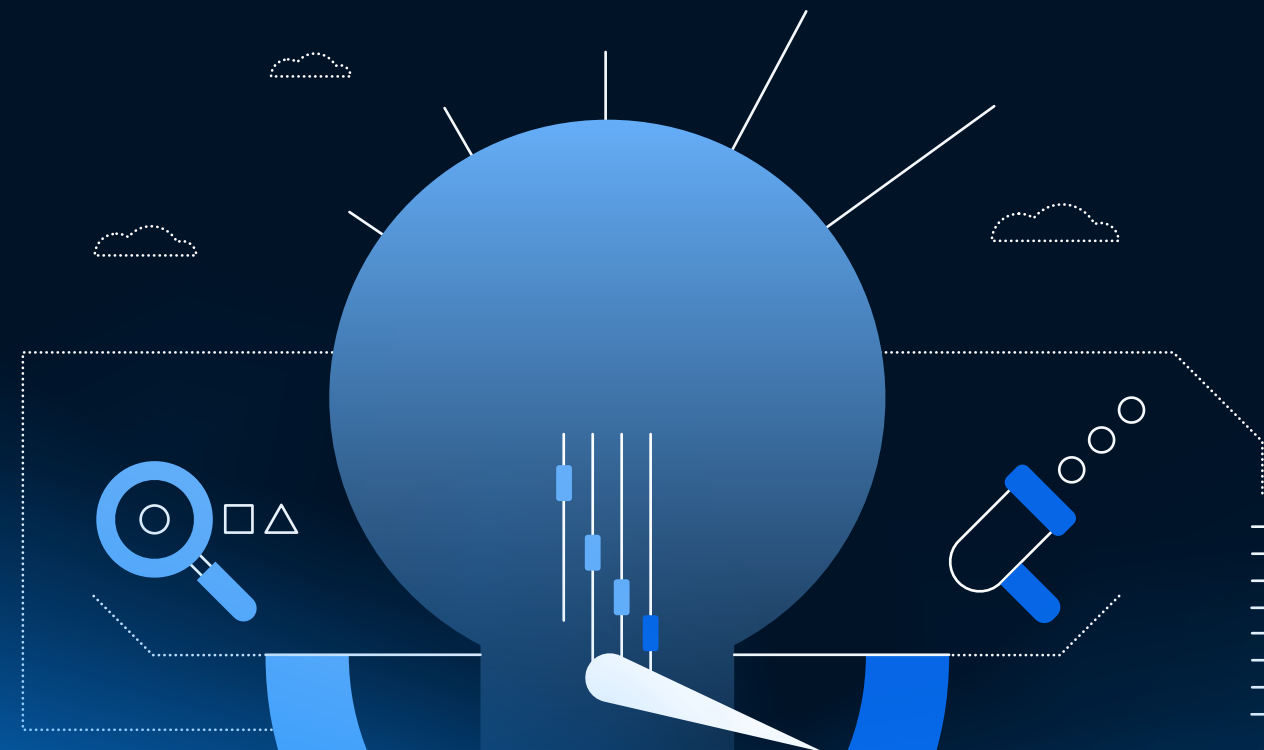
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01



**CREDIBILITY
COUNTS**

WHY TRUST IS A COMPETITIVE ADVANTAGE IN CONTENT MARKETING

In an increasingly digital world shaped by information overload, content fatigue, and fake news, trust has become a decisive factor in content marketing. Content that is perceived as credible lays the foundation for lasting relationships and positions brands as reliable voices in a fragmented landscape. For many companies, building trust is not just an aspiration, but a clearly defined strategic objective.

Trust As a Strategic Priority

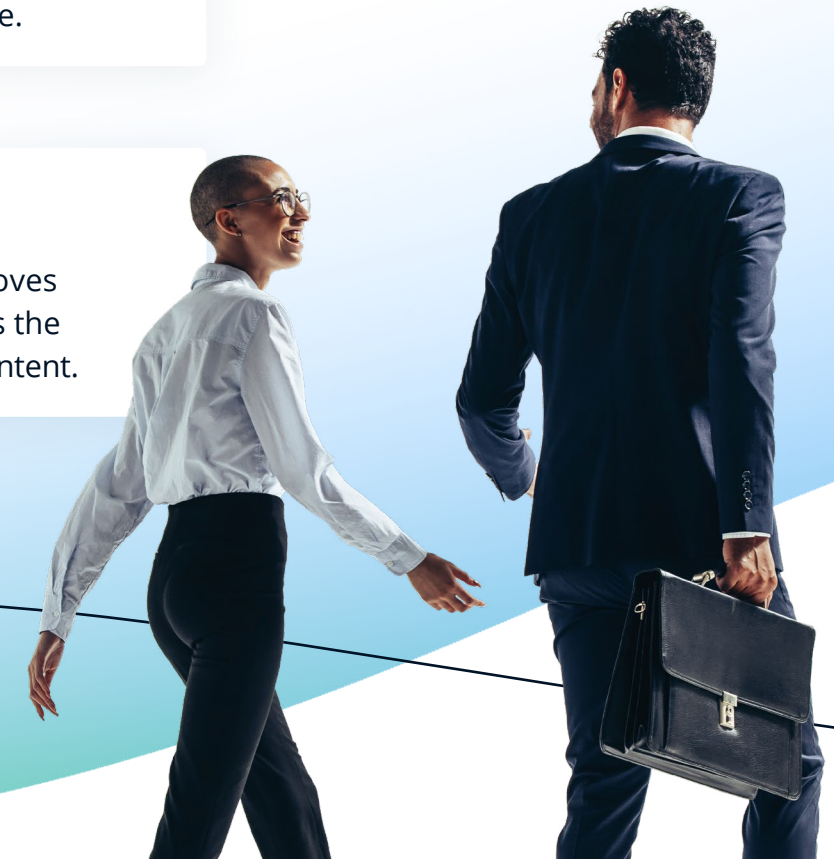
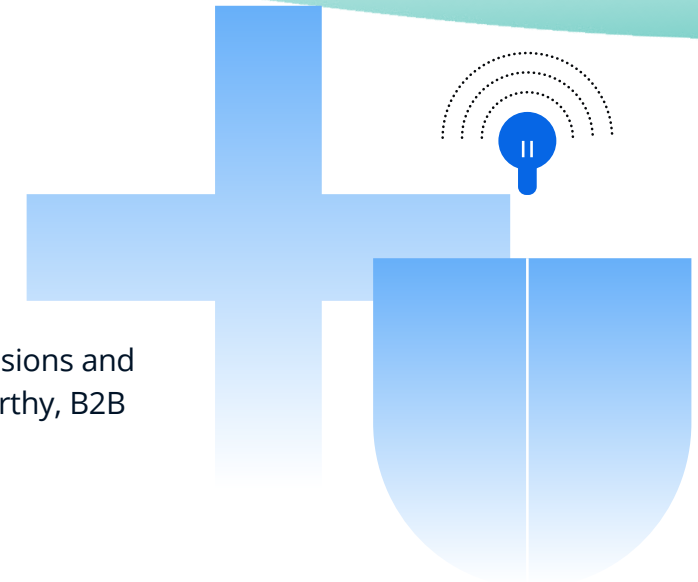
Nearly half of US B2B marketers that do their own digital content marketing (47%) name building trust and credibility among the top goals of their content marketing strategy, closely following brand awareness (59%) and employer branding (57%). This demonstrates that trust is no longer viewed as a soft factor, but as a strategic asset in achieving long-term impact.

At the same time, 61% of respondents cite trust and credibility as the most important benefit delivered by their content marketing, ranking even ahead of engagement (57%) and lead generation (55%). The data clearly shows: trust is both a guiding objective and a measurable result of successful content strategies.

Credibility Comes from Strategy and Consistency

Credibility does not emerge by chance – it is the result of deliberate decisions and consistent implementation. To ensure that content is perceived as trustworthy, B2B companies rely on a range of proven measures:

- 1 Partnerships with trusted brands (61%)**
 Collaborating with established players enhances a company's own credibility through the strength of association.
- 2 Quality control and regular content updates (53%)**
 Keeping content accurate and up to date reinforces reliability and ensures long-term relevance.
- 3 Direct communication with the target audience (49%)**
 Transparent and ongoing dialogue helps build authenticity and encourages trust-based relationships.
- 4 Transparent citation of information (49%)**
 Clearly citing sources improves traceability and strengthens the perceived integrity of the content.
- 5 Data-driven content (47%)**
 Using verifiable insights and statistics positions brands as knowledgeable and evidence-based communicators.





Trusted Channels

How and where content is delivered also plays a crucial role in establishing credibility. B2B marketers use a wide range of channels, combining reach with subject-matter depth. The most commonly used include:



Social media (69%)

Still the leading channel, offering broad visibility and interaction across key audience groups.



Audio platforms such as podcasts (61%)

Valued for their authenticity and capacity to deliver expert content in a personal and accessible way.



Content distribution apps (51%)

Supporting mobile-first usage and offering a consistent presence in day-to-day user environments.



Digital and hybrid events such as webinars or conferences (47%)

Used to share expert knowledge and foster trust through direct and professional exchange.



Company-owned websites (43%)

Serve as a reliable anchor for high-quality, verifiable brand content and are essential for centralizing trustworthy information.



AUDIO ON THE RISE

61% of B2B companies in the US are already using audio platforms as part of their content strategy. Audio formats, such as podcasts or spoken explainers, offer brands a direct and authentic way to build trust and foster a deeper connection with their target audiences. Spoken content enables expert voices to be heard, creates room for dialogue, and adds a human touch that strengthens brand credibility. The numbers show that audio is no longer niche – it's a relevant and growing channel for trust-based communication.





Visibility as a Trust Enabler

Even the most well-crafted content cannot fulfill its purpose if it remains unseen. To ensure visibility and effectiveness, B2B companies apply a mix of organic and paid distribution strategies:



Influencer marketing (53%)

External endorsements from recognized voices lend additional credibility and extend reach.



Social media advertising (47%)

Enables precise targeting and ensures that content reaches relevant audience segments.



Display advertising (47%)

Helps reinforce message consistency and strengthens brand presence across platforms.

Visibility not only supports reach, but also perception. When content is presented in the right context, it enhances the impact of the message and the credibility of the sender.



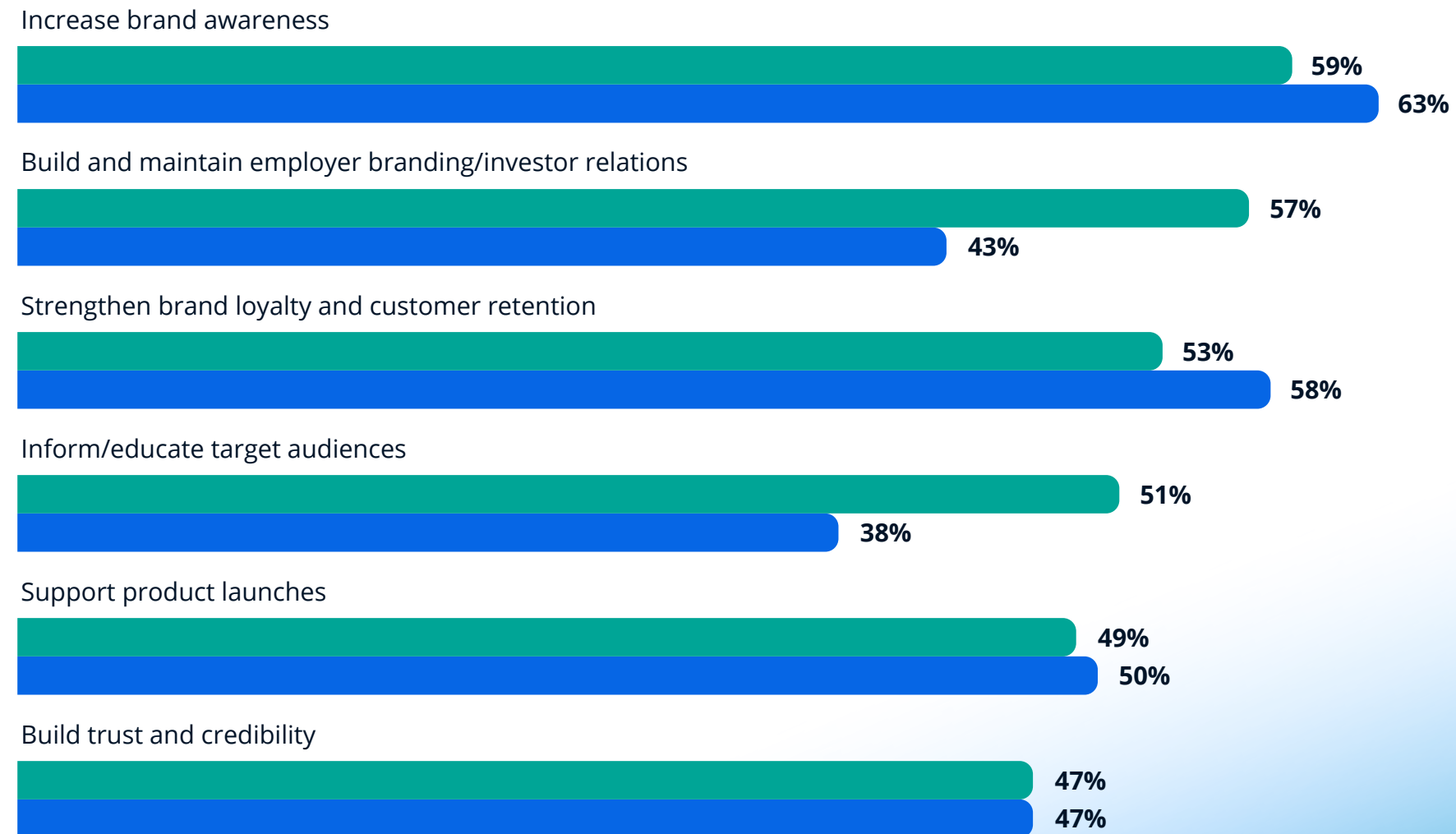
CONCLUSION: TRUST IS A LONG-TERM INVESTMENT

Trust has become a strategic pillar of content marketing. Many companies are already pursuing this objective with focus and consistency through quality content, transparent sourcing, and credible distribution. The data makes it clear: credibility is not just a value – it is a concrete outcome that strengthens relationships and differentiates brands. Those who invest in trust today are laying the groundwork for sustainable relevance in a dynamic content landscape.

TOP GOALS ARE BRAND AWARENESS, LOYALTY, AND AUDIENCE EDUCATION, SUPPORTED BY TRUST AND CREDIBILITY

What are the five most important goals you pursue with your content-marketing strategy?*

■ B2B ■ B2C



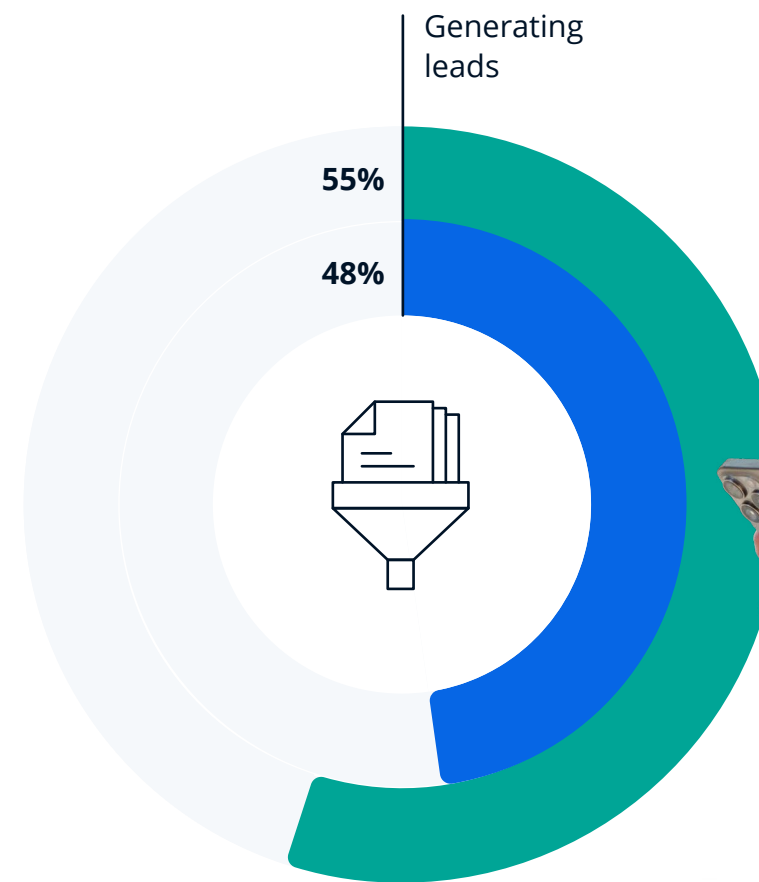
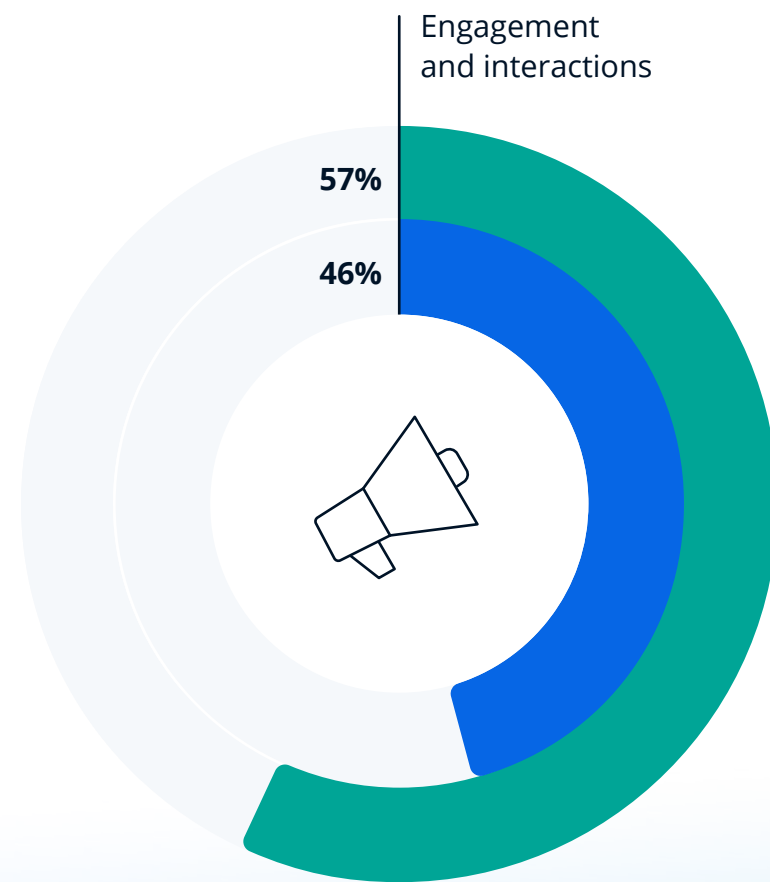
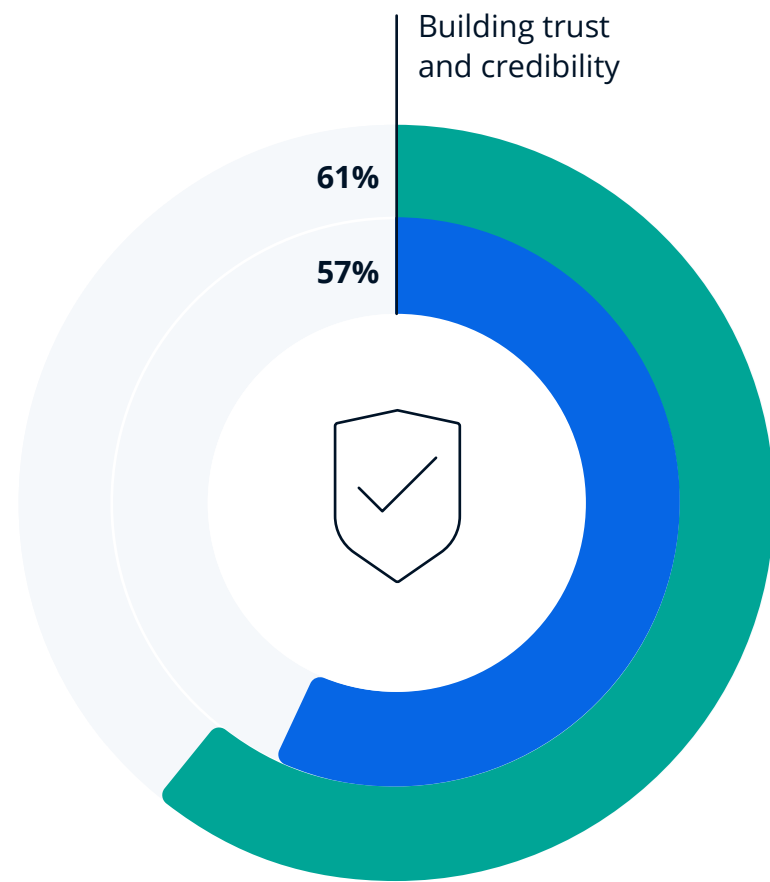
* Respondents who engage in content marketing themselves and work in companies that engage in digital content marketing themselves; multiple answers possible
 B2B companies: n = 51; B2C companies: n = 105



TRUST RANKS ABOVE LEADS AND ENGAGEMENT AS THE TOP BENEFIT OF CONTENT MARKETING

What do you see as the greatest benefits of content marketing?*

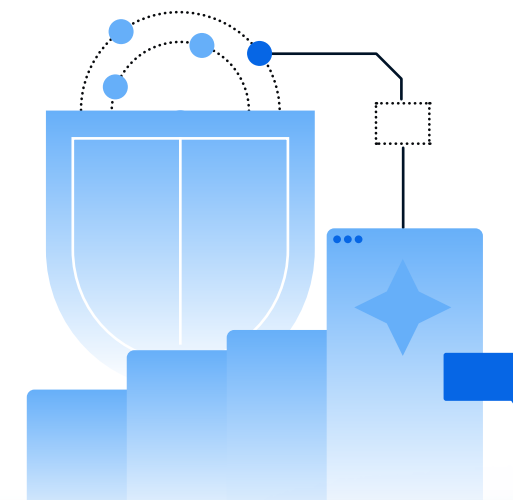
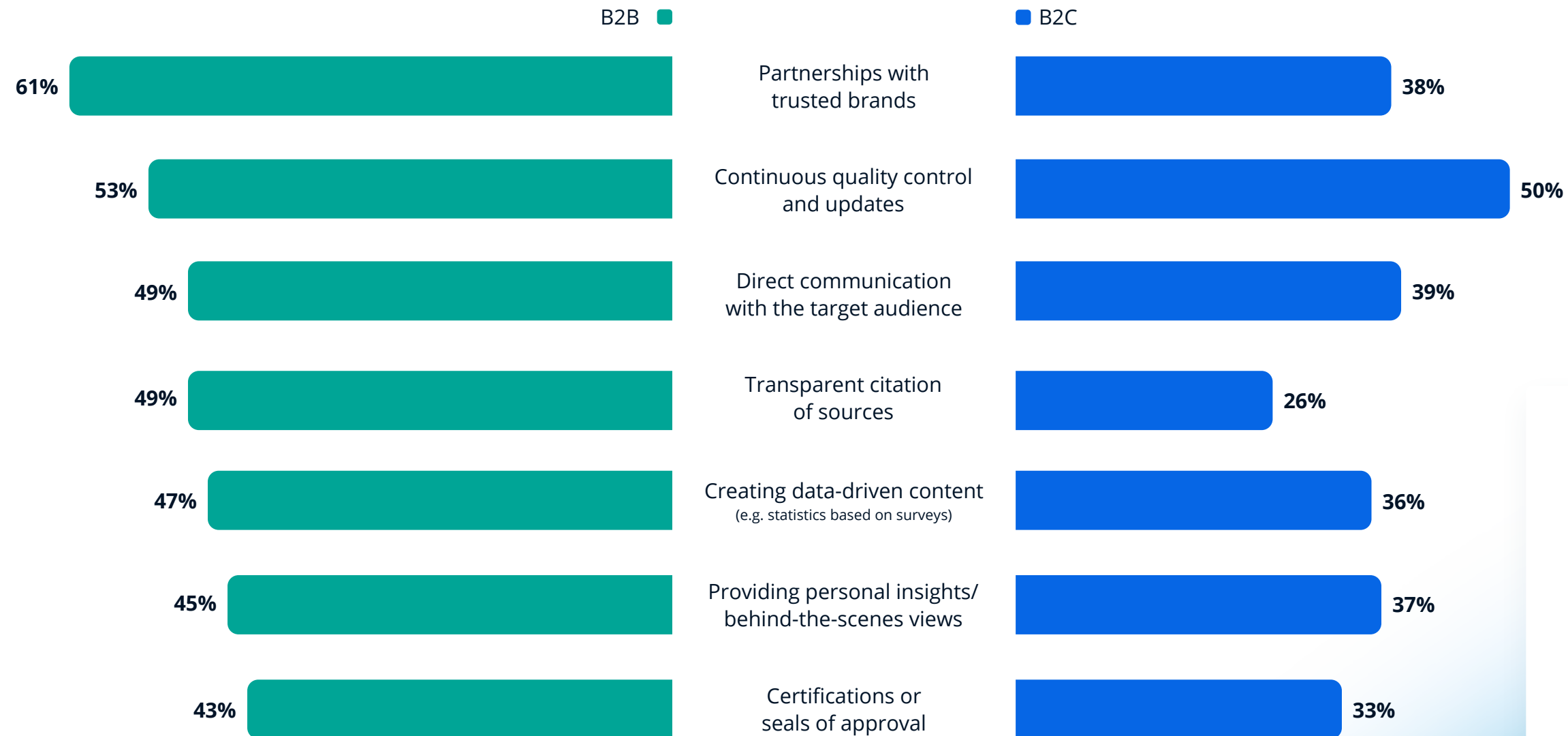
■ B2B ■ B2C



* Respondents who engage in content marketing themselves and work in companies that engage in digital content marketing themselves; multiple answers possible
B2B companies: n = 51; B2C companies: n = 105

CREDIBILITY IS BUILT THROUGH TRANSPARENCY, QUALITY, AND STRONG BRAND ALLIANCES

How do you ensure that your content is perceived as credible?*



STRATEGIC PARTNERSHIPS STRENGTHEN CONTENT CREDIBILITY

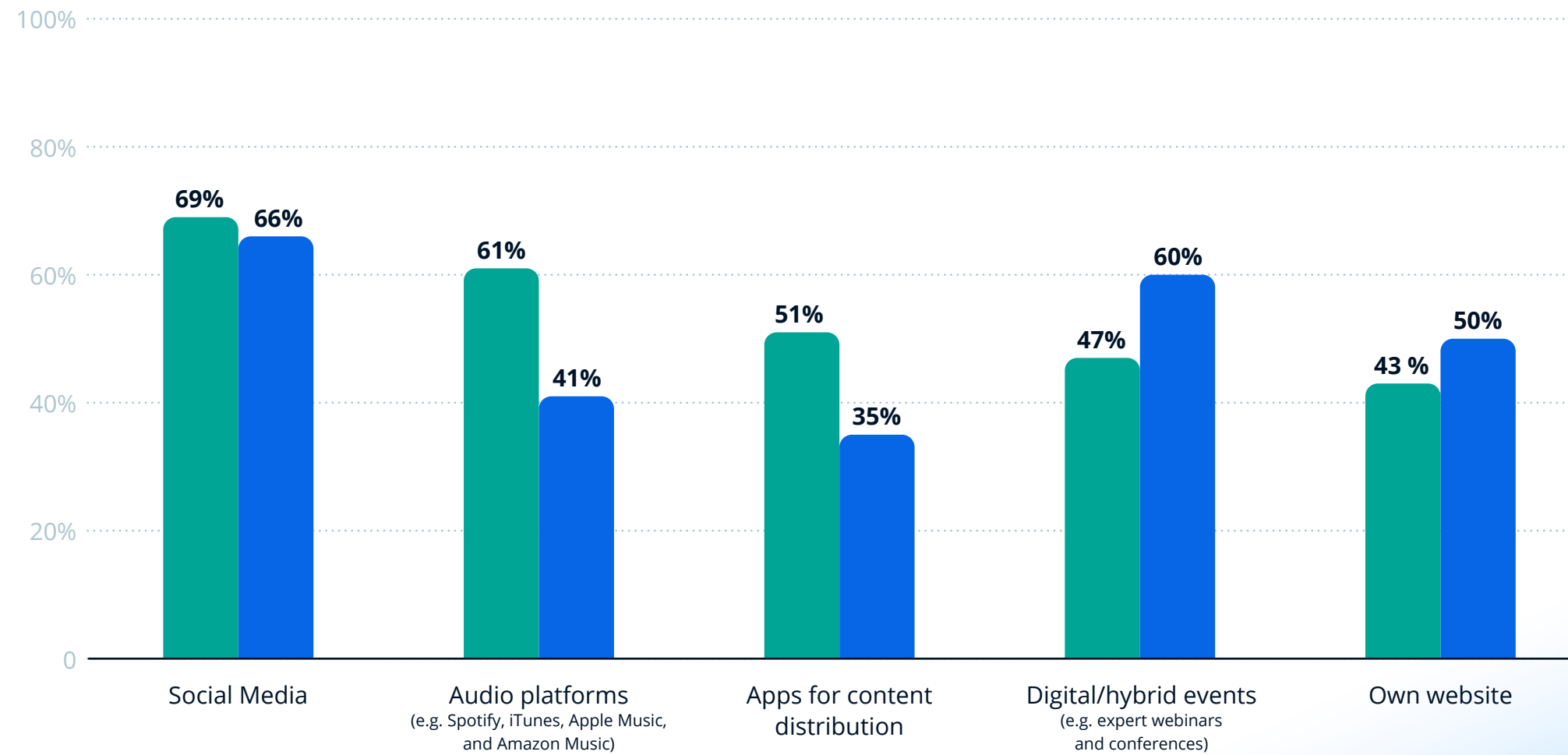
61% of B2B marketers enhance their credibility through partnerships with trusted brands. These alliances act as credibility multipliers, transferring trust and signaling professionalism. In an environment shaped by fragmented information and rising skepticism, such collaborations offer more than visibility: they validate expertise and reinforce brand positioning.

* Respondents who engage in content marketing themselves and work in companies that engage in digital content marketing themselves; multiple answers possible
 B2B companies: n = 51; B2C companies: n = 105

SOCIAL MEDIA DOMINATES DISTRIBUTION WHILE AUDIO EMERGES AS A CREDIBLE COMPANION

Which of the following channels do you use for your content marketing?*

■ B2B ■ B2C



AUDIO CONTENT GAINS GROUND AS A TRUSTED CHANNEL

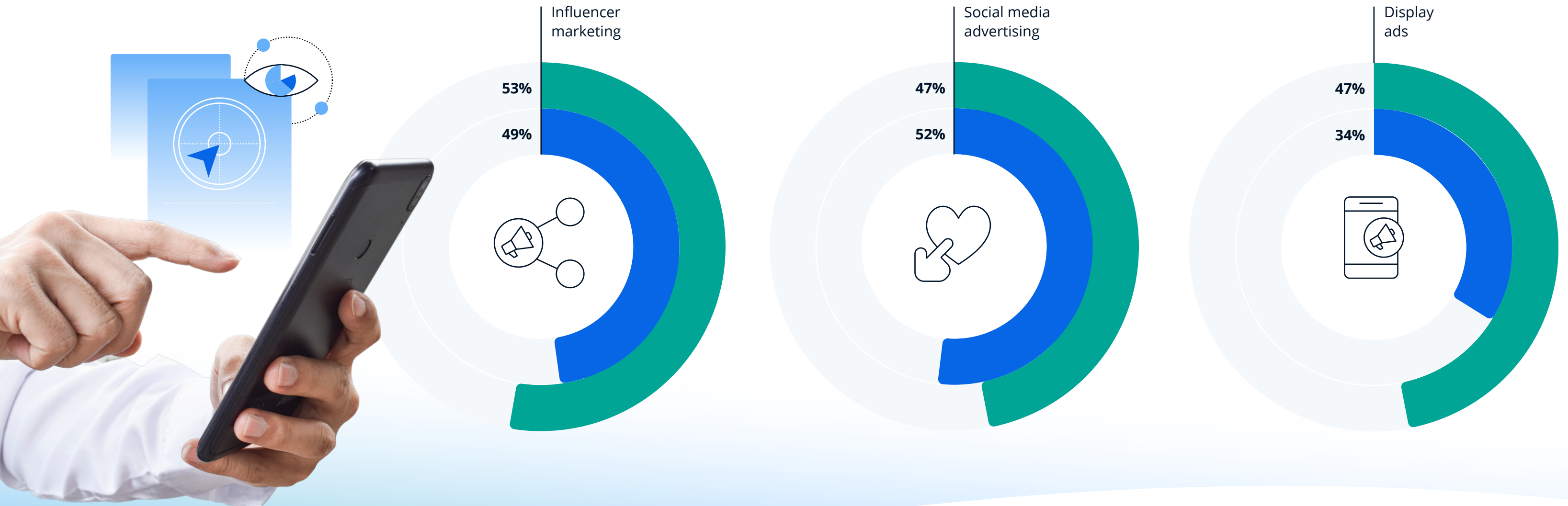
Audio platforms are used by 61% of B2B companies, placing them among the top three content channels. Formats like podcasts convey expertise through authentic voices, foster closeness, and humanize brand communication. In a credibility-driven landscape, spoken content offers a powerful way to engage with relevance and trust.

* Respondents who engage in content marketing themselves and work in companies that engage in digital content marketing themselves; multiple answers possible
B2B companies: n = 51; B2C companies: n = 105

COMPANIES PRIORITIZE PAID SOCIAL MEDIA TO BOOST CONTENT VISIBILITY

Which of the following measures has your company implemented to increase the visibility of your content?*

■ B2B ■ B2C



* Respondents who engage in content marketing themselves and work in companies that engage in digital content marketing themselves; multiple answers possible
B2B companies: n = 51; B2C companies: n = 105

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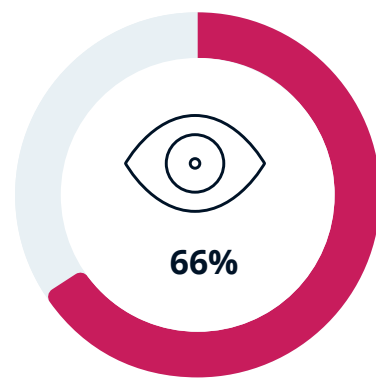
**DATA STORYTELLING
AS A STRATEGIC ASSET**

WHY DATA-DRIVEN CONTENT STRENGTHENS CREDIBILITY AND ENGAGEMENT

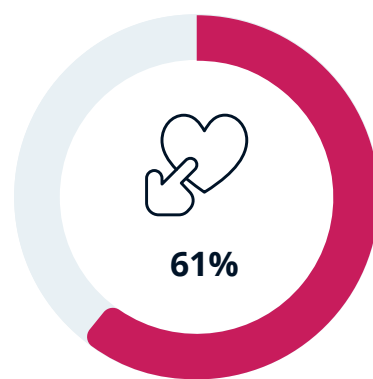
In a content economy where relevance and credibility increasingly define success, data storytelling is emerging as a key discipline. While raw data provides the foundation for insight and authority, it is the way this data is interpreted, framed, and communicated that determines its strategic value. Data storytelling transforms information into compelling narratives, combining facts with structure, visual elements, and a strong message.

The Strategic Value of Data Storytelling

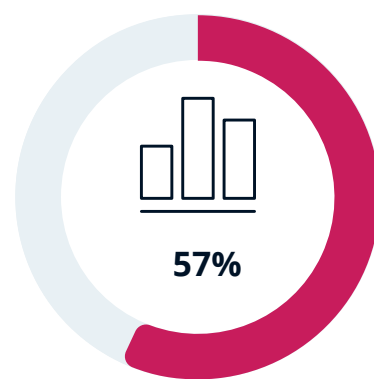
Those who already use data storytelling in their strategy see it as a valuable instrument for audience engagement and brand positioning. The most commonly cited advantages include:



Increasing **engagement** through visually appealing content



Strengthening long-term brand **loyalty**

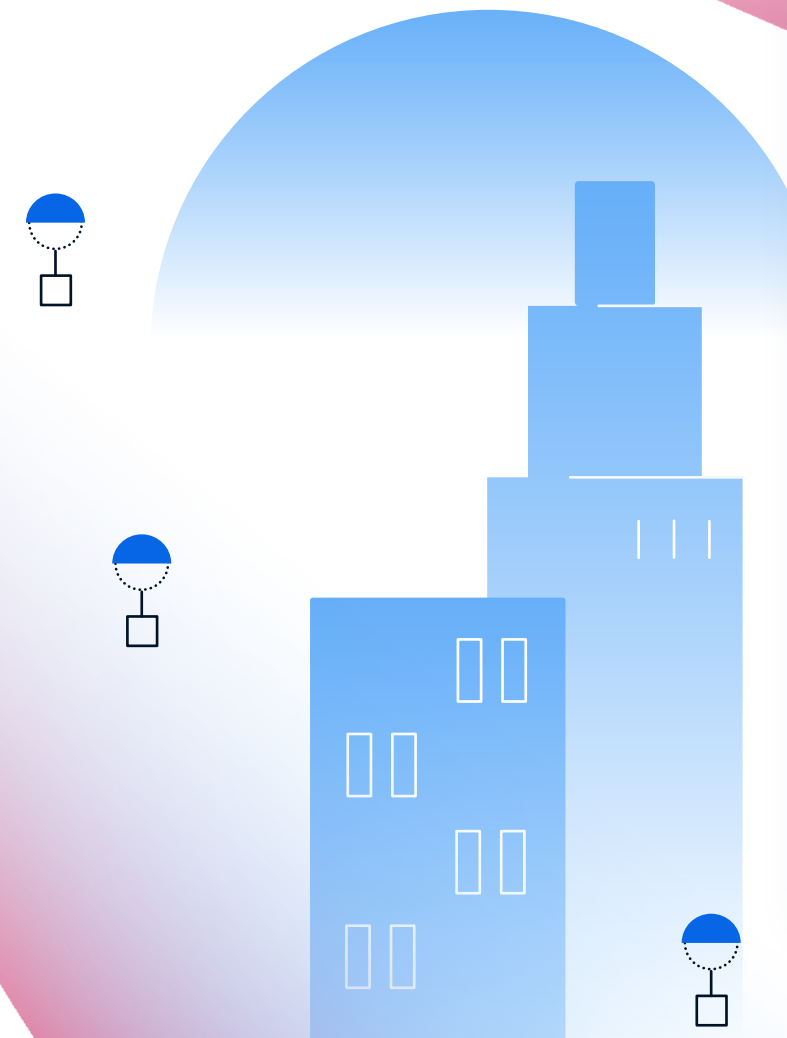


Enhancing **credibility** through data

86%

OF B2B COMPANIES ALREADY USE DATA STORYTELLING

The figures speak for themselves: 86% of B2B companies that do their own digital content marketing are already leveraging data-driven storytelling in their content strategy. And the trend is gaining momentum – 75% expect the relevance of data storytelling to increase even further over the next three years. These results confirm that data storytelling is not a niche approach, but an established and future-oriented practice in content marketing.



Where Data Stories Come to Life

Data storytelling is widely applicable and used across a broad range of formats. The most popular include:



Social media posts (54%)

Quick, attention-grabbing insights delivered as visuals or key statements.



Audio formats like podcasts (38%)

Used for in-depth conversations and expert-driven interpretations of data.



Video formats (42%)

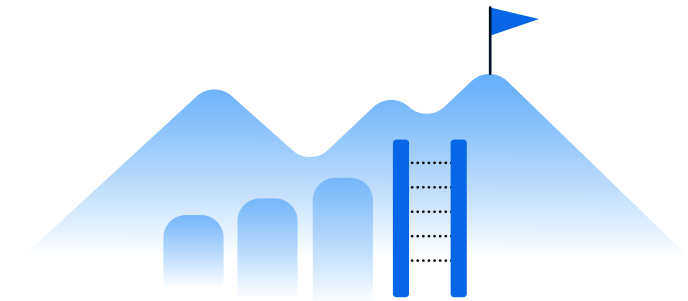
Explainer videos or short clips combine narration and visualization to make data emotionally engaging.



Microsites and interactive websites (36%)

Help users explore data in a self-guided and visually rich environment.

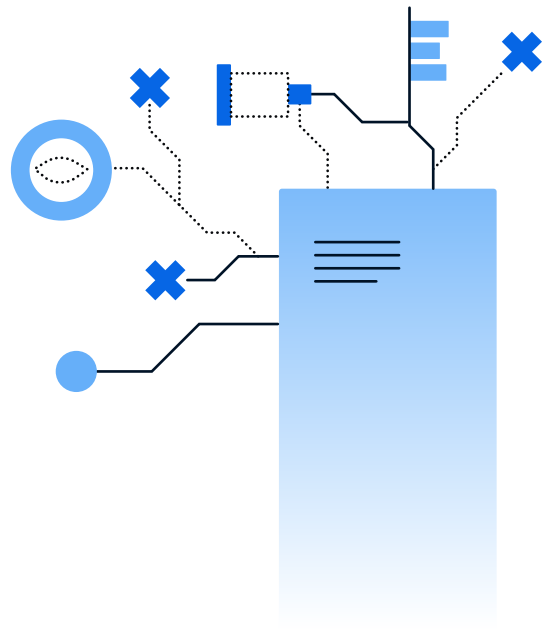
This diversity shows that data storytelling can flexibly support different communication goals – from awareness to thought leadership.



Success Factors

To unfold its full potential, data storytelling must go beyond visual appeal. These success factors are considered most important:

- 1 Target-audience-optimized content (78%)**
Storylines and formats should be tailored to audience expectations and use contexts.
- 2 Contextualization of data (77%)**
Data must be framed clearly and meaningfully to support interpretation.
- 3 Understandable data preparation (73%)**
Even complex findings must be presented clearly to ensure comprehension.
- 4 Clear core message (73%)**
Every story needs focus – a clear, memorable takeaway.
- 5 Newsworthy data (70%)**
Content should contain relevant, up-to-date information to create interest.



Challenges

Despite its strategic potential, implementing data storytelling in practice is not without obstacles. Many marketers point to budgetary and structural hurdles that complicate the process. The most frequently cited challenge is the cost of visualization tools (64%) as many teams lack the software or internal capacity to produce high-quality visual content at scale.

Another fundamental issue is access to high-quality data (55%). Without a solid data basis, even the most creative formats fall flat. In addition, access to exclusive insights (52%) remains limited, although such proprietary data is seen as a key differentiator.

Even when data is available, the complexity of preparation (45%) can be a bottleneck, especially in smaller or cross-functional teams. On the content side, understanding the target audience (43%) is cited as a barrier: storytelling efforts must align precisely with audience needs to have impact.

The translation of numbers into narratives also proves difficult: 41% struggle to craft compelling stories from analytical inputs. And lastly, limited internal resources (39%), in terms of time, staffing, or expertise, continue to hinder implementation in many organizations.



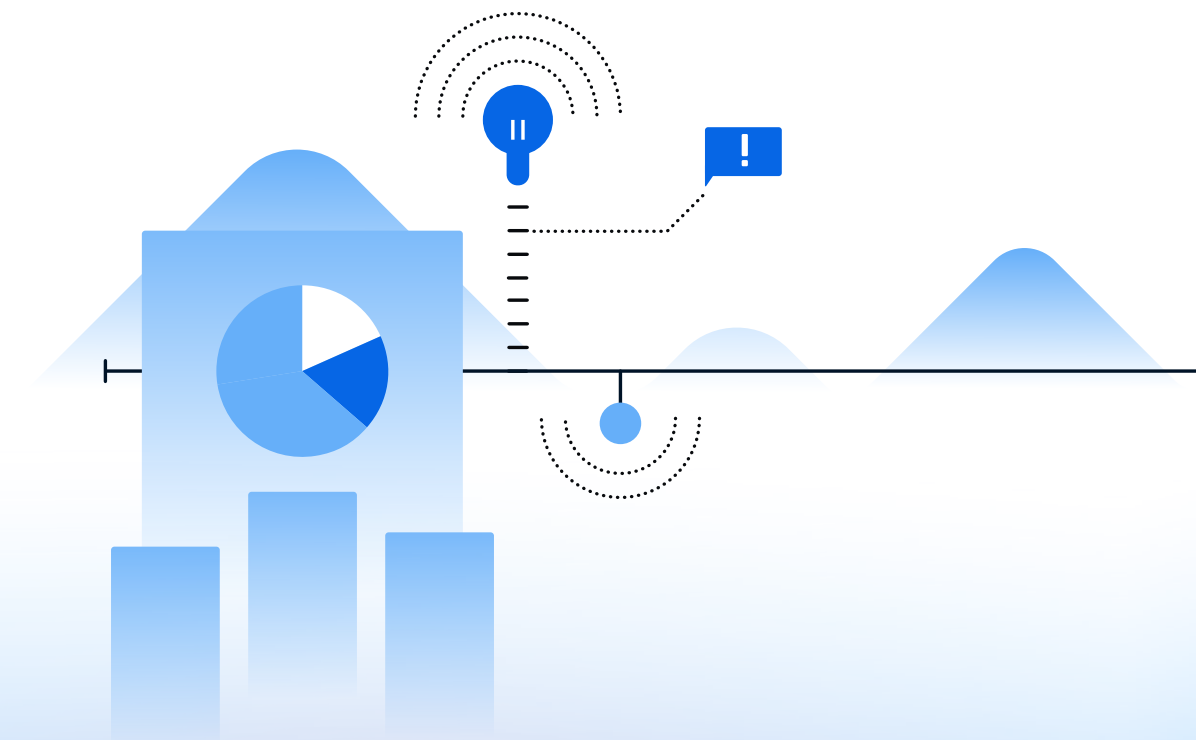
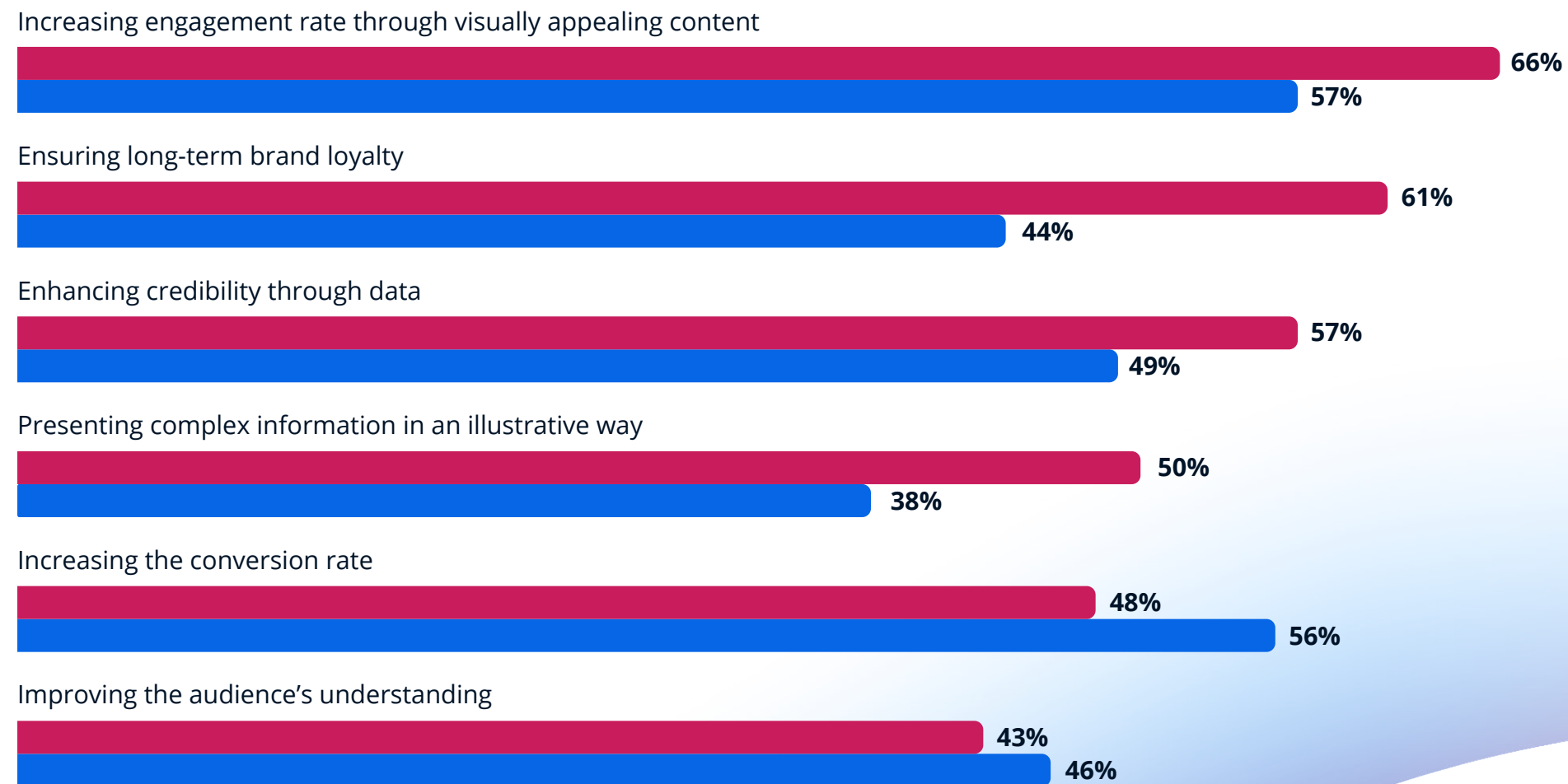
CONCLUSION: FROM DATA TO IMPACT

Data storytelling enables brands to communicate with greater clarity, depth, and relevance. It turns abstract facts into meaningful experiences and helps companies differentiate themselves through insight and authority. But to succeed, it requires more than access to data: teams must combine analytical skills with storytelling craft and invest in both structure and presentation. For those that succeed, data storytelling becomes a strategic tool to enhance differentiation and audience relevance.

DATA STORYTELLING DRIVES ENGAGEMENT, LOYALTY, AND CREDIBILITY

What do you consider to be the greatest advantages of data storytelling?*

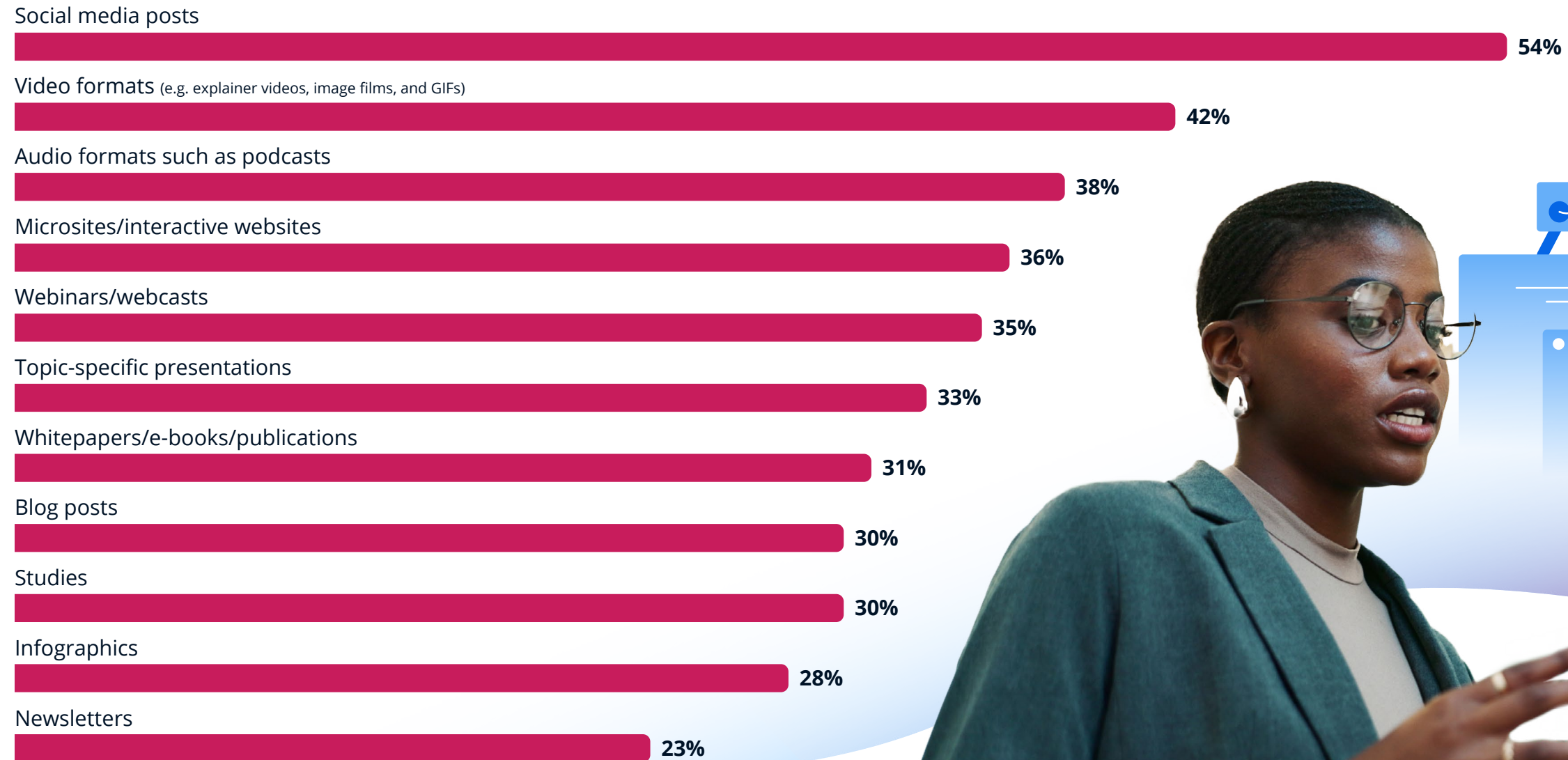
■ B2B ■ B2C



* Respondents who already use data storytelling in their content marketing strategy; multiple answers possible
 B2B companies: n = 44; B2C companies: n = 81

SOCIAL MEDIA, VIDEO, AND AUDIO SHAPE THE ADOPTION OF DATA-DRIVEN FORMATS

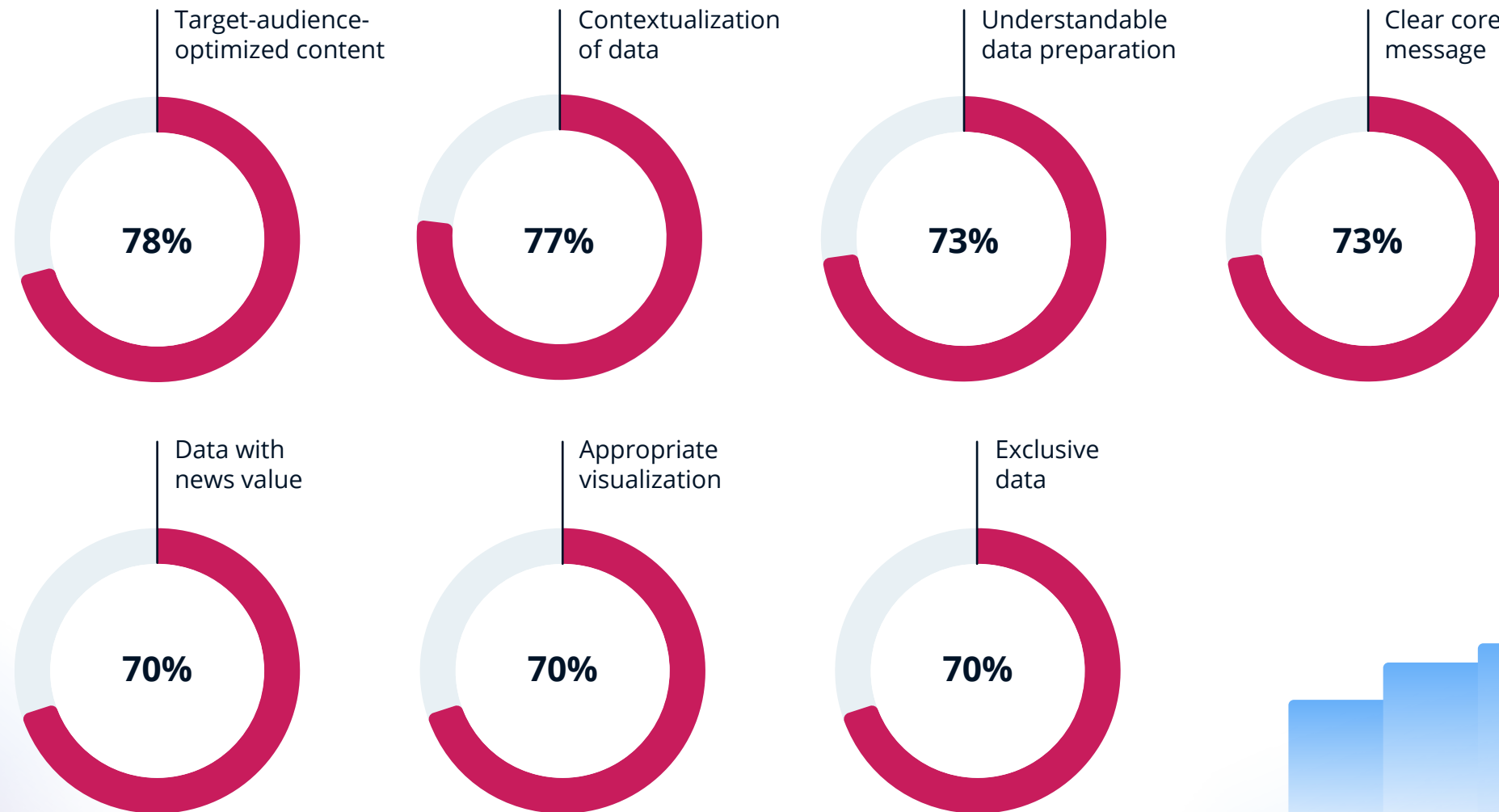
In which formats have you used data storytelling in the past year?*



* Respondents who already use data storytelling in their content marketing strategy; multiple answers possible
Companies (publisher): n = 125

RELEVANCE AND CONTEXT MAKE DATA STORIES WORK

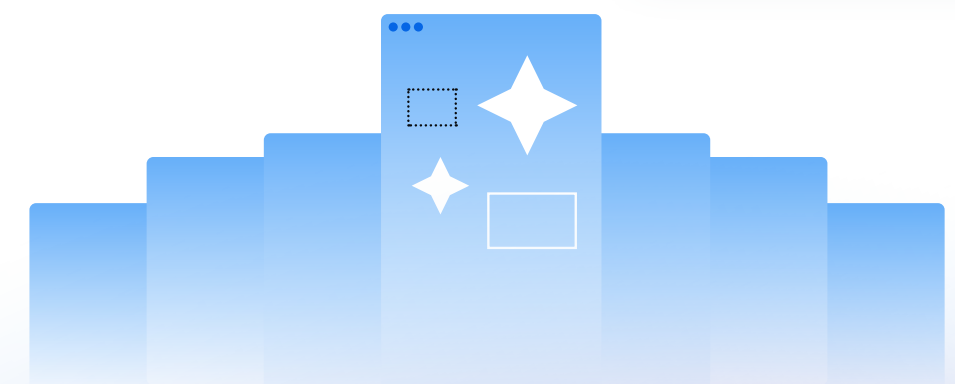
How important do you consider the following factors for the success of data storytelling?*



AUDIENCE FIT AND CONTEXT DEFINE THE IMPACT OF DATA STORYTELLING

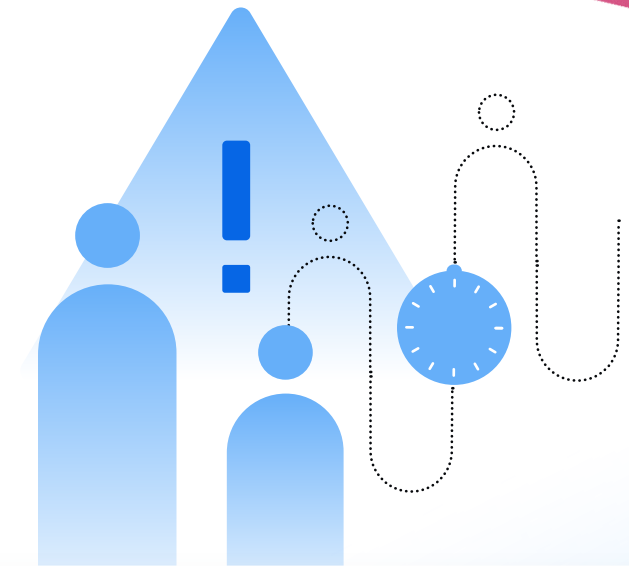
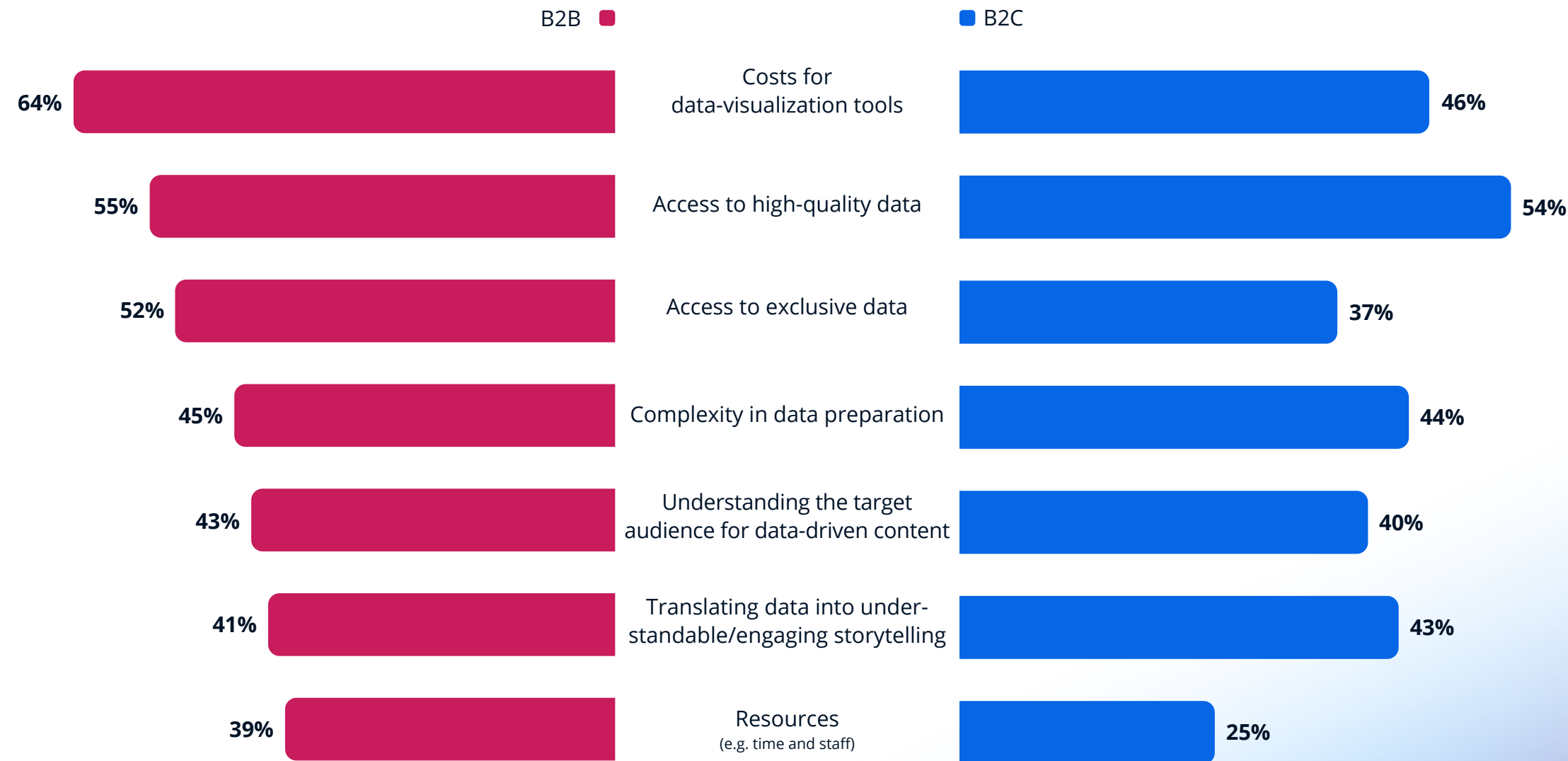
When it comes to successful data storytelling, technical execution alone is not enough. The strongest impact is achieved when content is tailored to audience needs (78%) and data is placed in a clear context (77%). High levels of relevance, not just accuracy, determines credibility. This also explains why exclusive and newsworthy data (70% each) rank alongside visualization and clarity: marketers are looking for stories that not only inform but also differentiate – by making meaning visible.

* Respondents who already use data storytelling in their content marketing strategy; aggregated share of respondents rating the item as 'very important' or 'rather important' Companies (publisher): n = 125



TOOL COSTS AND DATA ACCESS ARE THE BIGGEST BARRIERS TO IMPLEMENTING DATA STORYTELLING

What challenges do you see regarding the implementation of data storytelling?*



PRACTICAL CONSTRAINTS LIMIT THE POTENTIAL OF DATA STORYTELLING

Data storytelling often fails not because of missing ideas, but due to practical hurdles: 64% of B2B marketers cite the cost of tools as a barrier, while over half lack access to exclusive or reliable data. Especially in companies without dedicated expertise, translating complex inputs into clear narratives remains a key challenge, requiring time, coordination, and skilled interpretation. As data storytelling becomes more strategic, success depends on investing in the right capabilities and creating conditions where insights can take shape.

* Respondents who already use data storytelling in their content marketing strategy; multiple answers possible
 B2B companies: n = 44; B2C companies: n = 81

03



AI IN
CONTENT MARKETING

HOW ARTIFICIAL INTELLIGENCE ENHANCES STRATEGY, SPEED, AND SCALABILITY

As content strategies become more complex and data-driven, many marketing teams are looking for ways to increase speed, precision, and efficiency. Artificial intelligence (AI) offers exactly that: scalable support across planning, creation, personalization, and performance analysis. Once viewed as an emerging technology, AI is now widely embedded in marketing workflows and is actively shaping how content is developed and delivered.

How AI Is Being Used

AI plays a dual role in content marketing: it automates time-intensive processes while enabling new forms of creative and strategic expression. The most common use cases in B2B marketing reflect this:



Customer service via chatbots (64%)

AI tools support real-time communication and increase responsiveness in user interactions.



Content optimization (51%)

AI helps to analyze what works, optimize formats, and adapt copy in real time.



Content creation (47%)

From text to image and video, generative tools support the production of large content volumes.



Personalization (47%)

AI enables dynamic, individualized content experiences tailored to user behavior and preferences.



Data analysis and evaluation (43%)

AI identifies patterns in performance data and supports better decision-making.

92%

OF B2B CONTENT MARKETERS HAVE ALREADY INTEGRATED AI AS A REGULAR PART OF THEIR WORKFLOWS.

And the momentum continues: 68% of B2B content marketers plan to expand their AI applications in 2025. From strategy to execution – AI is becoming more deeply embedded across content processes.





Benefits of AI in Content Marketing

Beyond the functional use cases, marketers see AI as a strategic accelerator. It not only enhances productivity, but also unlocks new capabilities that would be difficult to achieve manually:

- 1 **Automating repetitive tasks (66%)**
AI frees up time and reduces effort for manual processes, allowing teams to focus on higher-value work.
- 2 **Faster data analysis (62%)**
With AI, insights can be extracted and acted upon in real time, leading to more agile content strategies.
- 3 **Improved personalization (62%)**
AI enables scalable personalization at every touchpoint, aligning content with individual behaviors, needs, and preferences.



COMBINING AUTOMATION WITH CREATIVE EXPERTISE

The market for AI-powered content tools is growing rapidly. But alongside new efficiencies, companies also face the task of finding the right balance between automation and human creativity. AI delivers speed and scale but when it comes to interpreting complex relationships, crafting strategic narratives, or making editorial judgments, human expertise remains essential. Marketers who embrace AI as a complement, not a replacement, are best positioned to unlock its full potential.

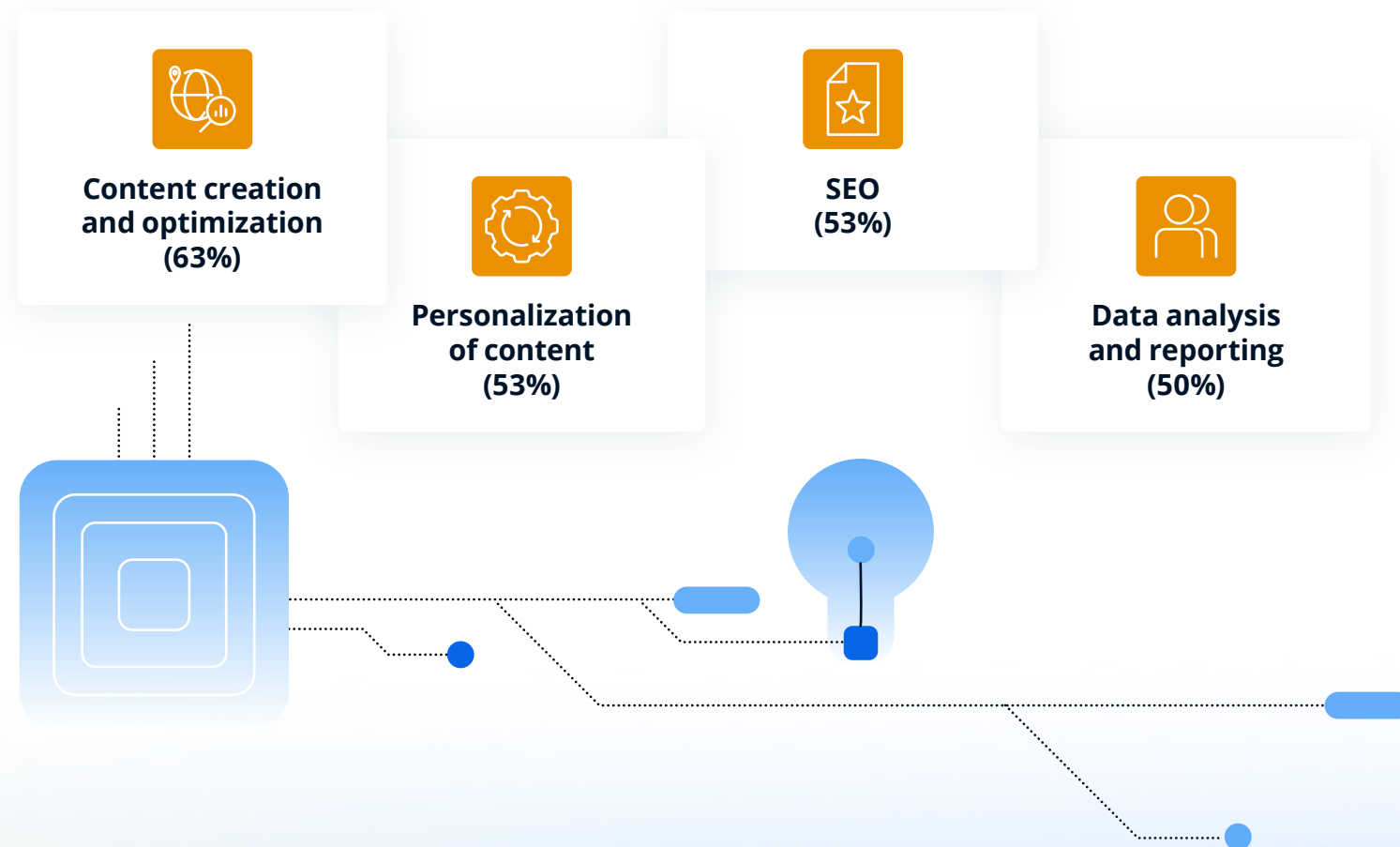
Challenges and Limitations

Despite growing adoption, AI comes with operational and ethical hurdles. B2B marketers report the following challenges:

- | | | | |
|--|----------------------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------------------------------|
| | Data protection and security (55%)
Managing personal and proprietary data responsibly remains a top concern. | | Implementation costs (51%)
Budgetary barriers still prevent broader rollout of advanced tools. |
| | Integration into existing processes (51%)
Many teams struggle to embed AI seamlessly into established workflows. | | Quality of generated content (43%)
AI can produce at scale, but not all outputs meet editorial or brand standards. |

Strategic Priorities for AI Investment

Looking ahead, marketers are shifting from experimentation to strategic implementation. B2B companies are prioritizing investments in AI across four key areas:



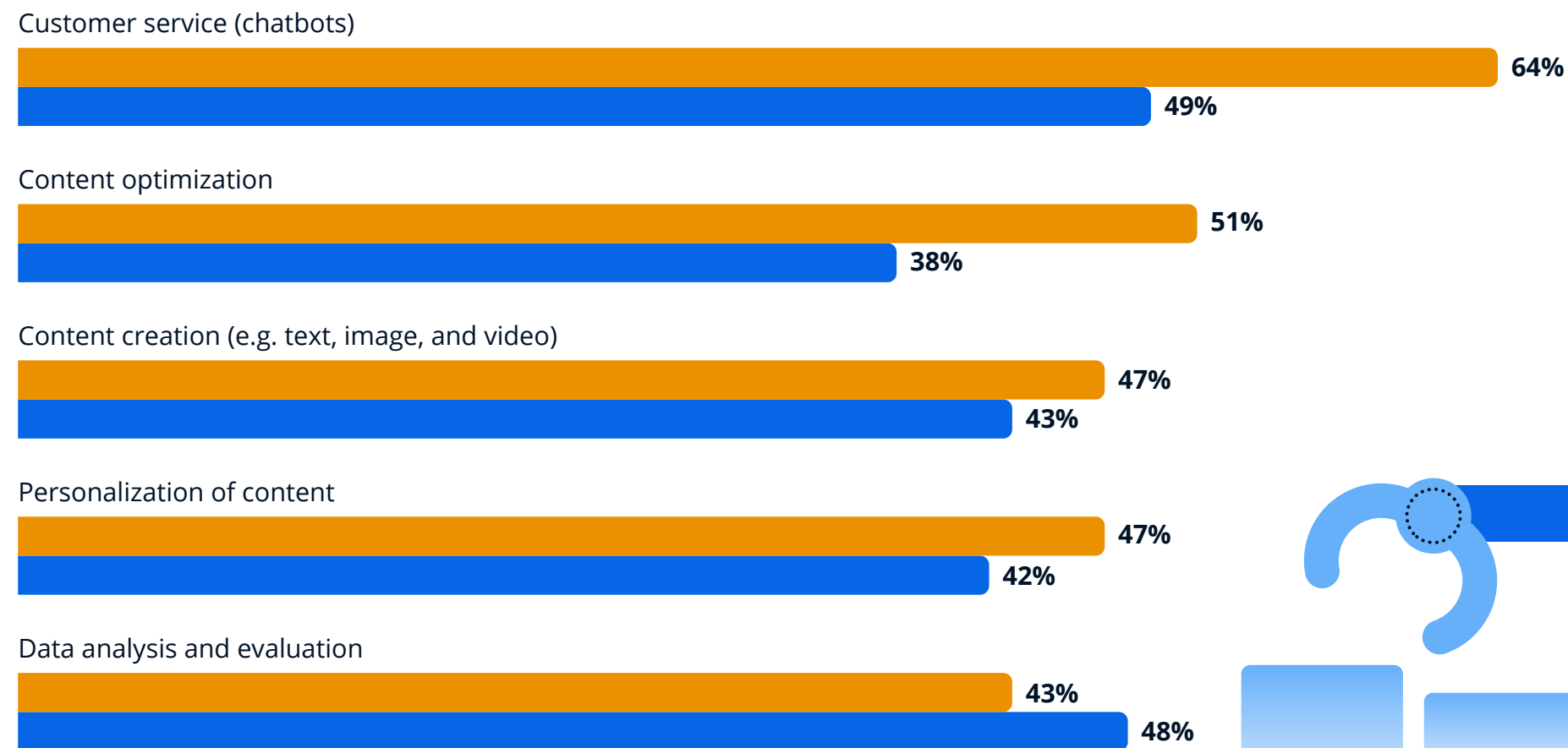
CONCLUSION: AI AS A CATALYST FOR SCALABLE IMPACT

AI is helping marketing teams do more with less – enhancing speed, supporting personalization, and unlocking data-driven insights. But the real opportunity lies in making AI a strategic asset. Companies that align their tools, teams, and goals will not only gain operational advantages, but also sharpen their competitive edge. With careful integration and continued upskilling, AI can elevate content marketing from execution to innovation.

AI WILL BECOME A REAL-TIME ENGINE FOR CONTENT OPERATIONS

For which of these use cases does your department use AI tools?*

■ B2B ■ B2C



AI ADVANCES FROM SUPPORT ROLE TO STRATEGIC CONTENT DRIVER

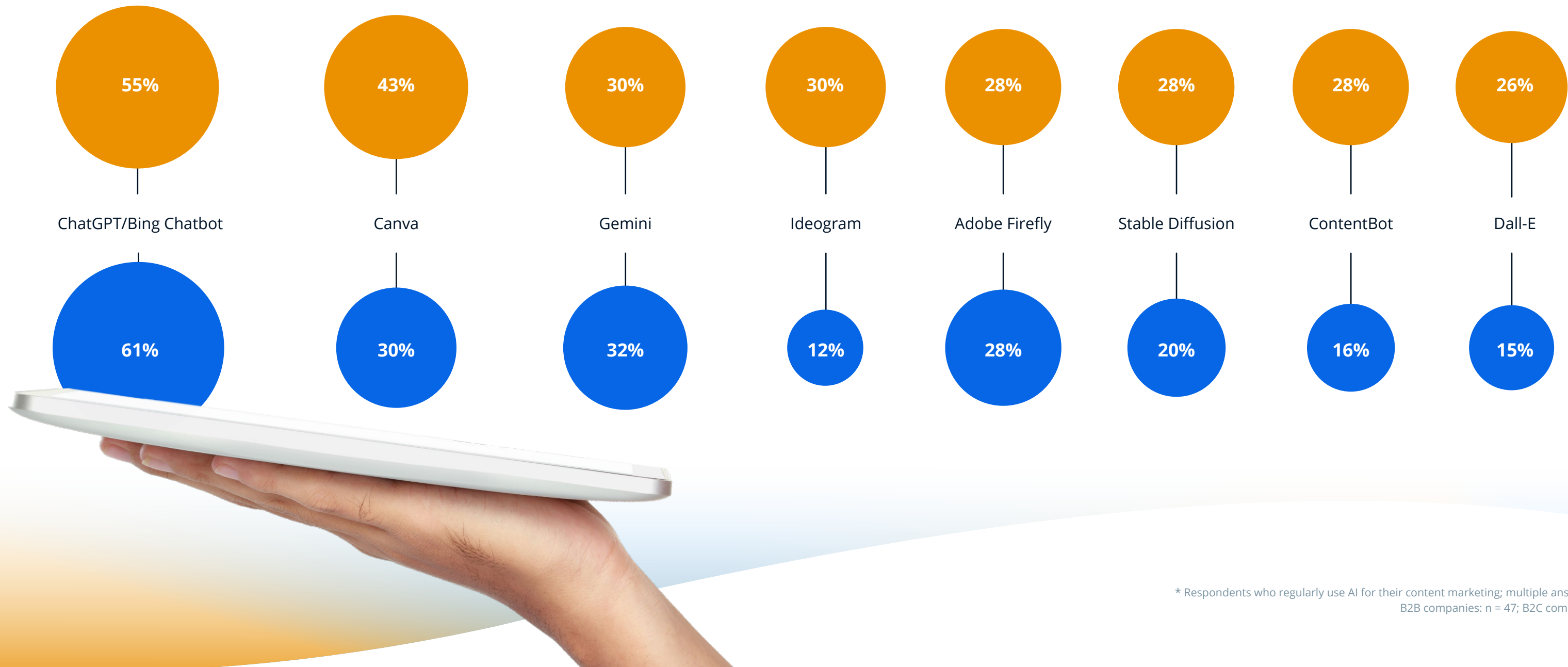
64% of B2B marketers who engage in content marketing themselves already use AI in customer service – making real-time interaction the leading use case. This highlights a shift: AI is no longer just a behind-the-scenes enabler for planning or analysis. Instead, it's becoming deeply embedded in live content operations. With 51% using AI for content optimization and 47% for personalization, the trend points toward a more integrated, responsive approach where AI helps shape not just what content is made, but how it's delivered and adapted in real time.

* Respondents who regularly use AI for their content marketing; multiple answers possible
 B2B companies: n = 47; B2C companies: n = 92

CHATGPT, CANVA, AND GEMINI ARE THE MOST FREQUENTLY USED TOOLS IN MARKETERS' DAILY WORKFLOWS

Which AI tools does your department currently use regularly for content marketing?*

■ B2B ■ B2C

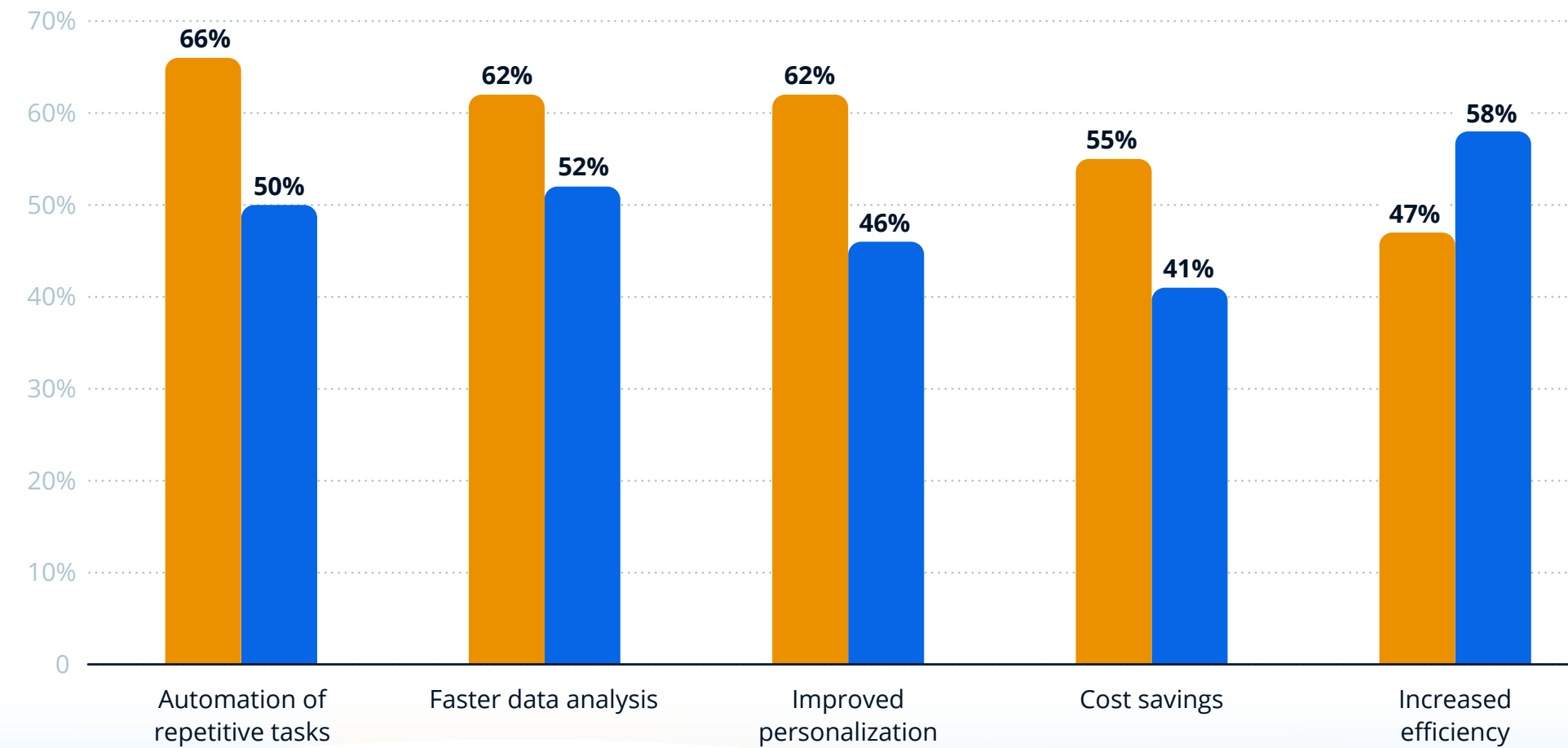


* Respondents who regularly use AI for their content marketing; multiple answers possible
 B2B companies: n = 47; B2C companies: n = 92

AI HELPS TEAMS AUTOMATE, PERSONALIZE, AND ACT WITH GREATER SPEED AND PRECISION

What advantages do you see in using AI in content marketing?*

■ B2B ■ B2C

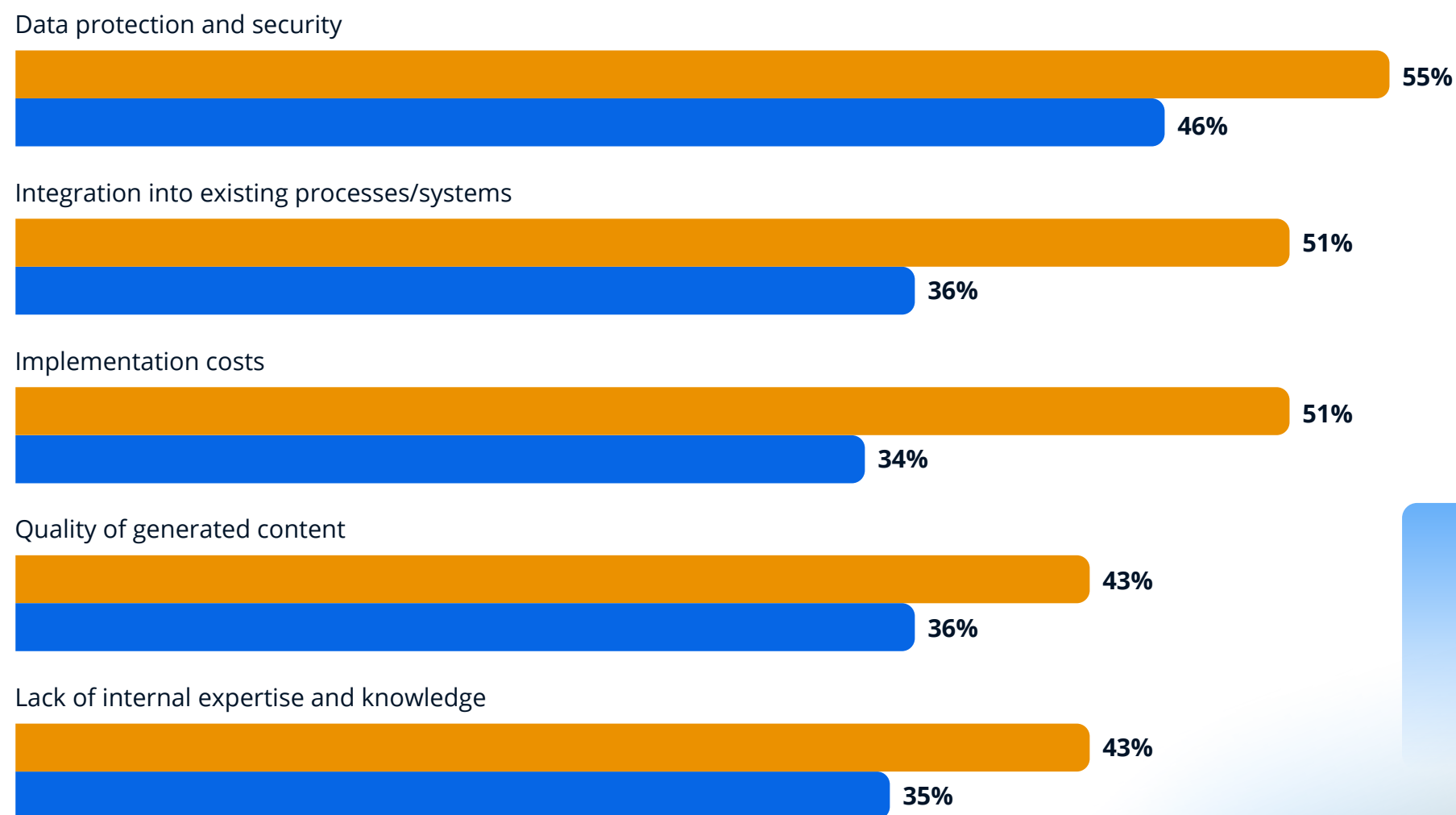


* Respondents who regularly use AI for their content marketing; multiple answers possible
 B2B companies: n = 47; B2C companies: n = 92

DATA PROTECTION AND INTEGRATION ARE KEY AI BARRIERS

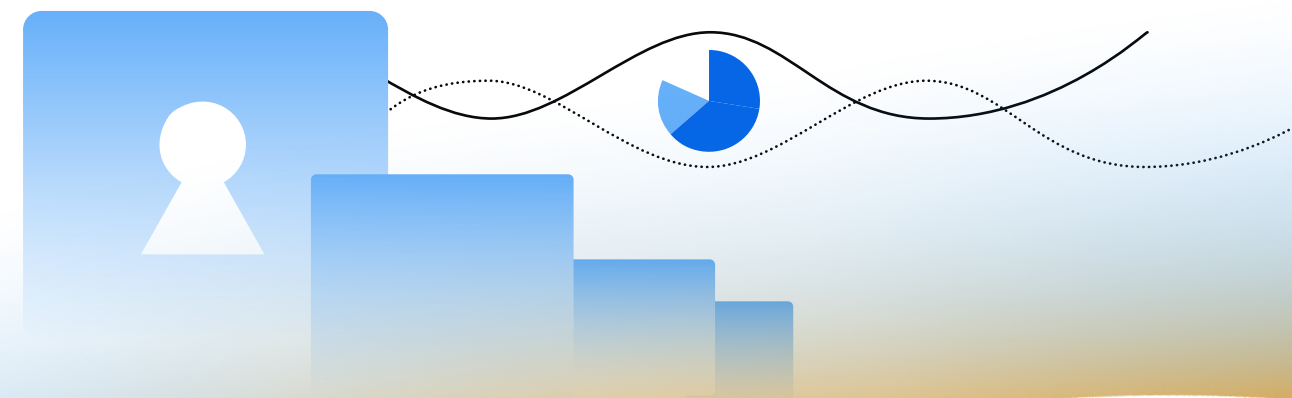
What challenges do you face in using AI in content marketing in your department?*

■ B2B ■ B2C



DATA RESPONSIBILITY REMAINS A CORE AI CHALLENGE

AI may accelerate content processes but it also raises concerns around data handling. For 55% of B2B marketers who create content themselves, data protection is the top barrier to adoption. It's not just about securing internal information, but also about managing customer data with transparency and care. With more than half also citing integration challenges and cost, it's clear that unlocking AI's potential not only requires investment in tools, but also trust-driven implementation aligned with compliance and brand responsibility.

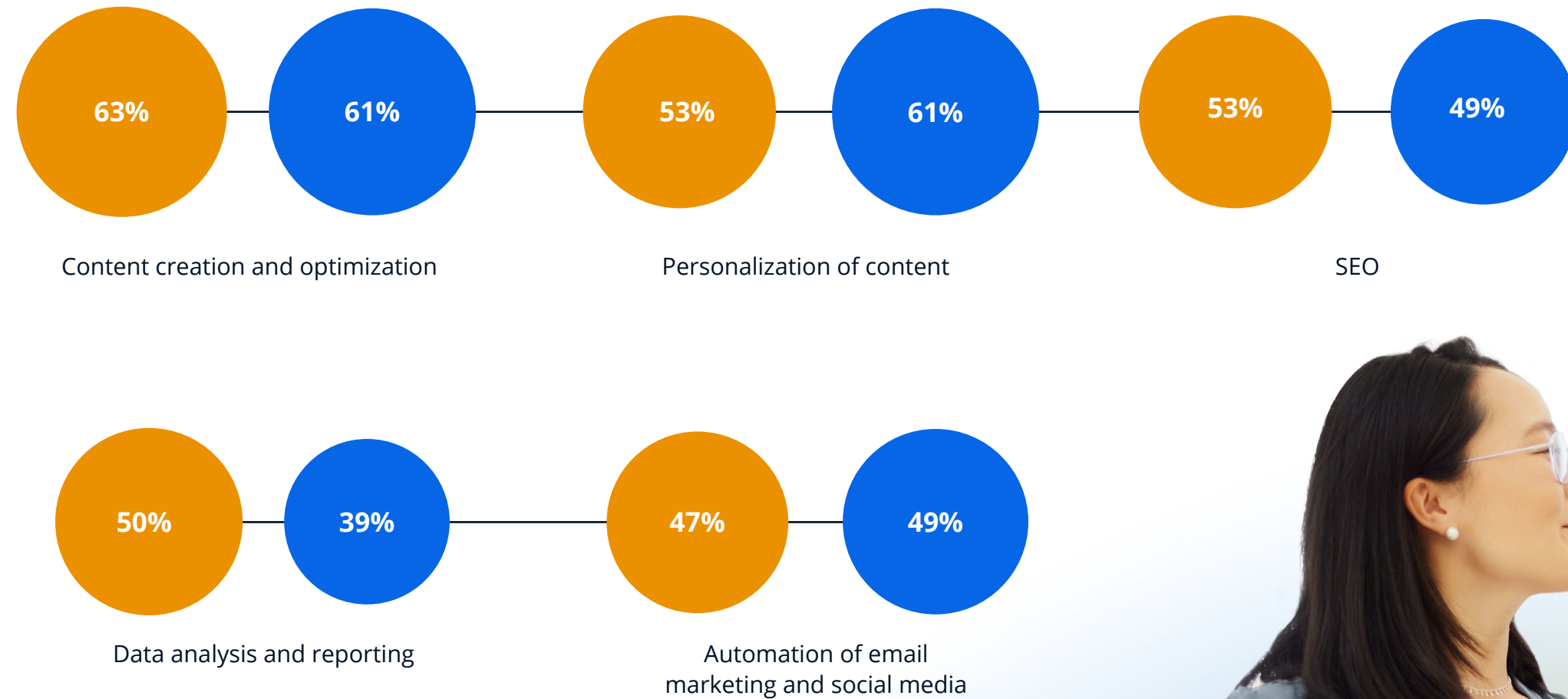


* Respondents who regularly use AI for their content marketing; multiple answers possible
 B2B companies: n = 47; B2C companies: n = 92

AI INVESTMENTS TARGET SMARTER DELIVERY ACROSS CONTENT AND SEO

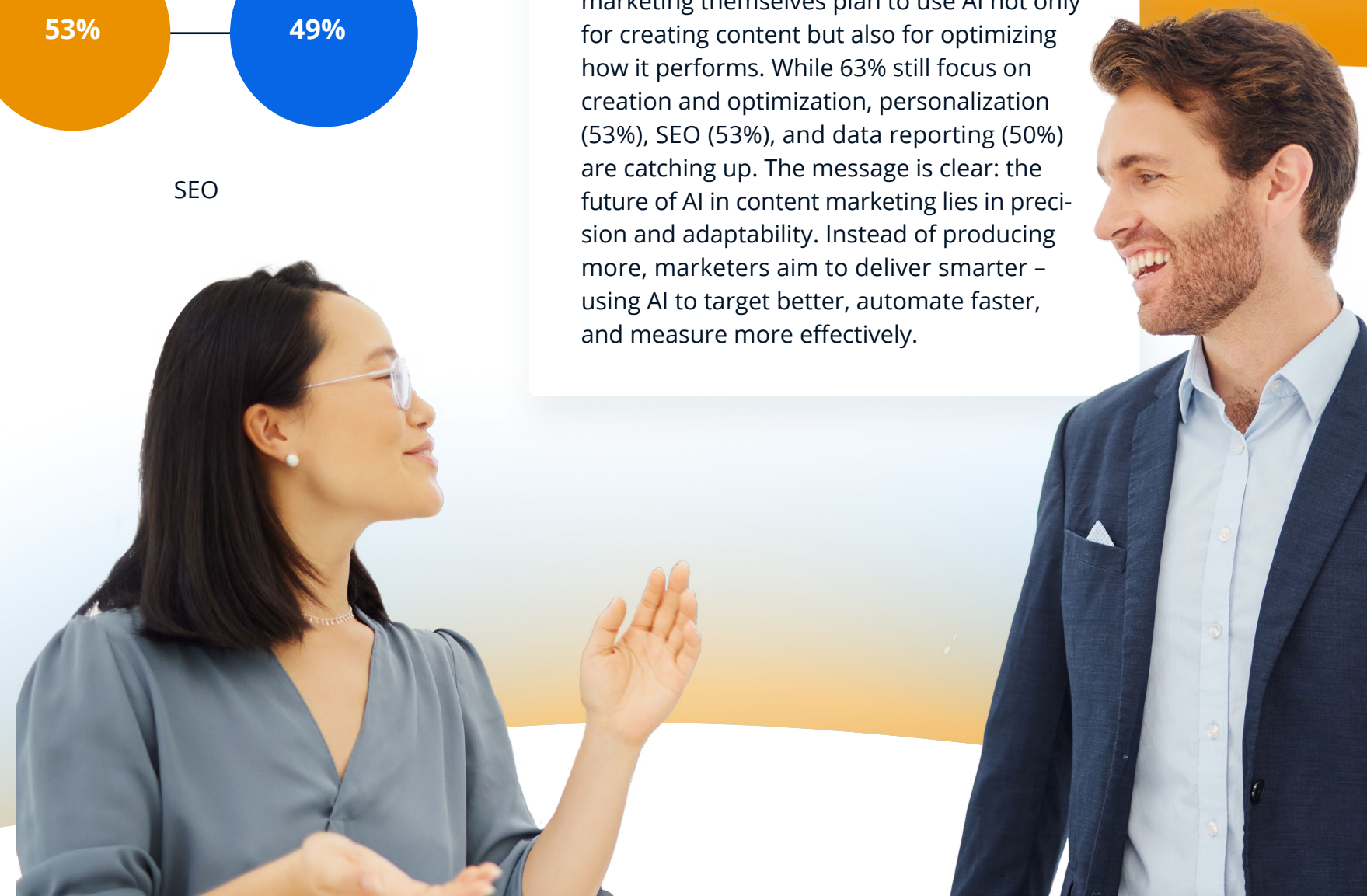
Where do you plan to use AI more extensively in 2025?*

■ B2B ■ B2C



AI INVESTMENTS SHIFT FROM CREATION TO STRATEGIC DELIVERY

B2B companies that engage in digital content marketing themselves plan to use AI not only for creating content but also for optimizing how it performs. While 63% still focus on creation and optimization, personalization (53%), SEO (53%), and data reporting (50%) are catching up. The message is clear: the future of AI in content marketing lies in precision and adaptability. Instead of producing more, marketers aim to deliver smarter – using AI to target better, automate faster, and measure more effectively.



* Respondents whose department plans to use AI more for content marketing in 2025; multiple answers possible
 B2B companies: n = 32; B2C companies: n = 71

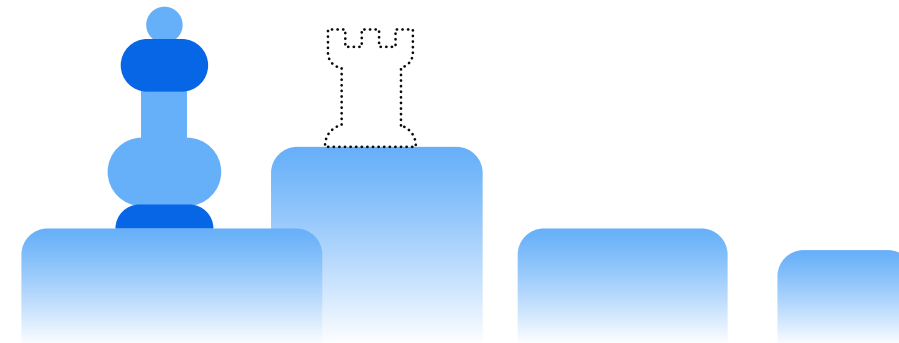
04



CONTENT MARKETING BETWEEN
STRATEGY AND REALITY

WHERE AMBITION MEETS OPERATIONAL LIMITS

While AI is helping teams streamline workflows and accelerate content production, many marketers are discovering that new tools don't automatically solve old problems. As expectations grow and the volume of content increases, execution becomes more, not less, complex. Content marketing may be more dynamic than ever, but the gap between strategic ambition and day-to-day reality remains wide. This chapter takes a closer look at the challenges content marketers face today, how they are adapting, and where targeted improvements can unlock greater impact.



The Pressure to Deliver

For many B2B marketers that do their own digital content marketing, the gap between strategy and execution is most visible in day-to-day operations. One of the biggest challenges is producing enough high-quality content: 55% of marketers cite this as a central issue. Maintaining consistency without compromising quality proves difficult, especially in dynamic or resource-constrained environments.

Nearly half (47%) struggle with outdated or insufficient tools, which hinder workflow efficiency and limit scalability. At the same time, 45% name

audience segmentation as a weak point, underscoring the need for better data structures and personas to enable meaningful personalization. Budget constraints are another recurring theme: 43% of marketers say they lack the financial flexibility to match growing content demands. And the same share (43%) find it difficult to measure success and ROI reliably, which in turn makes it harder to optimize strategies and secure future investment.

Together, these challenges point to a structural gap: content marketing is widely valued, but often under-resourced and undersupported in execution.



Where Change Is Needed Most

When asked what would help improve their content marketing efforts, marketers point to both strategic and operational levers:



Better processes (47%)

Simplified, better-connected workflows are seen as a priority.



Better ideas and topics (45%)

Creativity and resonance with target audiences remain key to effectiveness.



More effective planning (45%)

Improved alignment across teams and clearer timelines are in demand.



More accurate and regular success measurement (41%)

Better data and tools are needed to track performance and justify investments.



Collaboration with specialized service providers (35%)

Outsourcing is increasingly seen as a way to access expertise and scale more efficiently.

These priorities reflect a shift from improvisation to intentional structure – an evolution from content marketing as an output to content marketing as an orchestrated performance.

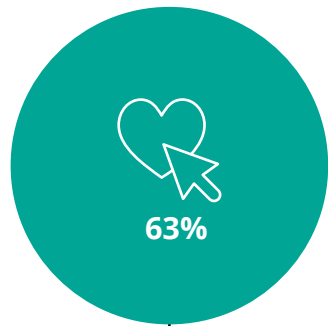




Measuring What Matters

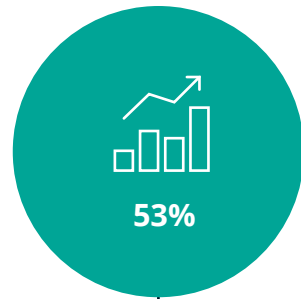
One example of this need for more structure is performance measurement. As content output grows, many marketers still struggle to assess what actually works. Without robust KPIs and reliable tracking, even well-planned strategies can fall short in proving their value or evolving in the right direction.

B2B marketers currently rely on a mix of metrics that reflect both visibility and business relevance:



Social media analytics

Still the go-to indicator for short-term visibility and engagement.



Customer lifetime value

Signals long-term customer impact beyond immediate campaign effects.



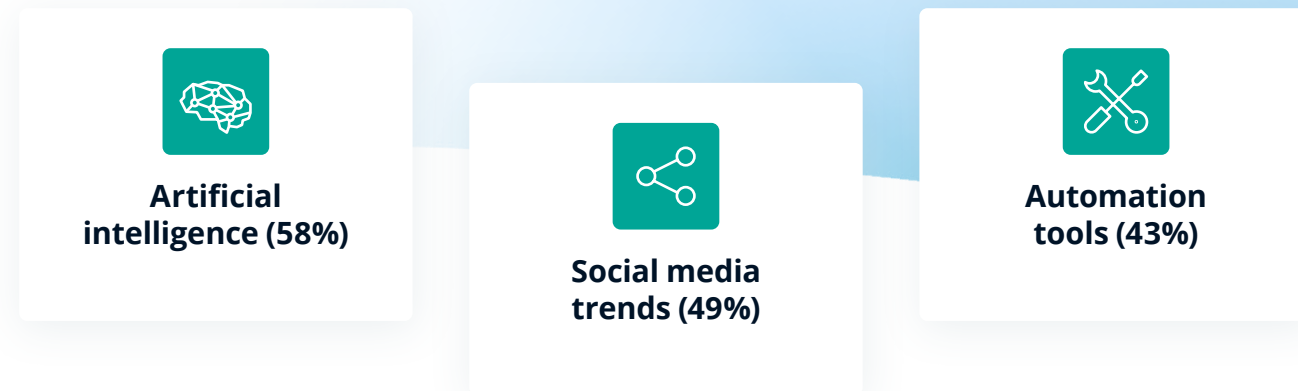
Search rankings

Remain essential for discoverability and content longevity.



Skills for the Future

To close the performance gap, many companies are also reassessing the internal capabilities needed to succeed going forward. When asked where their teams require further training, the top priorities reflect a blend of technological fluency and content expertise:



Outsourcing as a Strategic Lever

To relieve pressure on internal teams, 67% of companies are turning to specialized partners – not just to save time, but to access missing capabilities. Distribution is the most commonly outsourced area (67%), helping companies publish and monitor content across multiple channels. Content production follows closely (62%), especially when internal teams lack the capacity to meet growing demands.

Concept development (54%) and evaluation (52%) are also frequently outsourced, offering strategic and analytical support. Audience analysis and targeting (45%) rounds out the top five, highlighting the need for sharper segmentation and persona work. The strategic use of external partners reflects a growing emphasis on flexibility, expertise, and the effective allocation of limited internal resources.



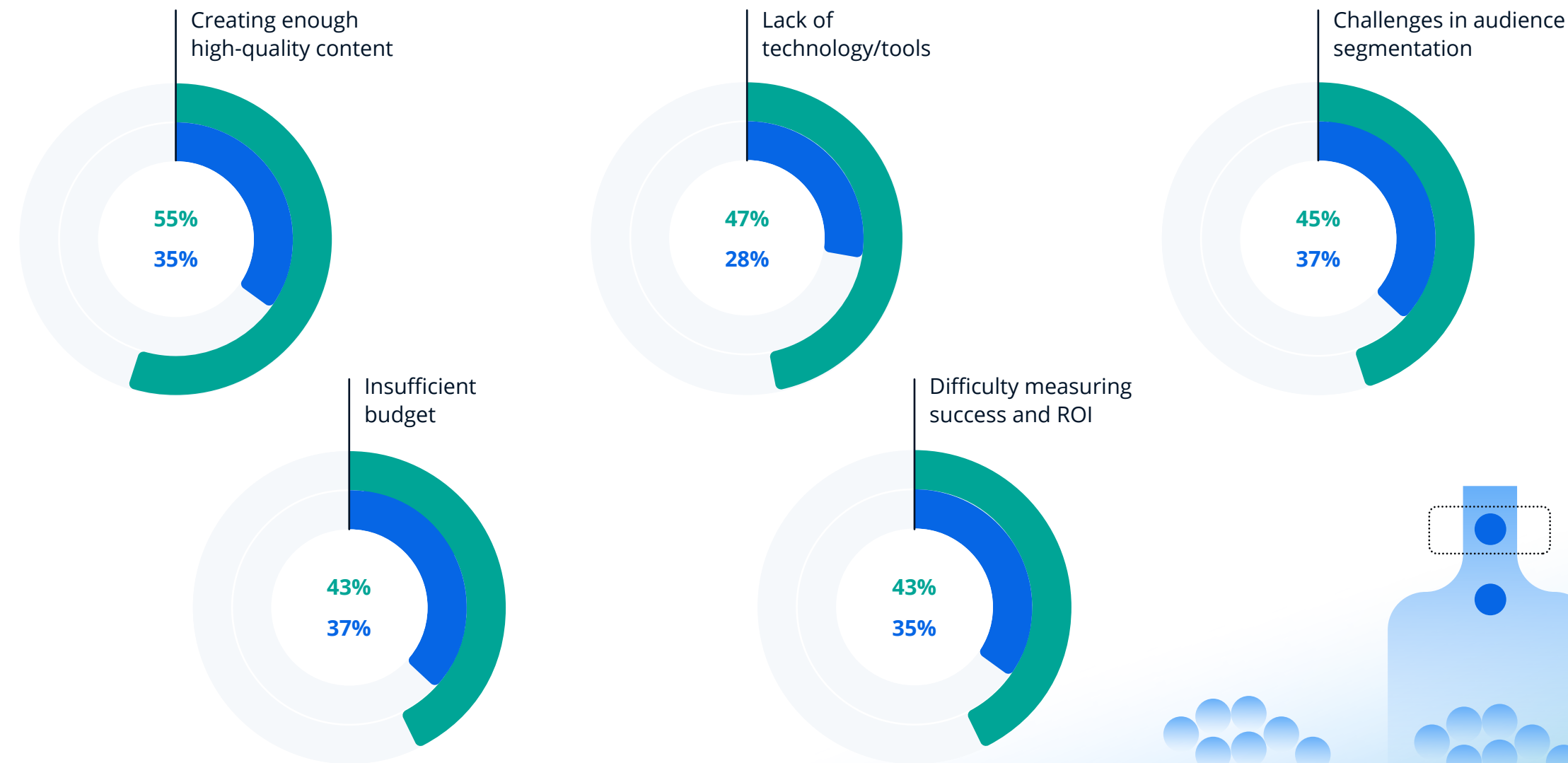
CONCLUSION: STRUCTURE UNLOCKS POTENTIAL

To close the gap between ambition and execution, marketers are rethinking how they plan, produce, and measure content. Whether through better processes, clearer KPIs, or external partnerships, the goal is the same: to enable content marketing to deliver consistent, measurable value. In a more complex marketing landscape, structure is not a limitation – it's the foundation for sustainable success.

CREATING ENOUGH HIGH-QUALITY CONTENT IS THE TOP CHALLENGE

What challenges are you currently facing in content marketing?*

■ B2B ■ B2C



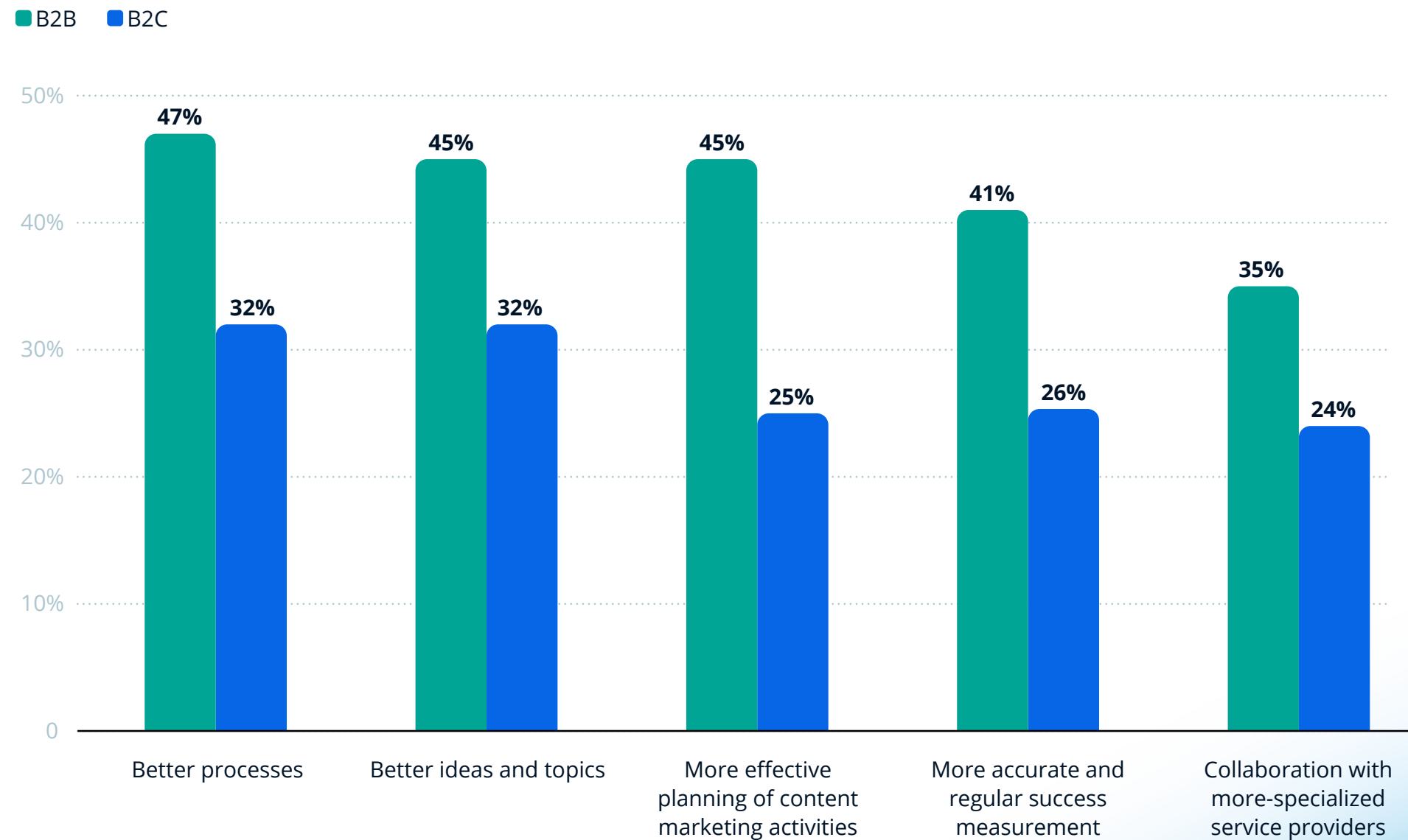
EFFICIENCY PRESSURE THREATENS CONTENT QUALITY

55% of B2B marketers that do their own digital content marketing cite the creation of high-quality content as their top challenge. Yet execution is held back by a lack of tools (47%), budget constraints (43%), and difficulties in success measurement (43%). The result: teams struggle to keep up without compromising standards. As expectations rise, companies must adapt by improving workflows, clarifying priorities, and investing in the structures that make quality sustainable.

* Respondents who work in companies that do their own digital content marketing; multiple answers possible
 B2B companies: n = 51; B2C companies: n = 105

MARKETERS CALL FOR BETTER WORKFLOWS, IDEAS, AND PLANNING

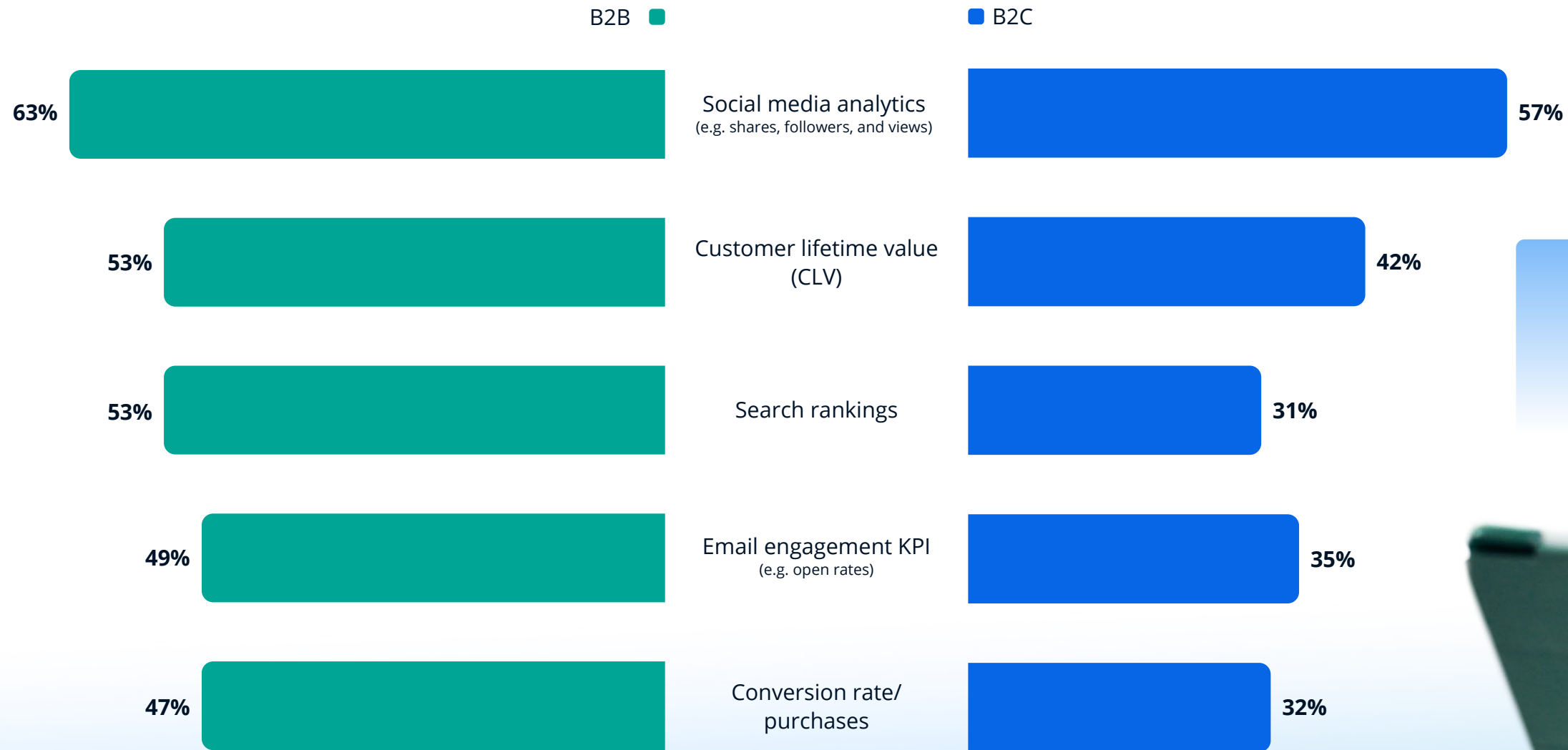
What do you think needs to change to make your content marketing even more successful?*



* Respondents who work in companies that do their own digital content marketing; multiple answers possible
 B2B companies: n = 51; B2C companies: n = 105

SOCIAL METRICS REMAIN THE TOP KPI FOR MEASURING CONTENT SUCCESS

Which of the following KPIs do you use to measure the success of your content marketing efforts?*

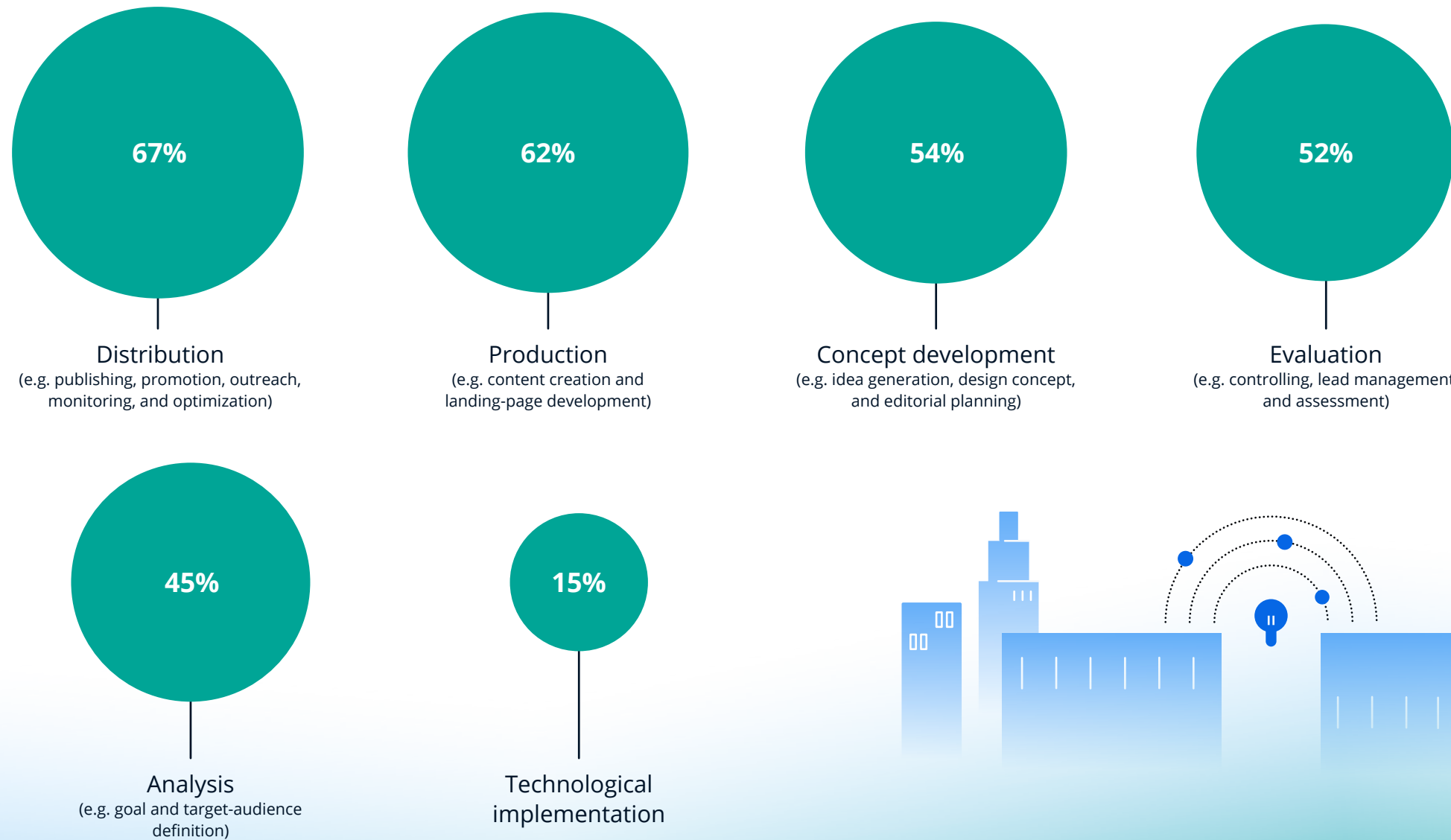


* Respondents who work in companies that do their own digital content marketing; multiple answers possible
 B2B companies: n = 51; B2C companies: n = 105



DISTRIBUTION AND PRODUCTION TOP THE LIST OF OUTSOURCED ACTIVITIES

Which content marketing activities does your company outsource?*



OUTSOURCING FILLS STRATEGIC GAPS IN MODERN CONTENT TEAMS

Outsourcing is not just a question of capacity anymore – it’s increasingly becoming a question of expertise. 67% of US companies outsource distribution, and over half rely on external partners for content creation (62%), concept development (54%), and evaluation (52%). As strategies become more data-driven and multichannel, internal teams can’t do it all. Specialized service providers offer flexibility and depth, helping brands close capability gaps and bring structure to increasingly complex content ecosystems.

* Respondents who work in companies that outsource digital content marketing; multiple answers possible- Companies (publisher): n = 104

05



CONTENT MARKETING TRENDS IN 2025

WHAT WILL SHAPE SUCCESS IN A RAPIDLY EVOLVING MARKET

Building on the strategic pillars of credibility, data, and technology, marketers are looking ahead and recalibrating their priorities for the future. The outlook shows a clear shift: from experimentation to systematization and from tools to strategies. Marketers are becoming more selective – choosing focus over fragmentation and looking for trends that truly align with business value, customer needs, and internal capabilities.

What follows is a data-based overview of the most important developments: where the market is heading, how teams are preparing, and which strategic levers will shape the next phase of content marketing.

The Trends That Matter Most



Artificial intelligence (81%)

AI is seen as critical for scaling efficiently and sharpening content precision – both operationally and strategically.



Personalization of content (77%)

Tailored messaging is essential to remain relevant in saturated markets and meet rising user expectations.



Data storytelling (76%)

Combines credibility and engagement by turning facts into meaningful narratives that resonate and persuade.



User-generated content (76%)

Adds authenticity and strengthens community ties, especially in social and trust-driven contexts.





CONCLUSION: FROM TREND AWARENESS TO STRATEGIC ACTION

Success will not depend on the number of trends a company follows, but on its ability to turn the right ones into consistent, strategic action. Marketers are sharpening their focus – on personalization, automation, and data fluency – while building the internal capabilities to implement change with purpose. The results of this study show a market that is evolving: from reactive content delivery to intentional, insight-driven strategies. Those who align their vision, tools, and talent today will shape the direction of content marketing tomorrow.

Where Investments Are Headed

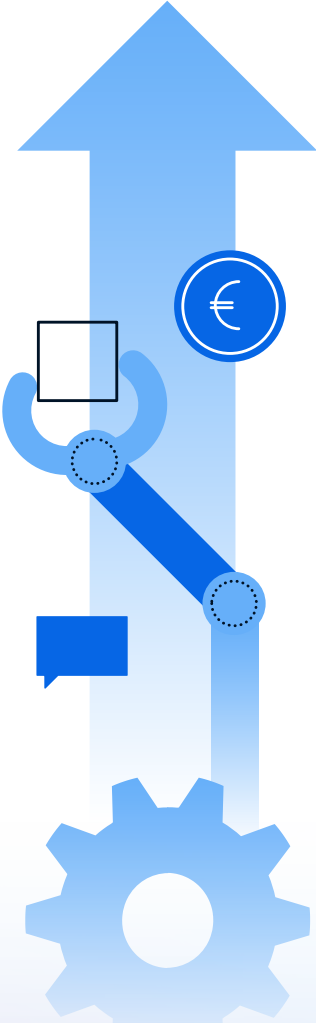
Strategic intent is also reflected in upcoming investments. Companies are focusing their budgets where they see the greatest impact on performance and strategic relevance:

Marketing tech and automation (42%)
Helps streamline execution, improve scalability, and enable cross-channel consistency.

Content creation and production (41%)
Secures flexibility and quality across formats in increasingly fast-paced environments.

Data-driven marketing (38%)
Improves targeting, relevance, and the ability to track and adjust content impact.

Personalized content and customer experience (37%)
Anchors strategies in audience needs – beyond segmentation toward true experience design.



STRATEGIC TRENDS CENTER ON AI, PERSONALIZATION, AND DATA STORYTELLING

Below are topics that were most discussed in content marketing in 2024. How important are these trends for content marketing in your company today? The topics are somewhat/very important.*



STRATEGIC FOCUS SHAPES THE FUTURE OF CONTENT MARKETING

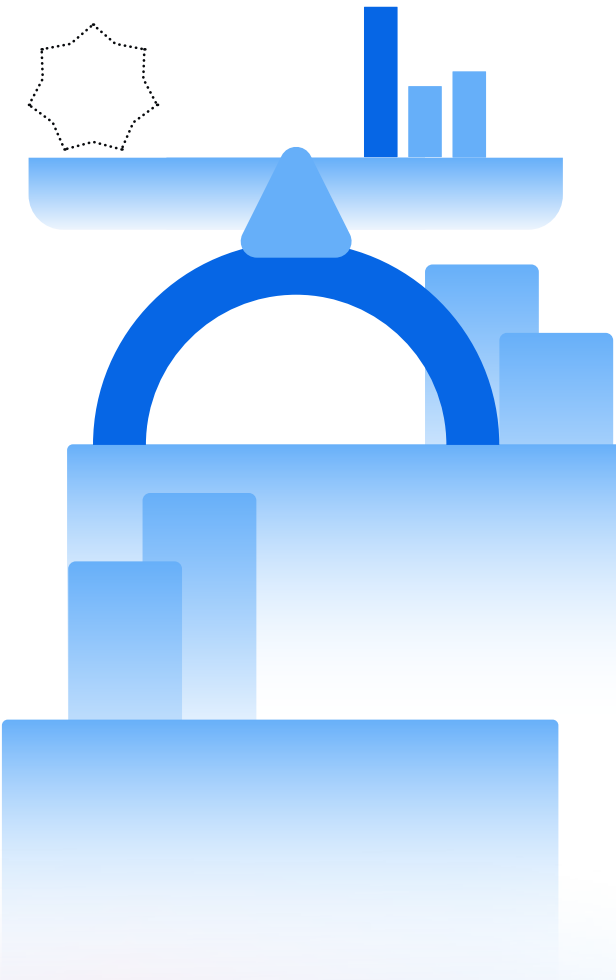
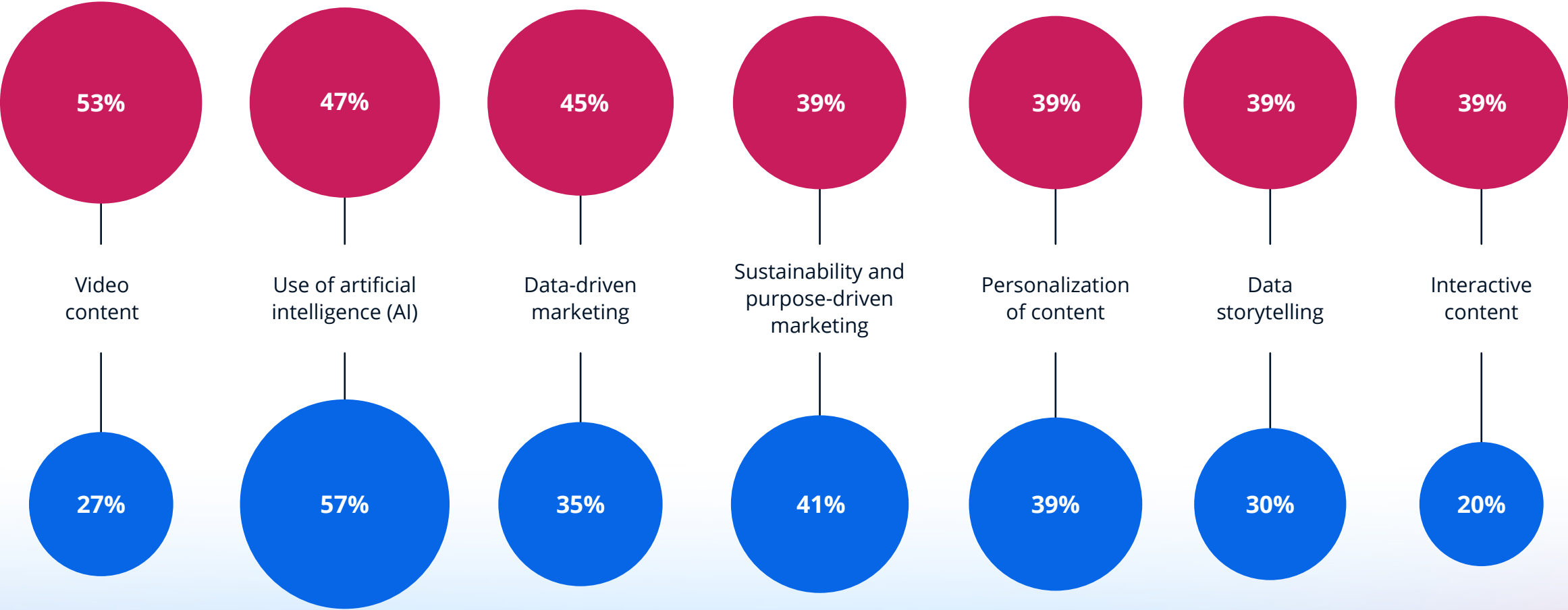
AI (81%), personalization (77%), and data storytelling (76%) lead the list of future priorities. However, their value lies not in novelty, but in how strategically they're applied. UGC (76%), short-form video (75%), and community-building (65%) reflect the same logic: deeper relevance, not just broader reach. Companies that integrate these trends holistically – across message, channel, and measurement – position themselves for a sustainable advantage in a tech-driven market.



*Respondents who do their own content marketing; aggregated share of respondents rating the item as 'very important' or 'rather important' Companies (publisher): n = 156

VIDEO CONTENT, AI USAGE, AND DATA STRATEGIES SEEN AS KEY DRIVERS OF FUTURE CONTENT SUCCESS

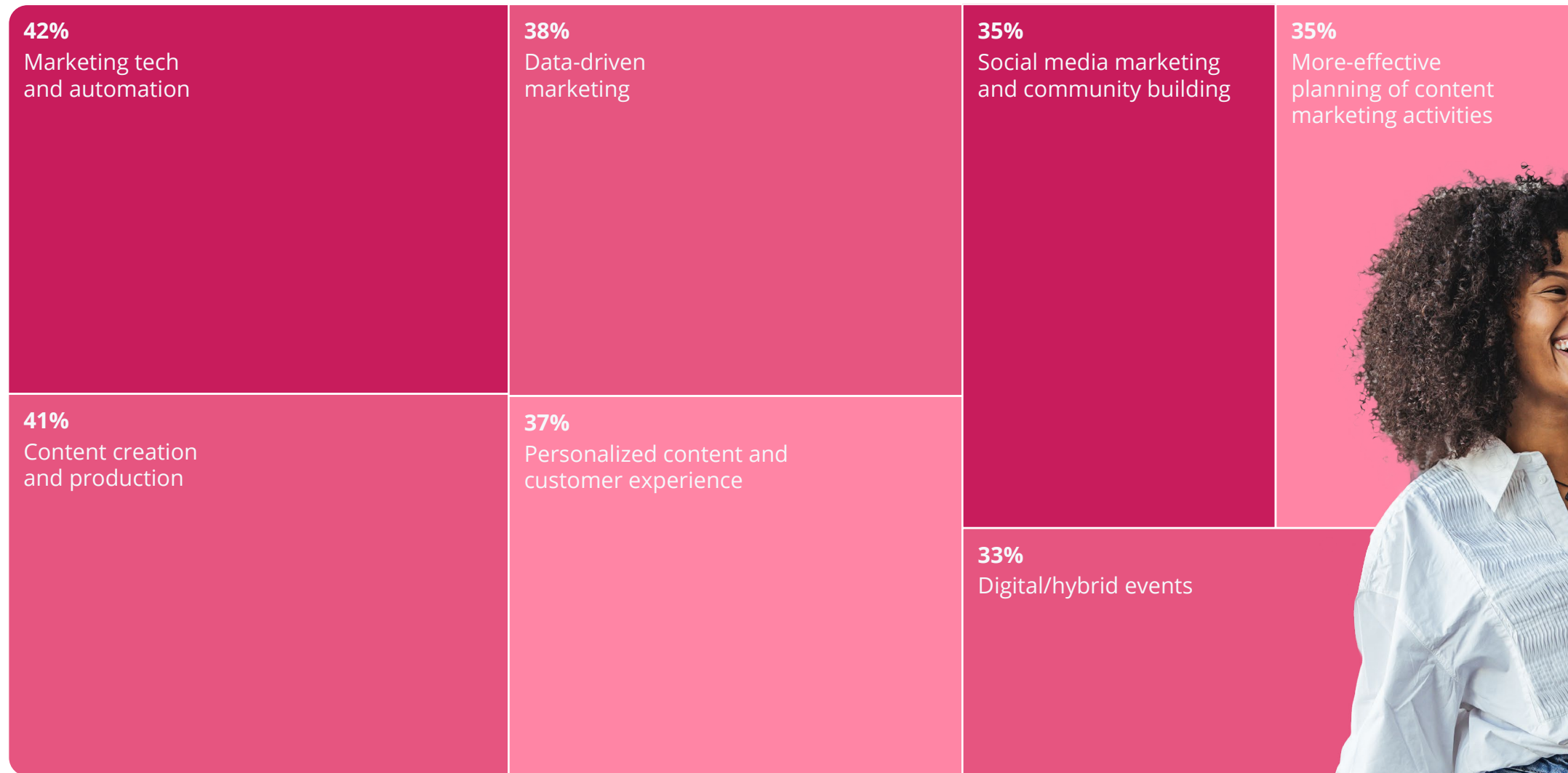
Which marketing measures do you think will have the greatest impact on the success of content marketing in the coming years?*



* Respondents who do their own content marketing; multiple answers possible
B2B companies: n = 51; B2C companies: n = 105

MARKETERS PLAN TO INVEST IN TECH, CONTENT CREATION, AND DATA-DRIVEN STRATEGIES

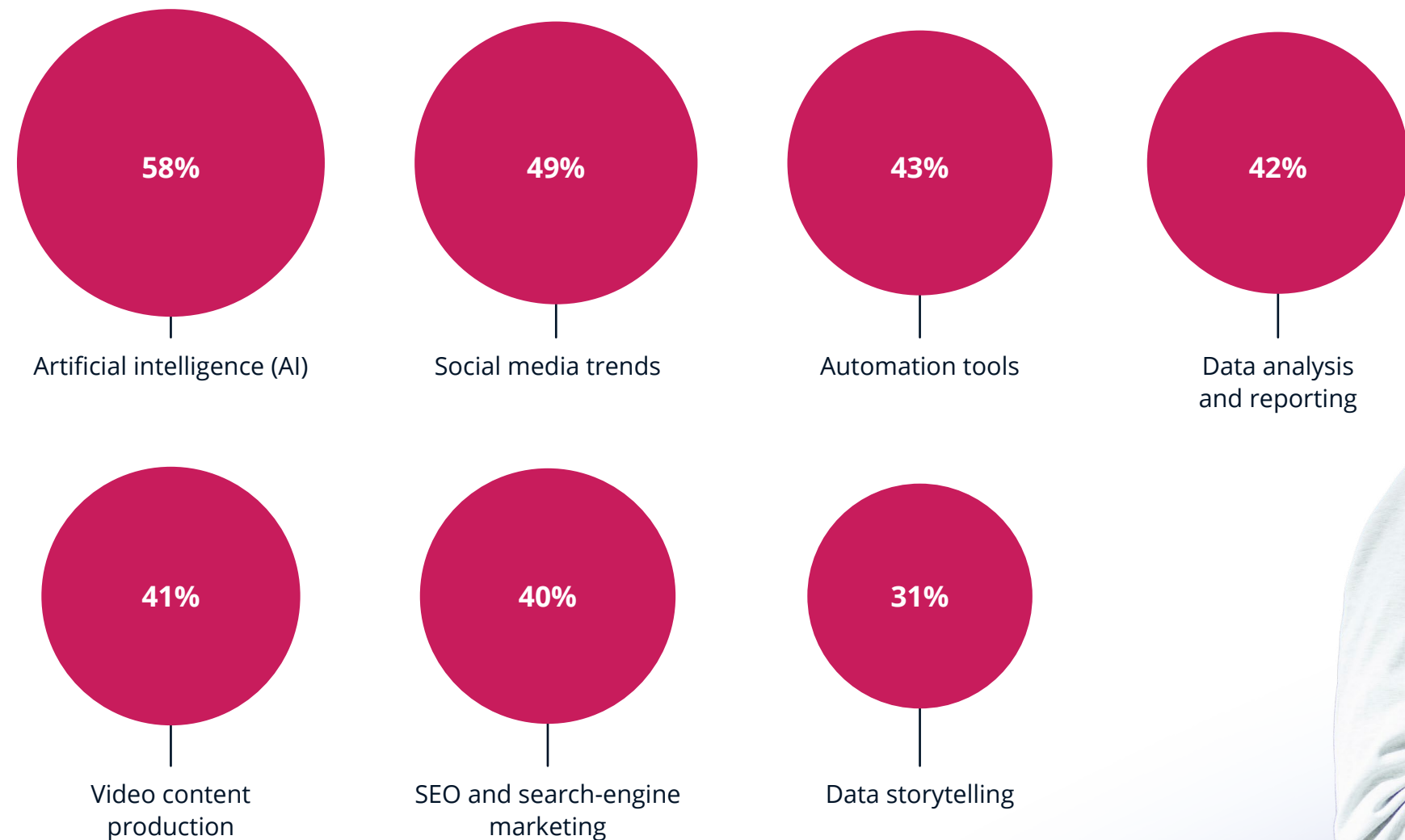
In which of the following content marketing activities and areas will you invest more in 2025?*



* Respondents who do their own content marketing; multiple answers possible
Companies (publisher): n = 156

AI AND SOCIAL MEDIA SKILLS ARE KEY TO STAYING COMPETITIVE

In which areas do you see a need for further training in your department to remain future-proof in content marketing?*



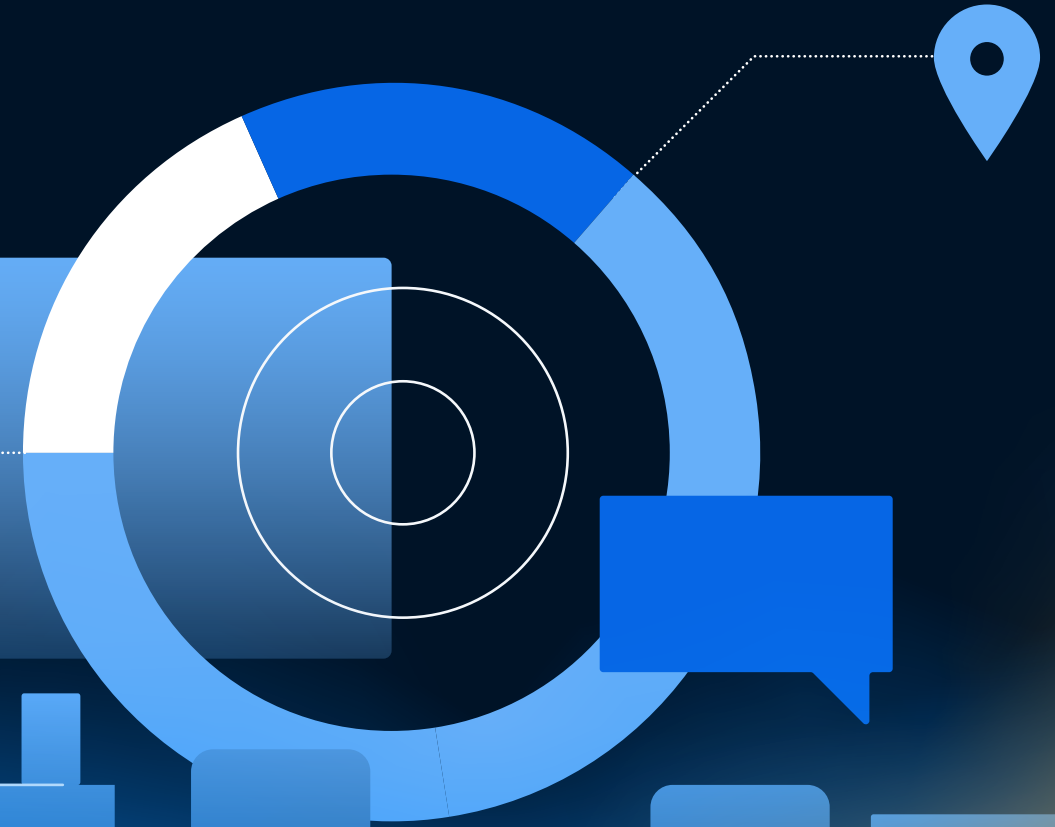
BUILDING INTERNAL SKILLS IS KEY TO FUTURE PERFORMANCE

The rise of AI and data-driven strategies is re-shaping marketing capabilities. 58% of companies see a need for further training in AI, 49% in social media trends, and 31% in data storytelling. But it's not just about knowing how to use new tools – it's about turning them into strategic assets. Companies that actively invest in upskilling today are not just closing knowledge gaps – they're securing adaptability and long-term relevance in an evolving content landscape.

* Respondents who do their own content marketing; multiple answers possible
Companies (publisher): n = 156



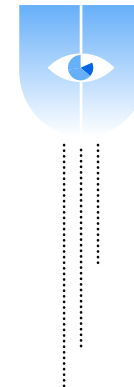
06



**KEY INSIGHTS FOR
TOMORROW'S
CONTENT SUCCESS**

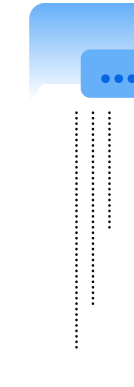
WHAT SETS WINNING CONTENT STRATEGIES APART

This trend study reveals a clear shift in content marketing: from experimentation to implementation and from fragmented tactics to cohesive strategies. While credibility, data, and technology remain essential pillars, the differentiator is no longer adoption alone – it's integration. Marketers are becoming more intentional, focusing on what delivers real business value, meets evolving audience expectations, and aligns with internal capabilities. The following five insights capture what will shape success in the years ahead.



Trust as a Competitive Advantage

In a digital environment shaped by content fatigue, fake news, and fragmented attention, credibility is no longer optional – it's essential. Marketers are actively cultivating trust through partnerships, transparent sourcing, and consistent quality. The most impactful content today is not just informative, but trustworthy – positioning brands as stable voices in a volatile landscape.



Storytelling Turns Data into Strategic Value

The growing importance of data storytelling shows that numbers alone are not enough. Brands that can translate data into audience-relevant narratives gain both credibility and connection. Storytelling is what transforms data into strategy – linking evidence with meaning and helping brands communicate with clarity and authority. In the battle for attention and trust, data storytelling enables companies to stand out not only by what they say, but how they say it.



AI Will Become a Capability to Master

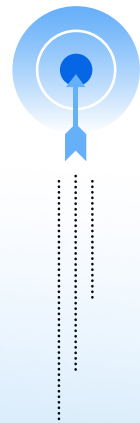
AI adoption is high but success depends on how it is embedded. Whether optimizing content, personalizing journeys, or generating assets at scale, the key is alignment with brand voice, editorial standards, and business goals. The most advanced teams are using AI not as a shortcut, but as an accelerator of meaningful outcomes. AI is no longer a trend to explore – it's a capability to master and strategically integrate across the content lifecycle.





Structure Closes the Execution Gap

Even as tools and trends evolve, execution remains a major challenge. Many marketers still cite insufficient infrastructure, limited capacity, and measurement gaps as barriers to success. The most forward-thinking teams are responding with systemic solutions: better workflows, clearer responsibilities, and targeted outsourcing to close capability gaps and scale with intent. Long-term success depends not only on strategic vision but also on the structures that support it.



Why Clarity and Alignment Define Tomorrow's Leaders

Innovation alone is not enough. What separates leading content strategies is a sharp focus on business value, audience relevance, and internal capability. Personalization, automation, and data use are not ends in themselves – they are tools to realize a clearly defined strategic vision. And it is this clarity that will define the future of content marketing. Brands that connect trends to goals, formats to user needs, and technology to talent will not just keep pace, but shape what's next.

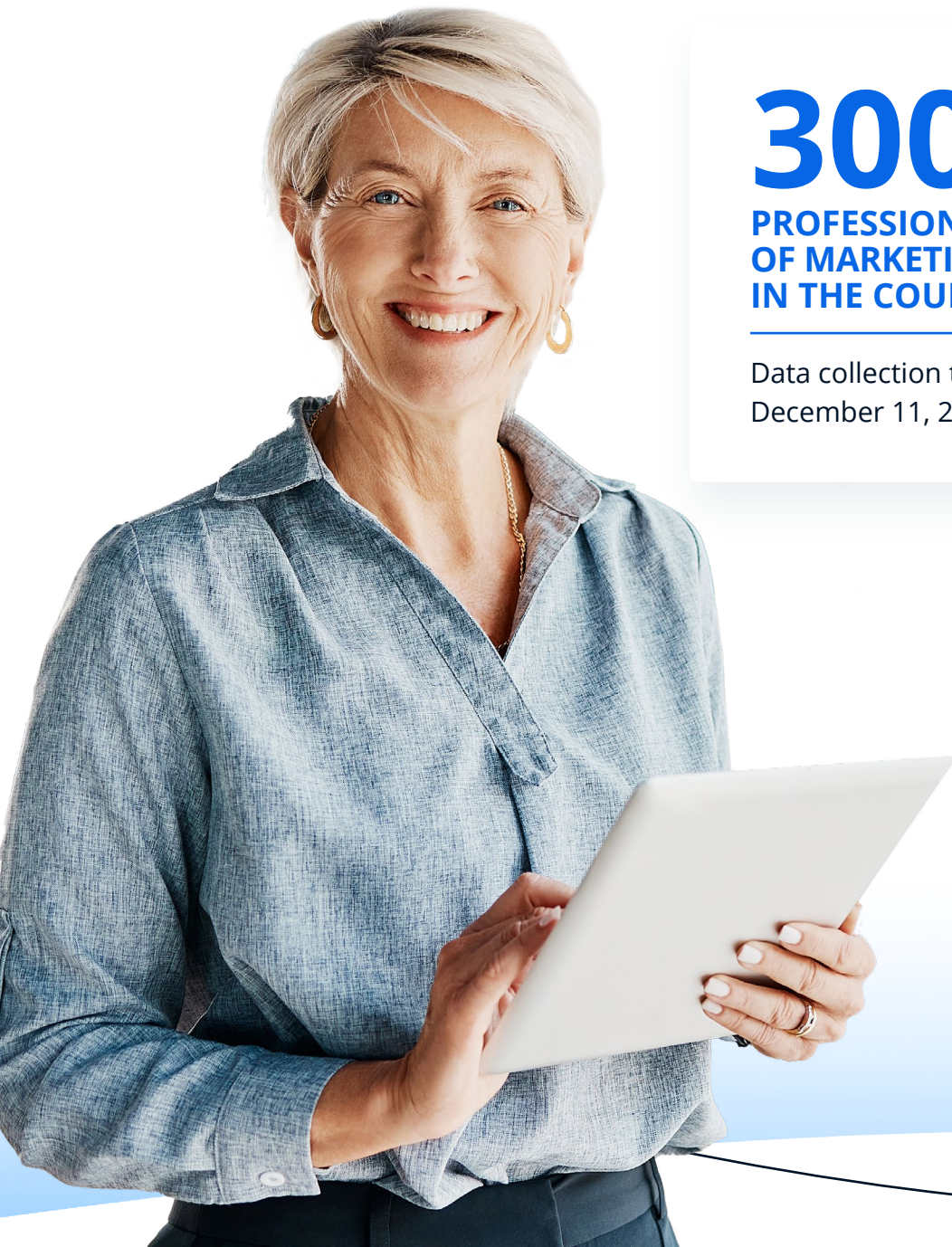


CONCLUSION: TRUST, DATA, AND TECHNOLOGY DRIVE STRATEGIC IMPACT

This study confirms that content marketing success is not defined by surface-level trend adoption, but by strategic application. Brands that build credibility as a foundation, use data not just for measurement but for meaning, and embed technology in ways that enable consistent performance are best equipped for what lies ahead. Trust, data, and technology are not isolated levers – they are interconnected drivers of relevance, differentiation, and sustainable growth.

METHODOLOGY

WHO WAS SURVEYED?

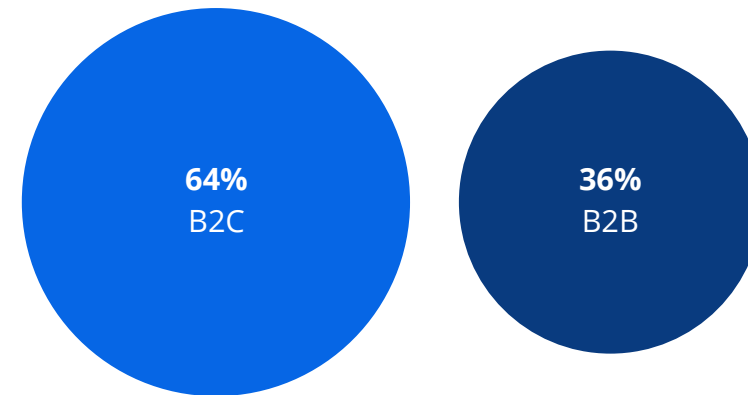


300

PROFESSIONALS WORKING IN THE FIELD OF MARKETING IN THE US WERE SURVEYED IN THE COURSE OF THE STUDY.

Data collection took place between November 24 and December 11, 2024, using an online access panel.

Target group



n = 300

Type of business



Companies that do their own digital content marketing (publishers)

Agencies that do digital content marketing (service provider)

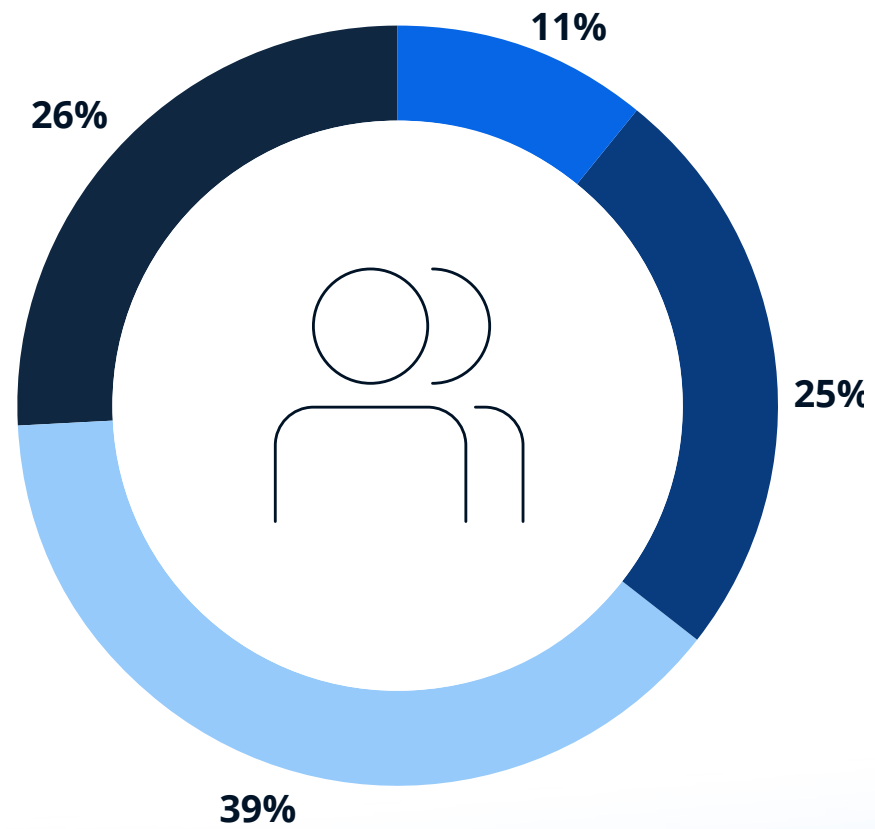
Respondents who do their own content marketing, n = 283

Position within the company



Size of the company

■ < 50 ■ 50-249 ■ 250-499 ■ > 500

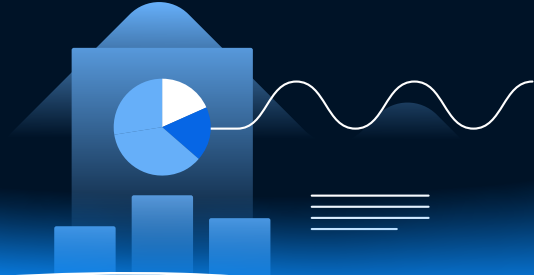
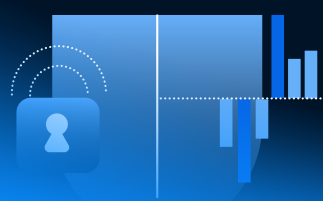


n = 300



WHAT MATTERS NOW: LEVERS FOR EFFECTIVE CONTENT MARKETING

For More Trust, Relevance, and Impact



1. BUILD TRUST WITH FACT-BASED CONTENT

Credible content is grounded in reliable data and sound analysis. Especially in a fast-moving digital world shaped by content overload and AI-generated material, using verified sources and presenting information with transparency is key to strengthening brand trust.

2. INCREASE RELEVANCE THROUGH DATA STORYTELLING

Data alone doesn't tell a story. Only through clear visualizations, structured narratives, and audience-specific messaging can content unfold its full potential. Data storytelling transforms complexity into clarity and helps messages stay memorable.

3. FOCUS RESOURCES AND TAP INTO THE RIGHT EXPERTISE

Amid strategic decisions, new technologies, and limited resources, one thing is clear: specialized support pays off. Competitive advantage is created when internal teams can focus on what matters most, while trusted partners take care of the rest.

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