

Embrace the Latest

The hottest trends shaping B2B brands, marketing and websites in 2025

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BRAND TRENDS



MARKETING TRENDS



WEBSITE TRENDS



DESIGN TRENDS



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Five ways to grow your brand in 2025

Marketers are increasingly under pressure to deliver ROI against a backdrop of the necessity for broad skillsets to achieve tall objectives. Embrace Marketing's MD and Brand Strategy Lead, Becky Reardon, shares her perspective on five ways to grow your brand in 2025 amid a challenging environment for marketers.



1 Lead with your brand purpose

There are very few organisations who genuinely lead with a meaningful and distinctive brand purpose. You hear it all the time - you must lead with "your purpose". I'm fully onboard with this. I've seen the impact that being a purpose-led organisation can have. This is based on my own experience as a business owner and through helping other B2B organisations and charities to uncover and share their purpose and what makes them different.

Your purpose should be the guiding light that sits behind every action and interaction that you have with team members, prospects, customers and suppliers. It should inspire, emotionally connect, differentiate, be memorable and most importantly guide you towards long-term growth. With only around 5% of B2B prospects ready to buy now - it's about building long-term recognition and relationships with your target audience, so when they are ready to buy, they choose you.

4 Keep it fresh and share something new

The same old messages and look and feel get immediately ignored. Yes, you need to be consistent, but you must also share something new. We're in an age of information overload! We're constantly, subconsciously having to prioritise what we tap into. You need to stand out more than ever before with strong messaging and bold creative.

'The information gap theory' in behavioural science highlights how humans are motivated to seek information to fill the knowledge gaps. Are you genuinely grabbing your audience's attention and sharing something valuable that they don't already know? People are conditioned to respect and respond to authority figures. Identify the authority figures in your organisation and engage them in marcomms to share their individual point of view. After all, people connect with people and not businesses.

2 Spend more time on your marketing strategy

Many organisations jump straight into the tactics and do little or no strategic work upfront. There is an increasing pressure in most organisations to generate leads right now. As we know - there is only a small proportion of your B2B prospects who are ready to buy and enquire immediately. Creating a thorough marketing strategy is essential for generating long-term brand growth.

There are many existing frameworks to help form marketing strategies which are often not utilised. SWOT/PESTEL are great for assessing the current market situation. Completing these exercises always provides lots of ideas on the areas to work on, dial down/up and opportunities to differentiate and grow. Combining market understanding with a clear grasp on who the target audience is and how best to segment your audience will always help refine your strategy for success. Customer empathy mapping, creating personas and mapping out the customer buyer journey are all incredibly useful in placing you in the prospect's shoes.

5 Make your efforts go further

When you've created your primary campaign content consider how you can increase your exposure with your target audience. Assess how you can optimise each channel you use. A/B test to see what is most effective and continuously adapt and improve. For example, when you've put the time into your company LinkedIn posts, ensure that there is a clear process in place to maximise the reach.

People connect with people and LinkedIn's algorithm tends to favour posts from individuals over companies. Consider who can be your LinkedIn advocates and influencers in your organisation and work with them to share your company's key messages in the most effective way.

3 Focus on four key campaign topics this year

Don't try to communicate too much, otherwise little/ nothing will be remembered by your target audience. Psychologist Ebbinghaus conducted studies into human memory citing that "frequent repetitions are indispensable in order to make possible the reproduction of a given content". It's commonly thought that you need 7 points of communication with your audience for your message to stick. Ebbinghaus also cited 'the spacing effect', whereby messages that are spread out over time are more effective for memory retention than cramming.

Think less is more. What are the most important top-level messages you want to run campaigns on this year to best fulfil your strategy? Stick to just these key campaigns - creating a suite of clear, cohesive and consistent messages and several touchpoints across relevant channels per each campaign.



Looking to grow your B2B or not-for-profit brand in 2025?

Get in touch to chat about your brand and marketing challenges, objectives and the best path forward!

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THE TOP EMERGING B2B DIGITAL MARKETING TRENDS TO LOOK OUT FOR IN 2025

What's really going to drive results for your B2B business in 2025? Forget buzzwords and fleeting trends - let's focus on the strategies that will make a measurable impact.

In 2024, we saw a major shift as B2B buyers demanded human-driven content and authentic, relatable experiences. These tactics are not just a passing phase; they're here to stay. So, what does this mean for you? It's not about reinventing the wheel - it's about refining and building on what works.

Ready to dive in? Let's explore the B2B marketing trends that will make a tangible difference this year.

1

HYPER-PERSONALISED MICRO-CONTENT

Is your content hitting the mark?

Personalisation has been a staple of B2B marketing for years, but in 2025, it's evolving into something far more precise: hyper-personalisation. Today's buyers don't see a tailored experience as a luxury - it's an expectation.

As the old saying goes, it's not quantity, it's quality. To stand out, brands must go beyond generic content libraries and deliver specific, tailored content that aligns with an individual's need at the right moment in their customer journey.

Focus on creating highly targeted campaigns that speak to the right person at the right time. Tools such as surveys and questionnaires can help you gather insights and personalise the customer experience, ensuring you're delivering the right message when it matters most.

2

GROWTH OF HUMAN-BASED CONTENT IN B2B

In 2025, bringing your brand's personality to life will be more critical than ever.

Authentic, human-centred content, such as behind-the-scenes, relatable social media posts and personal messages directly from your team helps create emotional connections with your audience. And let's face it: people buy from people they trust and like.

To differentiate your brand, focus on building genuine relationships. Today's B2B buyers are not only driven by business objectives and KPIs - they are innately influenced by emotional decision-making.

Simply listing your services and benefits won't cut it anymore. Instead, focus on creating content that speaks to your target audience's pain points, beliefs and aspirations to build stronger and more instant connections. A key content tip for this is to revisit your brand's vision, mission and brand value proposition to demonstrate why buyers should choose you.

3

PRIVATE COMMUNITIES

How can your brand become a trusted guide and leader for your prospects?

In 2025, private communities are gaining more importance as a space for like-minded professionals to connect and share experiences.

Private communities can take many forms - invite only events and roundtables, online forums, exclusive LinkedIn groups, or dedicated portals on your website. The key is creating a safe, collaborative environment where prospects and customers can engage with each other, share knowledge and discuss business challenges. By supporting these connections, your brand positions itself as a trusted partner and a valuable resource.

4

EMPLOYEE INFLUENCERS

Looking for a powerful way to boost credibility? Showcase the expertise of your people.

The LinkedIn presence of your team members has never been more important. In 2025, employee-generated content will be a key driver of trust and engagement. When your employees share their knowledge, it puts a face behind the brand, humanising your business.

Employee-generated content also tends to receive higher engagement as their posts resonate more deeply with followers, leading to increased likes, shares and comments, especially when their followers are in the same industry and share similar passions. Employees can discuss trending topics, industry pain points and solutions they've provided to customers, making their content even more relatable and valuable.

5

'INFORMAL' CONTENT MARKETING

B2B marketing doesn't have to be boring. In 2025, informal content marketing is gaining traction as a powerful way to engage audiences in a more relatable and enjoyable way.

While whitepapers and case studies remain essential, it's time to combine them with interactive videos, quizzes and podcasts that spark attention and create deeper connections with your audience.

These formats allow you to break down complex topics in a way that is entertaining yet informative, helping your brand cut through the noise and stand out from the competition.

Are you looking to outsource your marketing efforts, or wondering whether it's the right choice for your business?

Get in touch today!
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2025 WEBSITE DESIGN TRENDS THAT CONNECT AND CONVERT



The year 2025 is in full swing, and long gone are the days of B2B websites being not much more than a catalogue on a screen.

There are now over a billion websites crammed into every nook and cranny of the internet, so it's safe to say that yours needs to be pretty special if you want to outshine the competition and attract visitors.

In 2025, the best websites are living, breathing works of art, with immersive designs, compelling copy and up to date SEO all working in tandem to keep the clicks rolling in.

As we look to the year ahead, we've put together a list of the biggest website trends for 2025, and what you can learn from them to take your site to the next level.



Design

Immersive 3D visuals

In 2025, high-quality, hyper-realistic 3D elements will make websites pop like never before, with interactive elements seamlessly blended into each site.

Glassmorphism

Semi-transparent, frosted glass-like effects with layered elements will create depth and modernity, especially in UIs.

Dynamic gradients

Vibrant, fluid gradients will take centre stage, replacing flat colours with multidimensional and animated effects.

Typographic artistry

Oversized, experimental typography will dominate, using fonts as design elements to communicate brand identity and style.

Split-screen layouts

Why settle for one section when you can have two? Dividing the screen into two complementary sections (like storytelling and visuals) will add a new element to navigation.

Élever les marques dans un monde digital.



Parallax effects

Enhanced parallax scrolling will create depth and motion for a more immersive user journey.

Bold minimalism

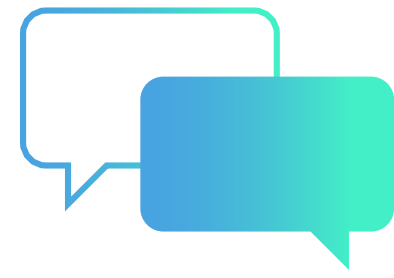
Minimalist designs that pack a punch! Vibrant pops of colour, strong contrasts and white space will draw attention to core messages and CTAs.

Interactive backgrounds

Static backgrounds are so 2024. In 2025, backgrounds will respond to user interactions, such as mouse movement or scrolling, to enhance engagement.

Anti-design and a human touch

The perfect, polished look of websites will shift to more authentic, human designs in 2025. Asymmetry and intentional imperfections will engage users by providing a more genuine feel.



Copywriting

Conversational tone

In 2025, many brands will lean towards conversational, relatable tones that feel more like chatting with a friend. However, bear in mind that tone of voice isn't one-size-fits-all, so ensure your approach aligns with your brand identity and resonates with your audience if you're thinking of switching up your tone of voice.

Micro-copy that shines

Tiny text, big impact! Tooltips, CTAs, error messages and hover interactions will carry more weight and personality, adding value to the user journey.

Story-driven content

Brands will prioritise storytelling to create emotional connections, weaving narratives into product pages, about sections and even technical copy.

Minimalist messaging

Short, impactful sentences and punchy headlines will dominate, ensuring key messages are delivered quickly and clearly.

AI-assisted writing

AI tools will be used in copywriting more than ever, but the best examples will retain a human touch. [Click here](#) for tips on how to make your AI copy sound more human.

Value-focused copy

Cut to the chase. Web copy will focus more on showing users what's in it for them and leave the feature lists for the fine print.

Playful and quirky tones

Whether it's a cheeky pun or a splash of humour, unique brands will stand out by injecting some fun into their copy.

Long-form content that converts

Long-form, in-depth copy takes effort, but when done right, it will hook your audience and keep them coming back for more in 2025.

Enhanced E-E-A-T

(Experience, Expertise, Authority, Trustworthiness)

With Google increasingly prioritising E-E-A-T in its rankings, websites will need to demonstrate authenticity, expertise and trust across their content to take the top spots in search results.

Zero-click searches

Savvy businesses will use their websites to answer commonly-searched questions quickly and clearly, snagging Google's featured snippets, knowledge panels and other SERP features.

Mobile-first indexing evolution

Mobile sites have always been important, but in 2025 they're the top priority. Responsive design, fast mobile loading times and mobile-optimised content will be more vital than ever.

Sustainable backlink strategies

Quality over quantity. Building authoritative, natural backlinks from trusted sources will remain a cornerstone of SEO in 2025.

Local SEO with hyper-targeting

SEO isn't just for multinationals! Localised content and "near me" queries will gain importance. Local businesses will use Google Business Profile and geotargeted keywords to attract nearby users. [Click here](#) for more info on reaching your B2B audience with local SEO.

Content refreshing

Don't let your old blog posts gather dust. Updating existing content with new insights, keywords and relevance will remain a core practice to maintain rankings and improve engagement.



SEO

If your website is no longer fit for purpose and you need support to get it to where it needs to be, [contact us for an initial chat.](#)

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2025 design trends that are redefining creativity

As we step into 2025, the graphic design industry is buzzing with new ideas. This year's trends are all about merging cutting-edge tech with timeless creativity. Here are five of our favourite trends, that we think are set to shape the year ahead.



Human-first design

Inclusive design is no longer optional. Designers are prioritising visuals that work for everyone, considering age, ability, culture and identity. From accessible colour palettes to screen-reader-friendly layouts and diverse representation, human-first design ensures welcoming and meaningful experiences for all audiences.



3D and immersive experiences

3D and VR are reshaping the design landscape. From hyper-realistic product renderings to interactive VR environments, 3D design is pushing the boundaries of creativity. In 2025, expect to see more brands investing in immersive experiences, whether through augmented reality (AR) ads, virtual try-ons, or spatial web design. These immersive experiences captivate audiences and take engagement to a whole new level.



An increase in animation

Animation is a game-changer for storytelling. For example, animated infographics can guide a user through information in a more engaging way than your usual static content. The advantage of motion in design is it attracts attention - you can utilise it on your website and social feeds to draw the eye or influence user decision making. And who doesn't love an animated mock-up to showcase products or services without drowning people in text?

Want to talk more about creating inspiring designs for your business?

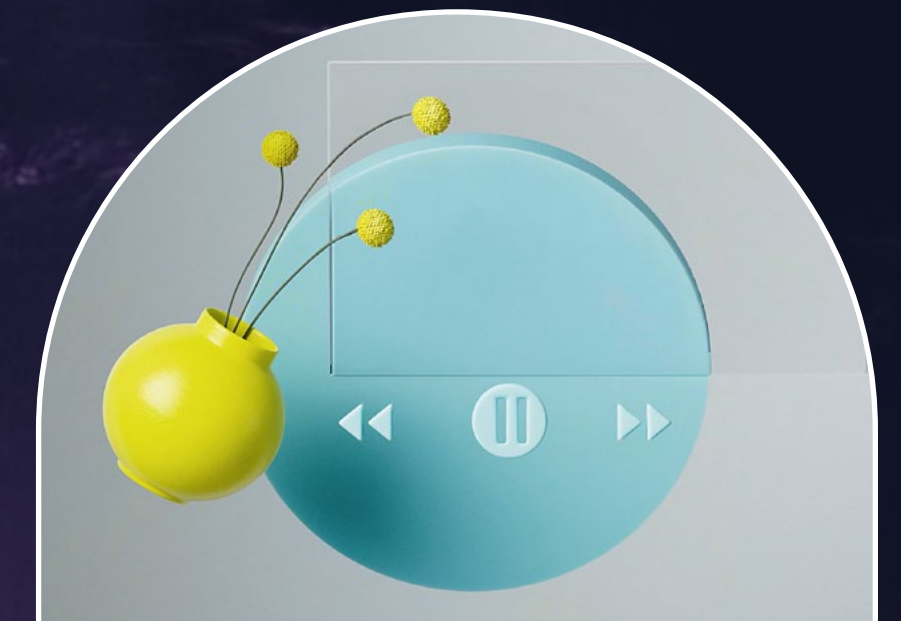
Feel free to get in touch!

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Bold minimalism

From social media posts to posters and exhibition graphics, keep an eye out for designs that strip things back to just the essentials. We're talking bold typography paired with bold (and sometimes clashing!) colours, all set against clean, simple layouts. It's a powerful combo that grabs attention and gets your message across loud and clear. Expect to see this trend everywhere - especially on LinkedIn and other social platforms - as brands embrace this impactful way to connect with their audience. We're here for it!



AI-aided design

AI: love it or hate it, it's here to stay! The design world is no exception, and we can't afford to ignore its potential. Used well, AI can streamline processes, spark creativity and deliver unique results. Generative images, for example, have come a long way - helping us create visuals that tell your brand story rather than relying on overused stock photos. AI tools also enhance user experiences across mediums, from videos and podcasts to animations and illustrations.

But let's be clear - AI is a tool, not a replacement. The heart of great design lies in personal insight and critical thinking, something technology can't replicate. Overuse risks diluting quality and losing the soul of a design. Some predict a backlash, with a return to handcrafted, traditional methods. For now, though, it's about balance: embracing AI's possibilities while keeping the human touch at the core.

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*Ready to embrace
what makes your brand
different in 2025?*

**Get in
touch today!**

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