



# Top B2B Marketing Trends & Opportunities

SUMMER 2025



**From seismic shifts in B2B purchase behavior to the rise of GenAI, we're in a time of massive change—for B2B buyers and marketing leaders alike.**

Our expert agency team has their eye on the biggest trends shaping the future of B2B. Read on for a summary of five key B2B trends, along with tips on what to do about them.

**GEN AI IS CHANGING HOW B2B BUYERS SEARCH AND LEARN**

**THE RISE OF AI IS FOR MARKETING & SALES, TOO**

**B2B BUYERS ARE SHORTLISTING AND BUYING THE BRANDS THEY KNOW**

**B2B BUYERS ARE TUNING OUT BORING B2B ADS**

**YOUNGER B2B BUYERS ARE TURNING MORE TO OUTSIDE INFLUENCES**



## #1 Trend to Watch

# GenAI is changing how B2B buyers search and learn.

AI is fundamentally shifting how B2B buyers buy. Specifically, how they get answers to key buying questions, find and consider potential providers and conduct research on them faster.

And it's not just a trend in younger B2B decision makers. Buyers' shift to Generative AI (GenAI) over standard web search engines is fast becoming universal. According to a recent Forrester survey, 89% of all B2B buyers now use GenAI as one of the top sources of self-guided information in every phase of their buying process (source: Forrester, 2024 B2B Buyer's Journey Survey).

**What to do:** Don't get caught off guard—get going on your Generative Engine Optimization (GEO) strategy.

For five tips on how to get moving, check out this blog post, [“How GenAI is changing B2B buying dynamics \(and why GEO is now key\).”](#)





## #2 Trend to Watch

# The rise of AI is for Marketing & Sales, too.

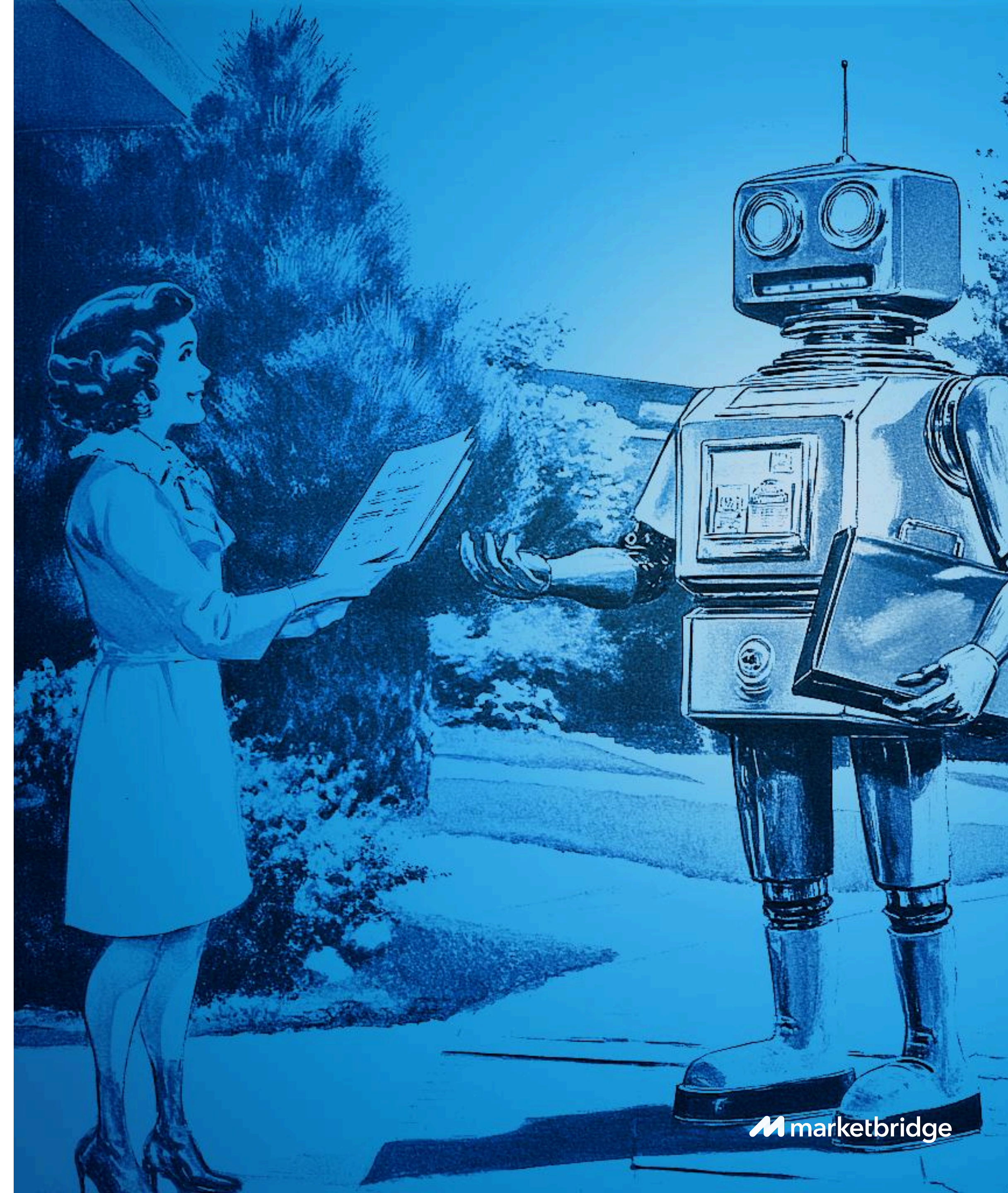
AI isn't just changing how buyers buy. GenAI's use as a tool in Sales & Marketing is ramping up and here to stay. Trending use cases include powering faster approaches to market research (from simple data collection to creating and querying synthetic personas), to customer-facing experiences (like content asset development and personalization), to pipeline optimization (i.e., think AI agents that perform and scale tasks like personalized email and chat with minimal or no human intervention).

**What to do:** Embrace and explore AI's potential to help Sales & Marketing be more efficient and effective.

Putting GenAI to effective use in your organization and GTM motion involves several key steps:

1. Identify areas of emerging growth.
2. Recognize changing buyer needs.
3. Reinvent new routes to market.
4. Reimagine the jobs AI won't do.
5. Take a unique approach to AI solutions.
6. Activate new high-performing sales motions.

To dive into these six areas more, check out this blog post, [“The rise of AI for Marketing & Sales”](#), or our recently released whitepaper [The impact of AI on Go-to-Market strategies, programs, and investments](#).





## #3 Trend to Watch

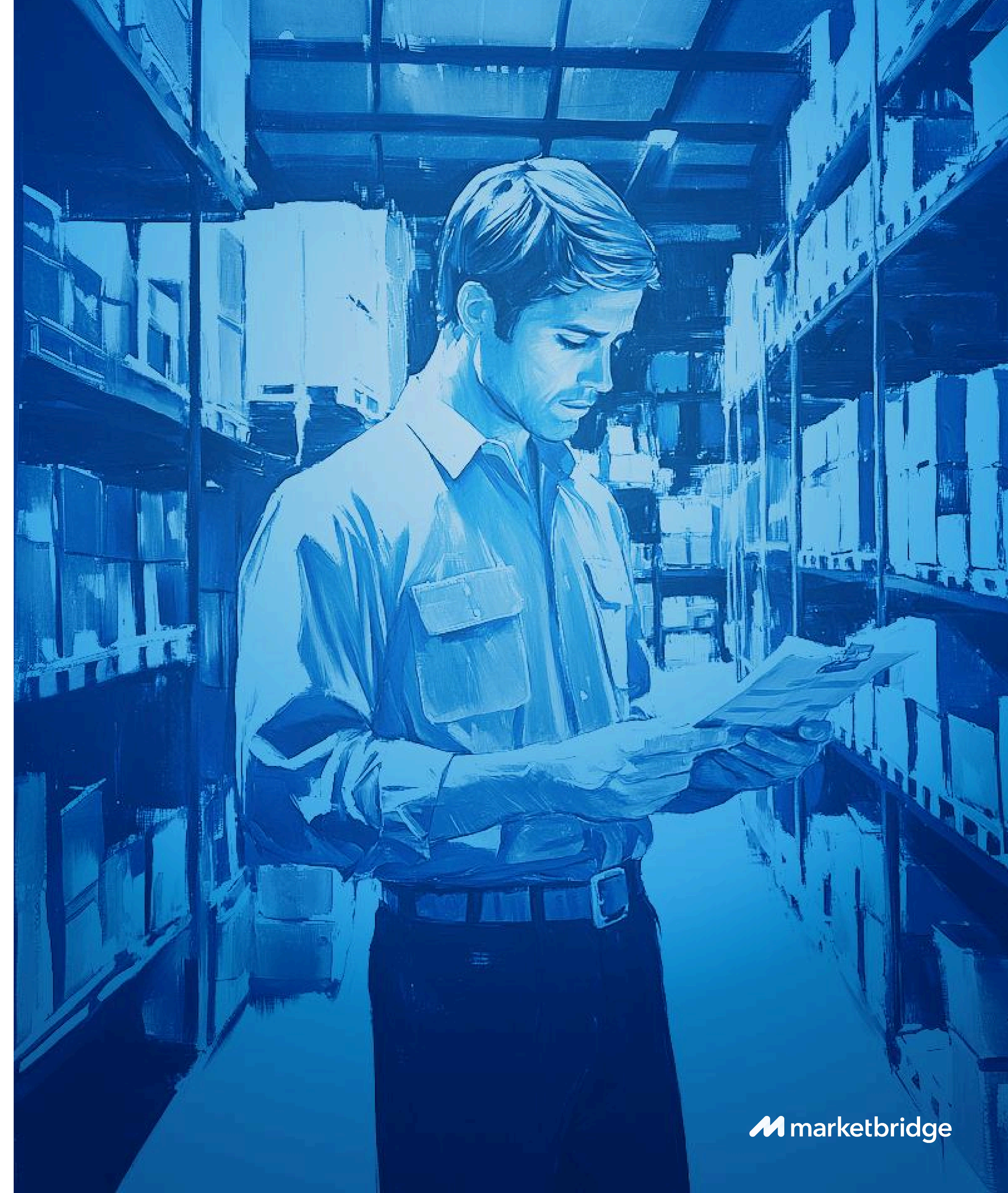
# B2B buyers are shortlisting and buying the brands they know.

New 6sense research confirms the importance of brand building as a direct on-ramp to successful demand generation. That's because B2B buyers have already chosen a favorite vendor when they reach out to engage your sales team. And while buyers don't always buy from that favorite vendor, they do 80% of the time. Bottom line is, if you're not building brand affinity to get on your buyers' day 1 shortlist early, you're going to miss a lot of market share.

### **What to do:** Invest in building your B2B brand.

The brand that's remembered is the brand that gets bought. In 2025, take a look at the balance between your brand and demand efforts to ensure you're investing enough in brand building.

Meredith Fuller, Managing Director, Strategic Planning, unpacks this topic and shares tips in her recent blog post, ["Invest in building your B2B brand."](#)





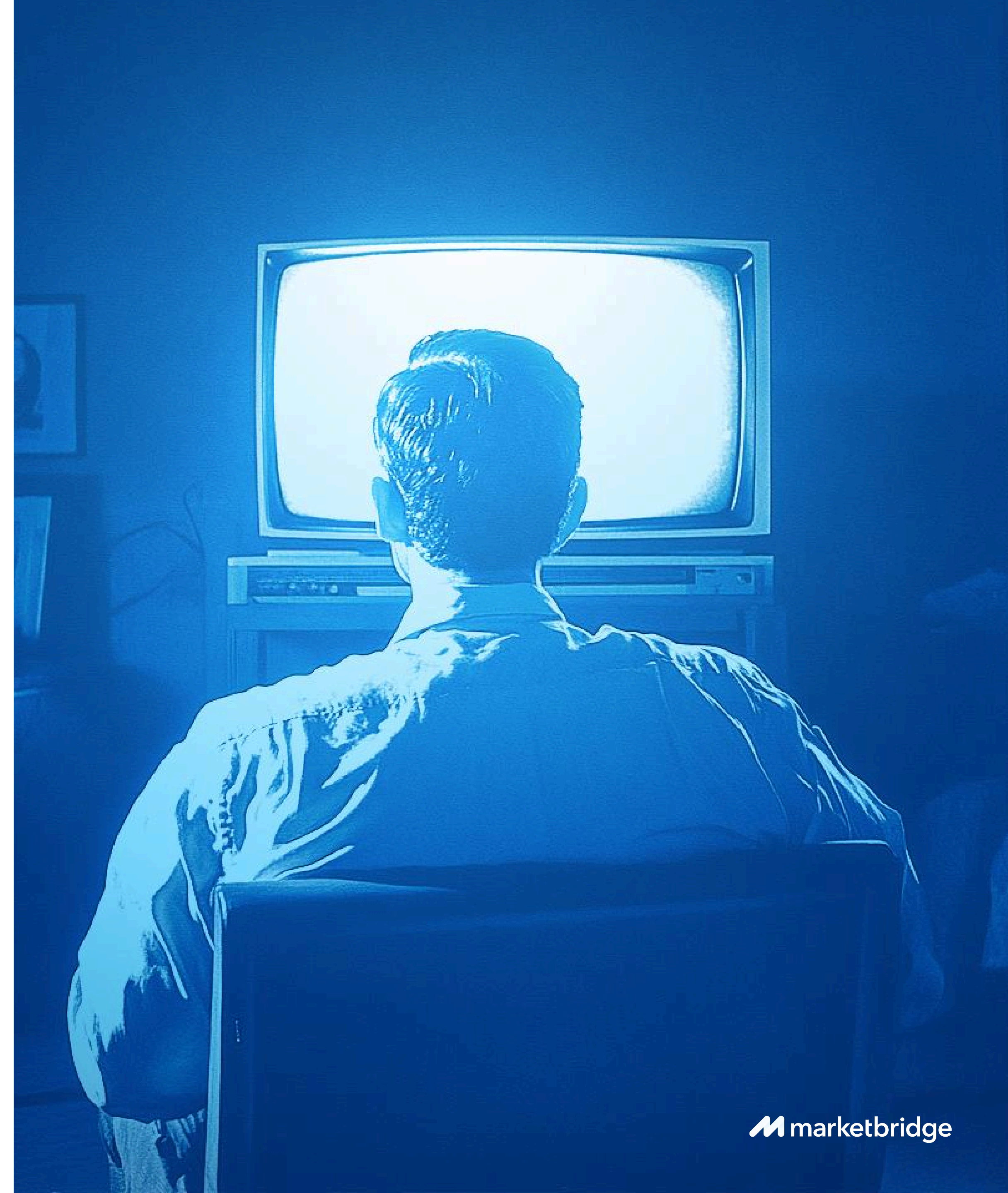
## #4 Trend to Watch

# B2B buyers are tuning out boring B2B ads.

A new LinkedIn study found the majority of business decision makers are underwhelmed by the B2B ads they encounter. Despite stating that more creative ads would drive their interest and action, 64% of buyers said they rarely saw B2B ads with emotional appeal or humor. Similarly, 60% said ads lacked characters they could connect with, and 59% said ads failed to offer a unique perspective. Yikes!

**What to do:** Get bolder, braver and less boring with your B2B creative.

For tips on how you might raise the creative bar in your B2B ads (without necessarily breaking the budget), check out this recent article, [“B2B less boring. How to bring the funny to B2B creative,”](#) by our Executive Creative Director, Michael Palmer.





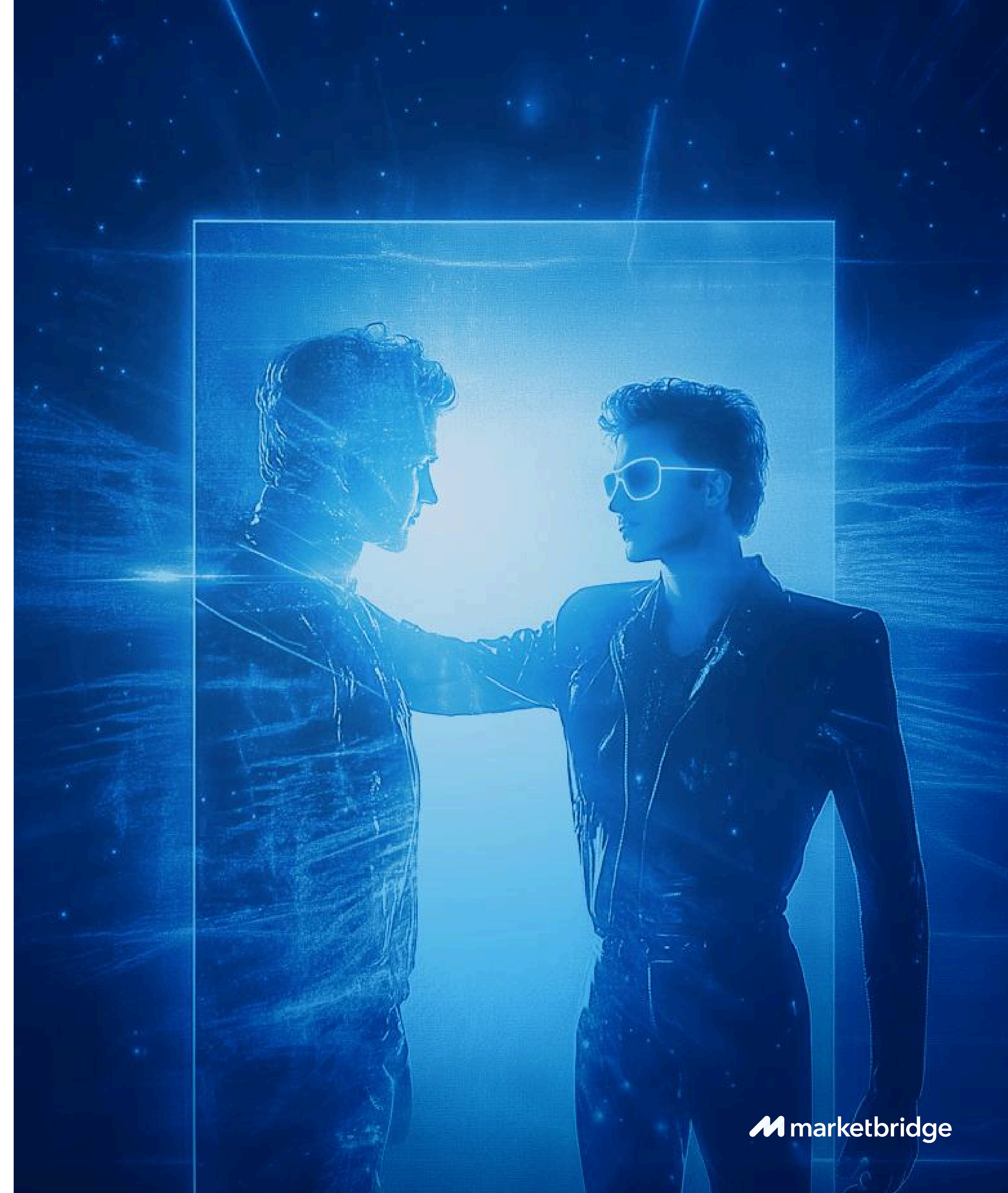
## #5 Trend to Watch

# Younger B2B buyers are turning more to outside influences.

According to Forrester, younger buyers are using their value network, social media and other external influences more directly (and more often) than older buyers in their buying process. (That, and GenAI, is helping buyers consider more providers and conduct research on them faster). Put these shifts together, and you get a powerful challenge to the status quo of B2B buying that Sales and Marketing efforts need to adapt to.

**What to do:** Seek to understand, then influence the (external) influences.

To enable younger buyers to find, learn about and build preference for your B2B brand, ensure that you seek to identify and understand these outside influences and develop capabilities to enable, support and engage with them. Dive in more with this blog post: [5 ways to adapt your strategy for Millennial & Gen Z B2B buyers](#) by Frances Ranger, SVP Brand Strategy, Marketbridge.







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