

2023

2025

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2025 TRENDS & PREDICTIONS

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As we look ahead to 2025, one truth stands out: authenticity isn't just a nice-to-have—it's the cultural currency driving connections. The rise of artificial intelligence in daily life has brought an urgent demand for ethical innovation, while transparent, relatable messaging is reshaping everything from presidential campaigns to consumer decisions.

This cultural shift is redefining how brands engage, particularly across communication channels. Decentralized platforms like Bluesky, with its 24M+ users, are thriving as audiences seek unfiltered, community-driven spaces. LinkedIn's explosive growth is elevating professional voices and fostering deeper connections. Podcasts are transforming into platforms for visual storytelling, blending long-form narratives with the dynamic reach of video. TikTok, with its seamless integration of commerce, news, and entertainment, is setting new standards for virality and influencing cultural and shopping trends.

Authenticity, however, demands purpose. While AI tools unlock unparalleled personalization and efficiency for marketers, ethical misuse risks eroding consumer trust. Influencers—trusted more than traditional media by younger generations—are now essential partners, making value-aligned, strategic collaborations critical for success.

2025 isn't about choosing between innovation and authenticity—it's about mastering both. Brands that connect transparently, empower creators, and blend storytelling with technology will not just adapt but lead. This is the year to build trust, embrace purpose, and thrive through genuine connection.



MEGAN HUETER
MANAGING DIRECTOR, EVERYWHERE



PLATFORM & CHANNEL **TRENDS**

TRENDS

TRENDS

TRENDS

THE RISE OF DECENTRALIZED PLATFORMS AND THE DEMAND FOR AUTHENTICITY

Social media is undergoing a seismic transformation, with platforms like [Bluesky prioritizing user autonomy, transparency, and meaningful interaction](#). This shift reflects a growing demand for authenticity as users move away from curated, algorithm-driven content toward more genuine, community-driven experiences. For brands, it's not just a moment to experiment—it's a mandate to rethink their strategies. Early adopters of these decentralized platforms can beat rivals in establishing trust and thought leadership, paving the way for deeper, more authentic engagement with their audiences.



AI-PRODUCED CONTENT AND THE CALL FOR TRANSPARENCY

To thrive in this evolving landscape, brands must prioritize transparency and purpose-driven innovation. [Coca-Cola's AI-driven reboot](#) of its "Holidays Are Coming" campaign exemplifies the delicate balance between leveraging technology and preserving tradition. The key is to openly disclose AI's role, align campaigns with cultural and creative values, and commit to fostering trust and community engagement.





17%

OF U.S. ADULTS
USE TIKTOK AS A
NEWS SOURCE



39%

OF ALL CONSUMERS ARE
PLANNING TO SHOP
THROUGH TIKTOK SHOP
THIS HOLIDAY SEASON



TIKTOK: THE NEW FRONT PAGE OF SOCIAL ENGAGEMENT AND COMMERCE

TikTok's meteoric rise has cemented its role as a cultural driver, with [17% of U.S. adults now using it as a news source](#)—a fivefold increase since 2020. Its short-form, visually engaging content offers brands an unparalleled opportunity to amplify messages and reach trend-conscious audiences. Successes like [The Daily Mail's 10 billion views on TikTok](#) underscore the platform's potential to elevate earned media through creative, culturally relevant storytelling. This holiday season, TikTok's influence extends to commerce, [with 39% of all consumers—and 54% of Gen Z](#)—planning to shop through TikTok Shop, highlighting its growing role in shaping holiday purchasing trends.

THE METEORIC RISE OF LINKEDIN

LinkedIn is rapidly evolving into a hub for content creators, driven by global growth and changing professional behaviors. With over 1 billion members across 200 countries as of 2024, the platform has shifted beyond networking to become a space for dynamic content sharing. Initiatives like the LinkedIn Top Voices program and algorithm changes to prioritize engagement have positioned LinkedIn as a leader in professional content creation.

Video is central to this transformation. Users are 20x more likely to share videos, which generates 5x the engagement compared to other post types. Mobile consumption now accounts for 57% of LinkedIn video views, highlighting the importance of mobile-first strategies. Short-form and educational videos are especially impactful, meeting the demand for concise, value-driven content.

This has led to the rise of LinkedIn-focused agencies and influencers who use the platform to build personal brands, share expertise, and drive business results. LinkedIn's emphasis on professionalism and meaningful engagement makes it a standout platform for brands and creators seeking credibility and connection within their industries.



1B+

MEMBERS ACROSS 200
COUNTRIES AS OF 2024

50%

INCREASE IN
VIDEO PODCAST
CREATORS ON
SPOTIFY

PODCASTS: THE SHIFT FROM EARS TO EYES

Podcasts are evolving beyond audio, emerging as visual powerhouses. Shows like The Joe Rogan Experience saw a 606% surge in minutes watched on social media in 2024, showcasing how video formats drive broader visibility and deeper connections. Spotify's [50% increase in video podcast creators](#) reflects the demand for more engaging, versatile content. This shift enables brands to use podcasts not just for reach but as tools to craft compelling, long-form narratives that resonate with highly engaged audiences.



INFLUENCER & CREATOR **MARKETING**

MARKETING
MARKETING
MARKETING

INFLUENCERS: THE GATEKEEPERS OF TRUST

With [37% of adults under 30 relying on influencers as their primary source of news](#), influencers are no longer a complement to earned media—they are a cornerstone. Unlike traditional media, influencers provide relatability and personal connections that resonate deeply with audiences. This shift allows brands to tap into niche communities with a level of authenticity traditional outlets struggle to achieve, solidifying influencers as the new gatekeepers of trust.

THE RISE OF THE INFLUENCER AFFILIATE

Affiliate marketing is experiencing unprecedented growth, with revenue projected to reach [\\$16 billion by 2028](#). TikTok is at the forefront of this evolution, integrating direct shopping links into creator posts to enable seamless transitions from content to commerce. This innovation has driven a [35% higher conversion rate](#) compared to traditional posts, streamlining the affiliate ecosystem to benefit creators, brands, and buyers alike. As a result, social commerce is on track to fuel a market projected to reach [\\$1.2 trillion by 2025](#), blending content and commerce more effectively than ever.



37%

OF ADULTS UNDER 30 RELY
ON INFLUENCERS AS THEIR
PRIMARY SOURCE OF
NEWS



THE POWER OF CREATORS

The power of influencers isn't about reach alone—it's about authentic connection. While celebrities boast massive audiences, their messages often fail to resonate with niche communities. This was evident in the 2024 presidential election, where high-profile endorsements from Oprah, Beyoncé, and Taylor Swift [failed to sway the results](#). Instead, grassroots influencers like podcast hosts Joe Rogan and Theo Von made a deeper impact by engaging in direct, relatable conversations that resonated with targeted groups, such as young men and [under-30 voters](#).

This highlights a crucial shift in how influence works: it's no longer top-down. Social media has created spaces where [niche creators thrive](#) by fostering authentic dialogue within their communities. These smaller, trusted voices deliver messages that feel personal, creating meaningful engagement and driving action in ways that broad celebrity campaigns often cannot. For brands and marketers, the takeaway is clear: prioritize authentic, audience-driven connections over sheer reach to inspire real impact.

AI'S ROLE IN INFLUENCER DISCOVERY AND CAMPAIGN EXECUTION

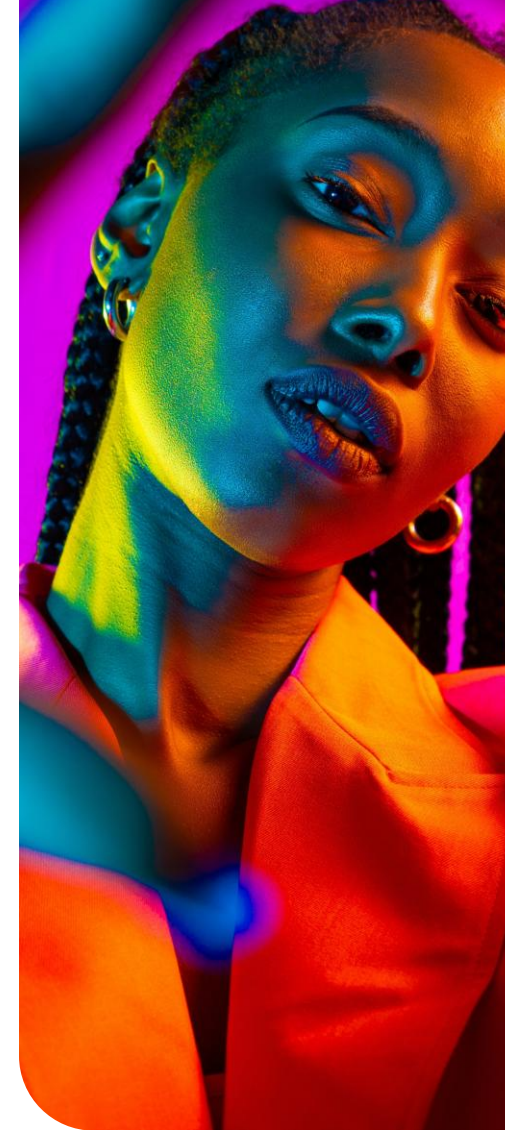
Artificial intelligence is reshaping influencer marketing by enabling scalable, hyper-personalized campaigns that align with audience preferences. [AI-powered tools](#) help brands identify niche influencers, craft tailored messaging, and optimize campaigns. This addresses Gen Z's growing demand for authentic, unfiltered content, which [generates 2.4x more engagement](#) than polished posts. [Agencies now use AI](#) for creator discovery, campaign tracking, and performance monitoring, as seen with tools like Goat's Ibex or Billion Dollar Boy's Companion.

But some comms professionals remain skeptical of AI. Many emphasize the irreplaceable human element in influencer marketing, [warning against over-automation](#). Concerns around bias, privacy, and "AI-washing" persist, underscoring the importance of balancing innovation with expertise. AI should complement—not replace—key factors like proven results, strong client relationships, and authentic influencer connections, ensuring brand safety and genuine engagement.

UNFILTERED CONTENT
GENERATES

2.4x MORE

ENGAGEMENT THAN
POLISHED POSTS





61%

OF B2B LEADERS PLAN TO
INCREASE INFLUENCER
CONTENT SPENDING



82%

OF POTENTIAL
EMPLOYEES RESEARCH A
CEO'S ONLINE PRESENCE
BEFORE JOINING
A COMPANY



B2B INFLUENCERS: AMPLIFYING EXECUTIVE VOICES

B2B brands are experiencing a creative renaissance, embracing influencer marketing to connect with younger, more sophisticated buyers. With [61% of B2B leaders planning to increase influencer content spending](#), and platforms like LinkedIn seeing [42% growth in content sharing](#) since 2021, the shift is unmistakable. Social media, particularly LinkedIn, is now the go-to channel for engaging decision-makers, with [80% of its users holding organizational influence](#).

For CEOs, LinkedIn presents a unique opportunity to drive corporate reputation and trust. [82% of potential employees research a CEO's online presence](#) before joining a company, and trending LinkedIn posts can generate [10-15x more engagement](#) when editorially amplified. Meanwhile, LinkedIn newsletters, with [450 million global subscribers](#), are revolutionizing how leaders reach stakeholders.

The lesson for B2B marketers and communication teams is clear: combine credible influencers, authentic executive voices, and LinkedIn's growing suite of tools to foster deeper engagement, build trust, and elevate brand visibility.



DISCOVERY
DISCOVERY
DISCOVERY

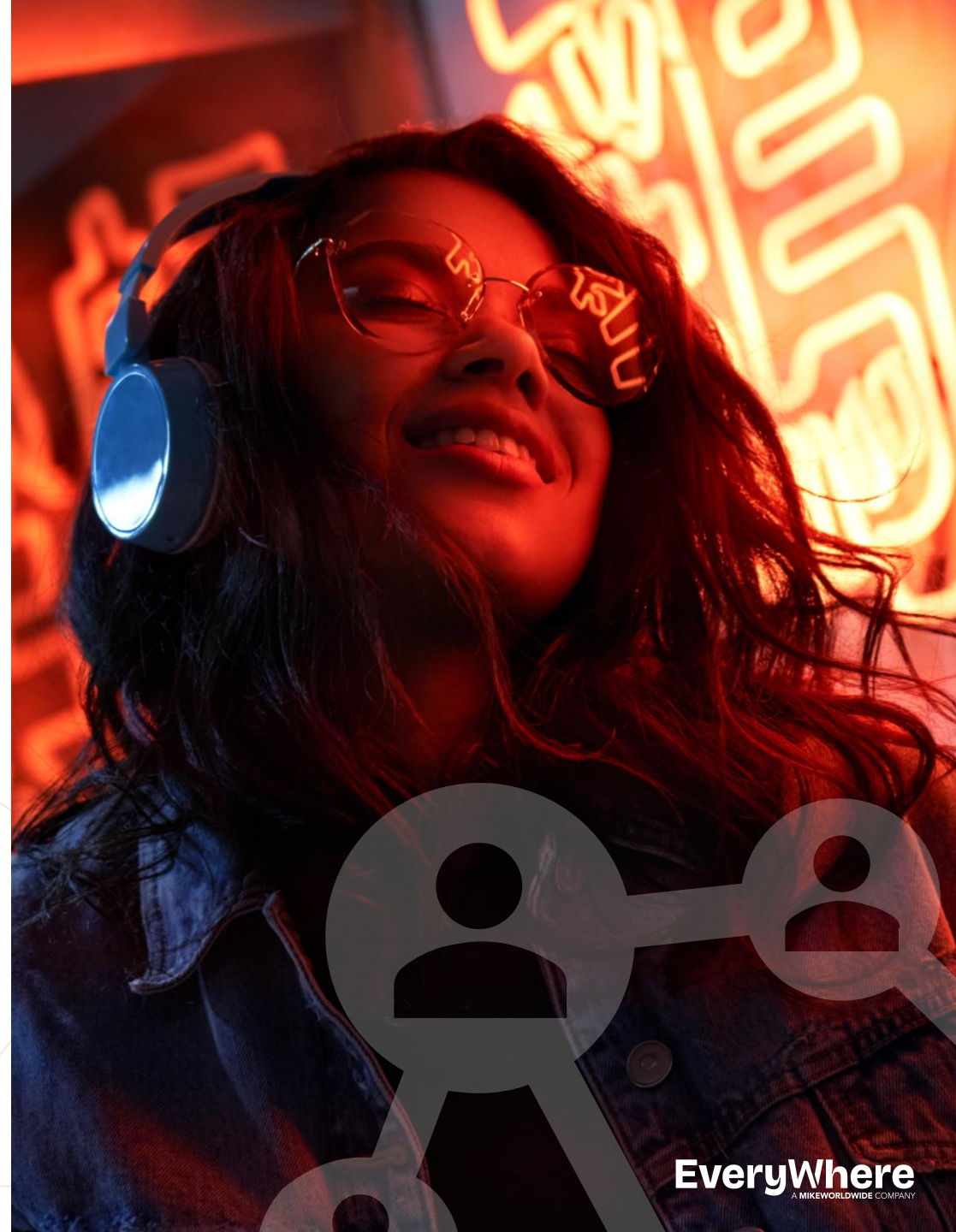
CONTENT **DISCOVERY**, ANALYTICS & PAID DISTRIBUTION

BEYOND NUMBERS: TURNING ANALYTICS INTO INSIGHTS

As consumers become more aware of how companies use their data, governments are enforcing stricter guidelines on its collection and usage. This shift is prompting businesses to move towards first-party data and contextual advertising, ensuring compliance with regulations and building consumer trust.

PAID: INCREASED FOCUS ON PRIVACY AND DATA PROTECTION

Marketing analytics have traditionally been all about the numbers—metrics, KPIs, and chasing measurable outcomes. And while ROI will always matter, 2025 is ushering in a new era. The real game-changer will be the ability to turn data into meaningful insights and compelling narratives that resonate with audiences.





LLMS ON THE FRONT LINES OF DISCOVERY

In 2025, ChatGPT and other large language models (LLMs) are [revolutionizing consumer discovery](#) by providing personalized, conversational interactions that guide customer search behavior and purchasing decisions. Some retailers now use these AI tools to tailor product recommendations and instantly respond to consumer inquiries, enhancing the search and shopping experience. But this approach also presents challenges like ensuring both brand consistency and accuracy in AI-generated content, a task which needs human oversight. As consumers increasingly rely on AI for product discovery, brands must effectively integrate these technologies into their marketing strategies to maintain relevance and foster trust.

GROWTH OF RETAIL MEDIA NETWORKS

Retail media networks (e.g., Amazon, Walmart, Target) will expand, offering brands highly targeted advertising opportunities directly within e-commerce platforms. These networks leverage in-house shopper data, making them a lucrative space for advertisers looking to drive conversions.



WHATEVER YOUR STRATEGY, BE AUTHENTIC.

AUTHENTIC
AUTHENTIC
AUTHENTIC
AUTHENTIC

Between the scaling and precise targeting possibilities of AI, engagement shifting to new platforms, and the ever-growing power of influencers, brands will need to rethink time-tested strategies in 2025. But regardless of the platform or strategy, audiences will still crave authentic connections as much as ever. Make this the year you work to strengthen your brand reputation and build authentic connections with your audience.

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