

Top Digital and Social Media Predictions of 2025



GoViral

digital



Predictions in 2025

i. Artificial Intelligence Content Trend

ii. Community-Focused Strategy

iii. Personal Branding

iiii. Social Listening

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iiiii. Social Commerce

Conclusion

1.



i. Artificial Intelligence Content Trend

It wasn't that long ago that we thought AI was coming for our roles however statistics show that the script has been flipped.

We're now viewing AI as a tool and how we can make it work for us within our industries. AI has been changing how we use the internet and digital marketing with its large language modeling capabilities as well as generative AI.

Generative AI has been integrated into all social media platforms such as Instagram and Facebook which are owned by Meta.

AI has evolved to be a key part of marketers strategy due to automating tiresome tasks, improving efficiency and speed, decreasing time and making more money.

Time is money so companies that are investing in AI training will stay ahead of their competitors.

i. Artificial Intelligence Content Trend

If it's not added into your strategy, 2025 needs to be the year you implement it.

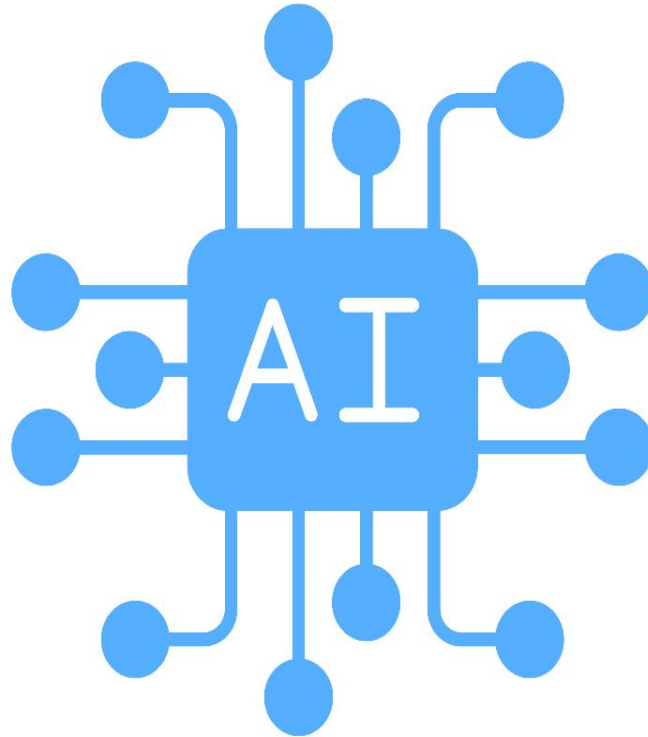
Segmentation, customer service, administration all have been automated by AI, opening up more space for ideation and creativity within your business.

Tools like Chat GPT-4 and the paid version -5, as well as Gemini, Claude.ai, act like a marketing bestie to bounce ideas off, generate posts and captions, break large documents into bullet points and much more.



**24 number of
business days a year
freed up with AI**

**72% of workers trust AI to
bring value to their work
processes**



**70% of workers want to develop
their AI skill sets to stay
marketable**

**80%
of senior employees believe AI will
prove its business impact within
two years**

Case Study

Microsoft has implemented its Microsoft Co-pilot which is an AI-powered digital assistant designed to help users with a range of tasks and activities on their devices.

From breaking down complex concepts to transforming ideas into visuals, Microsoft's AI assistant helps their team navigate the everyday. g

Co-pilot has cut down on research time as it searches the web for summaries and sources, increasing efficiency and saving time.

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Case Study

We've all got stuck with the creativity block with Co-Pilot, you can brainstorm a new project and get inspiration right at your fingertips.

Many international users use co-pilot so its ability to translate languages or help with a new language makes the connection between two countries stronger.

With Generative AI, first you have to "model train" it so that it analyzes data, finds patterns, and uses these patterns to generate or create a new output.

Microsoft only uses publicly available data collected from industry standard machine learning datasets and web crawls, like search engines.

The results

From the latest study on Microsoft,



57%
of users enjoy their work more using
Microsoft 365 Copilot



30%
reduction in new-hire onboarding
times.

Source: Microsoft



75%
of users said they were more productive when
using Copilot



112%+
projected ROI using Copilot for three years

Applying AI to Your Business

AI is quickly becoming part of everyday life and companies that fail to train their employees in using these advanced tools will fall behind.

From automating inefficient tasks to brainstorming new projects, it will free up talent allowing them to focus more on creative tasks, leading to improved productivity, innovation, and a competitive advantage.

1. From generating captions, social media posts, and articles, AI doesn't have the capabilities to write "human" copy just yet.

However, with the right prompts and training, you can make it sound more authentic and on-brand. Train AI by inputting your brand's tone of voice and brand rules and use it regularly till it starts to sound on-brand.

Applying AI to Your Business

2. AI exploration should be a part of your daily routine. There's constant AI improvements, advanced features and tools that are created every week so it's important for you and your team to stay up-to-date.
3. Employees, another skill needs to be added to your resume. To keep up with the evolution of AI, employees should develop skills in AI and have a basic understanding.

This is a great way for employers to stand out from their competition.



2025 Prediction

We see AI becoming a necessity within industries rather than a choice.

AI is continuing to get stronger and more advanced but rather see it as a threat, view it as a tool that can increase efficiency and open up room for more creativity within the business.

AI is ushering in a new future where predicting future trends and forecasting social media campaigns will become the norm and allow businesses to adjust strategies quicker than before.

By leveraging AI, businesses can start to influence market trends, set new industry standards, and drive innovation.



ii. Community-Focused Strategy

In previous years, business models were focused on top down communications, one-way messaging and mass marketing strategies.

Their main focus was selling products to as many people as possible with less of a focus on listening to their customers and building a relationship with them.

People started to disengage and become distrustful of big organizations and companies. There was a huge spike in distrust when the pandemic happened as many were isolated and craved connection through the screen.

It's estimated that most consumers are exposed to between 4,000 to 10,000 ads each day. No wonder consumers are sick of traditional and guerilla marketing.

II. Community-Focused Strategy

Since then, consumer behaviour has changed moving more towards authenticity and relatable experiences which they can connect to.

The “one-size-fits-all” approach no longer works and brands and businesses will need to switch from the traditional top down to a customer-centric approach.

Community-based marketing is more than just a trend; it’s a philosophy that revolves around nurturing relationships, fostering trust, and building genuine connections with your audience.



Case Studies

There's many businesses that have started implementing a community-centric strategy and the results are paying off. We've picked three that make their community an integral part of their marketing strategy.

Duolingo

Duolingo is a free app for learning over 40+ languages through quick, bite-size lessons.

At the moment, Duolingo currently has **13,400,000 followers on TikTok**.

If you analyze their content, they've created a community by getting involved in music trends, staying on top of hashtags, and sound effects creating popular and timely content.

Their tone of voice is replicated in every single piece of content, making the brand immediately recognizable.

It's fun and playful nature of its mascot has amassed millions of followers making learning fun and easier to consume.



GoPro

GoPro is a great example of a business turning a product into a lifestyle.

Much like Redbull, both brands use UGC content at the core of their strategy which in turn makes their customers feel a part of the brand.

If you take a look at their social media, it's never a stand alone product talking about its features. Those days are long gone.

Instead, they leverage their customers and change them into content creators, adventurers into brand ambassadors.

Because they invite their customers to share moments, they feel apart of a movement. GoPro encourages their customers to send in their images and videos made with GoPro and they choose the best ones to feature across their platforms.

We spoke about UGC earlier as being a trend that isn;t going to die out soon because of it's authenticity and relatability. This is a clear example of leveraging UGC in your content, turning your audience into a community.



AirBnB

AirBnB has been around since 2008 and has continued to disrupt the hospitality sector, growing to over 5 million hosts who have welcomed over two million guests all across the globe.

Its community is built on the idea of sharing unique travel experiences and actively encourages its users to leave reviews and travel tips.

Hosts open up their homes to guests who use it as a self-catering accommodation during their stay.

Their network of hosts are the core of their community strategy where they have a forum covering many topics for guests to explore and enjoy their chosen destination.

One core area of Airbnb's strategy is their initiative to have community leaders and provide education, resources, training, and access to new developments in Airbnbs operation strategy.

Involving the hosts into the development of the business builds connections and trust while both sides grow.



Why Building a Community-Centric Strategy Matters

Investing community-based marketing can be a driving force behind sustained engagement, brand loyalty and retention.

1. By fostering brand loyalty and belonging with your customers, you can increase customer retention rates. If a customer feels connected to your brand, they will remain loyal and advocate for your brand.
2. A customer-centric approach almost guarantees word-of-mouth marketing as long as the customer had a good experience. It's the cheapest and most effective form of marketing as people trust people.
3. Engaging with your community allows you to get deeper insights about your customers and adjust your marketing in alignment with their feedback. Customer service and follow-ups are a fantastic way to listen to your customers and implement quickly.

Prediction for 2025

The switch from the traditional business model to community-centric will enhance businesses brand awareness, loyalty and retention rates if done correctly.

Your customers are your best asset and involving them in the process will help grow the business and show them you value their opinion. People crave authenticity and brands that align with their values.

When people feel a part of a larger whole, they are more inclined to remain loyal to the brand even in a competitive market.

Brands and businesses that learn how to harness the power of community will outperform those who still focus on the products and not the people.

iii. Personal Branding

The Rise of Personal Branding

Your digital footprint is as significant as your physical footprint, personal branding has become more than just a buzzword—it's a necessity.

Personal branding is all about marketing yourself and opening up new opportunities. We believe it's going to continue to be a strategy for 2024.

Whether it's looking to transition to a new career or increase lead generation for your business, personal branding can help you stand out from your competitors.



Personal Branding

Employees are praised for becoming advocates online as it increases brand awareness and encourages engagement from potential clients.

There has been a rise in employee UGC that showcase the brand's company culture in a fun and engaging way letting customers get a glimpse into the behind-the-scenes. Brand-building has been on the rise with a strong emphasis on personal branding and we see it continuing.



According to a report in Wisernotify, 70% of employers say that a personal brand is more important than a resume.



84% of consumers believe a company as a brand is influenced by the personal brands of the employees.



50% of a company's reputation can be influenced by its CEO.



Content shared by employees has 8 times more engagement than that of the brand they work for.

Source: Wisernotify Data Report 2024

The Impact of Personal Branding

With more people working remotely and the rise of freelancers, building a personal brand is only going to increase.

According to the Edelman Trust Barometer Special Report, 63% of consumers trust influencer's opinions much more than what brands say about themselves.

With the rise of AI and automation, personal branding will help differentiate you from competition. Skills aren't enough anymore. Your brand is your biggest asset so make 2025 the year you build your personal brand.

Prediction for 2025

Video has been dominating our feeds especially over on LinkedIn. Video will be crucial for those building personal brands as it feels more authentic and relatable.

People relate to people and video allows connection to transfer more than written content. Even though AI is part of our life and will continue to become advanced, we can't lose the personal touch, human to human.

We all have unique skills, experiences, values which will be the difference between AI and you.

Adaptability will be a key skill in combining AI and your personal branding strategy as the landscape continues to change.

iiii. Social Listening

Social media listening tools are an effective way to generate data-backed insights into audience preferences.

Combine it with social media monitoring, you can find out what customers and potential clients are talking about and how to get involved in the conversations. It's always important to ask yourself "does this conversation align with the brand? Will it add or take away from the brand reputation?".

Acting like a fly on the wall helps gain deeper insights into what's trending, what platforms your audience is more active on, and a greater look at what your competitors are up to.

Not using social media listening tools as part of your "toolkit" can put you in a disadvantaged position as with them, you can spot gaps that your competitors are missing out on.



Social listening can improve campaign ROI by up to 25% by enabling data-driven targeting and content creation [\(Socialbakers, 2024\)](#):



78% of consumers expect brands to respond to social media messages. [\(Source: Salesforce, 2022\)](#).



Over 5 billion people worldwide are using social media, marking a 5.6% increase from the previous year [\(Source: DataReportal, 2024\)](#).



On average, users spend 2 hours and 31 minutes per day on social media platforms [\(Source: Global Web Index, 2024\)](#).

The Impact

With users joining social media platforms every single day and people spending more time online, it's a necessity for brands and businesses to invest in **social media listening tools to track mentions, listen to their customers, and respond back to customers queries faster.**

Pulling data from a variety of sources such as social media, blogs, review sites, and more helps you collect and analyze how you're doing in comparison to your competitors.

Monitoring engagement levels with your brand can be a clear indicator whether you are hitting the goal of brand awareness. The more people that know about your brand, the higher the engagement will be as long as its getting in front of the right audience.

Tracking engagement can determine whether your content strategy is speaking to your audience's pain points or its missing the mark completely.

From understanding your brand positioning to creating products and promotions that align with your customers, social media listening tools give you the data you need to make quick and better decisions.

Prediction for 2025

Consumers don't shy away from expressing their opinions and experiences online which can be a positive or a negative for brands.

Businesses that respond to negative social media comments within an hour see a 70% increase in customer satisfaction.

When brands own up to certain mistakes and take responsibility, they are less likely to get wrapped up in "cancel culture".

Invest in social media listening tools now and thank us later.



iiii. Rise of Voice Search and Voice Commerce

The way we are searching is changing. Voice search and voice optimization is on the rise and is a trend that we need to be prepared for.

Think of Apple's Siri, Amazon's Alexa, Google Assistant and the many voice assistants that interpret human speech and respond via a synthesized voice.

From iPhones to home speakers, voice assistants are integrated into every digital device we own.

It's important to understand how this trend is shaping SEO strategies and what proactive steps you can take today to get ahead of the curve in 2025.

The Data

Voice search optimization has been around for a while but because of its limited capabilities and inaccurate results, customers were slow to jump on the bandwagon.

However, since the advancement of AI and Natural Language Processing (NLP), it's improved its performance and its ability to understand different accents, cultural nuances, and change of emotional tones within communication.

According to lounge lizard, more than 50% of all internet searches are now voice-based and it's set to rise in 2025.

User behavior has continued to evolve and the traditional search will work no more as people are asking questions in a more natural and conversationalist way.

Questions are more specific and much longer compared to a few words. Moving away from keyword-driven searches, marketers will need to adapt the content to fit this style.

In 2024, the number of active voice assistant devices worldwide will double, reaching a total of 8.4 billion units.

Expect a major surge in "near me" and local searches, which make up 76% of voice searches, set to triple as users look for local business info directly.



Specific keyword usage (like "best," "easy," "free," "top," "list," etc.) in voice searches is predicted to increase by 20%.

The global voice recognition market is projected to reach \$26.8 billion by 2025

Why it matters

To be sure your content gets seen by potential customers, embrace conversationalist keywords - why, what, where, who, and how - and anticipate the kind of questions consumers will ask.

It's important for businesses to understand their target audience, the language they use, and adjust their content creation accordingly.

Businesses need to update their directories as more than 58% of users use voice search to find local businesses with 27% of users visiting a local business's website after conducting a voice search.

Keep your Google Business Profile up to date with accurate information, hours, and location.

As competition continues to rise each year, it's important to consistently keep optimizing and staying top of mind.

Prediction for 2025

Voice searches are more like conversations so SEO needs to change. We're always on the go so people expect a quick and fast answer.

This change in consumer behavior, how we interact with technology and digital content is something businesses need to evolve with.

We don't see voice assistants slowing down anytime soon, rather the opposite with the integration of them into all technologies we own.

Businesses will need to be more strategic with their content, focus more long-tail and conversationalist keywords to ensure they rank on Google.

If you haven't optimized your website for mobile devices, it's best to do it before 2024 ends as we spend far more time on our phones compared to computers and laptops and voice search is most used for mobile phones.

It's time to get optimizing!

iiiiii. Social Commerce

In the last year, social commerce has become the new way for consumers to buy products, reshaping the way businesses interact with their audiences and sell products.

Now you can shop till you drop with just one click. No more browsing through countless pages of products to find the perfect fit, you can do right within the app.

The integration of e-commerce capabilities into the social media platforms goes beyond just using it as a discovery tool.

You can complete the entire purchase within the app without having to multitask between apps.

The Data

Platforms like TikTok and Instagram command the lead by blending ecommerce features like live shopping, in-app marketplaces, and logistics support, all driving up social commerce spending. It's predicted that by 2025, social commerce sales will account for 17% of global e-commerce transactions.

Two trends that are dictating the future of social commerce are

- **Shoppable Posts**
- **Live Shopping Events**



Shoppable Posts

This feature allows customers to make direct purchases from social media posts and are becoming increasingly popular on Instagram and Pinterest.

Influencers use these capabilities on their social media posts who have partnered up with brands to promote their clothes wear.

You have the option to tag the exact product you bought within the post and loyal followers can make a purchase within one click. We expect by 2025, shoppable posts will be integral to businesses strategies to boost their sales online.

Live Shopping Events

Lives have become increasingly popular over the last few years, giving businesses another opportunity to connect to their customers.

Live shopping gives viewers an opportunity to view the products in real-time and interact with potential buyers.

Brands such as Plouise and Shein have been building momentum with live shopping events, **with Plouise, a beauty brand, breaking the UK record for generating the most revenue on TikTok Shop. A whopping £1.5million (\$2million) in just 12 hours.**



Why this matters

With over 5 billion active social media users, the potential for businesses to leverage social commerce highlights the importance for businesses to understand how to sell effectively within these platforms.

In a recent [Forbes article](#), social commerce is projected to hit a \$1.2 trillion market value by 2025.

Although there have been some questions surrounding data security and how each platform decides to use this confidential information, transparency and trust are crucial for protecting customers' privacy.

Businesses will need to guarantee to their customers that their information is well protected.

Prediction for 2025

We expect more brands to leverage live-stream shopping, shoppable posts, and AI-driven personalization to provide better shopping experiences, and build better rapport with their potential customers.

Gen-Z and millennials blend experiences online and offline, both valuing an omnichannel approach to shopping.

Since the rise of influencer marketing and UGC, Gen-Z play an active role in developing brand narratives and has a big influence on purchasing decisions.

On the other hand, millennials like to shop online and offline equally. They desire convenience which coincides with the accessibility of social commerce and the integration of it within social media apps.

However, both are cautious regarding data, security and privacy as they value transparency about what happens with their confidential information.

Brands that choose to integrate social commerce as part of their strategy will need to be more open and have clear guidelines for both generations to trust in the brand.

Conclusion

2024 has been a wild ride for businesses and brands as they look to keep up with new technology as it evolves and with the pace Gen-Z operates on social media.

Gen-Z are the only generation to have grown up fully with social media so traditional marketing is gone by its sell-by-date and brands and businesses alike will need to keep their ear to the ground to stay relevant and top of mind for consumers.

In comparison to other years, consumer behaviour has changed drastically with people investing more time and money into experiences, craving a deeper connection with brands, and preferring less-produced content that feels more authentic.

We're excited to see whether our predictions for 2025 are correct and what the year has in store for us all. If it's anything like 2024, it's just getting started.