# Navigating marketing in 2025: the impact of AI and consumer behaviour



As businesses and law firms prepare for the rapidly approaching year of 2025, the integration of artificial intelligence (AI) and the evolution of digital marketing strategies continue to dominate discussions among industry leaders. The advancements in technology and the subsequent changes in consumer behaviours are prompting a meticulous reevaluation of marketing practices across various sectors.

One of the foremost trends emerging for 2025 is the reimagining of digital marketing fundamentals, which requires businesses, especially law firms, to refocus their strategies to respond to real-time consumer behaviours and industry standards. Recent findings from a survey conducted by the Content Marketing Institute (CMI) and MarketingProfs indicate the importance of refining buyer personas, rethinking the customer journey, and aligning key performance indicators (KPIs) with tangible outcomes in a transformative marketplace.

AI's role within digital marketing is expected to amplify significantly in 2025. It is evolving from a novel concept to a cornerstone in creating hyper-personalized campaigns and utilising predictive analytics. Speaking to JD Supra, an expert noted, “AI can generate tailored content and provide real-time insights, but it cannot replicate the creativity and emotional resonance that come from human marketers.” This sentiment underscores the necessity for striking a balance between automation and human engagement in marketing strategies.

Enhanced digital analytics are also anticipated to be a focal point for marketers, as the emphasis shifts towards measuring the incremental impact of marketing efforts. Legal marketers, as well as other sectors, will find themselves prioritising business development metrics such as leads and conversions, moving away from traditional metrics like clicks and impressions. The report highlights that achieving an effective marketing strategy necessitates significant investment in both technology and talent.

On the digital advertising front, AI is set to revolutionize the landscape but not without inherent risks. Experts caution about the potential drawbacks of an over-reliance on AI-generated advertisements, which may lack the personal touch necessary for building brand reputation. Cory Munchbach, CEO of BlueConic, articulated that “the hyperbolic and hypothetical of AI has become a ubiquitous part of business operations” and emphasised that marketing workflows will be transformed in a way that balances both automation and human creativity.

Search Engine Optimization (SEO) practices are also evolving as traditional strategies become obsolete in an era dominated by generative AI. A shift from keyword focus to understanding user intent is evident, necessitating a broader application of skills in analytics and content marketing on platforms that continue to hold vast audiences, such as YouTube and Facebook.

The area of content marketing is likewise adapting, as businesses are encouraged to combine the power of generative AI with effective storytelling to create content that resonates and engages audiences meaningfully. The burgeoning realm of social media also demands a strategic allocation of resources, with an understanding that established platforms may yield better results than newer, less familiar channels.

The concept of omnichannel marketing is becoming non-negotiable for brands aiming to maintain a competitive edge. Consumers increasingly expect consistent experiences across all platforms; thus, firms must integrate their data and messaging to ensure a coherent and customer-centric approach.

Amidst these advancements, marketing experts predict that AI will not only shape advertising strategies but will also redefine how brands foster relationships with their audiences. According to Thomas Kriebernegg, general manager of SplitMetrics Agency, “AI-powered tools are already empowering marketers with data insights, automating advertising campaigns and improving workflows.” This insight reflects a general consensus that AI has transitioned from being an optional asset to becoming an integral component of successful marketing strategies.

However, the debate surrounding the prominence of AI evokes caution regarding the necessity for human involvement in marketing efforts. There remains a growing demand for authentic and emotionally resonant content, particularly as consumer scepticism rises in a tech-driven landscape.

As industries gear up for 2025, it becomes increasingly clear that businesses must navigate the intricate balance between leveraging advanced technology and retaining the human touch in their marketing strategies. The varied applications of AI across different sectors present both immense opportunities and potential pitfalls, and only those brands that adapt effectively will be inclined to thrive in this dynamic environment.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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* <https://getciville.com/top-legal-trends-law-firms-should-watch-for-in-2025/> - Further emphasizes AI's role in enhancing legal workflows, such as contract review and analysis, and its potential to support predictive analytics and case strategy development.
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