



Preparing for a successful 2025 with human-centered marketing strategies

Mariska Burger

Marketing Engineer | Fractional CMO |
Full-stack Product Marketing Consultant |
Brand strategist





index

1. The 2025 marketing landscape:
Trends and shifts you need to
prepare for

2. Human-centered marketing:
Why it matters more than ever

3. The 3 key pillars to maximise
your marketing ROI in 2025

4. Get 2025 marketing ready:
Your essential checklist

Now is the time to act



This series is designed to guide you through practical, human-centered strategies that drive both immediate and long-term growth. From understanding industry trends and customer behavior to refining your go-to-market approach, these insights will help you optimise your marketing for the year ahead and beyond.

Let's get started on how you can build a strategy that delivers results and sets you up for success in 2025!

1

The 2025 marketing landscape:



Trends and shifts you need to prepare for

As we approach 2025, the marketing landscape is undergoing profound changes, particularly in industries like SaaS, fintech, and B2B tech. With advancements in AI, personalisation, and customer experience taking center stage, businesses must adapt their strategies to remain competitive and relevant.

Let's look at some of the key trends and shifts shaping the marketing world, and why now is the perfect time to start preparing for the year ahead.



Trend 1: AI-driven personalisation will be non-negotiable

AI is no longer just a buzzword, it's revolutionising how businesses approach marketing. In 2025, personalisation will move beyond addressing customers by name in emails. AI will enable marketers to deliver hyper-relevant content, offers, and experiences in real-time, based on customer behavior, preferences, and data. Businesses that embrace AI-driven personalisation will gain a significant advantage, as customers increasingly expect brands to understand and anticipate their needs.

To prepare, businesses should invest in AI-powered tools that can analyse customer data, segment audiences, and automate personalised content. For SaaS and fintech companies, this could mean using AI to tailor product recommendations or providing proactive customer support based on user behaviour.

Trend 2: The Rise of Customer-Centric Marketing

In 2025, customer-centricity will no longer be an option - it will be a necessity. Customers are more informed and empowered than ever, and they want to feel understood by the brands they engage with. The shift toward customer-centric marketing involves deeply understanding your audience, identifying their pain points, and creating value-driven experiences that resonate with them on a personal level.

To succeed in this space, businesses need to invest in comprehensive customer research and persona development. By truly understanding your audience, you can create tailored marketing strategies that build trust and loyalty - key components in driving sustainable growth.



Trend 3: Data Privacy and Trust Will Become Critical

As data privacy regulations tighten across the globe, including GDPR, CCPA, and others, marketers must strike a delicate balance between personalisation and privacy. In 2025, transparency and trust will be crucial differentiators. Customers will gravitate toward brands that are open about how they collect, use, and protect their data.

Businesses should start preparing by ensuring their data collection processes are compliant with current regulations. Additionally, being transparent with customers about how their data is used will foster trust and strengthen brand loyalty.

Trend 4: Video Content Will Dominate

The shift toward visual content, especially video, will continue to grow in 2025. Whether it's short-form videos on social media or in-depth video tutorials, video content will play a key role in engaging audiences and driving conversions. For businesses in SaaS and fintech, video can be an effective way to demonstrate product features, share customer testimonials, and explain complex concepts.

To stay ahead, businesses should prioritise video content as part of their marketing strategy. Investing in video production and content creation can help businesses connect with their audiences in a more dynamic and engaging way.

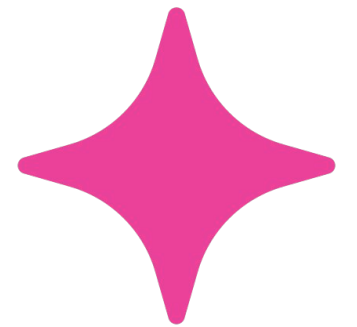


Preparing for 2025 Starts Now

As the marketing landscape continues to evolve, businesses must stay ahead of the curve by embracing new trends and technologies. By focusing on AI-driven personalisation, customer-centric marketing, data privacy, and video content, you can position your business for success in 2025. Now is the time to refine your strategy, invest in the right tools, and get 2025 marketing ready!



2



Human-Centered Marketing: Why It Matters More Than Ever

In a world that's increasingly dominated by technology and automation, businesses often focus on data, algorithms, and efficiency. While these are undeniably important, it's crucial not to lose sight of the human element in marketing. Human-centered marketing - an approach that puts people at the heart of every marketing strategy - has never been more critical.

As we approach 2025, understanding and authentically connecting with your audience on a human level is essential for building trust and maximising your ROI.



What is Human-Centered Marketing?

Human-centered marketing is a strategy that focuses on understanding the emotional needs, desires, and behaviours of your customers. It's about creating experiences that resonate deeply with people, not just as consumers, but as individuals with unique stories, challenges, and aspirations. Rather than relying solely on data points and demographics, human-centered marketing prioritises empathy, authenticity, and personalisation at every touchpoint.

This approach helps build long-term relationships, fosters brand loyalty, and encourages word-of-mouth referrals. As customers increasingly demand authenticity from the brands they support, businesses that fail to adopt a human-centered approach may struggle to connect with their audiences in meaningful ways.

Why Human-Centered Marketing Matters in 2025

As technology advances, customer expectations have evolved. People no longer want generic, one-size-fits-all solutions. Instead, they crave personalised experiences that make them feel understood and valued. Here are a few reasons why human-centered marketing will be even more important in 2025:

1. **The age of authenticity:** Customers are becoming more discerning about where they spend their money. They want to engage with brands that are genuine, transparent, and aligned with their personal values. Human-centered marketing allows businesses to communicate their mission, vision, and purpose in a way that resonates on a personal level. Authenticity builds trust—and trust drives sales.
2. **Emotional connections foster loyalty:** When customers feel an emotional connection to a brand, they are more likely to remain loyal and advocate for that brand. Human-centered marketing taps into the emotional side of consumer behavior, creating deeper connections that go beyond transactional interactions.



3. **Empathy-driven problem solving:** In industries like SaaS and fintech, customers are often looking for solutions to complex problems. Human-centered marketing involves understanding the pain points and challenges of your audience and delivering solutions that speak directly to their needs. By empathising with your customers and addressing their specific concerns, you can create value-driven marketing strategies that result in higher engagement and better outcomes.

4. **The rise of personalisation:** As AI and machine learning technologies continue to evolve, personalised marketing will become the standard in 2025. However, true personalisation goes beyond using a customer's name in an email. It requires a deep understanding of your customers' motivations, preferences, and behaviors. Human-centered marketing ensures that personalisation is done thoughtfully and effectively, strengthening relationships and enhancing customer satisfaction.



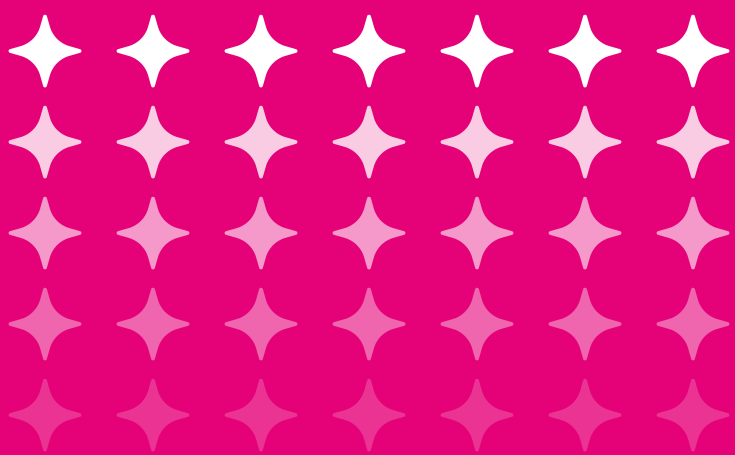


How to Implement Human-Centered Marketing

To adopt a human-centered marketing approach, businesses must prioritise empathy, authenticity, and customer-centricity in their strategies. Here are a few practical steps to get started:

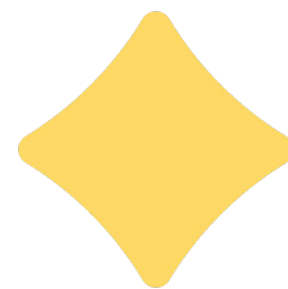
1. **Invest in customer research:** The foundation of human-centered marketing is understanding your audience. Conduct surveys, interviews, and persona development exercises to gain deep insights into your customers' needs and desires.
2. **Build authentic connections:** Human-centered marketing is about building relationships, not just making sales. Engage with your audience through storytelling, social media, and personalised content that speaks to their values and aspirations.
3. **Focus on customer experience:** Every interaction with your brand should reflect your human-centered approach. From the website experience to customer support, ensure that your business is aligned with the needs and preferences of your audience.

While data and technology are important tools in modern marketing, they should never replace the human touch. As we move into 2025, businesses that prioritise empathy, authenticity, and customer experience will stand out in a crowded marketplace. Now more than ever, human-centered marketing is the key to building long-lasting relationships and driving sustainable growth.



3

The 3 Key Pillars to Maximise Your Marketing ROI in 2025



Maximising your marketing ROI in 2025 requires more than just focusing on immediate sales and conversions. It's about building a long-term strategy that not only drives revenue growth but also creates meaningful, lasting relationships with your audience.

As businesses continue to adapt to the changing marketing landscape, there are three key pillars that will help you get the most out of your marketing efforts: Customer Research & Persona Development, Go-to-Market Strategy, and Marketing Automation & Resource Planning.



1. Customer Research & Persona Development

Customer research and persona development are foundational elements of any successful marketing strategy. In 2025, marketing is no longer about broad demographics but about understanding the emotional and behavioral nuances of your audience. By developing detailed [Ideal Customer Profiles](#) (ICPs), you can target your marketing efforts more precisely, ensuring your campaigns resonate on a deeper level.

Businesses that invest in continuous customer research can anticipate market shifts and adjust their messaging accordingly. This isn't just about collecting data; it's about creating a living, evolving understanding of your customers' pain points, desires, and motivations. ICPs, when done right, allow businesses to move beyond guesswork, delivering targeted content that fosters stronger connections with their audience.

How to use customer research and persona development:

- Leverage advanced data analysis tools to segment your audience based on behavior, preferences, and pain points.
- Conduct regular customer feedback loops through surveys, interviews, and social media engagement to keep personas up-to-date.
- Use your updated ICPs to inform your content strategy, ensuring that all marketing messages align with the actual needs of your audience.

[Download your free guide](#) on developing your Ideal Customer Profile (ICP) and Buyer Personas.



2. Go-to-Market Strategy

A robust Go-to-Market (GTM) strategy is essential for scaling products and services, especially in competitive markets like SaaS, fintech, and B2B tech. It is not enough to simply launch a product; you need to have a clear plan for how you'll introduce it to the market, differentiate it from competitors, and convert prospects into customers.

Your GTM strategy should cover everything from messaging and positioning to channel strategies and sales enablement. In 2025, businesses that excel at GTM will be those that maintain a close alignment between marketing and sales, ensuring a seamless buyer journey. For example, mapping the buyer journey and identifying key touchpoints can help refine messaging for each stage of the funnel.

How to strengthen your GTM strategy:

- Map out the buyer journey in detail, identifying the specific needs and challenges at each stage.
- [Test and iterate your messaging](#) across different channels to determine what resonates most with your target audience.
- Foster collaboration between marketing and sales teams, ensuring that lead handoffs and customer communications are aligned for maximum efficiency and conversions.



3. Marketing Automation & Resource Planning

Marketing automation, when paired with effective resource planning, allows businesses to scale their marketing efforts without drastically increasing overhead. Automation tools like HubSpot or Marketo can streamline everything from lead nurturing to performance tracking, enabling teams to focus on higher-level strategy rather than getting bogged down in manual tasks.

Automation also plays a crucial role in optimising the customer experience. By delivering the right message at the right time, businesses can increase engagement, improve conversions, and enhance customer satisfaction. When combined with strong resource planning, automation ensures that your team is focused on the most impactful tasks, maximising both efficiency and ROI.

How to optimise automation & resource planning:

- Implement advanced automation platforms to manage repetitive tasks like email marketing, social media scheduling, and lead scoring.
- Regularly assess your marketing resources to ensure that time, budget, and personnel are allocated to the highest-impact activities.
- Use data from automated campaigns to continually optimise your strategy, ensuring that you're achieving the best possible results with minimal effort.



Laying the Foundation for 2025 Success

The key to maximising marketing ROI in 2025 lies in mastering these three pillars: understanding your customers through detailed research, having a well-defined go-to-market strategy, and leveraging automation and resource planning for efficiency. As the marketing landscape continues to evolve, businesses that focus on these foundational elements will not only achieve short-term success but also build a lasting competitive advantage.

Now is the time to start planning for the year ahead, aligning your strategy with these pillars to ensure your marketing efforts deliver exceptional results. The companies that invest in these areas today will be the ones leading the way in 2025.



4

Get 2025 Marketing Ready: Your Essential Checklist



As you gear up for 2025, having a clear, actionable plan is essential to maximise your marketing ROI. This checklist outlines the key areas you should focus on, helping you stay organized and ensuring no critical element is overlooked. Whether you're refining your customer research, enhancing your go-to-market strategy, or implementing marketing automation, these steps will guide you toward success.

2025 Marketing Checklist

10 Key areas for founders to focus on

Deepen Your Customer Understanding

- ☐ Refine your Ideal Customer Profile (ICP)
- ☐ Conduct in-depth customer research (surveys, interviews, feedback)
- ☐ Identify new customer segments or evolving needs

Sharpen Your Messaging

- ☐ Ensure your brand voice is clear, authentic, and resonates with your audience
- ☐ Audit current messaging for alignment with customer pain points
- ☐ Update your value propositions to reflect recent market trends

Focus on Value-Driven Content

- ☐ Plan a content calendar that prioritises thought leadership and educational pieces
- ☐ Incorporate customer success stories and case studies
- ☐ Explore new content formats (video, podcasts, webinars)

Use Data-Driven Insights

- ☐ Implement a robust analytics system to track KPIs
- ☐ Set up marketing automation and CRM tools to optimise lead nurturing
- ☐ Regularly review and adjust campaigns based on performance data

Embrace Innovative Technology

- ☐ Investigate AI and automation tools to personalise customer experiences
- ☐ Leverage tools like chatbots, email automation, and CJM
- ☐ Keep an eye on emerging tech trends that could give your brand a competitive edge

Develop a Multichannel Strategy

- ☐ Ensure your website is optimised for SEO, speed, and usability
- ☐ Build a social media strategy that engages your audience across platforms
- ☐ Incorporate email marketing and nurture sequences

Focus on Your Brand's Digital Presence

- ☐ Conduct a website audit: Is your design up-to-date and user-friendly?
- ☐ Refresh your LinkedIn and other social profiles to reflect your 2025 vision
- ☐ Monitor and update your online reviews and reputation

Build Strategic Partnerships

- ☐ Identify potential partnerships (affiliates, influencers, complementary businesses)
- ☐ Create a plan for co-branded campaigns or content collaborations
- ☐ Engage in industry communities and events

Prioritise Customer Retention

- ☐ Implement loyalty programs or exclusive offers for your top customers
- ☐ Use personalized follow-ups and feedback loops to deepen customer relationships
- ☐ Track and improve customer satisfaction and NPS

Plan for Flexibility & Agility

- ☐ Set aside a flexible budget for new opportunities or market shifts
- ☐ Be prepared to pivot strategies based on industry trends or customer feedback
- ☐ Encourage your team to experiment with new marketing tactics

Now is the time to act

The time for planning is now. Waiting until the last minute to get your marketing strategy in place for 2025 could mean missing out on critical opportunities for growth. The businesses that act now will be the ones who lead, innovate, and capture market share in the coming year.

By leveraging human-centered, ROI-driven strategies, you can set your company up for both immediate and long-term success. I'm here to help you build a tailored marketing plan that fits your unique needs. If you're ready to take your marketing to the next level, consider my Fractional CMO services to guide you through the process and ensure your strategy delivers.

Don't wait—let's start preparing for 2025 today!

[Get in touch](#) to get started.

Mariska Burger

Marketing Engineer | Fractional CMO |
Full-stack Product Marketing Consultant |
Brand strategist

