

2024 MARKETING TRENDS RECAP & 2025 FORECAST



THE REAL TALK ON DIGITAL MARKETING: 2024'S HITS, MISSES, AND WHAT'S NEXT

As a digital marketing agency diving deep into social media this year, we've seen some major shifts in both local and global marketing landscapes. Here are our unfiltered thoughts on what went down this year and what we're predicting for 2025! 🌟



THE UGC REVOLUTIONS: A DIGITAL MARKETING AGENCY'S DEEP DIVE

This year marked a definitive shift in how brands approach content creation. The polished, corporate feed is officially over (RIP), and authentic user-generated content is in - and the psychology behind why is chef's kiss. 🍷

Air New Zealand perfectly captured this shift with their [#ShareMeNZ](#) campaign. Instead of relying on glossy tourism shots, they turned their customers into storytellers. These genuine moments resonated far more than traditional advertising ever could. Their social engagement skyrocketed, particularly on [TikTok](#), where traveller-created content regularly outperformed their official advertisements.

Someone globally we think is absolutely slaying the UGC game is [Poppi](#), who turned their prebiotic drinks into a social media phenomenon. Poppi has branded itself as the cool girl drink - everyone wants a piece of the lifestyle they're selling.

Their success wasn't just about hitting trends and riding the UGC wave at the right time; it was actually psychology and forward-thinking.

Hold onto your hat, we're about to get deep.

When we look at our hierarchy of needs, UGC hits multiple levels simultaneously:

- **Belongingness:** Creating content makes users feel part of a community
- **Esteem:** Getting featured by brands validates creators
- **Self-actualisation:** Sharing experiences allows for creative expression

So when Poppi's customers started creating [fridge restocks](#) and [aesthetic \(but authentic real-life\) shots](#) featuring a can of Poppi, they weren't just showing off drinks - they were fulfilling deeper psychological needs.

Genius? We think so!



Keep reading! ↓

THE END OF TRADITIONAL SHOPPING AS WE KNOW IT

The most significant shift we saw in 2024 was how brands approached e-commerce. [TikTok Shop](#) transformed from an experimental feature to a serious sales channel.

We also saw platforms like Instagram, Pinterest, and even Amazon evolve their social commerce capabilities:

- Instagram continued to refine its shopping tags and integrated checkout
- Amazon expanded its influencer programme and storefront capabilities
- Pinterest enhanced its shoppable pins
- YouTube integrated more direct purchasing options

Savvy e-commerce brands such as [Culture Kings](#) (the Aussie streetwear giant) mastered this transition by combining live shopping events with user-generated content. Their “Style Drop” live sessions, featuring real customers trying on new arrivals, regularly resulted in products selling out within hours.

Is this the future of e-commerce? We’re saying a big YES!

DIGITAL MARKETING AGENCY INSIGHTS: 2025 AND BEYOND

Looking ahead, we’re seeing three major trends that will shape digital marketing in 2025:

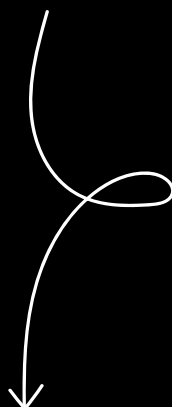
1 The Evolution of Social Commerce

The future of shopping is social, but not in the way we originally thought. Forget basic product tags - we’re moving toward fully immersive shopping experiences.

We’ve seen how brands like [Culture Kings](#) leverage live streams to their benefit, but what are other brands brewing up?

Well, [Frank Body](#) is already testing virtual try-on features that let customers sample products through their phone cameras before purchasing.

This blend of AR technology with social commerce isn’t just a gimmick - it’s solving real problems for online shoppers and we think that’s a big **slay**. 🙌



2 Community Over Everything (And We Mean EVERYTHING)

The most successful brands in 2025 will be those that build genuine communities, not just follower counts. It's about creating a space where followers don't just scroll but truly engage, contribute, and feel like they're part of something bigger.

The future isn't about how many followers you have, but how deeply those followers care about your brand's mission. It's about creating a movement, not just a marketing campaign.

3 The Next Generation of Content Creation

The future of content creation isn't about choosing between professional production and user-generated content (UGC) - it's about finding that sweet spot between both.

Think: professionally shot campaign content mixed with customer-created videos, creating a content mix that feels both aspirational and authentic.

This hybrid approach allows brands to maintain their premium positioning while fostering genuine connections with their audience.

As platforms evolve, including newcomers like Bluesky's decentralised approach to social media, brands need to think beyond just promotional content.

Employee-generated content has emerged as a powerful tool, giving audiences a window into company culture and the passionate individuals behind the brands they love.

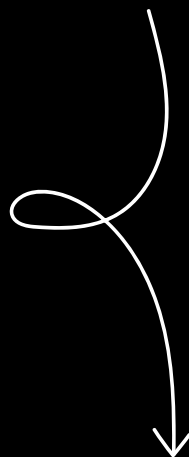
Whether it's behind-the-scenes glimpses or expert insights from team members, this human element helps build deeper connections with audiences as they lean towards emotional decision-making.

The key to success lies in balancing long-term brand awareness with short-term ROI goals.

While measuring immediate returns is important, focusing solely on sales-driven content can lead to audience fatigue.

Smart brands are developing content strategies that mix brand storytelling, community engagement, and strategic promotional content, ensuring audiences aren't constantly bombarded with sales messages focusing on both the short and the long-term goals.

This balanced approach allows for more meaningful brand-consumer relationships to develop over time while still driving business results.





LOOKING FORWARD (WITH OUR CRYSTAL BALL AND DATA ANALYTICS)

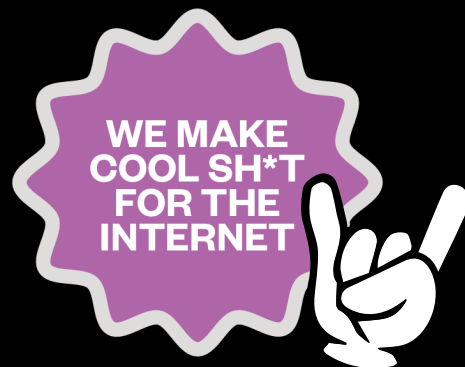
As we move into 2025, the digital marketing landscape will continue to evolve. New platforms will emerge, existing ones will transform, and consumer behaviours will shift. But one thing remains constant: *the need for authentic connection.*

Whether you're a local business looking to expand your digital presence or a global brand wanting to connect with Kiwi audiences, success will come from building genuine relationships with your community.

Ready to make your mark in 2025? Let's chat about creating a strategy that connects with your audience (and yes, we can totally do that over an iced latte - we believe in the power of good coffee and even better ideas).

Let's get it! 🚀

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