

2025

CONTENT TRENDS



A REPORT FROM RASMUS HAMMARBERG

INTRODUCTION

This past year has been wild. AI has been everywhere, companies have struggled with the economic climate while fatously attempting to reach an audience that is getting absolutely sick of generic content and endless streams of mediocre slab, that tends to tune out rather than engage. And all this has happened while the world has fallen into an even more uncertain reality where global issues affect most about everyone – economically as well as emotionally.

It's been a tough year to say the least, and it will probably not improve that much in 2025: the world will still be an uncertain place where we don't really know what comes next, where we need to turn each penny we spend a hundred times before we choose to actually put it on the counter. Which, in turn, will make 2025 a year of **cost-efficiency, personality, ethics** and **emotion**. But more on that in the actual report you're about to read.

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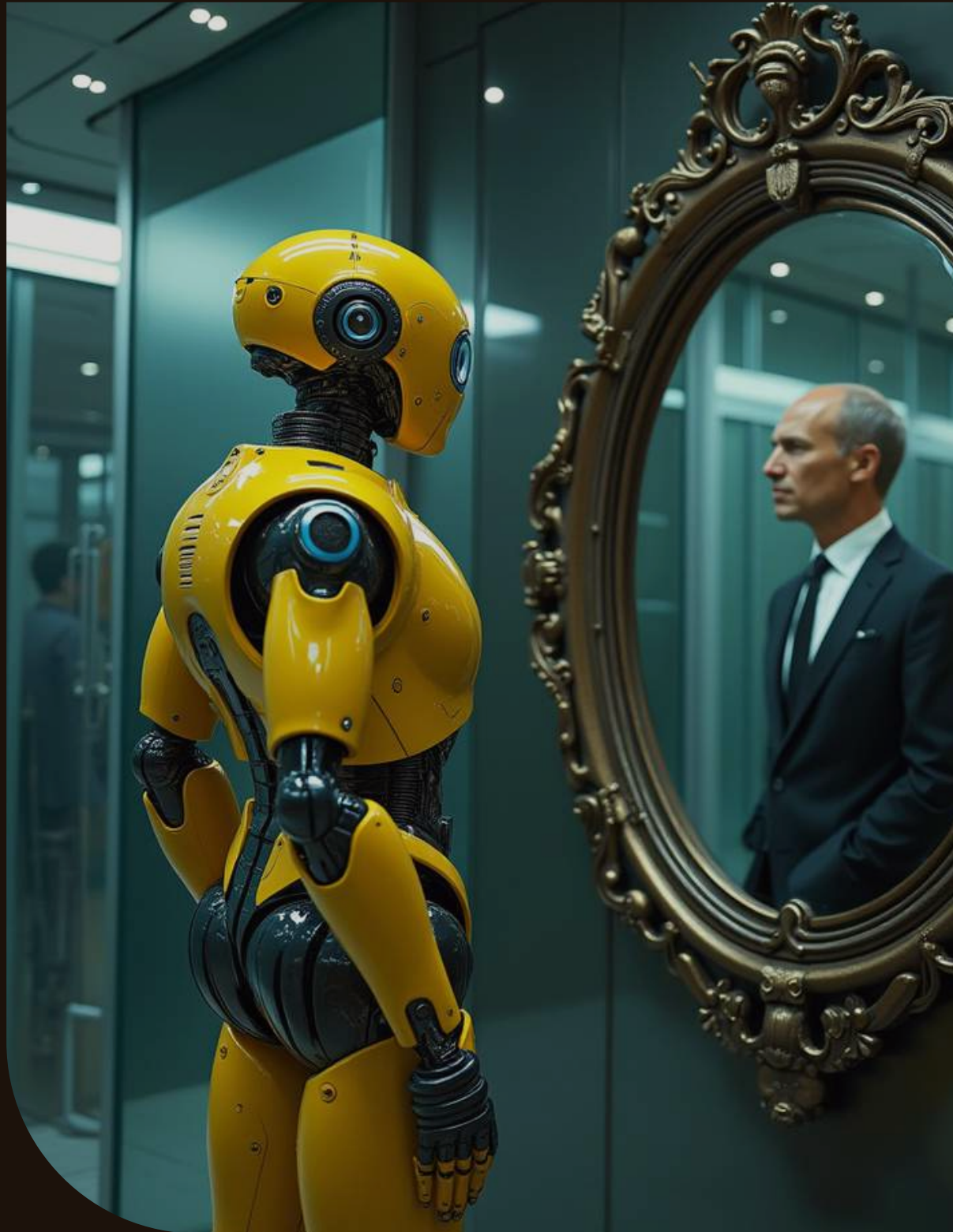




CONTENT IN 2025...

will be subject to both micro and macro trends, and content marketers will probably change a lot of their behaviors to make sure their content works, performs, converts and, above all, **feels**. Which means that we'll probably see a number of trends emerging, including:

- 1: AI, made to sound like you**
- 2: Emotion as a competitive advantage**
- 3: A peer-to-peer content exchange**
- 4: Ethics as an advantage**
- 5: Short videos, long texts**



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#1 AI MADE TO SOUND LIKE YOU

Look: AI tends to write things that smell of oil, cogs, computer power. At least in its first state and especially without some human intervention. And while last year's Gen-AI craze will certainly remain, to some extent, content people WILL pay more attention to details and SHOULD make it a priority to make their AI content sound like they sound.

After all, the honest and real will remain important to cut through the bull**** and be seen, and we can't really be real unless we sound like ourselves. As brands and people.

Makes sense, right?

HOW TO USE AI (AND STILL SOUND LIKE YOU)

WRAP THE OUTPUT IN YOUR OWN WORDS

The AI is great at coming up with ideas, writing first drafts and then checking the end result for all those grammatical errors that can happen. It is also great at taking things to the extreme and either sounding as formal as that super-serious English professor you once had – or as informal as I do when I try to write like I think young people write. Which, in turn, means that you need to change it.

Try to write what the AI writes in your own words – and adding your own thoughts. Think about how you (or your brand) speak and then make the text sound like that. Change things up with short sentences after long ones and think (I mean really think) about the **flow** of the text: machines tend to make their text flow like a puddle of rain: people can make them flow like rivers.

USE YOUR FRIENDS & THE TOOLS YOU HAVE

I think it was Henry Miller who said to never show anyone anything you wrote before a year had passed. That doesn't always fly, and when you're re-making AI stuff into your own personal gold you SHOULD send it to some friends and co-workers who can gauge the tone. Is it your voice? Does it sound natural? And most importantly: does it sound like something a machine would say, or something you would?

There are also some tools you can use. My buddies at AndSEND, for example, have made a very, very cool tool that (among other things) helps you send AI-powered messages that actually take your voice and previous interactions into consideration when crafting messages. In other words, AI messages that can actually sound like you.

DON'T BE PERFECT

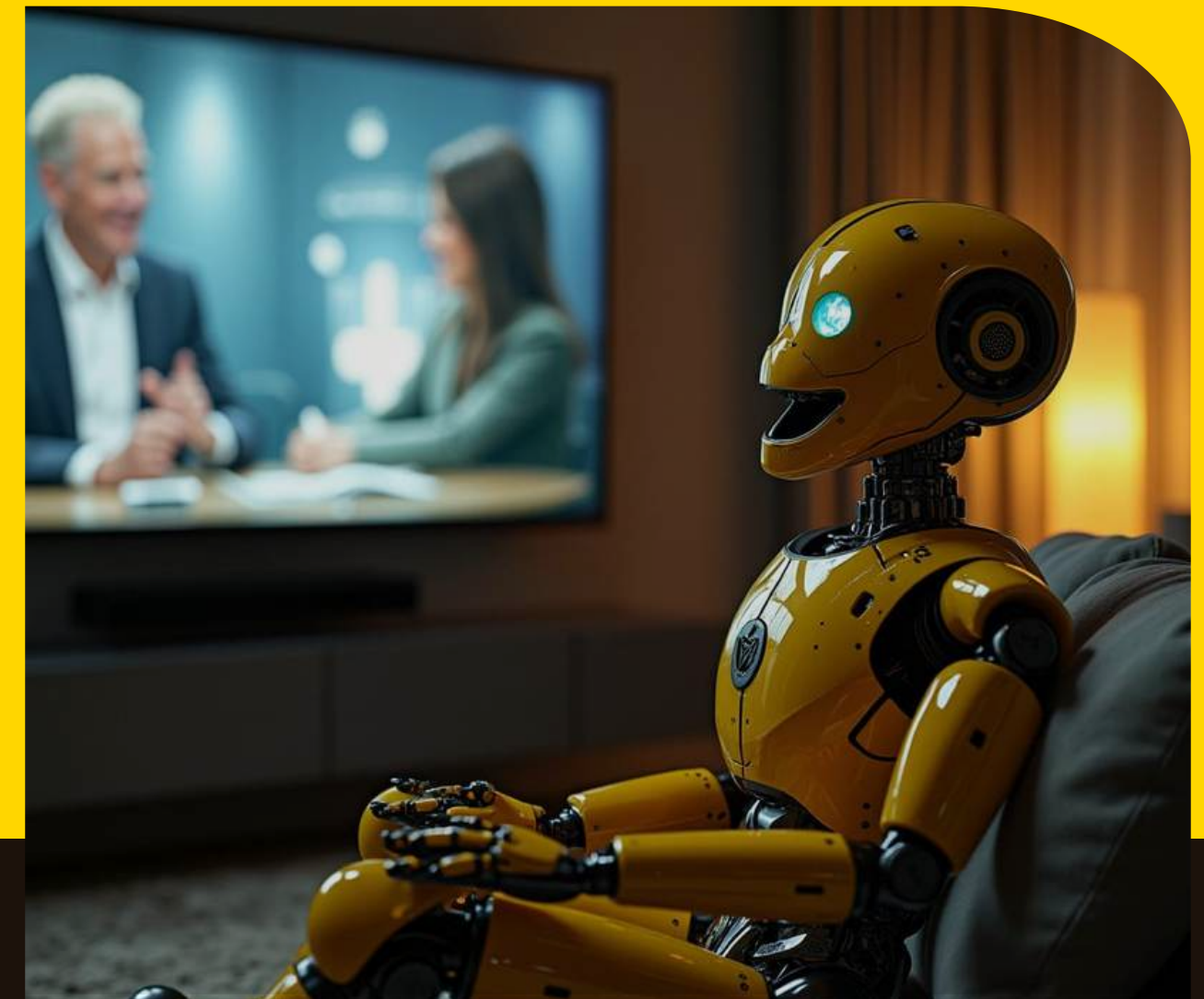
Perfection is very much over, at least for most people and brands. After all, the people who are supposed to go through our content are, in fact, people; messy, imperfect, tired and happy people who need to relate, engage with your content. Say after me: B2B (and B2C) buyers are people, too. And they need content that feels.

Content that has been perfected by the machine is the antithesis of content that feels. It reeks of oil when it should smell like roses. It knows what sesquipedalian means. It is always right and, unlike your audience, it knows all the grammatical rules in the world and is not afraid to show it.

But that's not what audiences are after, not really. Even if it's a serious text that needs proper sentence structure, it shouldn't read like a lexicon. Which is my little way of advising you to let the AI do what it does best and not let it overstep. It might become perfect, but that's not what you want.

#2 EMOTION AS A COMPETITIVE ADVANTAGE

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2025 IS THE YEAR OF FEELINGS

Reason is good and all, it has a place in your content because people need facts and figures, they need actual value and not just fluff. BUT, people won't really care, notice or engage with content that doesn't tap those emotions of theirs. And, as we really, really need people to engage with our precious content (and when most of the other content they see is kind of bland), this emotional approach becomes a true competitive advantage. Especially in this time of ours when everyone is feeling all kinds of things on a daily basis, and the world is kind of volatile and unsure.

Facts alone won't do the trick in such a world – but feelings will. So, wrap your facts up in said feelings – or let the figures become secondary to the awesome force of raw emotion. Which, in fact, is what will draw your audience in. So that they can see all those nice figures and facts of yours and care about them.



#3 PEER-TO-PEER CONTENT EXCHANGE

Brands will have a harder time reaching people on social, while personal connections and authentic relationships will only be more and more important. This will translate to a year when less content is shared from brands directly and more is shared from actual people – co-workers, micro-influencers and others who can both get through the noise and be authentic enough to be trusted and listened to.

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HOW TO THINK ABOUT CONTENT DISTRIBUTION IN 2025

PAGE 09

NO MORE CONTENT FROM A PIEDESTAL

Content will become more conversational in more ways than one. People trust people more than brands and **want** to be part of the conversation. They want communities. Allies. Which may mean that your brand's content is shared by team members, or that team members themselves create and share content.

MORE CONVERSATIONS

Social conversations (i.e. messages and organic posts from people instead of brands) will take a larger piece of the pie and be a defakto content strategy. After all, relevancy will remain key in 2025, and direct interactions and peer-to-peer conversations offer an awesome chance for relevancy.



#4 ETHICS AS AN ADVANTAGE

Look. The world is in peril. Really. We've got wars and environmental disasters. We've got financial insecurity and starvation. It's wild and scary and people are constantly seeing this very thing in their feeds. They **see** it, and they **care** about it.

With all that in mind, content will need to change both in tone and substance.

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CONTENT WILL CHANGE IN SUBSTANCE

You know how buyers care more about the brands they buy from? This is a trend that has only grown the last couple of years, and it means that buyers make more and more decisions partly based on what vendors stand for, who they are.

When it comes to our content, this means that brands will put their heart on their sleeve, so to speak. They will actually have values and stand for them. And a lot of content will be produced that explains all this for buyers (this is, in fact, also why storytelling will become even bigger going forward).

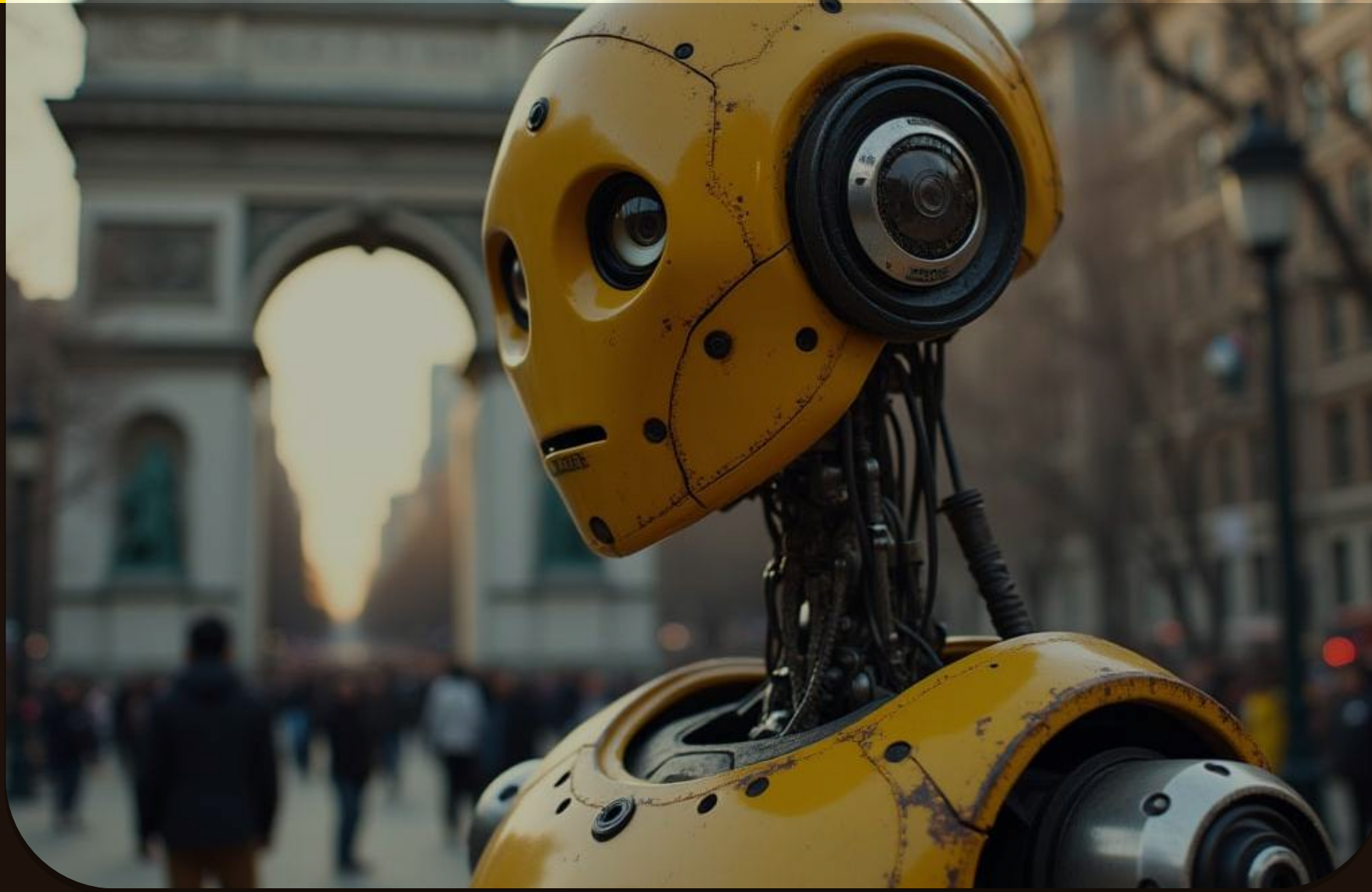
In other words, content will change shape and be more focused on telling stories, as brands and people. With that, content will be beacon that tells the world about the issues people and brands care about, the things they stand for.

CONTENT WILL CHANGE IN TONE

When the world is in jeopardy and brands need ways to stand out, they won't just write about it or create videos that show that they care. No, the very tone will change and become more optimistic, or at least more understanding.

Remember: we're talking to people who have feelings and need to be understood. And content that doesn't take all that into consideration will risk looking out of touch and irrelevant.

This will necessitate a change where the tone of our content becomes as understanding as our subject matter, our optimism as strong as our will to change things for the better. I.e. content will become a beacon of hope, change and understanding in a world that is anything but bright and sunny all the time. It is how brands can pull their audience in and get them to actually care. Which is crazily important when most companies struggle to be seen.



#5 SHORT VIDEOS. LONG TEXTS.

Short videos will remain a trend moving forward, but they'll have company now.

VIDEOS THAT GRAB ATTENTION. TEXT THAT KEEPS IT.

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SHORT VIDEOS WILL REIGN SUPREME

Like last year, short videos will be a trend that remains – and grows. Even LinkedIn has jumped on the wagon and started to introduce their video mode, and all the while we need to keep people’s attention spans and habits in mind and create content that jives with that. That said, the videos will need to be better moving forward. And I’m not talking a more expensive production: no, the important thing to note is that the video you share needs to grab attention AND be both relevant and valuable for the viewer. Otherwise, they’ll forget it exists – if the algorithms even allow them to see it.

LONGER TEXTS FOR DEEP DIVES

Short, decent texts will make way for longer stuff that is more thought out, that offers more value and allows the reader to dig deeper into an area and actually learn something. Especially in this time of ours when everyone is more careful with their time and money, when buyers want to do more research and spend their time wisely.

Plus, sharing relevant knowledge is very 2025, while clickbaity, AI-powered blog posts are very, very much a thing of the past.

HONORARY MENTIONS

Trends that are still in their infancy and will probably gain traction as we move through this new year of ours...

SGPTO/LLMO

As more people use AI tools (GPT Search and such) to search the web, content needs to be optimized for both those tools and the traditional search engines. I.e. we may see an increase in what we may temporarily call SGPTO (Search GPT Optimization) or LLMO (Large Language Model Optimization), and that will probably prompt content people to create web content that is a bit more **conversational** (accounting for the GPT style and all), with a focus on **long-form keywords** (to account for the way people talk and search with tools like this).

LESS CONTENT, MORE THOUGHTS

While a focus on quality, relevance and emotion and personality will require brands and content creators to spend more time on their content, people will probably be publishing a LOT of content for a little while longer. It takes a while for an avalanche to slow down, and we've certainly seen an avalanche of content lately.

BUT, as more and more creators and brands realize that their audience scroll past their content, that information is not retained or cared for, they will take a breath and reconsider their constant content push. Especially when they also need to account for the LLMO and SEO and making the whole thing pleasurable to read for people, too. I mean, it takes a lot of work to make a text flow beautifully while simultaneously being optimized for search engines, and soon we'll be adding ANOTHER layer to that mix. Which will pretty much require a slower content process and less content.

It will be a perfect storm of requirements, and a great need for skilled content creators and content optimizers. And even more so when everyone's audience actually **want** less content and more value.

LAST WORDS

We've gone through a lot in this little report, and you may be wondering what to actually take with you. So, I wanted to summarize everything with two sentences that can help you make the most of your content efforts in 2025:

Create valuable content that makes your audience feel something real, something human, something that triggers a true reaction. Then, allow them to dig deeper and respond.

[APPENDIX 1: AI IN 2025](#)

[APPENDIX #4: CONTENT ETHICS](#)

[APPENDIX #2: EMOTION FIRST](#)

[APPENDIX #5: TEXT AND VIDEO](#)

[APPENDIX #3: PEER-TO-PEER](#)



THE END

