

17 Experts Share 14 Video Marketing Predictions for 2025

1

AR integration into video marketing will rise

AR integration takes video marketing to a whole new level by blending digital elements with the real world. Instead of just watching a video, audiences can interact with the content in real-time.

Mushfiq Sarker, Marketing Strategist, LaGrande Marketing



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Personalization powered by AI-driven tools will lead the charge

The marketers who will win in 2025 will be those who can effectively combine custom vertical video content with AI-powered personalization while maintaining their brand's unique voice and credibility.

Alexander Weber, Founder, Axlek Online



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Video marketing in 2025 will focus heavily on personalization, with AI-driven tools creating tailored content for specific audience segments.

Deepak Shukla, CEO, Pearl Lemon



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Brands will create more shoppable videos

As more platforms adopt shoppable features, businesses that integrate this into their marketing strategy will have a huge advantage in engaging audiences and driving conversions.

Daniel Vasilevski, Founder, Bright Force Electrical



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Ephemeral videos will drive viral marketing campaigns

People are more likely to interact with content they know won't be there tomorrow. It keeps them checking in regularly, which increases the frequency of brand interactions.

Loris Petro, Marketing Manager, Kratom Earth



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Short-form videos will lead viewers' engagements

Short-form videos will lead viewer engagement, while live streaming and interactive content will enhance real-time interaction

Imran Khan, CEO, Brand Ignite



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Due to AI and how simple it makes it to script and plan a short-form video, we're going to see more TikToks, more Reels, and more YouTube Shorts.

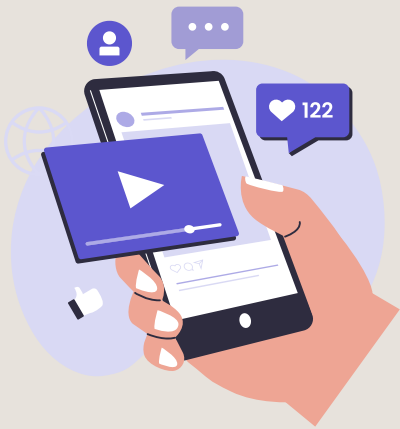
Richard Sharrock, Sood Agency



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With the popularity of TikTok and Instagram, short videos are taking over. They cater to our fast-paced lives and offer a way for brands to deliver their message quickly and effectively, without demanding too much of our time.

Keely Closa, Head of Online PR, Rocket Agency



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Dynamic content will power audience insights

B2B video marketing will lean heavily into adaptive narrative frameworks powered by machine learning

Joy Coker, Head of Content Marketing, Latana



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The Rise of AI-Generated Avatars and Virtual Influencers

AI-generated avatars and virtual influencers will become more mainstream in video marketing. Brands will use these digital personalities to connect with their audiences, reducing the need for human spokespeople and creating new ways to represent their values and products.

Anbang Xu, Founder, JoggAI



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TikTok and YouTube will continue to dominate as creators aim to maximize earnings from their videos

TikTok, I think will continue to dominate as well as YouTube (both shorts and long form), as creators tend to get the most monetary benefits for participating.

Kim Butler, Online Optimism

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Humanized videos will take center stage

People will become bored of videos created by AI, or that they suspect are created with AI. I'm seeing this in my networks already and it's only going to grow.

Oliver Gaywood, Marketing Manager, Dealify



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AI-generated ad content will face serious pushback

I think we are going to see, and already have seen some serious pushback to AI-generated ad content. There will be something to an authenticated real person talking on the other end of that camera.

Ross Dwyer, Founder, DO GOOD STUDIO

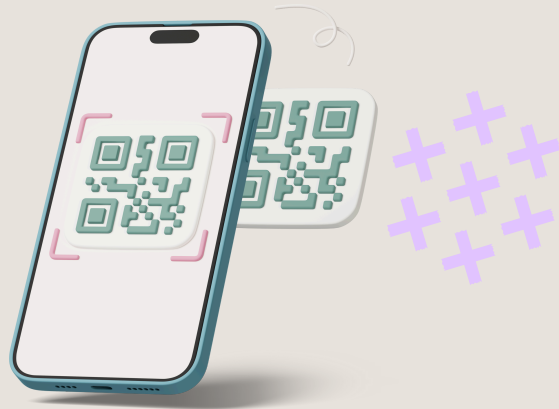


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Video QR code scanning will lead the way

Video marketing gives the best user experience with QR code scans and gives the ability to maximize an ROI for advertising, product launches, social media, traditional direct mail advertising, and more.

Robert Weiss, President, MultiVision Digital



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Search-optimized videos will shine

Videos with search optimisation will prevail. People treat YouTube like Google, hence ranking becomes really important. To increase discoverability, more marketers will concentrate on SEO-friendly names, descriptions, even AI-generated chapters.

Georgi Todorov, CEO, Create & Grow



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Brands will leverage behind-the-scenes videos to create authentic experiences

Brands are leveraging employee-generated content to provide behind-the-scenes insights and authentic experiences, fostering deeper connections with audiences.

Aaron Henry, Founder, Foundeast Asia



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Video marketing will become more inclusive

People want to feel represented, and inclusive campaigns foster that emotional connection that will drive both engagement and loyalty.

Briam Lim, Founder & CEO, iHeartRave

