HubSpot

AI Trends for Marketers

How marketing teams around the world are bringing AI into their workflows to work smarter and have a bigger impact.

2025

The trends

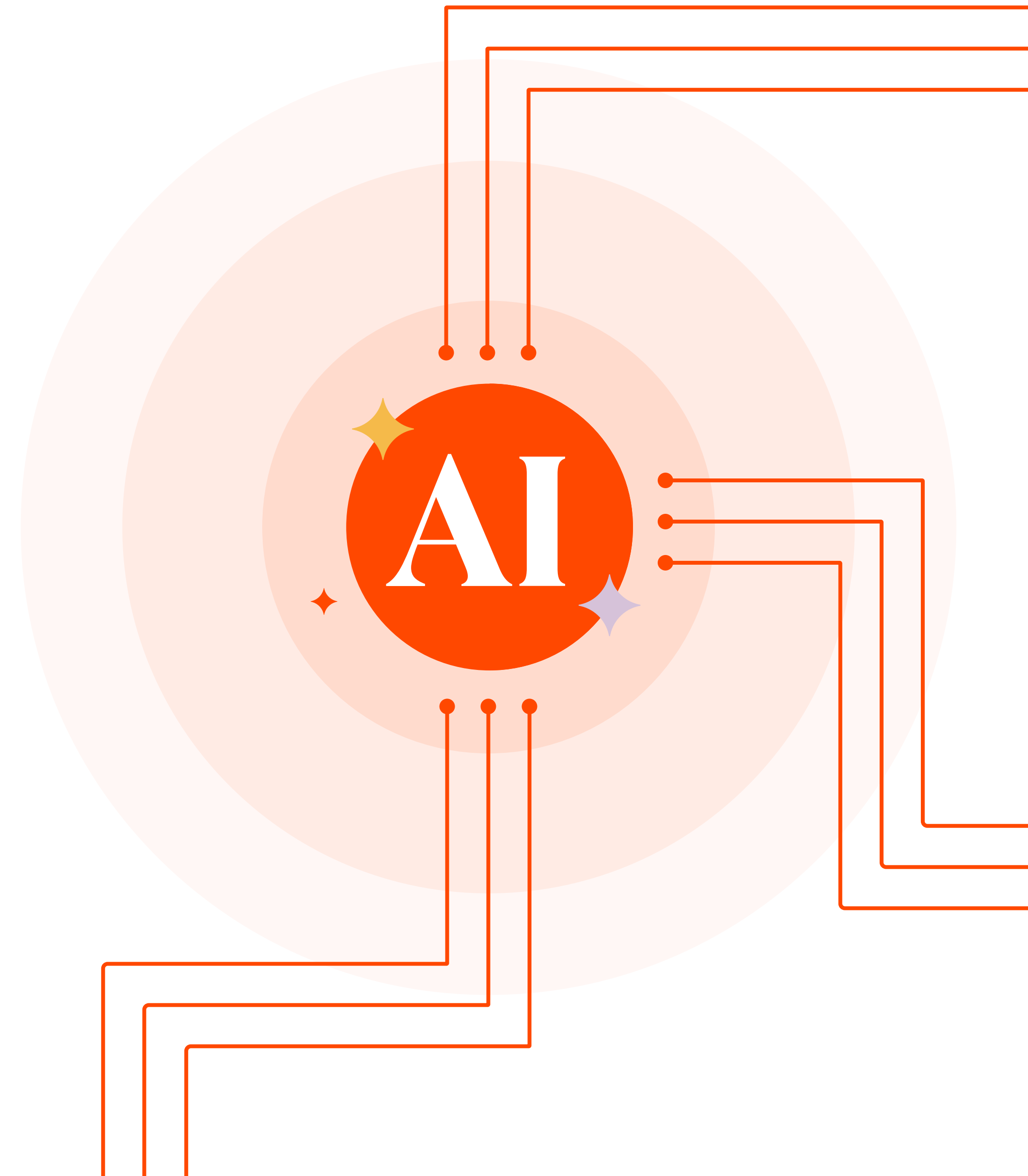# Moving from AI experimentation to thoughtful integration

Kieran Flanagan
SVP of Marketing, HubSpot

Over the past year, AI has gone from an experimental tool to an integral part of the smartest marketing teams around the world. This year, AI tools gained the ability to access the web and use other software, opening up new opportunities for custom agents and workflows. Companies like Shopify are going "AI-first," encouraging employees to explore new AI use cases and share them with the greater team. And radically, Shopify's CEO is telling employees to ask the question, "Before requesting more headcount and resources, can AI accomplish what you want?"

We've surveyed 1,500+ global marketers to learn more about the state of AI in marketing, and put together useful benchmarking tools and a practical implementation guide for leveling up your use of AI in the year ahead. Right now, two-thirds of marketers around the world use AI, but at varying levels of sophistication. We'd like to help increase that number and encourage teams to think of AI as a part of their core marketing infrastructure, not just an optional add-on.

INTRODUCTION

Marketing AI adoption is widespread, but inconsistent

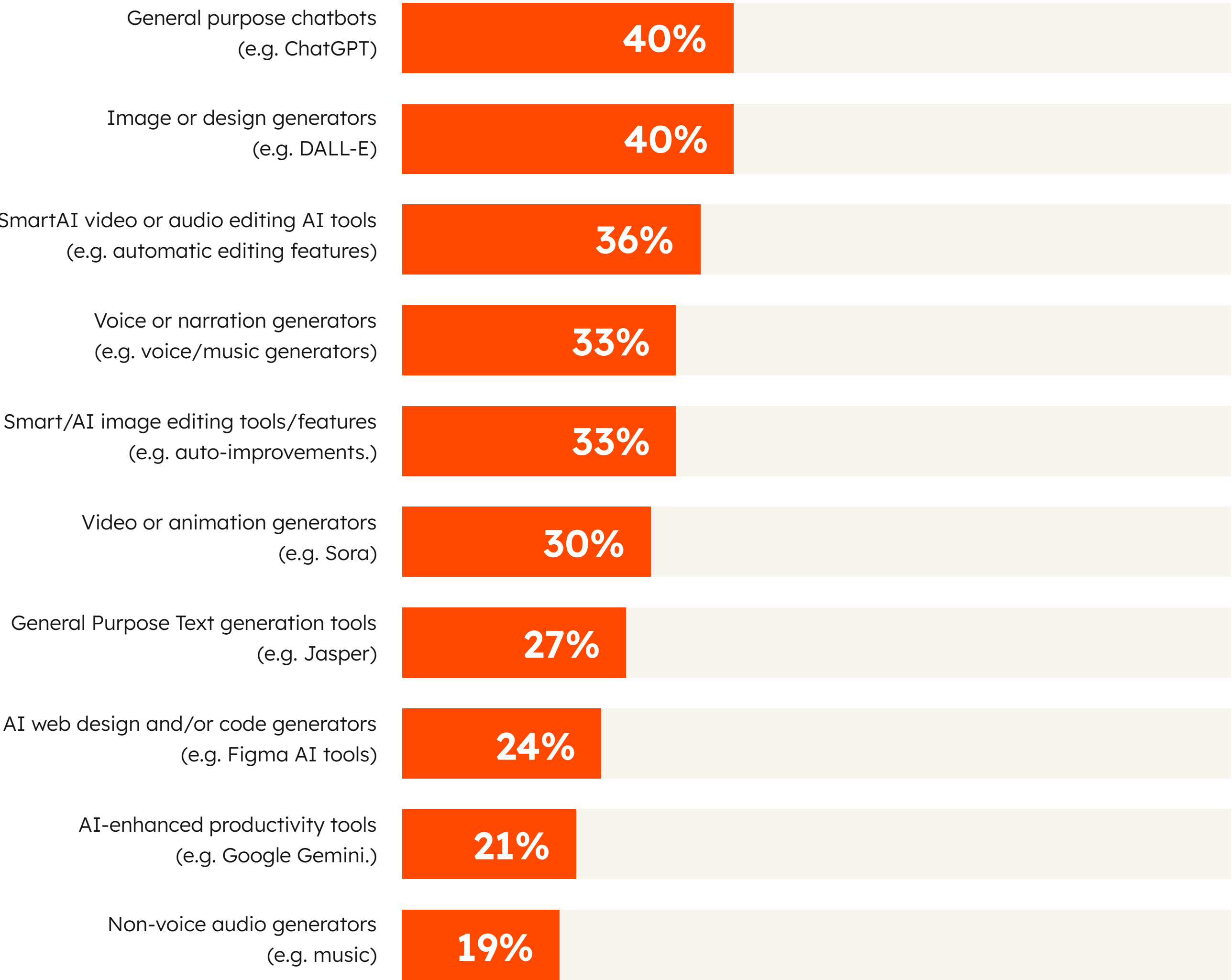AI is everywhere, but everyone uses it differently.

The current state of AI in marketing

In 2025, AI is on its way to ubiquity: Two-thirds of marketers globally (66%) use AI in their role, and that number increases to 74% among American marketers. The primary driver of AI adoption is AI embedded in existing tools, like Google Gemini and Zoom AI Companion. And 89% of AI users said these built-in features increased their overall AI usage.

Whether it's the more basic writing, design, and productivity, or more complex brand voice and tone review, report creation, or personalization, AI is being used at every step of the modern marketing workflow.

Which types of AI tools have you used in the past 12 months in your marketing role?

Tool	%
General purpose chatbots (e.g. ChatGPT)	40%
Image or design generators (e.g. DALL-E)	40%
SmartAI video or audio editing AI tools (e.g. automatic editing features)	36%
Voice or narration generators (e.g. voice/music generators)	33%
Smart/AI image editing tools/features (e.g. auto-improvements.)	33%
Video or animation generators (e.g. Sora)	30%
General Purpose Text generation tools (e.g. Jasper)	27%
AI web design and/or code generators (e.g. Figma AI tools)	24%
AI-enhanced productivity tools (e.g. Google Gemini.)	21%
Non-voice audio generators (e.g. music)	19%

The adoption-implementation gap

98% of organizations plan to maintain or increase their investments in AI and automation tools in 2025, but only half of employees (51%) are eager to use AI and automation in their roles.

This gap between individual tool adoption and organization-wide AI programs shows a need for a more systematic approach to enabling teams to use the tools they want.

How this report will help

In this report, we'll cover the current AI landscape based on a recent survey of 1,500+ global marketers, provide actionable plans to level up your AI strategy, and share insights from HubSpot leaders and practitioners who have used AI to transform their teams' workflows. We'll put it all together with a guide to implementing our suggestions based on your organization's current maturity level.

> This is the year we're seeing marketers upgrade from simple AI tools and use cases like chatbots and content generation or repurposing to intelligent agents like the Breeze Journey Automation agent. We've been pushing every marketing team at HubSpot to experiment, and the results have been incredible. Avoid thinking in limitations. Come up with ideas, and figure out a way to execute them. You might surprise yourself. I see this year as the year everyone adds a few core agents to their team that completely change the game.

Kipp Bodnar
CMO, HubSpot

AI
self-assessment

Score yourself
Add up your score (maximum: 45 points).

15–24: AI Newcomer
You're just starting your AI journey. Great! This report is packed with tools and tips to help you ramp up.

25–34: AI Explorer
You're well on your way. You've embraced AI in smart ways — now it's time to formalize your strategy and scale.

35–45: AI Leader
You're not just using AI — you're evolving how marketing works. You're building infrastructure, not just testing tools.

How AI-savvy is your organization?

Score each answer 1-3 points, then add up your total at the end to find out your AI-savviness level.

1. How often do you use AI in your marketing role?
1 Rarely or never
2 Occasionally (weekly)
3 Daily or embedded in workflows

2. How would you describe your AI maturity stage?
1 Experimenting: I'm dabbling with tools on my own
2 Adopting: My team uses AI for specific tasks
3 Integrating+: AI is a formal part of strategy and systems

3. What's your primary use of AI today?
1 Writing basic content
2 Research, ideation, or editing
3 Workflow automation, custom AI agents, or multi-modal content remixing

4. How do you prompt AI tools like ChatGPT or Claude?
1 I use generic prompts
2 I slightly tailor prompts to tasks
3 I build advanced prompt frameworks or prompt chains

5. How confident are you in evaluating AI-generated content?
1 I publish most outputs as-is
2 I lightly fact-check and revise
3 I critically assess accuracy, bias, and voice alignment

6. Do you remix content with AI across formats or channels?
1 Not yet
2 Occasionally
3 Yes, we repurpose AI-generated or assisted content for video, social, email, etc.

7. Which best describes your org's AI policy?
1 We have no clear policy
2 Some guidelines exist
3 We have clear rules, training, and support infrastructure

8. Are you using AI for data analysis or reporting?
1 No
2 We're exploring tools
3 Yes, we automate weekly dashboards or summaries

9. What is your team's attitude toward experimenting with AI?
1 Cautious and slow to adopt
2 Encouraged but informal
3 Actively supported with training and time

10. Do you measure the business impact of AI?
1 Not yet
2 We use some informal tracking (e.g., time saved)
3 Yes, we have clear KPIs tied to ROI and outcomes

11. How do you choose new AI tools?
1 Based on what's trending
2 Based on peer reviews and demos
3 With structured evaluation (ROI, privacy, fit)

12. Are you personalizing customer experiences with AI?
1 No
2 Limited to email copy or content
3 Yes, dynamic personalization based on traits/behaviors

13. How frequently do you engage in AI learning?
1 Rarely
2 I follow some creators or take short courses
3 I regularly pursue structured learning and share knowledge

14. How do you apply AI to SEO or research?
1 I don't yet
2 I use AI to summarize or ideate
3 I optimize content for LLMs and AI search platforms

15. What role does AI play in your 2025 strategy?
1 It's not yet part of our plan
2 We're exploring use cases
3 It's core to our marketing roadmap

CHALLENGES + OPPORTUNITIES

Overcoming the operational challenges of AI with education

Empower your team to adapt to and overcome the barriers to AI adoption and implementation.

What's getting in the way of AI?

We're still in the early innings of AI adoption. Like with any good game, it's normal to expect some curveballs. Teams are testing tools, learning new workflows, and figuring out how to connect everything. It's a busy, messy, exciting phase. The teams making the most progress are the ones staying curious, asking better questions, and sharing what's working. This is where strong foundations start to take shape.

What barriers have held you and/or your team back from adopting new AI tools in the past year?

Data privacy concerns
41%

Training and time investment
39%

Too many new tools that do similar things but don't connect to one another
34%

Integration challenges with existing or legacy systems
34%

I/my teammates prefer to use a different AI tool than what our company invests in
27%

Resistance to change within the organization
27%

Role security concerns
26%

Ethical or legal compliance concerns
22%

I or my team have not experienced barriers to tool adoption in the past year
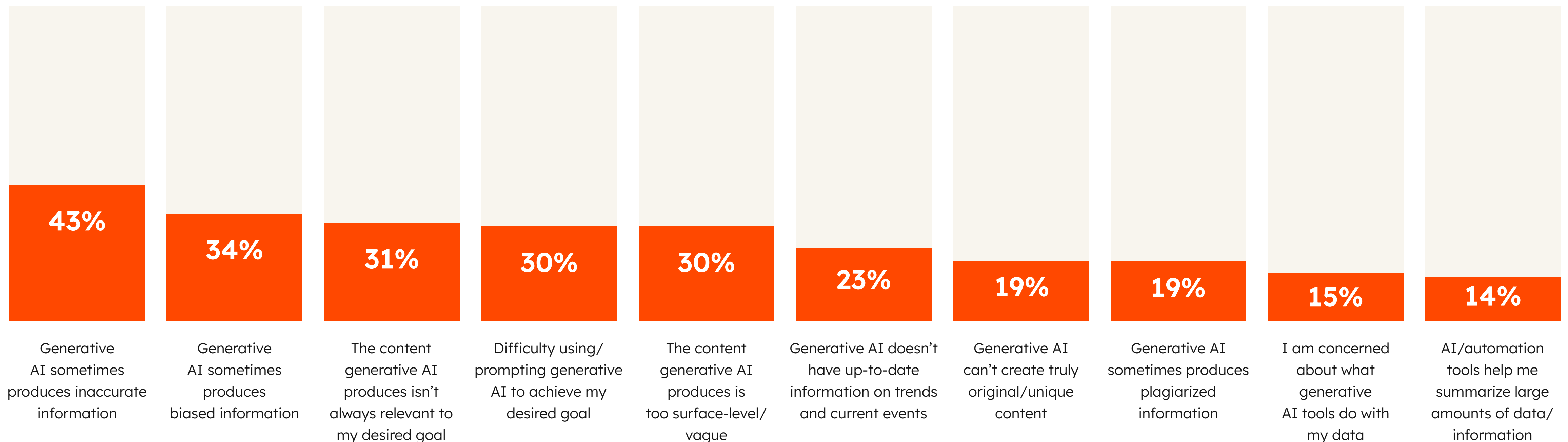**11%**

GenAI leads the way for AI use cases, but inaccurate information is a barrier

Text-based content creation is the most common way marketers are using generative AI. More than half of AI users (55%) rely on it for writing. It's fast, flexible, and easy to use. But it's not perfect.

"We always say check your work," says HubSpot channel monetization lead **Alexe Cunningham**. "AI is there to help us but isn't the source of truth. It's a jump start on whatever we are doing."

What are the biggest challenges you face with using generative AI in your marketing role, if any?

43%	34%	31%	30%	30%	23%	19%	19%	15%	14%
Generative AI sometimes produces inaccurate information	Generative AI sometimes produces biased information	The content generative AI produces isn't always relevant to my desired goal	Difficulty using/ prompting generative AI to achieve my desired goal	The content generative AI produces is too surface-level/ vague	Generative AI doesn't have up-to-date information on trends and current events	Generative AI can't create truly original/unique content	Generative AI sometimes produces plagiarized information	I am concerned about what generative AI tools do with my data	AI/automation tools help me summarize large amounts of data/ information

The education imperative

Marketers are curious. When it comes to learning about new tools, techniques, and processes, we're self-starters — and AI is no different. Build an AI-fluent marketing team by removing barriers to education. Whether it's through tuition reimbursement or a standardized course, education helps keep employees ahead of the curve.

Which of the following resources, if any, have you used to improve your knowledge and skills on AI-related topics?

Educational videos (e.g., YouTube, TikTok)
56%

Trainings and resources provided by my company
48%

Online courses (e.g., Coursera, Udemy)
47%

Informal discussions with colleagues or friends
36%

Podcasts and other audio resources
32%

Blogs or articles
28%

Social media posts (e.g., LinkedIn, Twitter)
24%

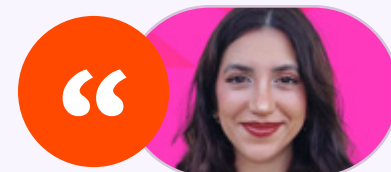I have not used any resources to improve my AI knowledge
7%

From challenges to opportunities

Efficiency gains are the primary measure of AI success in 2025, with 64% of marketers tracking increased productivity and 55% measuring time savings as key outcomes.

AI is also pretty good at tracking patterns, which can supercharge marketing operations and help provide a pulse on business performance faster than manual analysis. Nearly 40% of marketers cite enhanced data insights (39%), better personalization (39%), and ROI improvements as key success metrics for their AI usage.

Effective AI education starts with clear mental models, fast wins, and hands-on application. We build programs that integrate AI into real workflows, so teams build confidence through doing, not just learning. By creating a culture of experimentation and continuous improvement, we help marketing teams think with AI, move faster, and lead with clarity.

Maria Gharib
Senior Copywriter, HubSpot Media

AEROTECH

With Breeze, Aerotech deepens customer relationships and improves win rate by 66%

Precision manufacturer **Aerotech** leverages HubSpot's AI, Breeze, embedded in **Sales Hub**, so their team can focus on building meaningful relationships with new customers.

By arming their reps with detailed research and competitive insights, then nurturing prospect relationships with AI-driven sequences and **Breeze Copilot** (ChatSpot), Aerotech saves 18 hours per week for the sales team and closes deals 50% faster.

Read the case study

AI action checklist

Identify top AI skills gaps within your marketing team

Create personalized learning paths for different marketing roles

Establish regular AI knowledge-sharing sessions

Implement a centralized resource library for AI marketing tools and best practices

Develop a certification program to recognize AI proficiency

AI USE CASES

What marketers are actually doing with AI

Learn how today's marketers incorporate AI technologies into their day-to-day workflows.

Content creation is the dominant AI use case for marketers

Fifty-five percent of marketers use AI for text-based content creation. But AI isn't a 1:1 replacement for humans — (we promise, humans have been using em dashes long before the robots started) only 7% of marketers don't edit GAI output, with far more significantly revising or rewriting AI-generated text (56%) or making minor tweaks (38%). Marketers are using AI for dynamic, engagement-driven content, and using chatbots for direct brand interactions with customers.

What marketing channels do you or your colleagues use AI to create or ideate content for most prevalently?

Email Marketing or other Newsletter/email format platforms

51%

Social Media (Text-based)

49%

Social Media (Video/Audio Platforms)

47%

Blog posts, articles, or other long-form content on your site or other comarketing partner sites.

46%

Non-editorial pages of your website
(Homepage, Landing Pages, Ecommerce, Product/Service/Resource listing pages, About Us pages, etc.)
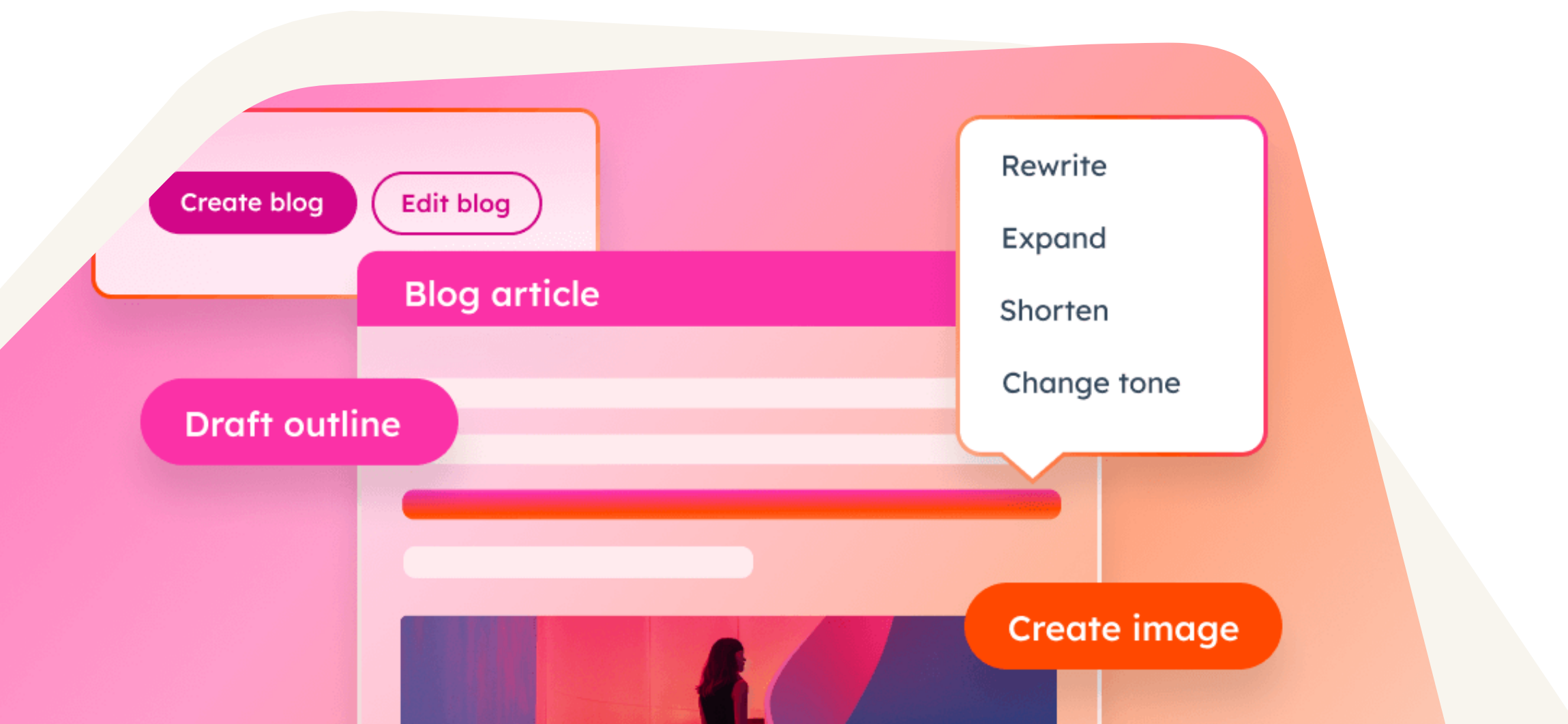
37%

Search / SEO content

34%

Brand chatbots on social or your website/app.

31%

Audio/Video channels (YouTube, Spotify, podcasts, etc.)

15%

Create blog   Edit blog

Blog article

Draft outline

Rewrite
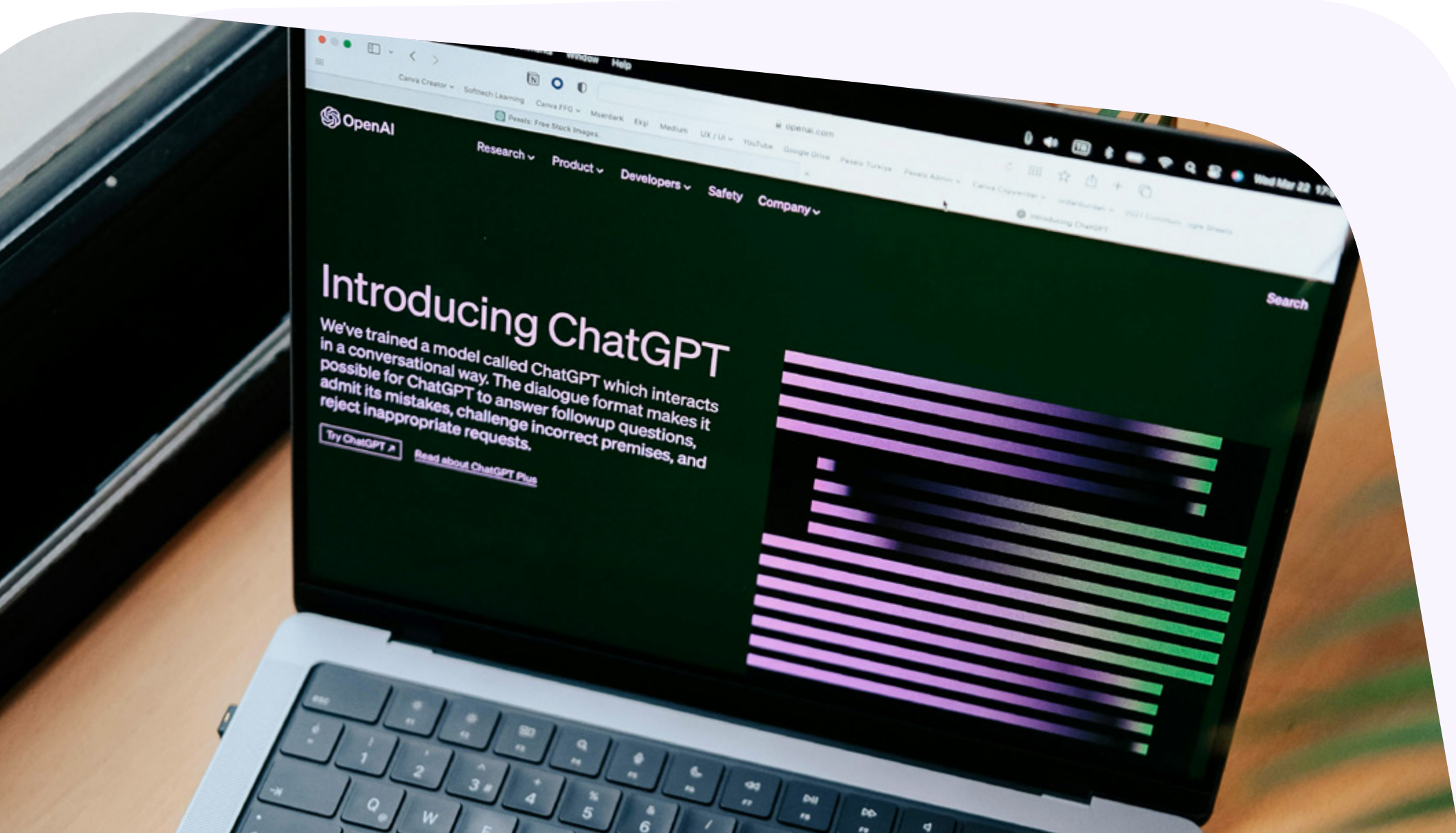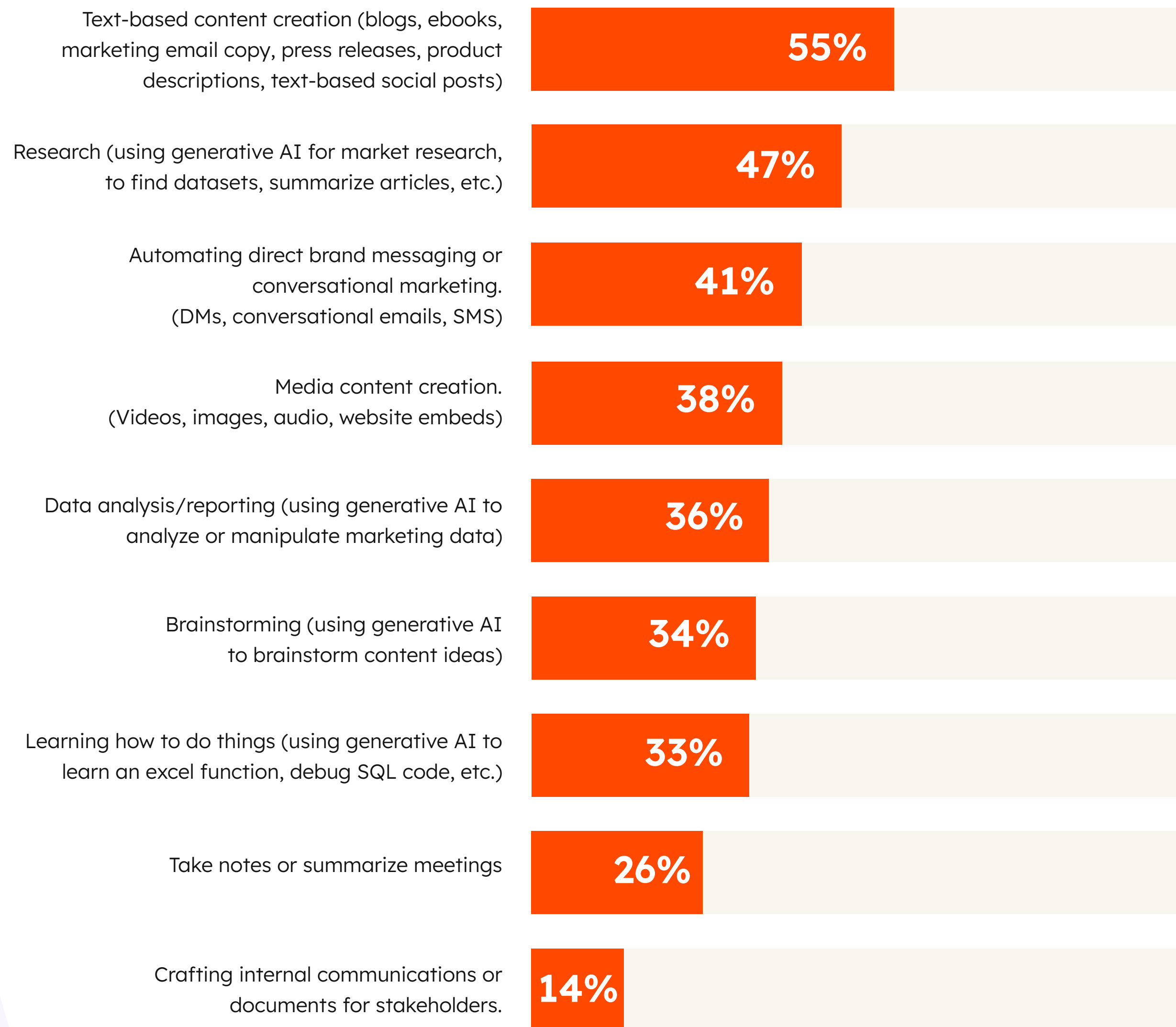Expand
Shorten
Change tone

Create image

AI is now part of the marketing **infrastructure**

Whether it's for research, data analysis, brainstorming, note-taking, or internal communication, AI makes marketers more efficient. Only 4% of marketers say that they use GAI to write entire pieces of content for them. AI isn't here to replace humans — it's here to help marketers work smarter and faster.

When it comes to your marketing role, what tasks do you use generative AI for?

Task	%
Text-based content creation (blogs, ebooks, marketing email copy, press releases, product descriptions, text-based social posts)	55%
Research (using generative AI for market research, to find datasets, summarize articles, etc.)	47%
Automating direct brand messaging or conversational marketing. (DMs, conversational emails, SMS)	41%
Media content creation. (Videos, images, audio, website embeds)	38%
Data analysis/reporting (using generative AI to analyze or manipulate marketing data)	36%
Brainstorming (using generative AI to brainstorm content ideas)	34%
Learning how to do things (using generative AI to learn an excel function, debug SQL code, etc.)	33%
Take notes or summarize meetings	26%
Crafting internal communications or documents for stakeholders.	14%

The multi-modal opportunity

Let's say you write a blog post packed with original research, expert quotes, and killer recommendations. Would your short-form video audience on TikTok appreciate the insights? What about your YouTube subscribers? Or your Instagram followers?

Once you draft a flagship piece of content, your blog post is source material for an LLM to create a long-form script for YouTube (and short-form for TikTok), stunning visual slides for Instagram, and more. Two in five marketers (38%) already use GAI to adapt marketing content to a different format or different audience, and another 35% use it to translate into other languages.

"We view AI as a catalyst to reimagine the traditional content offer model," says HubSpot director of media monetization **Carly Williams**. "We use AI to build personalized, web-first content experiences that deliver 10X the value of a standard LLM query. Rather than relying on static PDFs or long-form documents, we're working towards creating dynamic resources that feel interactive, useful, and tailored to the user's context."

✦ Breeze™

Remix your content in one click with Breeze

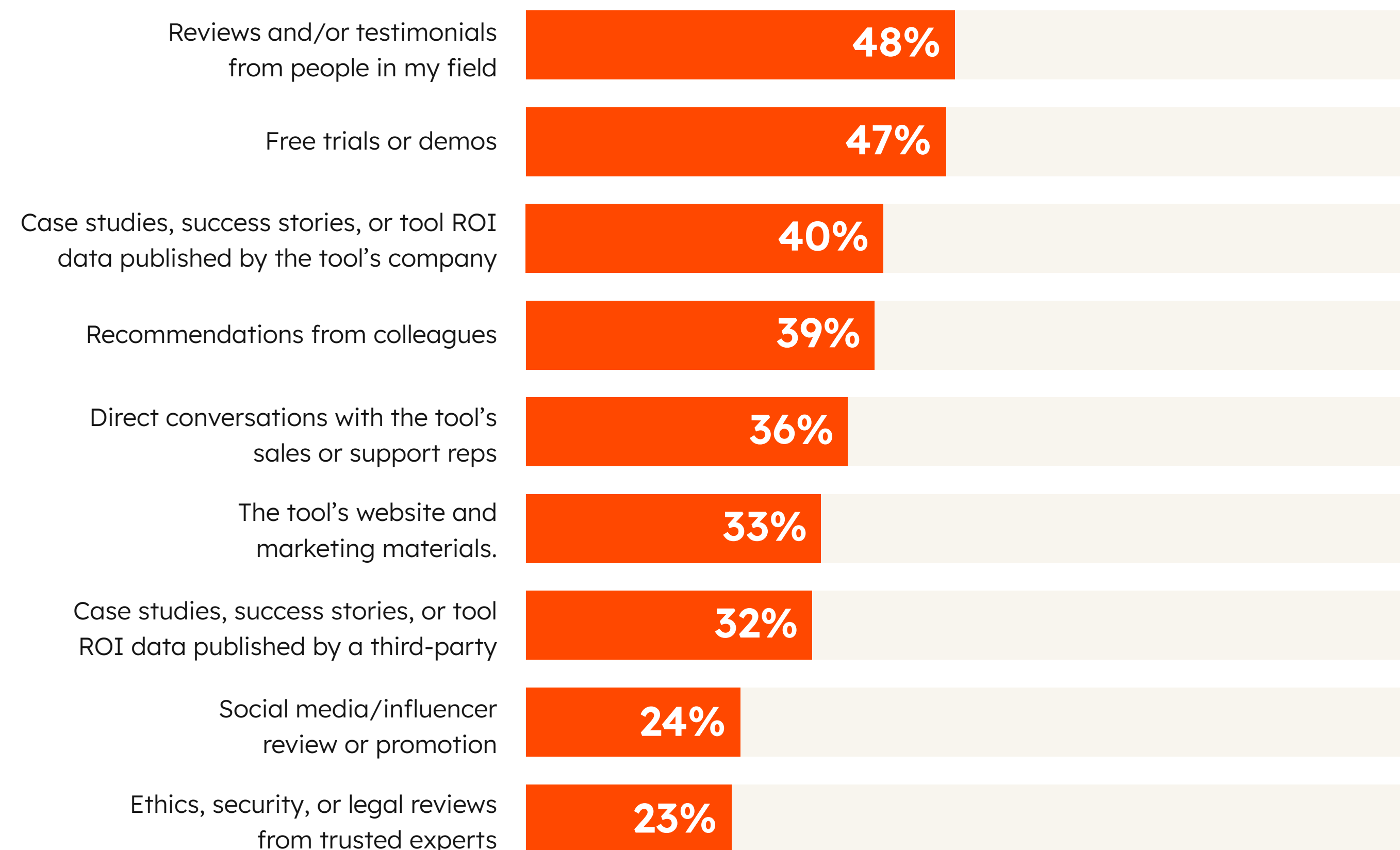Repurpose a single piece of content into new marketing assets across all channels, in seconds.

Try Content Remix

Choosing AI tools

Like any software solution, choosing an AI tool requires a thorough evaluation process, but marketers primarily lean on reviews from folks in their network to make decisions.

How do you assess whether a new AI tool is worth adopting?

Category	Percentage
Reviews and/or testimonials from people in my field	48%
Free trials or demos	47%
Case studies, success stories, or tool ROI data published by the tool's company	40%
Recommendations from colleagues	39%
Direct conversations with the tool's sales or support reps	36%
The tool's website and marketing materials.	33%
Case studies, success stories, or tool ROI data published by a third-party	32%
Social media/influencer review or promotion	24%
Ethics, security, or legal reviews from trusted experts	23%

ChatGPT leads the AI pack (by a mile)

ChatGPT's continued dominance should serve as a testament to (and reminder of) how powerful the early mover advantage is. (Hint: That advantage applies to marketing teams who use AI vs. the ones who don't, too.)

> Marketing is made up of fragments and touchpoints, not perfect customer journeys. You should absolutely use AI to get scrappy and move faster. But your tools don't create your strategy, they amplify it. Your edge comes from a strategic framework with human creativity at its heart. The real opportunity is hyper-personalization that builds human connections at a scale you could never achieve manually.

Drue Stinnett
Sr. Content Marketing Manager, HubSpot

Which chatbots have you used in your marketing role?

ChatGPT **88%**

Google Gemini **52%**

Copilot **44%**

Meta AI assistant **28%**

Deepseek **17%**

Claude **11%**

Perplexity **10%**

AI action checklist

Audit current AI use cases across your marketing function

Identify content types that could benefit from AI assistance but aren't currently leveraging it

Implement a test-and-learn program for new AI use cases

Document best practices for human-AI collaboration in your organization

Create templates for AI-assisted workflows for common marketing tasks

OpenAI × HubSpot

Bring AI Insights to Life with the HubSpot Deep Research Connector for ChatGPT

You've seen the trends. Now put them into action.

With the new **HubSpot deep research connector for ChatGPT**, you can now bring your customer context into the HubSpot deep research connector and take action on those insights.

Find my highest-converting cohorts from recent contacts and create a tailored nurture sequence to boost engagement.

+ ⇄ | 🔭 Research ✕ 🔶 Sources ⌄ 🎤 ◉

Use the insights to launch an automated workflow in HubSpot

Explore the HubSpot deep research connector with ChatGPT

AI MATURITY

Why AI-mature teams move faster

Marketing teams powered by AI outperform those who don't. Here's what sets them apart (hint: it's not JUST the AI).

The infrastructure difference

What sets apart the marketing teams that are merely good at AI from the ones who are great at it? It's simple. They don't think of AI as a temporary initiative, they treat it as a total shift in their operating system that reshapes the way they do business.

Advanced teams treat AI as core infrastructure. Unfortunately, many marketers are on their own: 18% of organizations have no stated policy on AI usage, 26% somewhat restrict AI usage, and 6% of organizations completely ban it.

Components of effective AI infrastructure

Integration with existing systems
AI must integrate with your tech stack and customer data. Connected systems enable seamless customer experiences.

Clear guidelines on AI usage
Remove ambiguity by defining when your teams should and should not use AI.
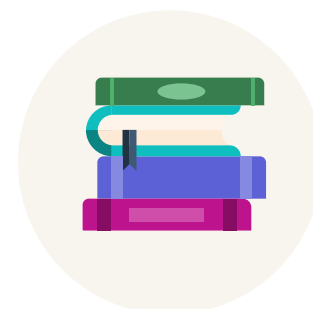
Top-down security vetting
Your IT team should take this on so everyone else on your team can have peace of mind.

Clear success metrics
You won't know if your AI investments are paying dividends or not without measurement over time. (Hint: Define your key metrics before you start using AI.)

Training and enablement
To see results, your team must kno how to use the tools at their disposal. Invest in making them experts – read on for our suggestions.

Agicap

Agicap saves 750 hours a week and increases deal velocity by 20% with Breeze

Cash management platform **Agicap** struggled with maintaining operational efficiency due to reliance on manual processes and disconnected tools.

After using Breeze to streamline their workflows, scale content creation, and arm sales teams with effective research and insights, they saved 750 hours a week and boosted deal velocity by 20%.

Read the case study

Ramping up AI enablement on marketing teams

Enablement is the key to success. Companies can invest in the best tools in the world, but they're useless without training and internal support. Thankfully, only 9% of marketing teams haven't invested any resources to support AI adoption in their teams. "Initially, AI was overwhelming," says HubSpot manager of self-service monetization **Xavier Davis**. "I began recording daily Looms showing simple use cases and encouraging my team to try them that day. This started with prompting frameworks, then evolved into more complex use cases like summarizing Loom transcripts or analyzing large data sets with Claude."
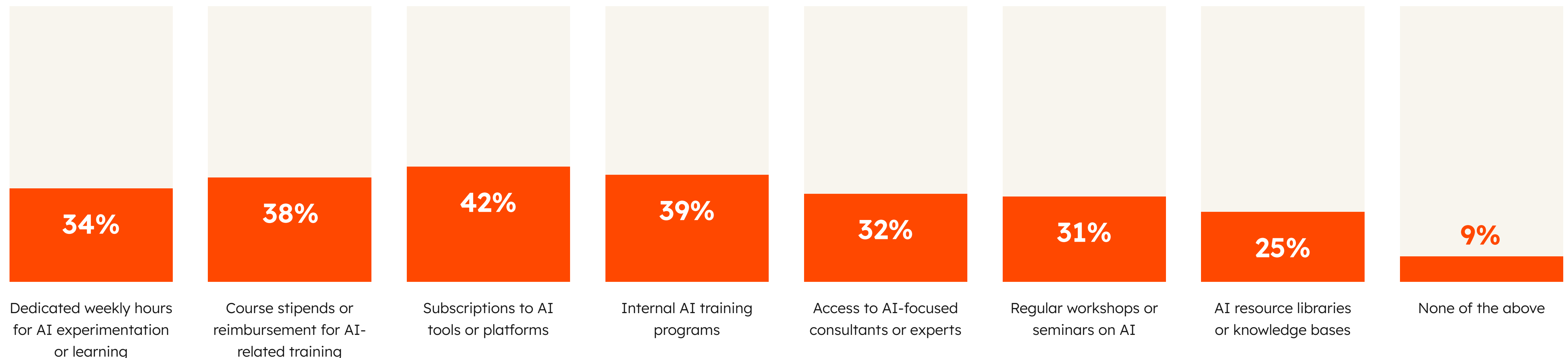
The most successful marketing teams are now AI-first marketing teams. They're not only experimenting with new tools, LLMs and agents, they're rewriting their playbooks with new AI-enabled systems and processes, and installing the proper guardrails needed to scale quickly, effectively and ethically. In 2025, if you're not using AI across your content production, monetization and distribution efforts, you're behind.

Jonathan Hunt
VP of HubSpot Media, Head of The Hustle

What AI-related resources does your organization provide to support AI adoption?

Dedicated weekly hours for AI experimentation or learning	Course stipends or reimbursement for AI-related training	Subscriptions to AI tools or platforms	Internal AI training programs	Access to AI-focused consultants or experts	Regular workshops or seminars on AI	AI resource libraries or knowledge bases	None of the above
34%	38%	42%	39%	32%	31%	25%	9%

The AI marketing maturity model

Use this framework to identify your organization's AI maturity stage.

Stage of AI marketing maturity	What it looks like	Key indicator
EXPERIMENTING	• Individual marketers trying AI tools on their own • No formal strategy or training • AI used mainly for basic content creation • No measurement of results	"We have a few people playing with ChatGPT"
ADOPTING	• Several approved AI tools in use • Some basic training available • AI used for specific marketing tasks • Beginning to track basic results	"Different teams use AI for specific tasks"
INTEGRATING	• AI strategy connected to marketing goals • Tools connected to existing systems • Consistent training for all team members • Regular measurement of impact	"AI is embedded in our core workflows"
ADVANCING	• AI central to marketing strategy • Comprehensive guidelines and governance • Advanced training programs • Deep integration across marketing	"AI is driving significant competitive advantage"
TRANSFORMING	• AI is fundamental marketing infrastructure • Organization-wide AI fluency • Custom AI solutions for unique needs • AI enabling new business opportunities	"AI has changed how our marketing function operates"

AI action checklist

Complete the AI Marketing Maturity self-assessment

Identify your organization's current maturity level and next target level

Create a governance structure for AI implementation and oversight

Establish clear KPIs for measuring AI's impact on marketing productivity

Develop an AI infrastructure roadmap customized to your maturity level

ROI

The value of AI-powered marketing

How effective AI *actually* is for marketing teams across the world.

Measuring AI's
business impact

AI is delivering results. Seventy-five percent of marketers report a clear return on investment. The value is already showing up where it counts. This should be encouraging to leaders who are AI-hesitant.

When it comes to the *type* of ROI companies are seeing, AI is a workforce enabler, and its impact on personal workflows outweighs its effect on external deliverables.

"We're measuring success by time saved per week," says HubSpot senior marketing manager **David Bernal**. "We created an AI project that collects all our Looker and Ahrefs data into one sheet. When uploaded to Claude and given instructions, it gives us a weekly summary of what's going well and what's not. This usually took 1.5 hours per person. Now it takes us 20 minutes."

How do you measure the effectiveness of AI tools in your strategy?

Increased productivity

64%

Time saved across teams

55%

Better overall role performance

43%

Better personalization for customers

39%

Enhanced data insights

39%

Improved ROI of projects where AI was used
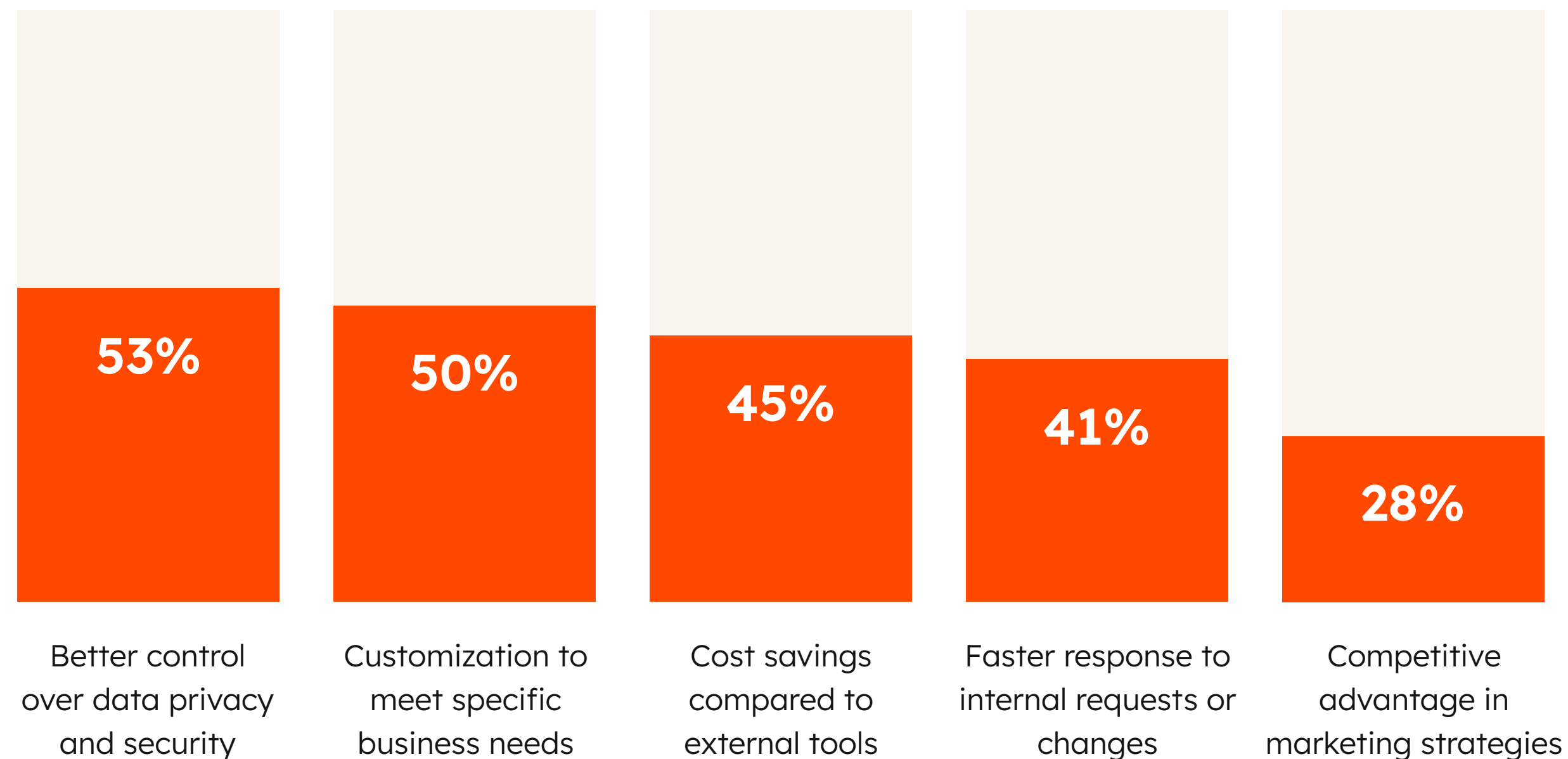
37%

Positive feedback from colleagues or clients on projects or processes where AI is used

22%

Investment trends and next steps for AI

Only 2% of teams plan to reduce their investment in AI throughout 2025. The majority (67%) plan to increase their investment in automation tools, and 66% of companies plan to build internal AI tools specifically for their marketing teams. Most internal AI tools meet or exceed external AI solutions, with 67% of companies reporting that their in-house tools perform better than third-party alternatives.

What is the primary motivation for building in-house AI tools?

53%	**50%**	**45%**	**41%**	**28%**
Better control over data privacy and security	Customization to meet specific business needs	Cost savings compared to external tools	Faster response to internal requests or changes	Competitive advantage in marketing strategies

✦ **Breeze™**

The HubSpot Demand Gen Team built an AI tool to personalize outreach based on user traits, increasing CTRs by 50% (!)
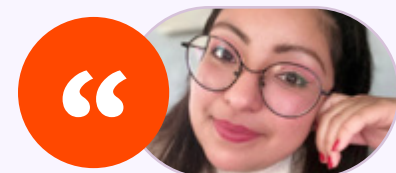
Emmy Jonassen, VP of Demand Generation at HubSpot, implemented AI to deliver hyper-personalized content recommendations in email nurturing campaigns. By collecting users' business URL, company size, and content interests, and passing them through an AI analysis system, they went from targeting groups to targeting individuals. The result? 82% higher conversion rates, 30% higher open rates, and 50% higher click-through rates.

Read the case study

The personalization payoff

According to data from **HubSpot's State of Generative AI Report**, 77% of marketers say AI is effective at personalizing their content. Nearly all marketers (96%) believe personalization increases buyer repeat purchases, and that it boosts sales. This foots with **McKinsey's finding** that 71% of consumers expect companies to personalize their interactions.

> The magic of AI happens when leadership trusts employees to identify their own challenges. Those doing the work daily know where the gaps are. Set clear guardrails, but empower your team to determine where AI can do the heavy lifting. Make them directors of their own roles and measure success not by output metrics, but by the tangible value and deeper insights delivered to clients.

Ariel Gonzalez
Content Marketing Manager, HubSpot

AI action checklist

Establish baseline metrics for marketing activities before AI implementation

Implement tracking for time saved through AI-assisted processes

Develop an ROI calculation framework specific to your AI use cases
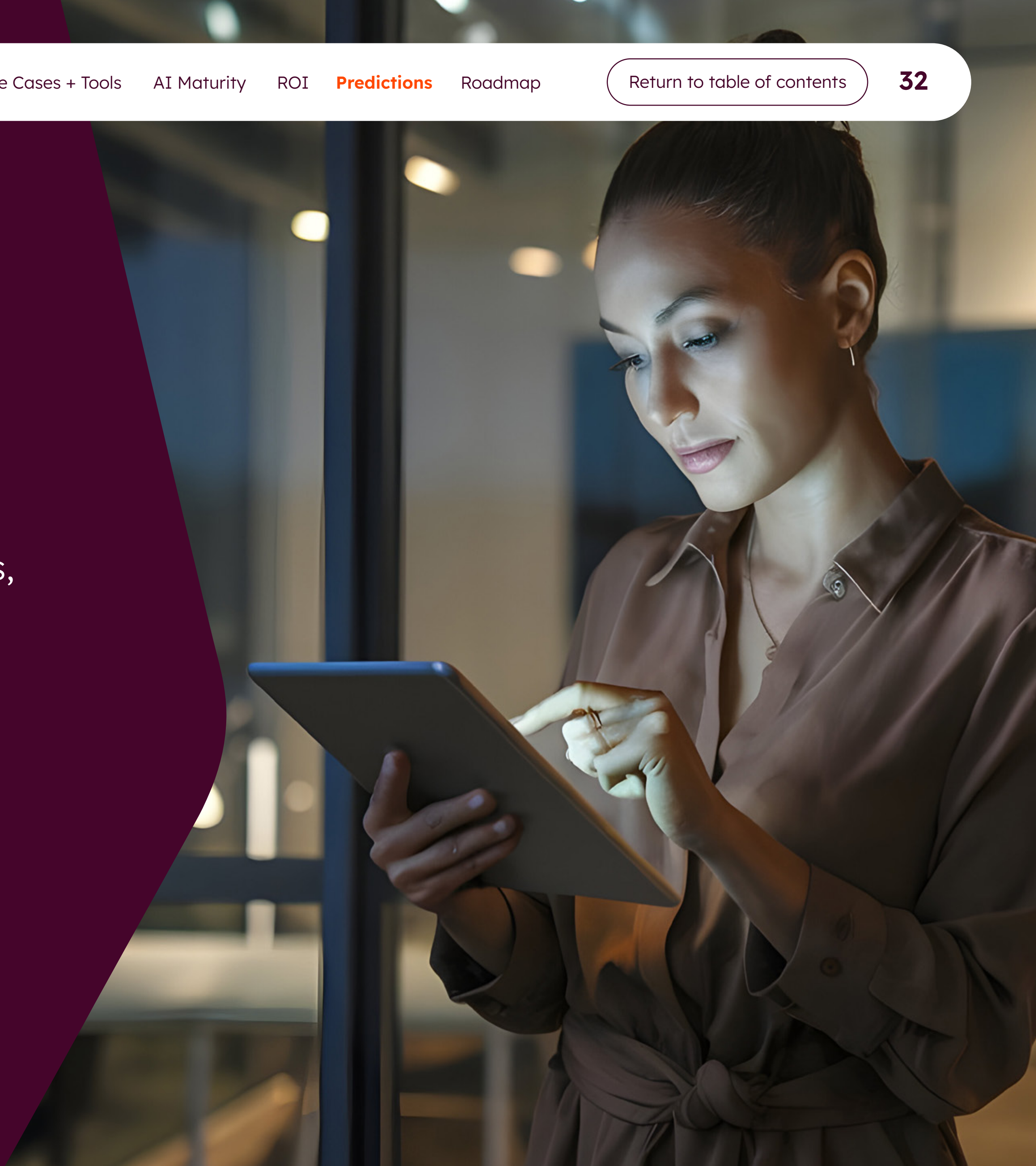
Create a reporting dashboard to communicate AI's business impact to leadership

Identify opportunities to reinvest resources saved through AI

PREDICTIONS

Where AI is headed and how to get ready

AI has made huge leaps and bounds in the last few years, but we're just getting started.

The next generation of
AI marketing tools

Sixty-five percent of marketers agree that AI frees up their time so they can focus on more creative aspects of their job, the same number who say AI allows them to focus on the parts of their job they enjoy most. Marketers don't just see AI as a tool for automation or content creation. They're excited about it because it enables them to spend time on more meaningful and creative work.
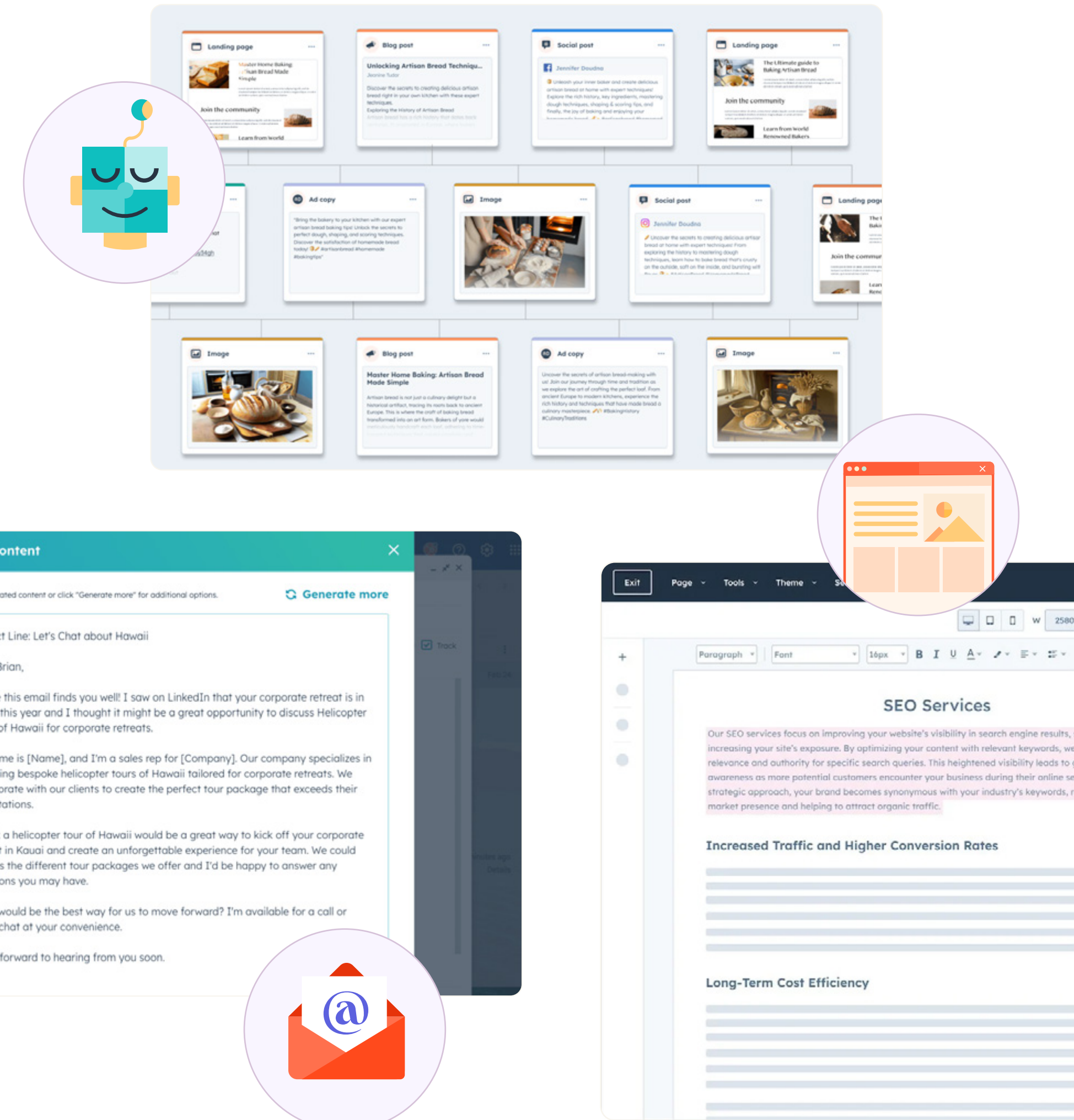
Looking ahead, one in five marketers plan to explore AI agents for end-to-end autonomous marketing, which relies on AI's predictive capabilities to personalize customer relationship management in real-time.

> We use Claude to evaluate the thematic suitability of blog posts, which automates the content alignment process. The AI tool assesses blogs against our topic guardrails matrix, and provides a final green/yellow/red evaluation and justification.

Philipp Becker
Senior CRO Marketing Manager DACH, HubSpot

The changing
search landscape

SEO is already getting disrupted by AI. **Nearly 31% of Gen Zers** default to chatbots or AI to find information online, and 47% of today's marketers use AI for research.

Explore 5 strategies to rank on AI search

Learn how AI search engines prioritize content, and how to show up where your customers are.

Get the guide

How marketers can adapt to AI search

1

Focus on appearing in Page-1 LLMs.

All the principles of creating high-quality content still apply. Optimize for featured snippets, focus on intent, and build authority and backlinks to signal to LLMs that you're a trusted source.

2

Think like a digital marketer.

SEOs need to think holistically about how their brands can be perceived as valuable and authoritative.

3

Build a strong multichannel online presence.

AI models aggregate data from diverse sources. Make sure you're participating in online discussions, monitoring and responding to reviews and feedback, and crafting a compelling narrative around the problems your product solves.

4

Conduct an analysis of your brand.

Assess your brand's visibility in AI search, brand sentiment, AI search engines' perception of your company, and how you compare to competitors using a tool like AI Search Grader.

5

Study content featured in AI search responses.

Look at who's "winning" and what they're doing right. Analyze AI-generated citations to see where competitors are getting mentioned, examine Google's AI Overviews (Gemini) to study response structures and formats, and use Perplexity, Gemini, and Google's suggested follow-ups / "People Also Ask" questions to identify gaps in your content.

The future of
AI-enabled marketing

New roles are already emerging in AI-powered organizations. Team structures are evolving. The skillsets sought out by hiring managers look different today than they did five years ago. Ninety-eight percent of organizations plan to maintain or increase their AI investments over the course of 2025, so expect this to continue.

Emerging marketing roles

- **CONTENT WRITERS WITH AI EXPERTISE**
  Writers who use AI to speed up the content creation process to produce high-quality content

- **AI PROMPT ENGINEERS**
  Specialists who focus on machine learning and improving the responses returned by AI tools

- **AI/ML ENABLEMENT CONTENT WRITERS**
  Writers who create material necessary to drive internal adoption of AI tools

- **AI DATA TRAINERS**
  Specialists who train AI systems how to respond and provide helpful, correct content

Essential marketing skills in an AI-powered world

- **DOMAIN EXPERTISE**
  To supplement LLM output

- **DATA LITERACY**
  To understand where LLMs pull insights from and what datasets inform answers

- **CONTINUOUS-LEARNING MINDSET**
  To keep pace with rapidly-changing technology

> In hybrid and remote work settings, learning from others requires extra effort. Encourage open communication and continuous learning by fostering a culture of 'learning in public.' Share successes and failures in a safe environment. Host lunch & learns, and create shared resources for collaboration. Engaging all team members deepens collaboration and builds confidence in AI systems.

Gabrielle Herrera
Senior Marketing Manager,
Community Growth, HubSpot

AI action checklist

Evaluate emerging AI capabilities for potential marketing impact

Audit your content for AI search readiness

Develop skills requirements for future AI-powered marketing roles

Create an AI innovation agenda with quarterly experimentation goals

Establish a process for regularly reassessing AI strategy against emerging trends

ROADMAP

The marketer's AI action plan for 2025

Set your team up for success with AI by thinking through where you are now, and where you're headed.

The marketing AI
assessment + action plan

ASSESSMENT

Where are
you now?

- Complete the AI maturity self-assessment framework
- Identify organizational strengths and gaps

PLANNING

Building your
AI strategy

- Allocate resources considering the skills your team has, and where you may need to bring in external help
- Use the **RACI matrix** to assign responsibilities to stakeholders

IMPLEMENTATION

From strategy
to action

- Prioritize implementation areas using an **AI adoption framework**
- Define success metrics and build monitoring dashboards

SCALING

Moving to full
maturity

- Create a framework for building out successful AI implementations
- Regularly share results or new agents with cross-functional teams

AI action **checklist**

Evaluate the most appropriate next steps based on your AI maturity stage

Develop a 30/60/90 day implementation plan based on your assessment results

Identify champions within each marketing function to lead AI implementation

Schedule regular checkpoints to evaluate progress and adjust strategy

Create a communication plan to share successes and learnings

Just like Google is in every internet user's toolbox, AI will be in every marketer's tech stack. In this early phase, many marketers are only dipping their toes in AI for its content generation capabilities. The next phase will be expanding beyond gen AI toward process integration and workflow automation. In the next few years, marketing leaders should invest heavily in their employees' AI literacy – because leveraging AI successfully can't happen without it.

Martina Bretous
Senior Content Marketer and Editor, HubSpot

Methodology

HubSpot conducted a survey from February 26-March 14, 2025 with a total of 1,508 marketers across North America, Europe, Asia, and Australia across industries to gain these data points.

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