



B2B MARKETING IN 2025

HOW DO EXPERTS SEE IT?



**THE WORLD'S
B2B AGENCY**
CZ | HU | PL | RO

EFFECTIVE TACTICS FOR 2025 AND BEYOND



TABLE OF CONTENTS

INTRO PARTICIPANTS AND PAST EDITIONS	3
CHAPTER ONE TOP PERFORMING TACTICS IN 2024	9
CHAPTER TWO CHALLENGES IN B2B MARKETING IN 2024	13
CHAPTER THREE RECOMMENDATIONS FOR 2025	18
CHAPTER FOUR MARKETING LEADERSHIP IN 2025	21
KEY TAKEAWAYS	26
ABOUT US	27
ABOUT BBN	32



B2B MARKETING IS AT A PIVOTAL MOMENT.

Gone are the days of trial-and-error tactics, blindly following best practices, and reactive strategies. Today, marketers are not just adapting to change—they are driving it. The pace of transformation demands precision, agility, and, most importantly, impact.

This trend book is more than just a collection of insights; it serves as a blueprint for navigating what's next, drawn from the real experiences of **70 marketing leaders, strategists, and decision-makers** across Central and Eastern Europe.

We've distilled their breakthroughs, frustrations, and lessons learned into actionable takeaways to help you refine your strategy for 2025.

What will define 2025?

- * A sharper, more strategic approach to audience engagement
- * Rebalancing of AI-powered efficiency with human creativity
- * A shift from lead generation to long-term brand influence

The marketers who will succeed in 2025 are those who deeply understand their customers, align with sales and leadership teams, and experiment boldly while measuring relentlessly.

If 2024 was about testing, adapting, and iterating, 2025 is about refining, leading, and owning your strategy.





LOOKING BACK AT OUR PREVIOUS EDITIONS

2020 EDITION

Insights from marketing experts in leading tech companies in Romania – analyzing the impact of a year like no other.

[PDF 2020](#)

2021 EDITION

Perspectives from experts in Belgian tech companies, focusing on the shift towards digital-first marketing.

[PDF 2021](#)

2024 EDITION

A deep dive into AI's integration, the evolution of content strategies, and the renewed role of offline experiences in a digital world.

[PDF 2024](#)

The 2025 edition builds on these foundations, providing insights into the next evolution of B2B marketing.

CONTRIBUTORS



We are grateful to all the experts who contributed to this edition, sharing valuable insights and perspectives shaping this trend book. Engaging with marketing professionals from diverse industries has deepened our understanding of the evolving B2B marketing landscape, making this report a relevant and actionable resource for our readers.



**ADRIENN
GYÖRFFY-WACHTEL**
Marketing Advisor
DSV Global Transport
and Logistics



ALEN TODOROV
Head of Marketing
SEOmonitor



ALEKSANDER IGNACZAK
Marketing Manager
Ambro Group



ALEX GAVRIL
CEO
▲ promocrat



ALEXANDRA PRINCZEL
CMO
memoQ



ANDRA BARBUCEANU
Senior Marketing Manager



ANDRÁS VÁRADI
Sales Manager
Areus



ARKADIUSZ ZBRÓG
Marketing Specialist
Ricoh Polska



BARTOSZ MROZIK
Trade Marketing Manager
Formaster



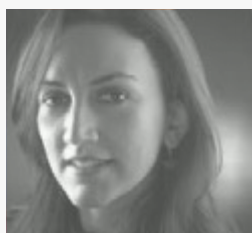
CHARLOTTE MACKENBACH
PR & Comms Manager
C-Job Naval Architects



CRISTINA DAMIAN
Growth Strategist
& Senior PMM
Addvals



DALIBOR KOMÁREK
Head of Marketing
IRESOFT s.r.o.



OANA ȘOLCĂ ILIESCU
Owner
Ray Marketing



DANIEL PIRCIU
Fractional CMO
Brainactive.ai



DORKA BOHNER
PR and Marketing Officer
Stadler

CONTRIBUTORS



DRAGOȘ SMEU
Founder
MAVERICKS ADS



ELIZAVETA CHUGUNOVA
Digital Strategy Manager
Veeam Software



GABRIELLA LIPTAY
Marketing & Communication
Director
KPMG



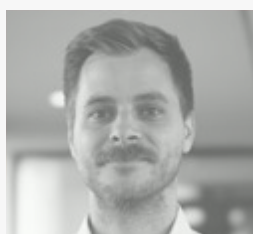
GEORGIANA FLOROIU
Head of Marketing
Bright Spaces



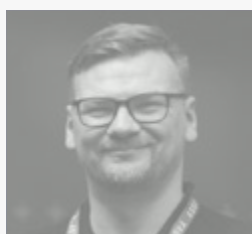
HANA LUXOVÁ
Marketing Manager
ZKL Group



ILEANA CIPCA
Global Partner Marketing
Leader
IBM



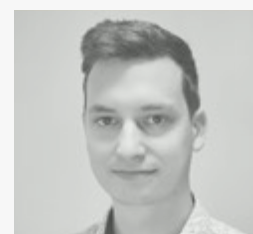
ISTVÁN TAKÁCS
Head of Marketing
Communications
Continental Industry



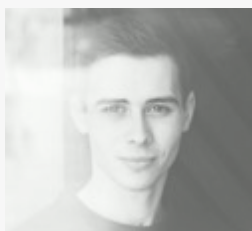
IVO VRÁNA
Product Marketing Manager
ProID / Monet+



JAKUB WĘGLICKI
Integrated Marketing Manager
—



JAN VOJÁČEK
Marketing Manager
Walmag Magnetix s.r.o.



JÍŘÍ KRATOCHVÍL
Marketing Specialist
Gerflor s.r.o.



JOANNA GESICKA
Marketing Manager
Nais



JON BLUEMEL
SEO & Content Consultant
Consulting Business in Stealth
Mode



JOZEF VERBOVSKÝ
CMO
SOS electronic



JUSTYNA TOROS
CEO
Toros Media Group



KACPER KWIATKOWSKI
Head of Marketing
GRUPA WOLFF



KAMIL GONTARSKI
Co-founder
Nurt



KAREL VOTROUBEK
CCO
PROVYS Technologies



KÁROLY PALÁSTI
Marketing Manager
GalvanPlastik Kft



KONRAD MROCZEK
Global Marketing Director
Telecom Infrastructure
Partners

CONTRIBUTORS



LIVIA WAGNER

Marketing Manager
Jungheinrich Hungária Kft.



LUDĚK BARTÁK

Marketing Manager, CEE region
brand awareness development
Panasonic Industry Europe



MACIEJ MOC

CMO
Pasibus



MARTIN BEDNÁŘ

Sales Trainer
SalesKick



MAŁGORZATA KRYSIAK

Marketing Manager
Teatr Capitol



MARIA KOSTACIŃSKA

Senior Marketing Manager
Tecom



MĂDĂLINA BARBU

Community-led Growth
Consultant
▲ promocrat



MĂDĂLINA BUTNARIU

Marketing Manager
BISM – ECHO SCHOOL
Undergraduate programs



MIHAI POSTOLACHE

Account Relationship Manager
GrowCentric



NICOLAE DAMU

Digital Marketing Manager
EMEA Ormcu/Envista



PAVEL HRUBÝ

Sales Director
AV ENGINEERING, a.s.



PAVEL MALOS

Growth Marketing
Directimo



PAVEL STOKLASA

Sales Director
Deceuninck, spol. s.r.o.



PAVOL JACKULIAK

Director
Fenix Slovensko



PRZEMYSŁAW BARDECKI

Head of Sales
Nixal



RALUCA APOSTOL

Operations Director & Demand
Generation Expert
STOICA.CO



ROISIN KIRK

B2B Strategic Partnerships
Manager
Bolt Business



ROMINA COSTA

Marketing Director
BISM – Bucharest
International School of
Management



ROXANA RADU

Senior Comms & Engagement
Manager
The Synergist



ȘTEFANIA CRISTESCU

B2B Marketing Expert
ING Bank Romania

CONTRIBUTORS



TAMAS CSINOS

Country Manager
Clico Hungary



TIBOR VARGA

Head of Segment and Product
Marketing
Invitech ICT Solutions



TOMA GROZĂVESCU

Growth Hacker, Founder
SMARTERS



TOMEK CHOJNACKI

Fractional CMO



VICTOR ANTIU

Marketing Manager
Custify



VIKTOR JANOUGH

AI specialist
Janouchnet



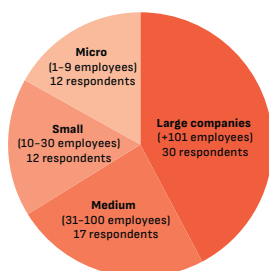
ZSOLT SULÁK

Head of Business Development
Panor Informatika

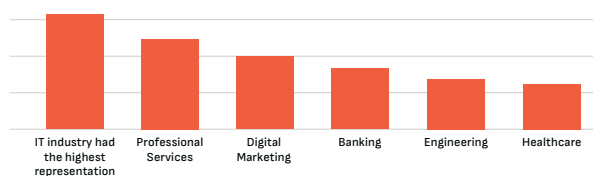
+ 8 ANONYMOUS B2B MARKETING EXPERTS



Company Size



Industries



CHAPTER ONE

TOP PERFORMING TACTICS IN 2024





CHAPTER ONE

TOP PERFORMING TACTICS IN 2024

Another year has passed in the B2B marketing quest to find the proverbial pot of gold at the end of the rainbow.

- * So, what did this “gold” represent?
- * Was it mastering AI tools to achieve our goals?
- * Finding the perfect match between our audience and the products or services we offer?
- * Or perhaps using the marketing budget wisely to reach revenue goals (even saving some for 2025)?

Based on our research, marketers in 2024 faced various challenges: balancing new technologies like AI with proven tactics such as email marketing and navigating shifting audience behaviors.

Reflecting on what worked, what surprised us, and what didn’t quite deliver, one thing becomes clear: for marketing to work, we need to rely on strategy and flexibility.

We recognize that every tactic is subjective, and the same approach can produce different results for various businesses. In the following pages, we invited marketers, salespeople, and founders to share their experiences and how their specific strategies performed.

For instance, email marketing may have been the best tool for some and the least effective for others. It is crucial to approach the data in this ebook cautiously before making any assumptions about your strategy over the past year.

01 Despite being one of the oldest digital tactics, **email marketing** shows no signs of slowing down. We can observe a new behavior of wanting to be part of smaller, private spaces or communities.

“I was pleasantly surprised by how effective our email marketing efforts were in 2024- even with long, text-heavy newsletters or e-blasts that had little to no design elements.”

Roxana Radu
Senior Comms & Engagement Manager at The Synergist

This demonstrates that the relevance of the copy to your specific audience often outweighs flashy visuals, mainly when the message is clear and pertinent. Thoughtful planning and crafting messaging that resonates with your recipients can transcend generic trends like “no one reads long emails anymore.”

02 **Live events** are making a comeback. The post-pandemic landscape has renewed interest in in-person gatherings, but building an audience requires more effort. Conversely, **webinars** have attracted highly relevant participants, with many marketers reporting quality leads as a direct outcome of these sessions. In the meantime, live events have triumphantly returned, reminding us that there’s something irreplaceable about face-to-face interactions.

“Live events are very popular again.”

Livia Wagner

Marketing Manager at Jungheinrich Hungária Kft.

✱ Or are we in need of a mixed approach?

Of course, someone in our survey said gathering audiences for these events required significant effort, but the payoff often justified the work.

03 **Content marketing** is still delivering even though **the use of AI** has changed how we create and consume content.

“I see many AIs entering the marketing space positively and professionally. We’ve likely improved our training methods, resulting in better text, images, and videos. Additionally, trained GPTs have significantly aided my efforts.”

Raluca Apostol

Operations Director & Demand Generation Expert, STOICA.CO

From blogs to YouTube channels, marketers have embraced platform-specific strategies. They recognize that compelling content brings people together and that they must be present where the audience is.





04 **Paid ads**, both on Google and social media platforms, captured marketers' attention throughout 2024. However, the demand for excellent results was driven by the hyper-personalization of the targeted audience and the message sent.

For Mavericks, one of Romania's most reputable performance marketing agencies, Google's Performance Max campaigns have proven to generate leads and conversions cost-effectively. Dragoş Smeu (founder) noted that these campaigns performed exceptionally well when aimed at warm audiences—people who had previously interacted with the brand's website or social media.

Still, 2024 demonstrated that achieving ad success requires more than spending money.

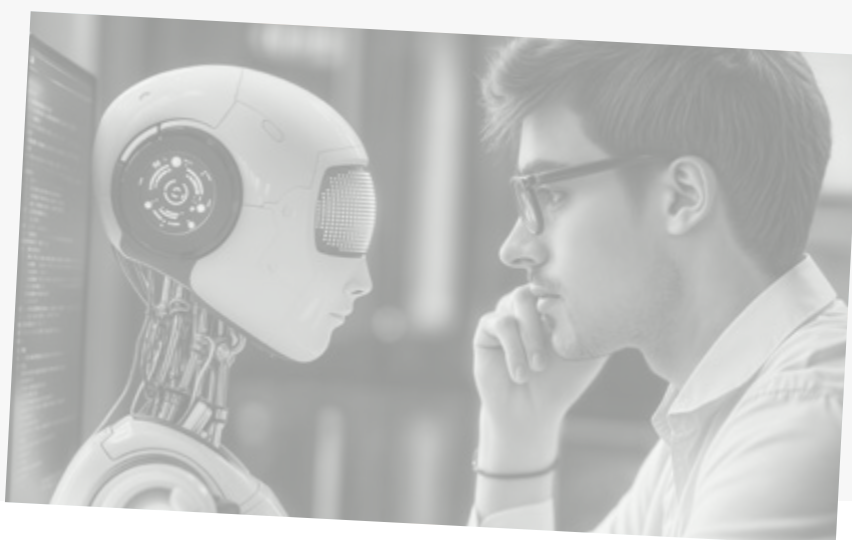
Strategies such as utilizing first-party data and developing lookalike audiences proved significantly more effective than relying on broad, untargeted campaigns.

This theme—matching the proper tactic with the suitable audience—was a recurring lesson throughout the year, regardless of the strategy used.

05 **Social media** has further evolved into a space for meaningful storytelling.

Platforms like LinkedIn, traditionally considered the go-to for professional audiences, experienced increased engagement with short-form video content. Interestingly, even TikTok ventured into the B2B space, demonstrating that engaging, authentic content can thrive in unexpected areas—provided your audience is present.

While some marketers faced increasing ad costs on platforms like LinkedIn, others found strategies to utilize these channels by prioritizing quality over quantity.



CHAPTER TWO

CHALLENGES IN B2B MARKETING IN 2024





CHAPTER TWO

CHALLENGES IN B2B MARKETING IN 2024

If there's one thing marketers adore, it's a playbook—a reliable, tried-and-true formula for what works and what doesn't.

But every year, the industry reminds us there is no silver bullet for growth; it's about forming hypotheses and experimenting with what works in your context.

✳ In 2024, not every experiment succeeded, leading to its share of frustrations.

The marketers we spoke to shared not only their victories but also the tactics that failed to deliver, the surprises that forced them to pivot, and the underlying reasons some bets did not pay off.

Has social media let us down?

Twitter (or X, if we must refer to it that way) was a mainstay of public affairs, policy, and B2B thought leadership for years. That era officially ended in 2024.

“It was once the bread and butter of Brussels bubble communications, but that's no longer the case. We're now exploring alternative channels, including BlueSky.”

Roxana Radu

Senior Comms & Engagement Manager at The Synergist

The lesson? Even trusted tools can falter if they are not carefully adapted to current trends, algorithm shifts, and audience behaviors.

LinkedIn, meanwhile, has emerged as a paradox. It was a go-to platform for B2B marketers at the beginning of the year, even as costs increased. However, by mid-year, the situation had shifted. Some marketers faced higher costs and a decrease in lead quality.

In contrast, others noticed a broader cultural change:

“Content on this network is increasingly centered on leisure activities, including political opinions and worldviews, which undermines its position as a purely professional space.”

Pavel Hrubý

Sales Director of AV ENGINEERING

That doesn't mean LinkedIn stopped working; it suggests that the old playbook was no longer enough. Marketers who relied on standard posts and ads encountered difficulties. Those who embraced personalization, deeper storytelling, and content that resonated with their audience continued to succeed.

The takeaway? Platforms evolve, and success depends on adapting to changes within them.



More budget didn't mean more results

For many of our respondents, 2024 was the year when paid ads lost their predictability.

Google Ads, LinkedIn, and Meta campaigns produced mixed results, leading some marketers to openly question whether they were paying for genuine engagement or merely sustaining a system that no longer functioned.

“I'm becoming more skeptical about paid campaigns on Meta and Google. We identified many cases where we might have paid for clicks made by bots.”

Istvan Takacs

Head of Marketing Communications, Continental Industry

Others observed that broad ad targeting was no longer effective. The most successful paid strategies in 2024 focused on hyper-personalization, first-party data, and audience engagement. Simply increasing ad spend didn't ensure success. Some companies entirely shifted away from paid campaigns, favoring organic content and community-driven marketing, which, in some cases, outperformed paid ads by tenfold ROI.

Email marketing fatigue

Email has been declared dead more times than we can count, yet each year someone proves otherwise.

However, in 2024, the results were mixed. While some marketers, like Roxana Radu from The Synergist, found unexpected success with long, text-heavy emails, others discovered that email-based lead nurturing yielded diminishing returns.

Inbox fatigue is real.

“The over-reliance on email for lead nurturing led to diminishing returns as inboxes became overcrowded. Open and click-through rates dropped, and leads became fatigued by generic follow-ups.”

Tibor Varga

Head of Segment and Product Marketing at Invitech ICT Solutions

But was the problem the email itself or how it was utilized? The responses indicate that email remains effective when handled appropriately. The main issue wasn't the medium but the lack of differentiation. Emails were overlooked if they were predictable, sales-oriented, or lacking genuine personalization. However, when an email was thoughtful, relevant, and provided value beyond just a sales pitch, it still had a role in the mix.

The AI paradox

AI's integration into marketing workflows has accelerated, simplifying content creation, automating processes, and enhancing efficiency. However, there is also a downside. Over-automation has resulted in generic, soulless content that struggles to resonate with audiences.

Authenticity is the sole defense against uninspired AI copy—regardless of how efficient automation may become, it cannot replicate the emotional depth of genuine human connection.

“You can use all the AI and automation tools you want afterwards, but please first invest the time and effort to deeply understand your customers.”

Cristina Damian

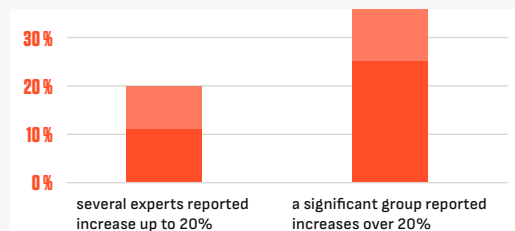
Growth Strategist & Senior PMM at Addvals

The best-performing brands in 2024 were neither those that ignored AI nor those that relied solely on it. They were the brands that found the right balance between automation and creative human touch.

Marketing budget in 2025

While stability was the most common response, noticeable shifts still emerged.

Some companies are investing more heavily in marketing for 2025.



Several respondents reported 10–20% budget increases and a smaller yet significant group planned increases that exceeded 20%. These companies likely experienced real ROI from their efforts in 2024 and feel confident about scaling their investments.

On the other hand, budget cuts are indeed a reality for some marketers.

Several respondents expect decreases, with some planning reductions more significant than 20%. These cuts may stem from unsatisfactory campaign performance, changing priorities, or company-wide cost-reduction strategy initiatives.

The best-prepared marketers will be those who can demonstrate a clear ROI on their initiatives, justifying budget retention based on results rather than intuition. Successful marketers will spend wisely, monitor closely, and continuously optimize their efforts in a year when many budgets will likely remain constrained and stable.

If there's a single theme evident in these challenges, it's misalignment.

When tactics failed, it wasn't necessarily because they were ineffective; they simply weren't aligned with the right strategy, audience, or execution.

SEO failed to deliver results for brands without a strong market position. Email campaigns underperformed for teams that depended on outdated lead nurturing models. Paid ads were ineffective for those who anticipated results without strategic targeting and planning.

* What does this suggest for 2025?

Success arises from carefully evaluating what truly resonates with your audience, brand, and objectives. It combines innovative strategies with adaptability, hyper-personalization, automation tools, and established techniques.

CHAPTER THREE

INSIGHTS FOR 2025





CHAPTER THREE

INSIGHTS FOR 2025

Marketing isn't what it used to be, and that's the most exciting aspect.

The playbooks are being rewritten, the rules are shifting beneath us, and 2025 will belong to those who can adapt to the changes rather than resist them.

One thing became clear from the marketers we spoke to: rigid strategies are out, and intelligent, adaptable marketing is in. There is no 'set it and forget it' in this landscape.

If 2024 revealed one flaw in B2B marketing strategies, it was this: marketers often believe they know their audience better than they do.

"Dive into customer data, segment, and thoroughly research to uncover new behaviors, insights, and opportunities,"

Ștefania Cristescu

B2B Marketing Expert at ING Bank Romania. Another expert echoed this sentiment:

"Keep an eye on the market. Strategy is important, but sometimes customers and the market reveal the path to success through their behavior."



The companies that thrive will closely monitor engagement metrics and analyze shifts in their audience, buyer dynamics, and precise decision-making processes in depth. This includes investigating the jobs-to-be-done framework to understand the key challenges their customers aim to overcome, recognizing the layers of influence within a buying committee, and looking beyond measurable interactions to grasp what motivates actions.

Data is often presented as a secret weapon, but it's merely the first step. The true advantage lies in how marketers interpret and act on that data.

“The only thing that matters is data—test things, and if the data is right, do more of it. If it's not, pivot,”

one respondent noted. This isn't a revelation but a reminder that too many marketing strategies still cling to outdated tactics simply because they once worked.

“Use AI, but correct it based on your professional experiences,”

Gabriella Liptay (Marketing & Communication Director, KPMG) advised. Another marketer bluntly put it:

“We are writing for humans and machines. Content writing skills need to be enhanced.”

This is a topic that won't fade, and for good reason. AI is transforming marketing strategies but also introducing numerous potential pitfalls.

Brands that successfully leverage AI in 2025 will not merely automate for efficiency. Instead, they will use AI as a creative accelerator rather than a replacement. The best content will emerge from those who combine AI's analytical capabilities with human emotional intelligence.

One of the most significant shifts that came up repeatedly? Less lead capture, more demand generation.

“Make people search for you,” **Jon Bluemel** (SEO & Content Consultant) said.

“Rather than trying endless battles over keywords in search, companies should heavily invest in increasing their brand recognition, to become part of the consideration set.”

For years, B2B marketing has relied heavily on direct-response tactics. However, brand awareness is becoming essential as competition intensifies and platforms complicate organic reach.

Zero-click marketing strategies, which seek to create influence in areas where your audience already resides, are increasingly worth exploring. Whether it's podcast sponsorships, community engagement, or thought leadership that builds trust before a sales conversation begins, the leading marketers in 2025 will look beyond MQLs and into mindshare.

Overall, the companies that succeed in 2025 will be those that do not cling to past successes but evolve in real-time. They will be the ones that stay curious, agile, and fearless in exploring new approaches.

Above all, marketing means meeting your customers where they are in meaningful ways.

This year will be for the daring marketers to challenge their own rules. **The only question is: will you be one of them?**

CHAPTER FOUR

MARKETING LEADERSHIP IN 2025





CHAPTER FOUR

MARKETING LEADERSHIP IN 2025

Marketing leaders' roles have evolved from solely managing campaigns to leading cross-functional strategies that blend creativity, technology, and data-driven decision-making.

In an era where agility is valued, and authenticity is essential, marketing leadership focuses more on setting trends than merely following them. Today's CMO functions less as a campaign manager and more like a conductor, harmonizing diverse talents and technologies into a cohesive brand story.

From Data-Driven to Data-Led Decision-Making

The days when intuition alone directed marketing strategies are over.

Today's leaders embrace a data-driven approach, integrating analytics for support and as the core of every decision. However, it's not merely about having the data; it's about knowing how to use it.

The marketing leaders of 2025 will be those who can draw insights from raw data and translate them into practical strategies.

"Data-driven decision-making is essential; it acts as the compass that aligns creativity with measurable outcomes."

Ștefania Cristescu

B2B Marketing Expert at ING Bank Romania

This trend aligns with a broader movement toward accountability in marketing, where every creative initiative must connect to quantifiable impact.

But data is not just about the numbers; it conveys something—it reveals the story behind the metrics. Has the content become stale, or have audience preferences simply changed?

Now is the time for leaders to look beyond and foster a culture of inquiry and lifelong learning within their teams.



The Human Side of Leadership

While data drives decisions, the human touch makes them meaningful.

The best marketing leaders don't just analyze numbers—they connect with people. They balance data-driven insights with empathy and agility, recognizing that behind every metric is a real person with unique needs and motivations.

“A great marketing team combines empathy and agility with a solid grasp of data. They understand their audience as real people, tell engaging stories, and aren't afraid to pivot when something's not working.”

Roxana Radu

Senior Comms & Engagement Manager at The Synergist

This approach challenges conventional marketing thinking—moving beyond basic segmentation to create more profound, meaningful audience connections.

Today's leaders must integrate logic and emotion into their strategies. It's no longer just about hitting KPIs—building trust, fostering loyalty, and making marketing more human. Authenticity is the true differentiator in a world where every brand competes for attention.

Technology Fluency: A Must for Marketing Leaders

Today's marketing leaders must wear multiple hats, and technology fluency is no longer optional.

As they master artificial intelligence tools and navigate complex, ever-evolving martech stacks, technology becomes more than just a tool—it fuels innovation and enhances creativity.

“Agentic AI is the hot new kid on the block in the enterprise landscape, and it will not take long before it starts creeping into marketers' toolkits.”

Alex Gavril

CEO at ▲ promocrat

His insight highlights a crucial shift: when used effectively, technology doesn't replace creativity—it amplifies it.

Great leaders understand that technology is a tool, not a final objective. They utilize it to boost creativity, simplify processes, and empower their teams without overwhelming them with complexity. Finding the right balance between automation and authenticity distinguishes exceptional marketing leaders.

Building Teams of Different Skill Sets

The modern marketing team combines diverse skills—creative storytelling, strategic thinking, technical expertise, and data analytics. Assembling the right mix of talent is only half the challenge; the real task lies in ensuring they collaborate effectively and drive innovation together.

“Marketing Ops, Creative, Content, SEO, Strategy - these are not just roles; these are the pillars of a well-rounded team.”

Jon Bluemel

SEO & Content Consultant

The best leaders don't just hire for skills—they cultivate environments where different perspectives thrive. Bringing together individuals from varied backgrounds and disciplines fuels innovation and pushes marketing strategies beyond conventional boundaries.

At its core, building a high-performing team isn't just about expertise—it's about perspective. The most groundbreaking ideas emerge at the intersection of different disciplines, where creativity meets analytics and strategy aligns with execution. Successful leaders recognize that diversity in thinking is what ultimately drives true innovation.



The Agency-Partner Dynamic

As businesses increasingly seek specialized expertise, the relationship between marketing leaders and external agencies is evolving. Expectations extend beyond deliverables to include the formation of a strategic partnership.

“Being an expert, bringing new ideas, procedures, and trends that the client cannot capture in the market due to their broader but less specialized qualification.”

Dalibor Komárek

Head of Marketing at IRESOFT s.r.o.

This is part of the broader context of collaboration and co-creation.

The best agency relationships are built on transparency, adaptability, and proactiveness. Today's marketing leaders seek vendors and partners who understand marketing intricacies, challenge conventional thinking, and push boundaries to drive innovation. At the core of these partnerships lies mutual trust and shared objectives.

The Future of Marketing Leadership?

As 2025 unfolds, the demands on marketing leaders will only intensify.

A new generation of leadership will be defined by its ability to balance data with creativity, embrace technology while preserving human connections, and align strategic vision with operational agility.

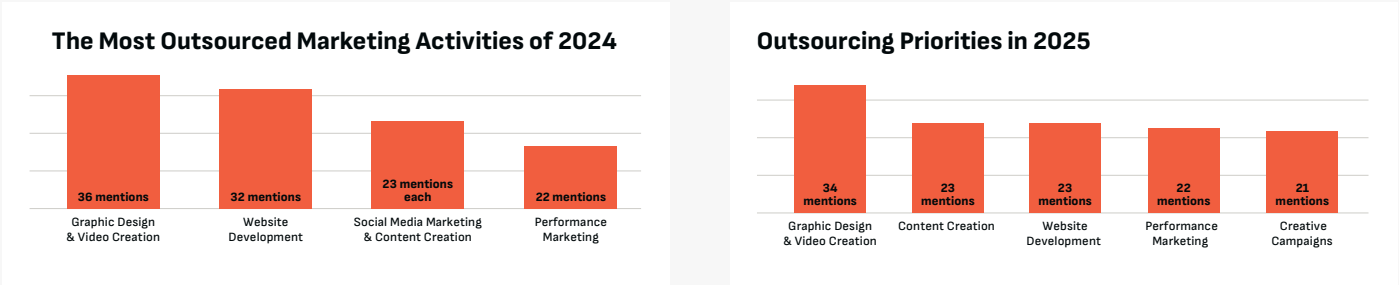
 The key takeaway?

Leadership in marketing isn’t just about having all the answers—it’s about asking the right questions, nurturing curiosity, and leading with confidence and authenticity.

At its core, marketing leadership isn’t just about business growth; it’s about inspiring teams, building meaningful connections, and creating a lasting impact on the market and its people. Leaders who embrace complexity, champion diversity, and lead with logic and compassion will shape the future of marketing in 2025 and beyond.

Final Thoughts

If 2024 was the year of adjusting to disruption, 2025 will be about refining and optimizing what works. Experimentation for its own sake is no longer enough—marketers are under increasing pressure to prove ROI, maximize efficiency, and build strategies with clear intent.



There has never been a successful one-size-fits-all marketing approach, and there never will be. Success in 2025 will depend on understanding audience nuances, sharpening personalization, and ensuring every marketing dollar delivers measurable impact.

In-House vs. Agency: Where Should Each Excel?		
Skill	In-House Team	Agency Expertise
AI & Automation	Moderate	Strong
Content Creation	Strong	Strong
SEO & PPC	Moderate	Strong
Strategic Insights	Strong	Moderate

Key Takeaways for 2025:

- * **Invest in relationships, not just transactions.** Trust is the real differentiator. Brands focusing on credibility and long-term engagement will earn loyalty that outlasts quick wins.

- * **Use AI as an enhancer, not a replacement.** Automation can improve efficiency, but human creativity, strategic thinking, and emotional intelligence remain irreplaceable.

- * **Bridge the gap between marketing and sales.** A fragmented approach no longer works. Teams must align to create a seamless customer journey that drives real business growth.

- * **Spend smarter, not just more.** With many budgets remaining flat, efficiency will be the defining factor. Cutting waste and focusing on high-impact strategies will separate the winners.

- * **Stay agile.** What worked six months ago may not work today. The most successful marketers will be those who continuously test, learn, and adapt to shifting trends.

More than anything, 2025 will be a year of pragmatism. Marketers focusing on **depth over breadth, precision over volume, and relationships over reach** will thrive.

There's no guaranteed formula for success in B2B marketing, but one thing is certain—those who **listen, analyze, and act with intent** will lead the way.

“In today's world, planning and forecasting the economic situation is more complex than in previous years. Making forecasts and plans for more than a year ahead no longer makes sense in the current environment.”

Dalibor Komárek
Head of Marketing at IRESOFT s.r.o.

“Investing in education during challenging times is one of the smartest strategic choices one can make.”

Romina Costa
Marketing Director
Bucharest International School of Management

ABOUT US





ABOUT US

CONTENTPLUS (HUNGARY)

We believe in the power of content, which connects and builds trust. B2B marketing is our passion. We founded our company in 2017 with several years of professional experience behind us.

We joined BBN – The World's B2B agency, in 2021. We implement international campaigns through BBN and support our clients' global expansion.

We strongly believe that in B2B marketing, we can achieve significant results in the long term and only by understanding our clients' problems and working closely with them. Today, buyers obtain 70-90% of their purchasing decisions independently before a physical meeting. Therefore, we foster strong B2B brands by using content marketing and PR, primarily with digital tools, to build an emotional connection with the target group.

Let's talk!

+36 1 397 9050, info@contentplus.hu

contentplus.hu/en/



FERENC PÉCSI

Head of Content

www.linkedin.com/in/pecsiferenc/



ATTILA RASKÓ

Managing Director

www.linkedin.com/in/attilarasko/



ÁKOS BODNÁR

Head of Social

www.linkedin.com/in/akosbodnar/



ABOUT US

MARCO (CZECH REPUBLIC)

Your Gateway to B2B Marketing in Central and Eastern Europe.

At Marco BBN, our mission is to sculpt the future of B2B marketing. With a blend of artistry and analytical precision, we craft marketing strategies that resonate on both a local and a global scale. By integrating pioneering MARTECH and bespoke know-how, we ensure your brand stands out in the vibrant Central and Eastern European markets and beyond.

Redefine Your Reach with Marco BBN

Embark on a journey with Marco BBN, a family-led beacon of progress since 1994. Our roots run deep in the heart of Europe, giving us the insight and flexibility to navigate the diverse landscapes of the CEE economies. As a key player within the BBN—The World's B2B Agency, we don't just bridge the gap—we help you own it.

Our Invitation to Innovate

Ready to amplify your brand, unveil new products, or catalyze your lead generation? Connect with us. We're offering an exclusive, complimentary consultation to kickstart your campaign. Let's elevate your marketing performance and expand your reach.

Embark on a Marketing Voyage with Us

Anticipating the opportunity to partner with you, we at Marco BBN are eager to explore the future of marketing together.

Let's set the benchmark for success.

marco.eu



PAVEL MAREK

Managing Director
pavel.marek@marco.eu



PETR MAREK

Executive Director
petr.marek@marco.eu



ABOUT US

NUVOLA CLOUD SOLUTIONS (POLAND)

We are a B2B marketing agency that specializes in creating and implementing marketing strategies based on modern cloud solutions.

Our mission is to help companies succeed in the B2B market through innovative approaches to digital marketing, AI adoption, process automation and marketing optimization.

We provide comprehensive end-to-end marketing services tailored to meet the needs of small, medium, and large enterprises. Our offerings span the entire spectrum of marketing operations and strategy, leveraging artificial intelligence and Big Data to enhance the effectiveness of marketing initiatives.

Our services include the implementation of CRM (Customer Relationship Management) systems and advanced MAP (Marketing Automation Platforms) to facilitate seamless marketing automation solutions. We specialize in developing and executing multi-channel marketing campaigns that integrate various digital and traditional platforms.

Additionally, we assist in content creation and recycling, ensuring that your messaging is consistent and impactful across all channels. Our team of experts also collaborates with clients to develop robust marketing and sales strategies, aiming to drive growth and improve return on investment for businesses of all sizes.

Nuvola Cloud Solutions team is made up of experienced specialists who combine B2B marketing expertise with modern cloud tools and platforms. Our approach is based on individual client needs, which allows us to create effective campaigns that deliver real results.

Let's discuss how we can help:

nuvolacLOUDSOLUTIONS.COM



MARCIN STAWOWCZYK

CEO and Owner
marcin.stawowczyk@nuvolacLOUDSOLUTIONS.COM



ADAM MITROSZ

Owner
adam.mitrosz@nuvolacLOUDSOLUTIONS.COM



ABOUT US

STOICA (ROMANIA)

Growing your B2B business requires more than just marketing—it demands a strategy built on essential customer insights, seamless digital experiences, and a strong foundation for lasting success.

That's where we come in. At STOICA, we help B2B companies enhance their online presence, optimize conversion-focused marketing assets, and develop sustainable growth strategies.

We believe that marketing and sales should work hand in hand. That's why we team up with your internal staff to ensure that every campaign, website, or funnel we create is designed for genuine impact—not just superficial metrics. Our expertise covers UX/UI design, website development, marketing automation, content, and demand generation, all tailored to help you achieve measurable results.

As part of BBN, the top International B2B Marketing Agency, we bring global insights and best practices to your business. We also collaborate with leading tools like HubSpot, Databox, ActiveCampaign, Semrush, and WPEngine to stay ahead of trends and offer innovative solutions.

Whether you need a strategic advisor, a hands-on execution partner, or a flexible team of experts, we're here to help you navigate your marketing challenges and scale effectively.

www.stoica.co



ANDREI STOICA

CEO
andrei@stoica.co

www.linkedin.com/in/stoicaandrei



NATALIA DĂRĂBĂNEANU

Head of Marketing
natalia@stoica.co

www.linkedin.com/in/nataliadarabaneanu



RALUCA APOSTOL

Head of Operations
raluca@stoica.co

www.linkedin.com/in/raluca-apostol

ABOUT US

BBN



As business owners, we use our entrepreneurial approach to connect and understand your business.

Our proven, bespoke end-to-end methodology delivered by experienced agile teams can only be truly effective for your business because our people are interdependent and genuinely connected.

This unique structure combines independent agencies' entrepreneurial spirit and local expertise with the seamless global reach and resources of a unified network. As partners in BBN, each agency has a vested interest in our collective success. We operate with shared processes and methodologies to ensure smooth collaboration across borders.

We build bespoke, integrated teams based on your specific business needs. We bring together experts with deep industry knowledge and the necessary technical and creative skills, ensuring impactful, tailored campaigns for each of your operating regions.

With access to a vast global talent pool and hundreds of specialists, we deliver a complete, end-to-end marketing solution through a single agency experience. We broke the traditional agency org chart (and put clients first).

bbn-international.com





THANK YOU



THE WORLD'S
B2B AGENCY
CZ | HU | PL | RO