

2024 Buzzwords *Overview*

Stay Ahead of the Trends

Buzzword	2024 Relevance	2025 Relevance	Comments
Artificial Intelligence (AI)	Very High	Very High	Dominated content creation, analytics, and personalization in 2024, continues evolving in 2025.
Personalization	Very High	Very High	Remains critical as customers demand tailored experiences across platforms.
Gen Z Marketing	Very High	Medium	Heavy focus on Gen Z in 2024, but attention is gradually shifting to Gen Alpha in 2025.
Short-Form Video	Very High	Very High	TikTok, Instagram Reels, and YouTube Shorts dominated in 2024 and continue to lead in 2025.

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Customer Journey Mapping	High	High	Unified omnichannel strategies were essential in 2024 and continue to drive marketing success.
Omnichannel Marketing	High	High	Strong focus on seamless online and offline experiences remains relevant.
Influencer Marketing	High	Medium	While effective in 2024, ROI concerns and oversaturation may reduce its impact in 2025.
Sustainability	High	High	Consumer demand for eco-conscious brands persists, with increased regulations in 2025.
Zero-Party Data	High	Very High	Privacy regulations make directly-sourced customer data even more critical in 2025.

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Hyper-Personalization	High	High	AI continues to enhance hyper-personalization for email, ads, and content delivery.
Content Atomization	High	High	Breaking long-form content into smaller pieces remains an efficient strategy.
Augmented Reality (AR)	High	Medium	Strong for immersive shopping in 2024 but overshadowed by AI advancements in 2025.
Social Commerce	High	High	Platforms like TikTok and Instagram continue to integrate shopping features.
Programmatic Advertising	High	High	Automated ad buying continues to drive efficiency and precision in both years.
Purpose-Driven Marketing	High	High	Consumers expect brands to take a stand on societal issues, making this highly relevant.

Buzzword	2024 Relevance	2025 Relevance	Comments
Dark Social	Medium	Medium	Unified omnichannel strategies were essential in 2024 and continue to drive marketing success.
Voice Search Optimization	Medium	Low	Strong focus on seamless online and offline experiences remains relevant.
Metaverse	Medium	Low	While effective in 2024, ROI concerns and oversaturation may reduce its impact in 2025.
Employee Advocacy	Medium	Medium	Consumer demand for eco-conscious brands persists, with increased regulations in 2025.
Gamification	Medium	Medium	Privacy regulations make directly-sourced customer data even more critical in 2025.