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Online bidding begins to close Wednesday August 13th at 6:00pm



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THE MID-YEAR MARKETING RESET

What's Working (And What's Not) in 2025



MARKETING TIPS

By Julie Huff, Copywriter, beMarketing

Here we are, more than halfway through 2025. How's your marketing strategy holding

up? Still running smoothly, or starting to feel a bit... stuck?

Chances are, what worked last year isn't hitting quite the same, and a mid-year reset might be just what you need. So, let's dive in.

AI & Automation

AI? Still big. Automation? Even bigger. When used together, correctly, they can speed up your process and sharpen your strategy. Platforms like Google and Meta can now build ad components for you, but don't lose the human oversight.

The balance matters. Use AI to streamline, but keep refining and checking performance. Don't hand over the wheel completely.

Brand Voice > Generic Voice

Does your voice sound like everyone else? Blame FOMO and the AI content boom. It's crowding out real brand personality, and audiences are noticing.

But when everyone blends in, it's easier to stand out. 2025 is about authenticity. If your marketing sounds like a human and feels aligned with your brand, you're ahead of the curve.

Content is Still King

AI Overviews are drastically changing the way people search, and that's great news if you're providing content that's actually helpful. Instead of taking one solid piece that answers a question, Google is now taking snippets from many different places... and that means you need to focus on quality, not quantity.

Social = Search

Search isn't just Google. People are now turning to Instagram, TikTok, and YouTube to find what they need — especially through UGC (user-generated content).

That means it's time to treat your social like SEO:

- Add searchable captions
- Use simple, keyword-rich language
- Tag smartly and strategically

Short-Form Storytelling

Mobile-first isn't new, but mobile storytelling is. Think interactive posts, branded mini-series, AR filters, and snackable content that fits the way people scroll.

The goal? Make content people want to tap on, not just scroll past.

Time for a Reset?

2025 is about intentional, human-first marketing. At beMarketing, we help brands find their voice and build strategies that stick. Let's talk about your next move.



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