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## 7 Key Industrial Marketing Trends to Watch in 2025



*The Communications Group's 3<sup>rd</sup> Annual Industrial Marketing Trends Report predicts the top seven marketing trends in the B2B industry for 2025.*

**LITTLE ROCK, Ark.** (October 4, 2024) - Industrial and B2B marketing leaders can discover valuable insights for their 2025 communication strategies in [The Communications Group's](#) (ComGroup) 3<sup>rd</sup> annual industrial marketing trends [report](#). Produced by Arkansas's premiere public relations and marketing agency specializing in the B2B manufacturing sector, the report outlines the key marketing trends expected to significantly influence the success of industrial B2B marketing in 2025.

[ComGroup's](#) 2025 Industrial Marketing Trends report draws from the agency's annual research, industry insights, and more than 30 years of experience working with a diverse range of [B2B and industrial clients](#)—from small family-owned businesses to global industry leaders. This evolving report provides valuable insights for B2B and industrial professionals, helping them understand the evolving marketing landscape and guiding their strategic decisions for the year ahead. [ComGroup's](#) Industrial Specialist and Agency Founder [Dane Cowling](#) says the report equips decision-makers with the tools they need to navigate the rapid evolution of technology and changes in consumer attitudes and behaviors.

“Advancements in technology, data analytics, and shifting consumer expectations will continue to shape the industrial marketing landscape beyond 2024,” Cowling said. “The future of industrial marketing will be defined by the rapid pace of these technological innovations, data-driven insights, and the constantly evolving demands of consumers.”

The [2025 Industrial Marketing Trends report](#) is now available for download on the ComGroup [website](#). Visitors can use the report's insights to refine and enhance their own marketing and communication strategies, identifying areas that may need adjustments, amplification, or improvement. Additionally, ComGroup offers other online resources, such as a complimentary [website audit](#) and [content suggestions](#), to help visitors assess and improve their current marketing and communication efforts.

Stay connected with ComGroup's team of seasoned industrial marketing experts, and follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#) for the latest insights, or subscribe to our [monthly newsletter](#) for

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exclusive tips, trends, and strategies to help your business thrive. Don't miss out on the cutting-edge marketing expertise we share!

**Editor's Note:** Report author Dane Cowling is available for interviews to discuss the release of this report, its findings and impact on the industry, and how B2B and industrial businesses can effectively apply it to their marketing and communications programs. Connect with Public Relations Director Carson Horn to schedule an interview by emailing [chorn@comgroup.com](mailto:chorn@comgroup.com) or call direct at 501-515-0849.

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**About The Communications Group**

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, integrated technology-driven implementation and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at [ComGroup.com](http://ComGroup.com).

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