



Panel Discussion | **[Digital Marketing Management]** How to Master 2025's Top Digital Marketing Future Trends



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What key digital marketing trends do you foresee dominating in 2025?

① Start presenting to display the poll results on this slide.

Terms of AI for this panel

- **AI is a tool, not a replacement:** AI can enhance productivity and decision-making but will not replace the creativity and strategic insight that marketers bring to the table.
- **Use responsibly and ethically:** Ensure AI applications are transparent, respect privacy regulations, and avoid biases to maintain trust and integrity in your marketing efforts.
- **Continuous human oversight:** AI should support, not replace, human judgment; always maintain human involvement to guide AI-driven decisions and keep them aligned with business goals.



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Question 1

Trends alone don't serve us well.

How can businesses build core competencies in adaptability and agility to move beyond trends and develop long-term digital marketing strategies rooted in fundamentals for sustained success?

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Question 2

What are some of the current trends you're each focusing on, & how are you implementing them in your strategies?



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Question 3

What makes a good marketer in 2025?



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Q&A



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