

Algorithms and Artistry:

the Content Marketing Contradiction



FOREWORD

Welcome to the first Report of 2025 by and for Little Grey Cells, the leading UK community for senior-level marketers.

This Report shines the powerful new spotlight of AI on an established technique, driven by marketing artistry, and familiar to many of our community members: Content Marketing.



Richard Palk
Report Author,
Little Grey Cells Club

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Time to dive in...

SECTION 1:

INTRODUCTION

2500 years ago, the Greek philosopher Heraclitus is credited with having articulated a concept often paraphrased for simplicity's sake as, "The only constant in life is change".

Today, we all live in a world of deep, constant and ongoing change - in global macro domains ranging from socio-economics and politics, via science and technologies, to the climate and natural environment.

In response, successful business and organisation management is adapting and evolving. It reacts to, and influences, these domain-level changes. Such management evolution is reflected in the professional discipline that binds Little Grey Cells community members together: contemporary marketing.

The evolution of contemporary marketing in 2025 will be driven not only by the "standard" societal, commercial and technology dynamics over time that we have experienced since the advent of the hyper-connected 21st century customer. It will also be profoundly catalysed by the accelerating proliferation of AI-powered tools, platforms and solutions now available to marketers.

The Nov-Dec 2023 annual CMO survey by the European Marketing Confederation ("EMC"), reported in February 2024, highlighted that of 1287 brand and agency respondents, 88% were already using or actively planning to use AI in their workflows. The report also showed the top Marketing use case for AI, at 69%, was for "Content Production" (Figure 1).

Used application scenarios for AI



Figure 1. Original Image source: [European Marketing Confederation](#)

Little Grey Cells is committed to supporting senior marketers, by helping their marketing be the very best it can be.

In line with our philosophy, we have chosen to explore a critical, strategic subset of our community's common discipline, Content Marketing - and the changes, challenges, and opportunities ahead for its proponents, in the era of AI.

This report will provide actionable value to our readers by offering:

1. A rich range of Best Practice research, examples and data on contemporary Content Marketing – B2B and B2C.
2. Unique perspectives and insights on the topic, from highly-regarded, experienced senior marketers, and Little Grey Cells community members.
3. Practical ideas, solutions and support for successful Content Marketing in 2025 and beyond, from businesses who are already reaping success from these changes.
4. Exclusive editorial and interview input from our Report sponsor, Adobe.

Let's learn how to navigate the new terrain.

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SECTION 2:

THREE KEY REASONS WHY CONTENT MARKETING IS CRITICAL IN 2025

Before examining and defining in Section 3 what is meant by the sometimes very loosely used phrase “Content Marketing”, let us first consider its context.

We believe there are three critical reasons why using it as a technique, effectively and with clear strategic intention, is so crucial for successful brand, product and service marketing in 2025.

1. The Era of Artificial Intelligence

2024 was the year when discussing AI - as opposed to developing and implementing AI, which has been ongoing for a long time - reached an inflection point in the wider marketing community. For marketers by trade, in 2025 this requires not only acceptance, but also thoughtful consideration, of both the upsides and downsides of AI tools.

As with multiple aspects of the art and science of marketing, AI – especially Generative tools – is catalysing the ease and speed of content production at scale. However as quantity constraints reduce, the application of AI risks diluting the quality of the related assets. More than ever, a structured and strategic approach to Content Marketing is required.

Let us consider the marketing activities for which AI tools are being commonly used. 2.6k Small Business respondents to a January 2024 survey published by Search Engine Marketing (“SEM”) heavyweight SEMRush, identified 17 main Content Marketing areas for which they were using AI tools (Figure 2).

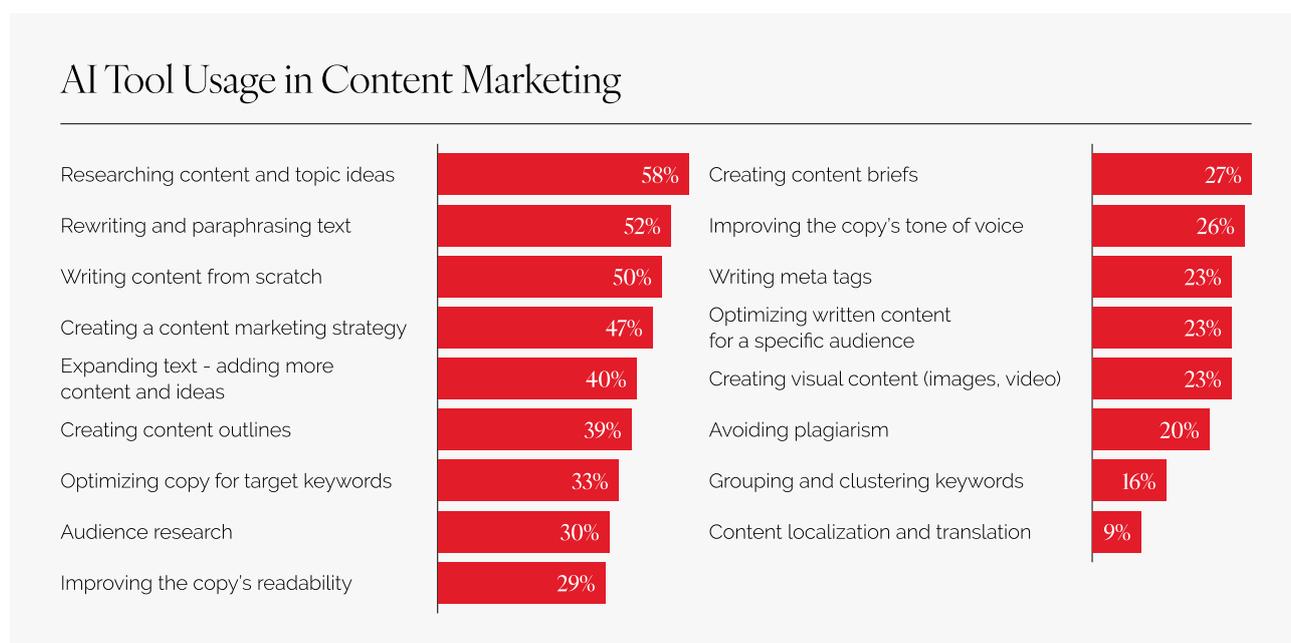


Figure 2. Original Image source: [SEMRush](#)

The Survey shows that a key digital marketing activity supported by both Content Marketing and by AI tools is Search Engine Optimisation (SEO): the practice of structuring websites, and publishing content within those websites, to optimise performance on Search Engine Results Pages (SERP).

The SEMRush data reveals that many of their Small and Medium Business (SMB) respondents are already using AI tools in the research, preparation and creation of web copy to be crawled by Search Engines such as market leader Google, and also by Bing, Yandex and Yahoo.

In addition, nearly 25% of the SMB respondents were already reporting the use of AI tools in creating web *visuals* – images and video – to help their organic SERP rankings.

Given the wide use and penetration of Generative and other AI tools and assistants such as Adobe's [Firefly](#), Google's [Gemini](#), Microsoft's [CoPilot](#), Open AI's [ChatGPT](#), and of specific AI Search resources such as [Perplexity](#), this is unsurprising.

Much of this widespread use of AI in marketing has been initiated by employees themselves - with little formal training, and/or limited enterprise-level guidance on the practices and the ethics of AI utilization.

These dynamics led Chris Daly, Chief Executive of the Chartered Institute of Marketing and Vice Chair of the EMC Board to warn in March 2024 that regarding AI use in marketing,

“THE PACE OF PROGRESS IS OUTSTRIPPING PROFESSIONAL SKILLS, EXPOSING BUSINESSES TO A GREATER DEGREE OF RISK.”

In October 2024, research findings published by Qualtrics posited similarly,

“SIMPLE USAGE OF AI DOES NOT CONVERT INTO INCREASED PRODUCTIVITY. IN FACT, IN THE ABSENCE OF A STRATEGIC PLAN THAT ENABLES EMPLOYEES TO ADAPT TO NEW, HIGHER VALUE WORK TASKS, THERE IS HUGE POTENTIAL FOR NEGATIVE IMPACT.”

Addressing the impact of AI on Content Marketing is therefore not only timely, but critical.

2. Omnichannel Hyper-Personalisation

“Hyper-Personalisation” will continue to evolve and drive the creation of marketing content – created by, with, or without AI. Its targeted distribution thereafter though will necessarily be driven by Generative AI (Figure 3).

Personalisation traditionally targets audiences built for content, messaging and offer purposes on broad attributes such as psychographics. Hyper-Personalisation on the other hand, aims to tailor products and services messaging to the unique preferences and behaviours of individual customers – in real-time – to deliver cut-through and engagement, with highly-relevant content.

Gen AI for Hyper-Personalization

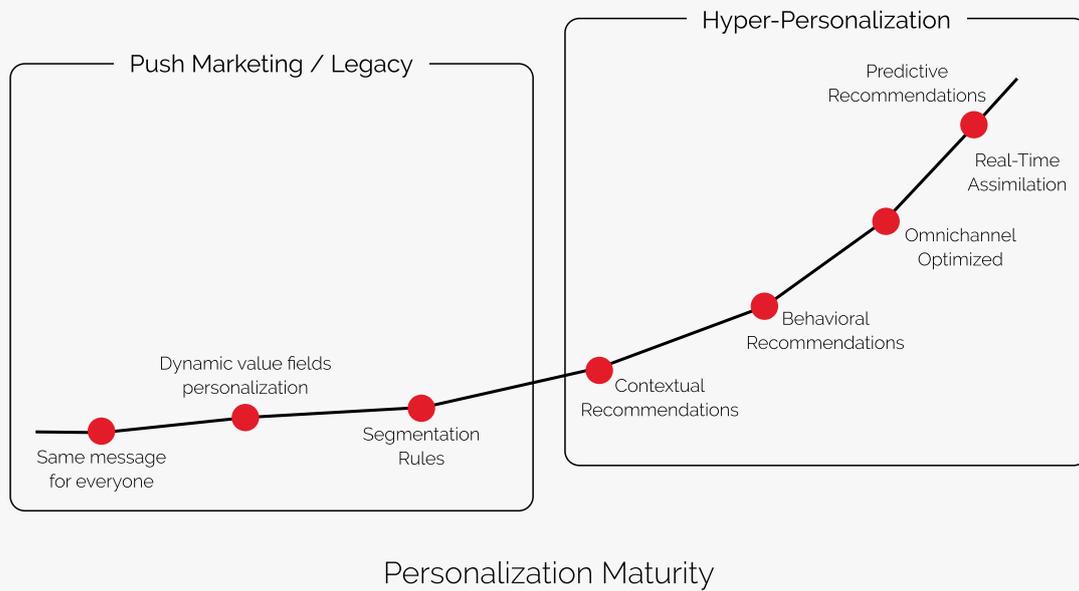


Figure 3. Original Image source: [M. Charbel, StartUpStash](#)

Marketing Automation Software Market

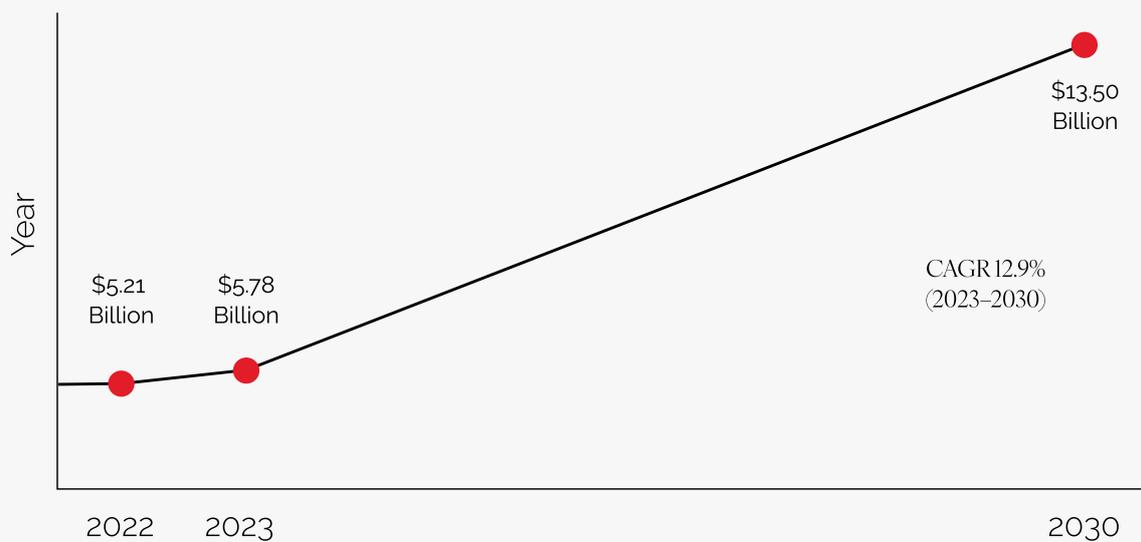


Figure 4. Original Image source: [Fortune Business Insights](#)

As long ago as April 2020, McKinsey reported on this customer expectation trend in B2C retail. Winding forward to 2024, research by Twilio claimed that 89% of surveyed business leaders believed that Hyper-Personalisation is crucial to their businesses' success over a 3-year horizon.

In enterprises small and large, supporting this trend is the fast-expanding adoption of Marketing Automation technologies (Figure 4). These include broad, multi-faceted Customer Experience (“CX”) platforms like Adobe Experience Platform, Salesforce Marketing Cloud and Oracle Content and Experience Cloud, and more narrowly-focused solutions suites from providers such as CoreMedia, Hubspot and Zoho.

Finally, and as we will further explore in Section 4, delivering Hyper-Personalised content to existing and prospective customers across channels, using Marketing Automation and other AI-powered MarTech, isn't limited to existing channels. Connected TVs, for example, offer exciting new routes to deliver such highly-targeted, timely content.

3. B2C and B2B marketing Best Practice alike

Michael Brenner from Marketing Insider reported in late 2022 that according to his Group's research,

“SOCIAL MEDIA ONLY ACCOUNTS FOR LESS THAN 2% OF TYPICAL B2B COMPANY TRAFFIC... [IT] IS EFFECTIVE FOR BUILDING REPUTATION, BUT NOT FOR DRIVING CONVERSIONS AND SALES.”

This will come as no surprise to B2B Performance Marketers with SEO responsibilities. It is one reason why Content Marketing is long-established as a key generator of qualified organic traffic for B2B brands' websites – as illustrated by some of our Best Practice examples in Section 5.

In 2025, those B2B SEO experts will need to take ever-more account of how to rank in AI-powered SERPs to harness such traffic. This will involve creating more integrative SEO content, with greater depth.

Four optimisations for AI-powered SERPs:

1. Crafting content that can be both skimmed by humans, and parsed in depth by AI
2. Including authoritative citations, statistics and expert quotes
3. Anticipating users' potential follow-up queries or prompts
4. Structuring content that can be easily integrated into Generative responses

Currently, not all Google searches trigger Gemini-powered “AI Overview” results. It is hypothesised this is because it is currently too expensive for Google to deliver them as extensively as standard indexed, crawled content and links.

However, the rise of new, dedicated tools such as Perplexity mean the need for B2B marketers to start planning content for the new era of Search already exists.

Despite the preceding assessment, to dismiss Content Marketing lazily as a B2B technique only, or as a purely SEO-focused discipline, would be a grave error.

For B2C brands, Social, YouTube, Apps and other digital channels also offer specific opportunities to serve inherently valuable, on-brand, in-channel

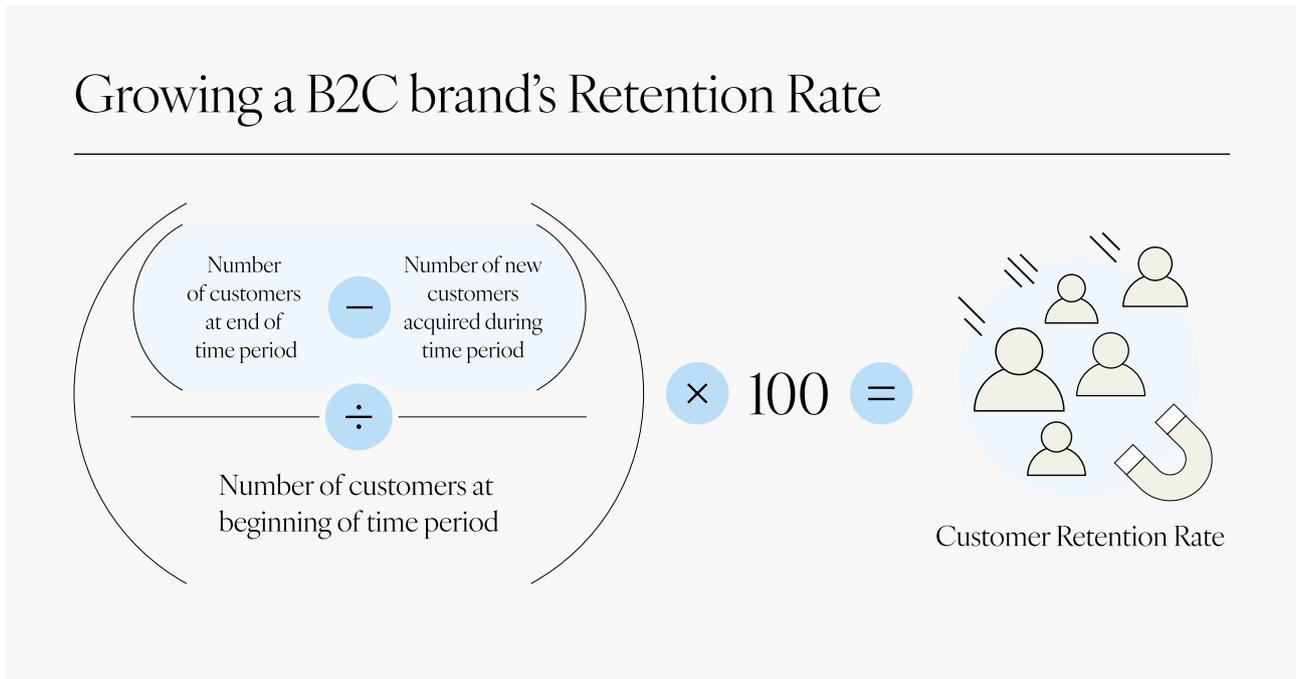


Figure 5. Original Image source: [Qualtrics](#)

content to engage Target Audiences. This is illustrated within Section 5's Best Practice examples.

Whether in existing audiences or in new Prospect pools, the measured engagements provide real-time data and insights from top-of-funnel Awareness, all the way through Conversion, into Retention and also repeat purchase.

Growing a B2C brand's Retention Rate, by creating ongoing value for customers and instilling monetisable brand loyalty, is of course one of the most cost-effective and highly-competitive 'Holy Grails' that exists in marketing, as has been computed and articulated by Harvard Business Review, Bain and other luminaries.

Although easy to visualise (Figure 5), Retention requires constant and complex balancing of short-term ROI and Performance Marketing KPIs, with longer-term brand building.

Success for B2C brands large and small will be driven at least in part by serving a rich pipeline of content that speaks meaningfully to the interests, desires and aspirations of existing customers, via channel-appropriate Content Marketing strategies and tactics – not focusing exclusively on new customer acquisition.

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SECTION 3:

CONTENT MARKETING - TECHNIQUE DEFINITION *AND* CONTENT TYPES

1. Technique definition

Few words in the lexicon of marketing are as widely and loosely used as the noun “content”. Content long predates the internet era as a key output of marketing activities. The advent of the web then broadened its nature, application and usage. Bill Gates of Microsoft, in his 1996 [essay](#) entitled “Content is King” posited that

“[ON] THE INTERNET, THE DEFINITION OF ‘CONTENT’ BECOMES VERY WIDE.”

28 years later, in October 2024 the Forbes-applauded Chief Brand Officer of fashion heavyweight Esprit, Ana Andjelic, effectively took that definition to its [ultimate conclusion](#):

“EVERYTHING COMMUNICATES. EVERYTHING IS CONTENT.”

Given these weighty truisms, for the purposes of this Report it is necessary to articulate exactly what we mean by the phrase “Content Marketing”. Our definition is as follows:

Content Marketing is the technique of creating and distributing inherently valuable online content, to attract and retain a specific audience, and ultimately to drive profitable customer actions.

This definition has three key pillars:

1. The content deployed is considered **valuable** in and of itself, by the potential customers it reaches - regardless of a B2B or B2C context. No purchase is needed to capture that value.
2. It is Inbound, not Outbound marketing. The role of the content is to **attract** a potential customer **into** one or more of a brand's touchpoints – usually, but not always, a website.
3. The content downplays or avoids short-term **sales** messaging. It upweights information known from research to be useful, helpful, interesting or engaging to potential customers.

The third pillar has links to another contemporary evolution, “Culture Marketing”, wherein the research and insights underpinning the preparation of the relevant content explicitly take into account [cultural specificities](#) of the targeted customers.

Formula 1’s “[Drive to Survive](#)” behind-the-scenes Netflix series is cited by Bodacious founder and eminent marketing strategist, Zoe Scaman, as an example of Culture Marketing (see the quote on the next page):

“

“Drive to Survive shows how a brand can deliver big arc narrative linked to a cultural zeitgeist through both short-form platforms like TikTok, and also long-form content – with both designed to entertain and mitigate “doom scrolling”. Culture Marketing and Content Marketing are different, but in the case of Drive to Survive they overlap.”

Zoe Scaman
Founder, Bodacious



Next, it is important to note our definition limits the scope of this Report to online content.

This isn't because Content Marketing can't manifest in offline channels and media. A successful strategy for a brand can encompass leaflets, magazines, brochures, journals and more. This is particularly relevant in event or experiential settings, where an audience is physically present and able to consume print content in-situ, or later at their leisure with takeaway collateral.

Our Report focuses on the cutting edge of Content Marketing, including its evolution as driven by the use of AI tools that are inherently digital and Cloud-powered. Thus, we have intentionally homed in on digital, online content alone.

The final aspect to highlight within our definition is the word “technique” – itself defined as a way of doing something that requires skill, planning and thought.

As of today, and at their best, such planning and thought remain out of reach of any accessible AI tool, and begins with a basic strategy for the Content Marketing programme upon which a brand is seeking to embark.

There is a plethora of online guides and tools available to help craft and document such a strategy. The Content Marketing Institute (“CMI”) offers one of the clearest and simplest such tools.

(CMI, an organisation founded in 2011 and which has been owned since 2016 by the FTSE100 publishing and business intelligence firm Informa, consistently provides a useful range of online resources and offline events, dedicated to driving and celebrating effective Content Marketing).

2. Content types

Both at the start of preparing a Content Marketing strategy, and thereafter when planning the execution of the strategy, thought is given as to the types or formats of content best suited to the deliver the business and marketing objectives in scope.

We will explore in Section 4 when in a successful planning process the final content format(s) should be agreed. However, having the true breadth of available options in mind from the start is important, in order not to limit later decision-making unnecessarily.

For example, audio-only radio adverts are rarely top of mind for digital marketers. However a thorough recent study reported that over 23 analysed campaigns, listeners were 52% more likely to engage with the advertised brand online after being exposed to their radio advertising.

At the highest level, the options can be clustered into three primary content domains – Text, Audio and Visual.

Thereafter, specific formats can be overlaid for later consideration of dimensions ranging from ease and speed of production, via the costs of production and distribution, to the desirability of any one format or more by the target audience in scope. The Bavarian digital marketing agency Eology offers a simple visualisation of these domains (Figure 6).

Such a delineated visualisation only illustrates the primary domain of each format. Emails include visual content; podcasts require supporting text to present and position them; apps contain copy, static or animated imagery, and so on.

Nonetheless, this starting point can help throughout content and format planning and decision-making process, in three key ways:

1. Refining the specific value the content aims to deliver to the audience, based on the business and marketing objectives. For example: driving top of funnel B2C Awareness in new Leads with Emotional, Entertainment content; or driving mid-funnel B2B Consideration in existing Leads with Rational, Educational content.
2. Going a level deeper into the format options. For example in the Text domain, a concise Case Study vs a longer White Paper; in the Audio domain, a podcast series of interviews vs audio summaries of text articles; or in the Visual domain, short-form animations vs on-demand webinars.
3. Identifying opportunities for AI-driven production efficiencies. For example, even a highly-targeted tool such as Android Studio can only simplify the development of a complex mobile app to a limited extent, whereas ChatGPT can rapidly output a substantial library of initial draft copy for a series of blog articles.

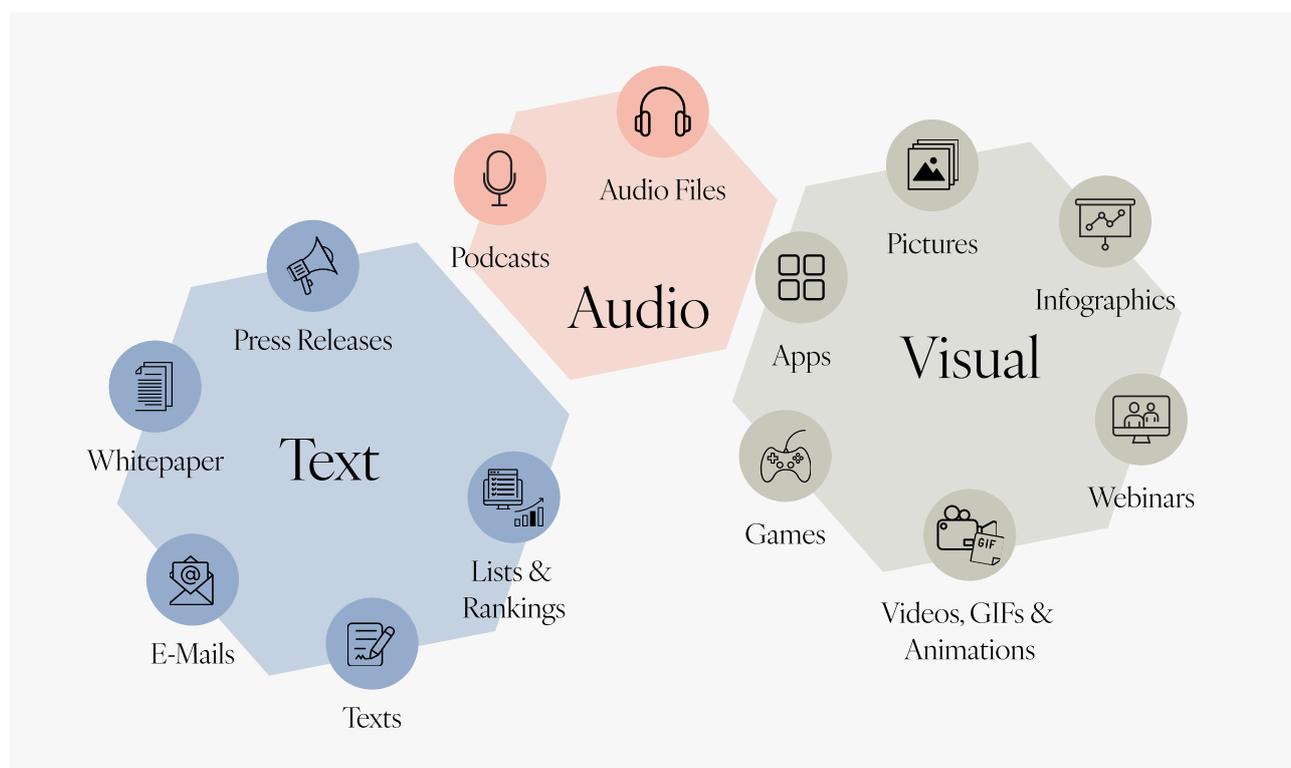


Figure 6. Original Image source: Eology



Figure 7. Images source: [Ford Europe](#)

An illustration of the value of (1) and (2), as well as not limiting decision-making to traditional options for a brand or sector, is Ford Europe’s compelling “[Charge Around The Globe](#)” campaign.

Launched in 2023 to promote Ford’s All-Electric Explorer, this multi-faceted campaign with famed travel influencer Lexie Limitless (Figure 7), included a rich range of content types.

As well as the more commercial assets in traditional marketing channels, Ford innovated with a 3-part documentary series, charting Lexie’s unique EV journey across 6 continents.

Departing from automotive industry convention, this series is available to all Amazon Prime subscribers – who as well as experiencing a remote test drive of the promoted vehicle, are able to enjoy pure “branded entertainment” from Ford.

Ford Europe’s Marketing Director, Peter Zillig states about the campaign,

“

“How a brand ‘shows up’ on Prime is critical. By delivering authentic content about reinventing exploration as an activity, in a long-form format, our underlying marketing delivered engagement and value to their subscribers, in their own homes.”

Peter Zillig

Marketing Director,
Ford Europe



To conclude our review of the breadth of content types and formats that can form part of a successful Content Marketing programme, we note that the creative and financial investments made by leading global brands in this aren't limited to "traditional" Text, Audio or Visual content.

Two formats being increasingly used in Content Marketing campaigns are Augmented Reality and Virtual Reality. Compelling recent examples are Samsung's ambitious [837X experience](#), launched in the blockchain-powered 3D metaverse "Decentraland"; and the McDonald's [VR showcase](#) of Chinese Zodiac signs with fashion designer Humberto Leon (Figure 8).

Although SERP-optimised text remains one key format in the Content Marketing armoury, effective marketing artistry continues to push the boundaries of our imagination.

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Figure 8. Image source: [Marketing Interactive](#)

SECTION 4:

CONTENT PLANNING

Content Marketing is delivered across a multitude of digital channels. In this Section we address the content planning and decision-making process, based on the needs and behaviours of the audience(s) targeted by the campaign or programme, that informs channel selection.

The need for careful planning is emphasised by Little Grey Cells community member Dominic Chambers:

“

“Many brands just don’t consider seriously enough what distinguishes a Content Marketing strategy from, for example, an advertising strategy.”

Dominic Chambers
Head of
Global Marketing,
INEOS Automotive



While Global Head of Digital Marketing at Jaguar Land Rover, Dominic deployed the iconic 2017 [Speed Bump](#) film for the Range Rover Evoque. This relatively low-cost, highly-engaging creative was carefully planned to resonate with brand fans, over and above existing or prospective purchasers. With >111m views on YouTube, it continues to generate engagement to this day.

1. Planning: Story - Audience - Channel - Content (SACC)

Across businesses or other organisations, different stakeholders have a variety of objectives. A prerequisite to successful marketing of any kind is to align upfront the relevant key stakeholders on a joined-up commercial and marketing strategy.

This defines what we call the “Story” underpinning any given marketing campaign or activity.

Without this, starting the development of any content for said marketing initiative risks later disconnection with stakeholders’ expected performance and results metrics.

It is all too commonplace in organisations small and large that the production and deployment of marketing content is hampered by two fundamental errors:

1. Lack of written, recorded agreement on the strategy. As observed by the CMI, “an unwritten ‘strategy’ is whatever anyone says it is”.
2. Pre-existing content is often deployed, instead of creating new content, intended specifically to deliver the aligned, documented Story.

This second phenomenon is effectively visualised by SocMedSean (Figure 9).

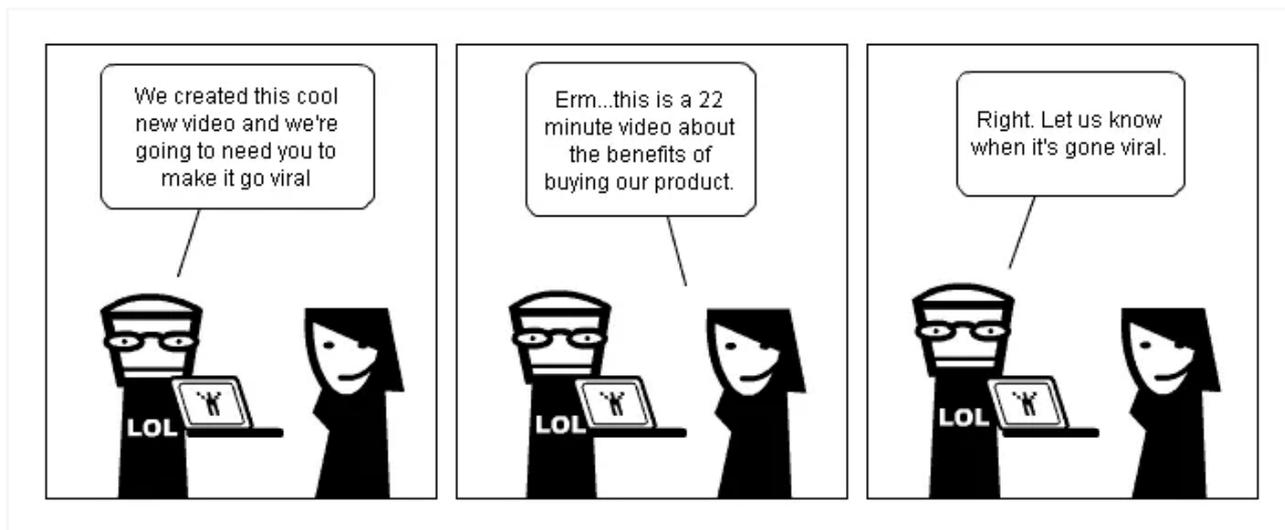


Figure 9. Image source: [SocMedSean](#)

In order to mitigate such obvious risks in Content Marketing, a useful framework internally-developed within Sony Europe is Story-Audience-Channel-Content, or the SACC principle (Figure 10).

Within the framework, the Story stage doesn't involve developing campaign straplines or messaging concepts – both of which form part of the Content stage. It is the recorded alignment of commercial and marketing communication objectives, as explained earlier.

Those aligned communication objectives should always flow from customer insights, that are demonstrably relevant to whichever Audience is defined as the target for the Content. “Story” is not about planning one-way broadcast of internally-invented messages; it is part of the continuous, learning dialogue between a brand, and its existing or prospective customers.

The SACC framework is highly effective at mitigating the deployment of content ill-suited to the needs and preferences of the intended audience, and thereby to those of the organisation itself.

To conclude this content planning process review, we note that the discipline intended by the use

of SACC will only become more important in the face of GenAI propagation. To quote from a 2023 TEDTalk by the esteemed CMO of Boston Consulting Group, Jessica Apotheker:

“THERE IS ALSO A VERY NEGATIVE OUTCOME FOR US CONSUMERS HERE [AS A RESULT OF GEN AI USE IN MARKETING], AND THAT IS CONTENT OVERLOAD”.

2. Audiences and Channels: ever-evolving options

As discussed earlier in section 2, the evolution of the era of Hyper-personalisation is already being catalysed by AI technologies and tools.

It is also accelerating as the omnichannel landscape itself deepens and broadens, with direct impact on the sophistication with which target audiences can be defined, and presented with contextually-relevant, valuable content in their online journeys.

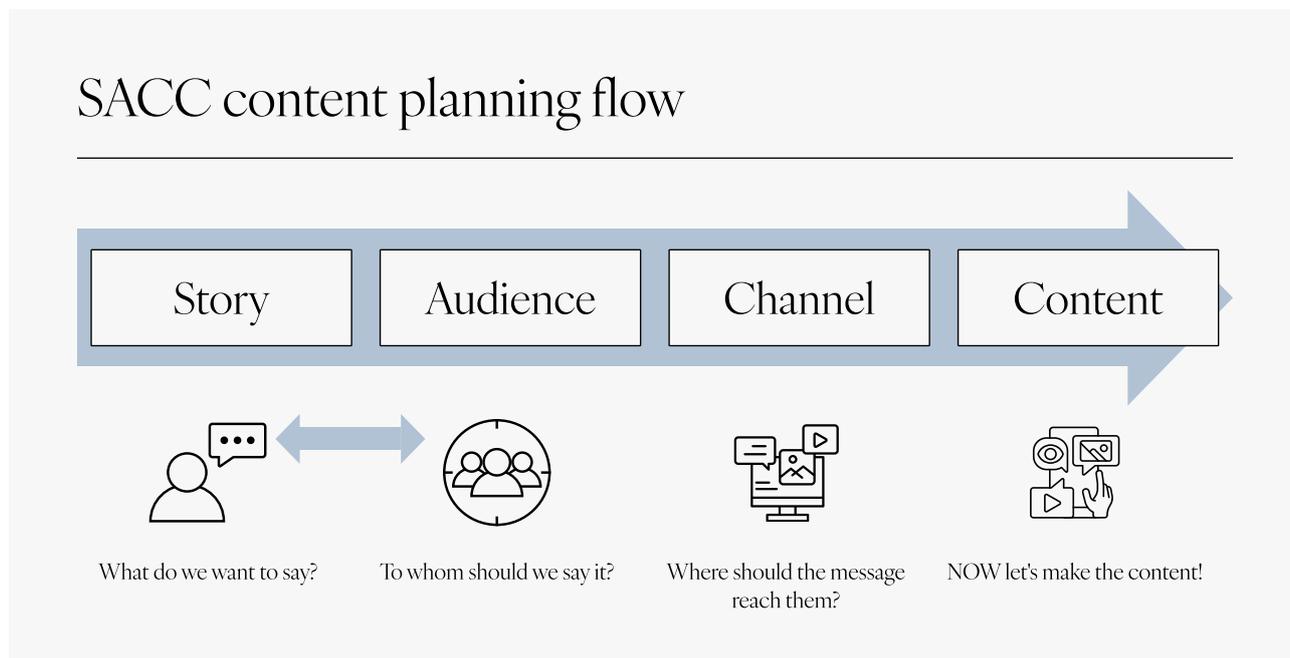


Figure 10. Original Image source: Report Author

This Report does not purport to offer an in-depth review of Audience definition practices, whether upstream within brands' developments of marketing Personas, or downstream in the campaign management consoles of Google, Meta, Demand-Side Platforms (DSPs), specialist advertising inventory networks and publishers, or other targeting providers.

This Report does however illustrate how deeply and rapidly each of the three dimensions of the famous "Right Message, in the Right Place, at the Right Time" marketing communications goal are changing:

1. Message: new personalisation options, based on real-time analysis of ever more data points and from ever more behavioural signals are coming on-stream. This enables understanding each and every customer concerned at a more granular level, which in turn presents the opportunity and challenge of ever more nuanced and refined, targeted messaging.

2. Place: established channels, such as Search, Social, App, Video, Email and SMS, are all innovating their personalisation potential for 3rd party clients. Newer channels, such as Connected TVs ("CTV"), now propose sophisticated new options, such as household-level targeting based on IP addresses and other deterministic data points – driving 23% Europe-wide growth in CTV advertising spend 2022-23. And of course, brands' own 1st party website landing pages are increasingly personalisable.

3. Time: every stage of every customer's online journey – B2C or B2B; before, during or after purchase – affords new personalisation opportunities. This is well-visualised in a June 2024 report from Deloitte's cloud-based audit platform division, Omnia (Figure 11).



Figure 11. Original Image source: [Deloitte](#)

Planning content in such a scenario becomes a remarkable statistical challenge.

In 2024 Simon Morris, VP International Marketing at Adobe calculated that for an upcoming 3-month period, to promote 8 existing products across 35 existing locales within only two Paid channel types, and with only 3 variants of each piece of content, equated to 37,800 units of required content.

To meet Adobe's product portfolio and geographic growth ambitions while meeting customer personalisation expectations and mitigating audiences' ad fatigue, he estimated that requirement to reach 126,000 units.

Within this marketing environment, and returning to our core topic of the Content Marketing technique, successful content planning will continue to require powerful but simple core frameworks such as SACC.

Content Marketing *must* also successfully harness the power of AI to meet contemporary customer expectations of high-quality content personalisation, as part of that planning.

Echoing the findings by the European Marketing Confederation referenced in section 1, the Marketing AI Institute's fourth annual "State of AI Marketing" [report](#), published in July 2024, characterises their survey respondents as standing at evolutionary crossroads.

As their Founder and CEO, Paul Roetzer, correctly and concisely exhorts:

**“WE MUST ACCELERATE
AI LITERACY FOR ALL – NOW.”**

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SECTION 5:

GETTING IT RIGHT – BEST PRACTICE EXAMPLES AND INSIGHTS

We have explored and explained several fundamental aspects of Content Marketing.

We have defined it; we have shown that an established component of brands' marketing is to distribute content that delivers inherent value of itself to customers; we have explained why disciplined content planning is critical to success; and we have reviewed how deeply the adoption of AI technologies by marketers is already impacting the production of marketing content.

In this section, we will move on from these fundamentals, and present a series of examples of Content Marketing artistry and excellence. We will explain their success, and draw actionable insights from each.

We have divided these Best Practice examples into B2B and B2C scenarios.

Successful Content Marketing in either scenario involves certain key common elements. These include prioritising problem-solving, education or sheer entertainment over selling - and using knowledge and data on the audience's interests and pain points to support their customer journey research, rather than to deliver transactional or excessively commercial messaging.

In B2B scenarios, audience insights of direct relevance to the content presented on a brand website might be unexpected to B2C marketers.

Having explained that interest in careers with EY generates almost 50% of their web traffic, Little Grey Cells community member and UK CMO for EY, Rebecca Hirst, states:

“

“Our website serves diverse audiences. For example, the content needs to be of value to those who are interested in a career at EY, including many looking for their first role, as well as to clients, the C suite and other stakeholders.”

Rebecca Hirst

UK CMO,
EY



B2B vs B2C customer journey

Differences, importance, mapping & examples

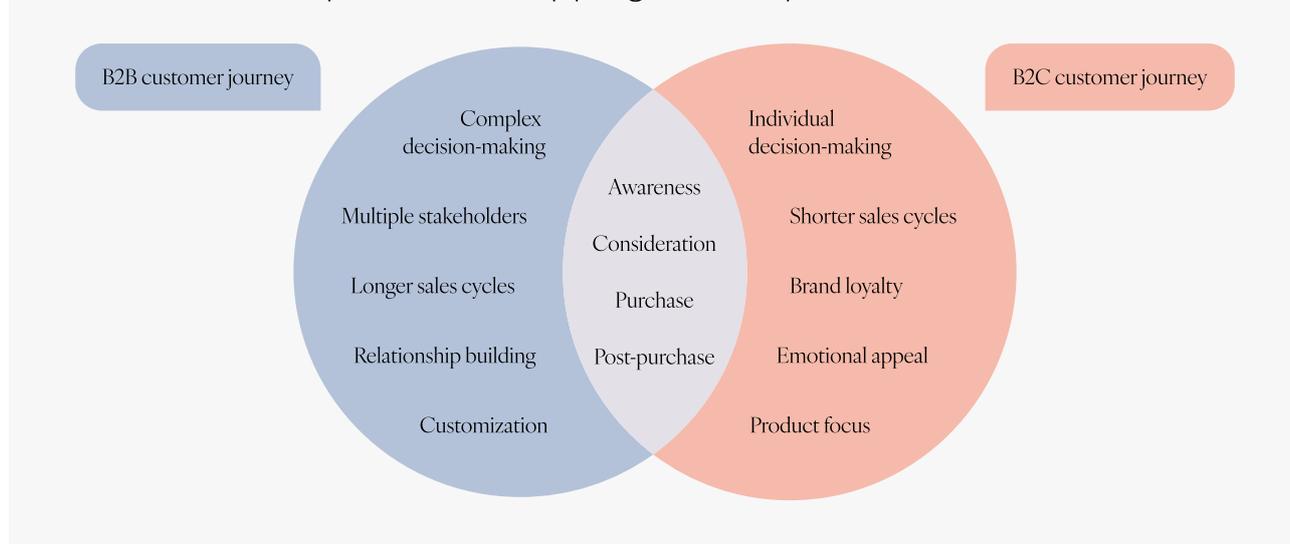


Figure 12. Original Image source: [Zoho](#)

Moreover, typical customer purchase journeys in the B2B and B2C scenarios are widely recognized as differing in four key areas, that inform the respective domains' Content Marketing activities:

1. Decision-making: how much research, and how many people, are involved client-side
2. Sales cycle duration: the speed of decision-making, whether for new or repeat customers
3. Customer relationship building: the nature of brand-customer interactions over time
4. Customization: the personalisation required of products or services to achieve sales

Example research material on these differences is widespread, as provided for example by [Adobe](#), by [McKinsey](#), or by [Zoho](#), whose simple illustration (Figure 12) visualises the matter.

The following examples show resulting variety in content length and depth, in content formats and types, in messaging tonality, and in deployment channel choices.

B2B example 1: “Workflow Quarterly” by Servicenow

Servicenow is a US-based SaaS company with \$8.7bn turnover in 2023. Their product and service portfolio focuses on workflow applications, supporting their customers in areas including IT operations, Security operations, HR, Customer Service and Field Sales.

In 2017, their turnover was less than 20% of that, and their brand was primarily known for IT workflow applications, with limited awareness outside that sector.

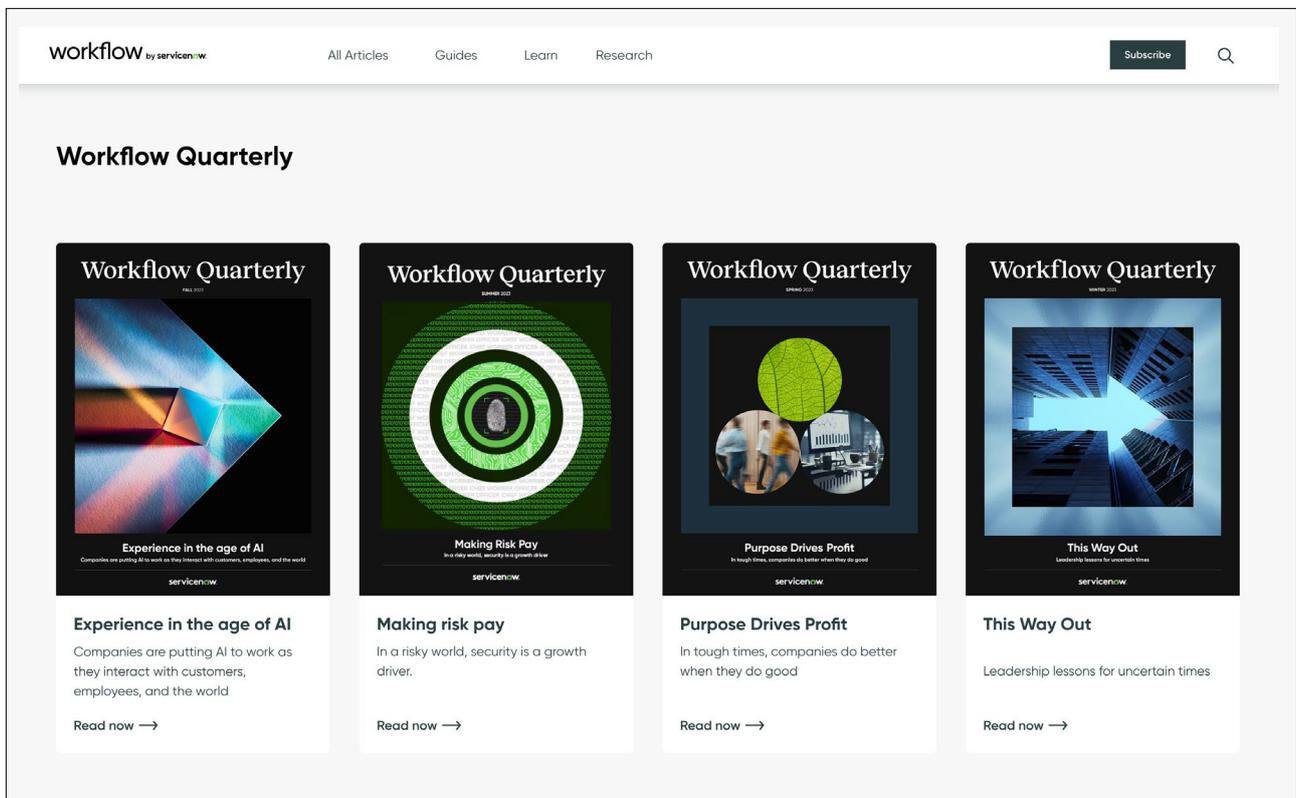


Figure 13. Image source: [Servicenow](#)

Their inbound marketing activities focused on Lead Generation within the IT sector, using established Content Marketing formats such as White Papers and eBooks aimed primarily at organic Search traffic, and cyclical webinars promoted on LinkedIn.

As the company aspired to expand its product portfolio and its industry reach, they recruited [Richard McGill Murphy](#), previously the Content Strategy lead at Hewlett-Packard, to build a Content Marketing programme targeted at higher executive levels, and broader functional levels, than their core IT Director customer counterparts.

The result was Workflow (Figures 13, 14). By understanding the more strategic, less technical interests of the C-suite target audience the company sought to attract, this new digital hub's

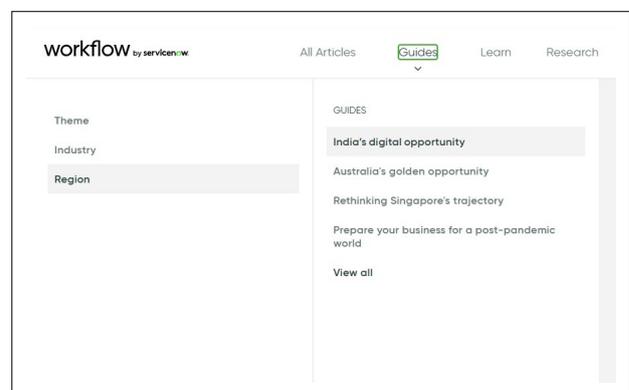


Figure 14. Image source: [Servicenow](#)

editorial approach was inspired by the Thought Leadership approach of publications such as Harvard Business Review. They even initially included drop-down menus for site visitors to identify their executive roles – CEO, CIO, COO, etc) to thereby tailor the content presented.

Workflow has since evolved its regular articles, publishing the highly-regarded “Workflow Quarterly Magazine” between 2018 and 2023 (Figure 13), and simplifying content discovery with top-level navigation options such as Theme, Industry and Region (Figure 14).

Using Workflow, Servicenow even developed bespoke metrics to evaluate performance – such as the conversion of site visitor to a “reader” of an article for over 1 minute in time, or of half the page length; and of the number of Contact Form completions. Only 1% of one-time Workflow visitors completed them, compared with nearly 10% of three-time visitors.

Workflow is credited by Murphy as a key element in driving servicenow.com traffic to 3.5m-4m visits per month.

B2B example 2: “Marketers’ guide to Twitch” by Amazon

Many observers were surprised when Amazon

acquired Twitch in 2014 for just short of \$1bn.

Twitch is a digital engagement platform originally designed for gaming, eSports, and related content and interactions. Many wondered whether its dedicated community of enthusiastic gamers would welcome Amazon’s takeover, and continue supporting and using the service.

In the next 6 years, Amazon maintained a degree of distance from the day-to-day operations of the platform. Twitch was allowed to develop and market its own advertising products and solutions, enabling significant customers such as Hershey and Reese’s to reach its highly-engaged, young-skewing audience through Influencer partnerships and other activities.

In due course however, Amazon sought to integrate Twitch’s advertising products and services into Amazon’s own advertising portfolio, which was finally achieved in 2020.

Despite Amazon’s deep experience and credentials in a multitude of digital advertising spheres, whether

ADWEEK amazon ads

Behind the Stream

Before your brand can successfully advertise on Twitch, you need to understand it.

So, first things first: What happens on Twitch? Creators fire up their streams and broadcast to live audiences that they can interact with via Twitch Chat. It's like watching your favorite sports team, but with the bonus of interfacing with the quarterback while he's playing.

Twitch isn't just a video service; it's a web of communities, each with a unique set of values and shared passions. Viewers come to Twitch because they enjoy watching others who are skilled or entertaining at what they do.

Figure 15. Image source: [AdWeek / Amazon](#)



Figure 16. Image source: [AdWeek / Amazon](#)

within its own ecosystem of websites and apps, or in its external Display network, it learned that to attract new clients to Twitch without risking alienating the community was a challenge. Many of its potential advertising client decision-makers lacked any first-hand experience of Twitch, 70% of whose community was under 34 years old at the time Amazon therefore decided to augment its traditional B2B marketing channel's Twitch-related content with material that better enabled prospective clients to learn of the channel and community's nature, appearance, behaviour and preferences.

The result of this insight was a collaboration with the highly-experienced US advertising trade publication AdWeek. Instead of soberly-presented B2B webpages and downloadable content, it sponsored a new "Marketers' Guide to Twitch".

This highly-informative, educational publication directly addressed the identified need in many of Amazon's new and prospective clients for Twitch ads, for a clear introduction not only to usage and

reach data, and advertising options involved - but also to the community itself.

The animated guide didn't – and still doesn't - look like most web content, using an inverted colour scheme and animations to draw the reader in reader in (Figures 15 and 16). It uses short paragraphs, frequent headings, and bright colours to highlight key numbers, making it easy to scan, while taking in information about the creators, gamers and other members that make Twitch such a vibrant and valuable community.

Directly-attributable results are difficult to gauge, as official apple-to-apple data on Twitch's ad revenues before the Amazon Ads integration isn't available, or indeed on Twitch's total turnover under Amazon.

However with an estimated total Twitch turnover in 2023 at \$3bn being +58% vs \$1.9bn in 2020, and Advertising revenue estimated at \$657m the same year, it is clear why well-planned Content Marketing for the Twitch ads proposition was developed.

B2B examples 3 and 4: masterful Inbound Marketing on www.atlassian.com

The Australian software giant Atlassian has an extensive product portfolio, focused primarily on tools and solutions for Software Development, and for wider Project Management.

Some of these tools and solutions were developed directly by Atlassian, such as their flagship project and issue tracking tool Jira, and their team collaboration platform Confluence. Many others have been incorporated into the Atlassian portfolio by acquisitions over time, such as Bitbucket, Fisheye, Trello and Loom.

Despite their commercial success and evolution, this “house of brands” approach has meant that developing and promoting the Atlassian masterbrand has been a meaningful corporate marketing challenge, leading to a first brand-centric Through The Line campaign in 2023, “Impossible alone”.

Notwithstanding this branding challenge, Atlassian have long excelled in intelligent inbound marketing tactics for their masterbrand web domain, thereby enabling discovery of their sub-brand product portfolio. We will now take a look at two separate examples of these tactics.

Tactic 1: the value-adding Blog

As referenced in Section 2, Blogs are a key Content Marketing format in the Text domain. Long-fêted in the B2B sector, they offer a variety of benefits in the longer B2B customer journey, from top of funnel Awareness, via Lead Generation, and onto specific on-site Conversion goals.

SEO is one of their most powerful benefits when well-planned. By ranking webpages organically against both broad and narrow keywords and search terms, healthy traffic can be generated.

Atlassian’s “Work Life” blog covers an intentionally editorially wide content range, from broad commercial and cultural topics, to articles more closely related to their portfolio of collaboration software tools. One of their key skills in this balancing act is identifying evergreen content topics, that continue to bring in relevant traffic over months and years, by first delivering immediate value to the person researching a broader topic.

Their “Left Brain vs Right Brain: fact or fiction?” article in summer 2023 is a case in point. The “fact or fiction” angle piques potential readers’ interest, whether they see the post referenced in Atlassian’s own channels or elsewhere. It also has great SEO merit, driving >10k monthly visits many months after publication, from this regularly-searched topic (Figure 17).

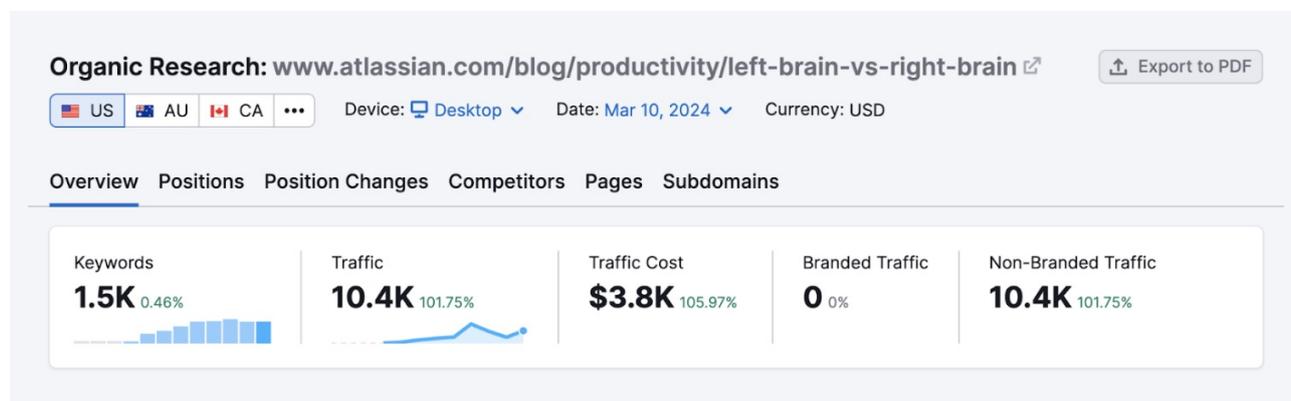
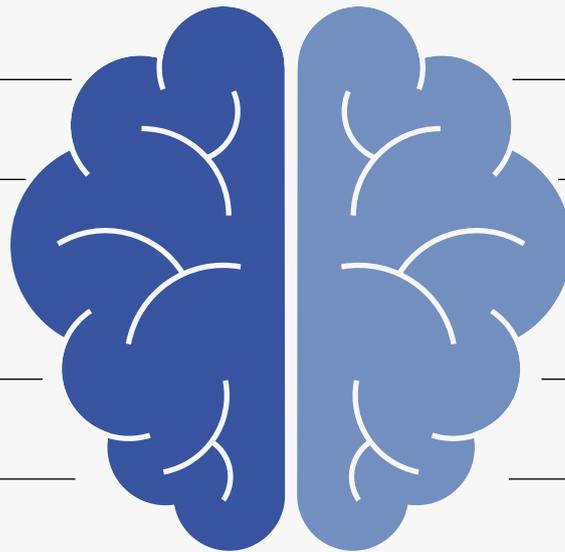


Figure 17. Image source: [SEMRush](https://www.semrush.com)

Sperry's split brain

Left Brain

Analytical
Orderly
Linear
Logical
Good with numbers and language



Right Brain

Imaginative
Emotional
Intuitive
Creative
Good with music and art

Figure 18. Original Image source: [Atlassian](#)

Having landed on the Atlassian article, any reader can derive immediate value from a “5 second summary” at the top of the article, or the full article content, including easily shared images (Figure 18).

The shareability and broad research appeal of the article are key to enhancing and widening the reach of the Atlassian masterbrand domain, while remaining authentic and relevant to a core brand value *and product proposition* of Atlassian, as seen in many [Work Life articles](#): Productivity.

Tactic 2: the Resources hub

The Atlassian blog is a sub-component of their finely-tuned SEO engine, the [Resources Hub](#). Optimised over many years, the Hub isn't built around Outbound promotion of Atlassian tools or

solutions, but around the 4 insights-led, high-level search intentions of their target audience:

1. **Informational:** seeking information on a topic (e.g. “what do project managers do”)
2. **Investigational:** comparing different concepts or solutions (e.g. “Kanban vs. Scrum”)
3. **Navigational:** seeking a specific website or page (e.g. “Atlassian website”)
4. **Transactional:** seeking to buy something (e.g. “buy project management software”)

In terms of results, between them the three most-visited Hub areas by organic traffic (as of April 2024) generated 1/3 of the total 4.5m monthly visits to the Atlassian masterbrand domain – respectively the Git (822k visits), Agile (597k), and IT Service Management (37k) hubs (Figure 19).

ATLASSIAN.COM		
Backlinks	Referring Domains	Keywords
606M	81K	766K
Organic Traffic	Traffic Value	Domain Rating
4.5M	\$7.1M	92
FOUNDATION		

Figure 19. Original Image source: [Foundation Inc](#)

Viewed holistically, Atlassian’s credentials in developing not only masterbrand Awareness, but solution-specific Consideration and Leads by intelligent Content Marketing, offers valuable lessons for many B2B marketers.

It is now time to turn to four equally compelling examples from the B2C sector.

B2C example 1: “The Mixer” by Campari Group

With roots dating back to the launch of its eponymous apéritif in 1860, Italy’s Campari Group nowadays sells and markets a range of nearly 50 brands, including rums, tequilas and Bourbon whiskies. Group turnover in Calendar Year 2023 was €2.9bn.

In the highly-competitive global market for branded alcoholic beverages, understanding consumer behaviour outside of declared brand preferences is critical to success - especially in Search, wherein traditional brand websites are optimised mainly for branded queries.

Campari’s digital agency [Greenpark](#) had identified that in the US, within >200m category searches a month, under 2% were addressed by drinks brands, versus publisher sites at 46% - albeit with no clear dominance of any single site. Moreover, across the US, the UK and Australia, there were 12m relevant searches per month categorised as Cocktail Type, Serving Style and Event/Occasion.



Figure 20. Image source: [Greenpark](#)

Combining these insights into un-branded, needs-driven consumer searches, with expert knowledge from product Ambassadors, mixologists and others within the Campari Group and the B2B “Campari Academy”, led to [The Mixer](#). This new standalone, agnostic platform with its own distinct brand identity and a deep SEO focus was unveiled in 2022 in the UK and US (Figure 20).

The Mixer offers a rich blend of evergreen cocktail recipes – including non-alcoholic ones, with limited commercial relevance to Campari Group – as well as ongoing, current editorial such as the promotion of Imbibe Media’s [Negroni Week](#).

Although building organic equity in Google, Bing and other search engines is a longer-term strategy than aggressive short-term Paid campaigns, the undeniable value to consumers of The Mixer as a Content Marketing proposition helped drive swift, positive results.

1. Organic Sessions in its first two years hit 2m – double the pre-launch target, and so strong that Campari Group is now gradually phasing out paid search generation for the site
2. As of October 2024, The Mixer was the fastest-growing drinks publisher in the UK and US, as compared to its publisher competitors.

As Greenpark MD, and Little Grey Cells community member Chris Pearce states,

““

“We have the data, and Campari Group has the richness of everyday conversations with consumers and the trade. Together, we can benefit from, and even predict trends.”

Chris Pearce

MD,
Greenpark



B2C example 2: “Spaghetti Legs” by Les Mills

New Zealand fitness firm Les Mills are best known for their range of proprietary workouts such as BodyPump, BodyAttack and BodyBalance. Their business model for these products includes certifying qualified instructors, and licensing the use of their workout brands in gyms and sports venues around the world.

Within the world of marketing fitness products and services, an infrequently-used tactic is to engage customers with a humorous light touch. Additionally, for Les Mills it is very rare to offer access to core, paid-for branded workouts at no cost.

(This contrasts with, for example, the celebrated Nike Training Club app - a globally-famed Content Marketing asset offering >300 free workouts, that has been [downloaded over 21m times](#)).

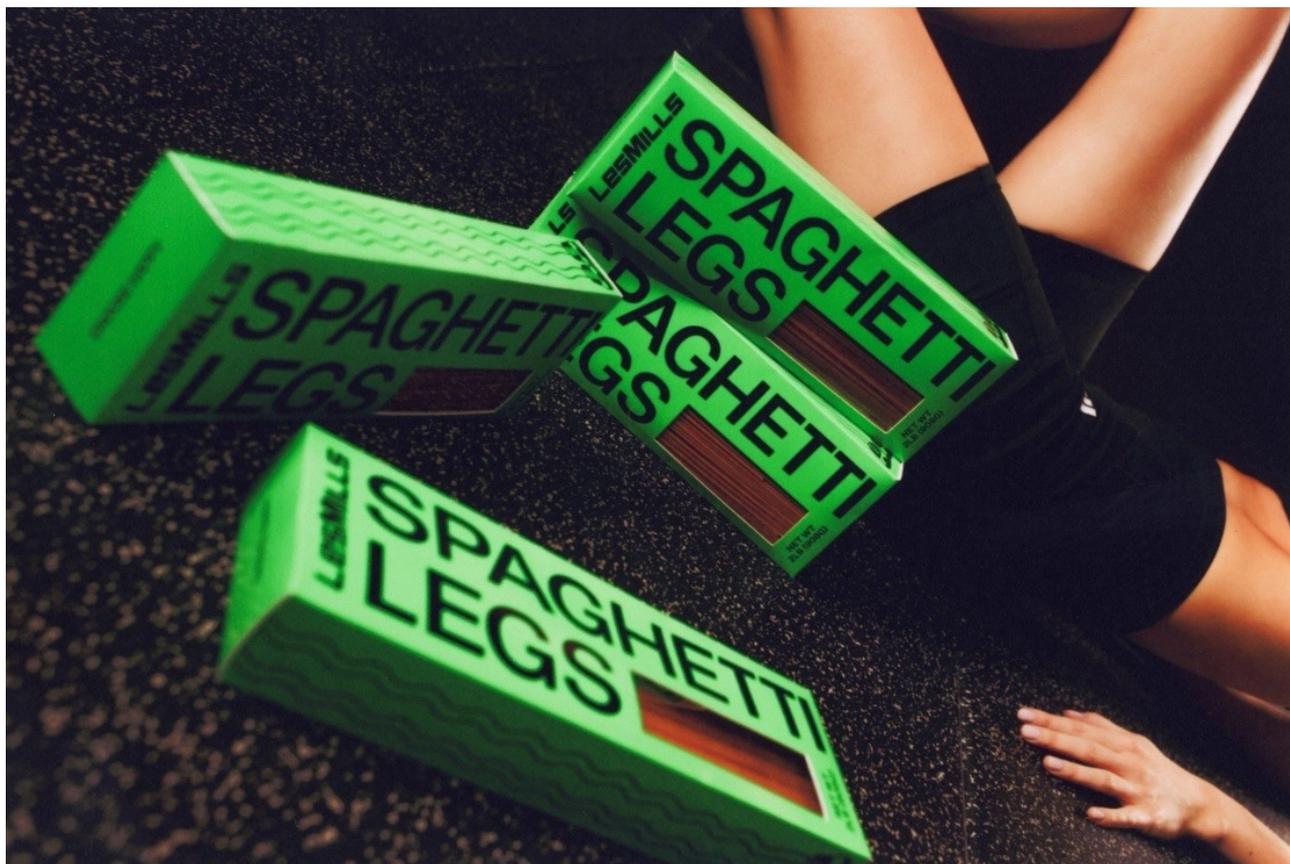


Figure 21. Image source: [Les Mills](#)

In early 2024, Les Mills launched a humorous and highly individual tactical campaign. Its key Content Marketing proposition was a curated [lower body workout on Instagram](#) linked to their [Functional Strength product](#), that was free for anyone to benefit from.

It also involved an unusual, limited edition branded physical product, for which they had no meaningful commercial expectations: “Spaghetti Legs” wholewheat pasta (Figure 21).

Although the use of humour as a competitively-differentiating communications approach was a given, the insights behind it were built on research.

Not only was the pasta product branding based on a commonly-used term for describing post-workout physical symptoms, but it addressed two relevant research insights:

1. Craving pasta after vigorous exercise is a common symptom driven by the body's [need to replenish carbohydrates](#).
2. Pasta as a foodstuff has been found in [recent neuroscience research](#) to drive happiness, which Les Mills [use](#) as communications principle, citing happiness felt after working out.

In terms of quantifiable results, this was a one-off tactical Content Marketing campaign, for which any Return on Investment data – such as sign-ups to paid-for Functional Strength workouts - is also unavailable. The related posts did however generate >10k engagements, which is considerably above average for the brand’s global Instagram page.

B2C example 3: “Low, Slow and Mow” by Troy-Bilt

In Section 4, we referenced a fast-developing new media channel that offers new data-rich audience targeting options to marketers: CTV.

In the following example, we demonstrate that as well as this, it offers new experiential options for both advertisers and the audience in question.

Established in 1932, Troy-Bilt is a US manufacturer of outdoor garden maintenance products such as ride-on mowers, leaf-blowers and snow-blowers. Troy-Bilt were acquired in 2001 by MTD, who were in turn acquired by Stanley Black and Decker in 2021.

In spring 2023, with an aligned commercial and marketing objective to promote their lawnmower range to a broader audience than what they defined as their traditional “prosumer and professional customers”, they deployed an up-to-the-minute Content Marketing campaign to reach defined households and drive measurable results.

“Low, Slow and Mow” (Figure 22) is another example of using the generic appeal of food as a means to gain initial attention from consumers - albeit far removed from the fitness-related nutrition angle of Les Mills.

Research into their existing audience highlighted a pain point of finding time at home to carry out outdoor chores, as well as to prepare family meals. With this springboard, they launched a [range of recipes](#) designed to cook slowly at low temperature so “yardwork” could then be undertaken.

The most innovative aspect of this campaign wasn’t the recipes involved. Rather, it was its CTV deployment.



Figure 22. Image source: [PR Newswire](#)

Unlike in other digital channels, this was executed with an on-screen Call To Action prepared for Alexa devices. After saying, “Alexa, open Low, Slow and Mow”, the device sent a link via the Alexa mobile app, to a landing page with the recipes.

Moreover, the audiences served with the ad were pre-built [Household profiles based on Alexa data](#).

Multiple interactions were tracked for results, from the Voice-to-Action instructions to the landing page conversions. [Claimed success metrics](#) included a 38% Conversion Rate from opted-in consumers, to a 13% increase in brand recall.

The creative agency and DSP concerned together [won](#) the 2024 Digiday Content Marketing Award for Interactive content.

B2C example 4: ChatGPT writes a Mint Mobile ad

In keeping with our report’s theme, our final B2C example of excellence in Content Marketing is directly informed by the rapidly-evolving AI era.

Mint Mobile is a Californian subsidiary of T-Mobile US, an operator in turn majority owned by the European telecoms giant Deutsche Telekom. Mint Mobile's brand profile was catalysed 3 years after its launch by the [2019 acquisition](#) of 25% of its shares by Hollywood acting star Ryan Reynolds.

Although Reynolds has since sold his shareholding to T-Mobile US, he remains closely linked to Mint Mobile – with his involvement being one of the two remarkable elements of the campaign we now describe.

In January 2023, Mint Mobile released a one-minute ad in which Reynolds demonstrates the use of ChatGPT to write the script of an ad for Mint Mobile that featured Reynolds (Figure 23).

Although the ad does include a promotional sales message, in line with the third pillar of our Content Marketing definition, this element of the content is downplayed.

More prominent by far, and quite aside from its engaging delivery by a respected and recognisable celebrity, is its very contemporary, educational insight: that using the right prompt is critical to generating high-quality output by ChatGPT, or any other GenAI tool.

Regardless of whether a viewer is an existing, prospective or even vaguely likely customer of the brand, this second remarkable element of the Mint Mobile ad is how it is not only clear, accurate and timely, but also valuable and useful of itself.

As simply [articulated](#) in University College London's Generative AI and Library Skills resource:

“THE QUALITY AND CLARITY OF THE PROMPT CAN SIGNIFICANTLY INFLUENCE THE RELEVANCE AND ACCURACY OF THE AI'S RESPONSE.”

In terms of quantifiable results, it is arguably not useful to benchmark in any way a brand's ad that [has 64k YouTube Likes](#), on the channel of a Hollywood star with 4.7m Subscribers.

([Mint Mobile's own YouTube channel](#) has 41k Subscribers).

Moreover, no data is publicly-available on the costs, or any directly-attributable return on the [wider campaign](#).

Nonetheless, the principle of delivering direct and engaging value to an audience, to a viewer, to a customer or to wider society, while also promoting a brand in a differentiated way, is crystal clear.

-§-



Figure 23. Image source: [YouTube](#)

SECTION 6:

GETTING IT RIGHT – CHALLENGES TO OVERCOME

We have presented convincing contemporary examples of best practice in Content Marketing, that we believe will stimulate our readers' own "little grey cells", and provide inspiration for creativity and action within their own organisations.

Content Marketing in our new era of growing AI usage will however need to take into account a range of challenges, in both planning and execution terms.

These challenges are of a deeper nature than what we could call the typical ones we face, whether in applying the Content Marketing technique, or in any other activity driven by the 4 Ps of the Marketing Mix.

They in fact embody the contradiction we identify in the title of our Report: balancing the human-powered artistry that powers the creation of compelling content, with the algorithms that drive not only new AI tools, but also the online channels through which compelling content is delivered.

We now address each of these new AI-related challenges sequentially. The first three are specific to the field of marketing, while the fourth is more generic, and indeed societal.

By way of introduction, let us return momentarily to the 2024 SEMRush SMB survey referenced in Section 1 – as the respondents' answers to one particular question concisely address all three of the marketing-specific challenges we will thereafter review (Figure 24).

What stops you from using AI tools for content marketing?

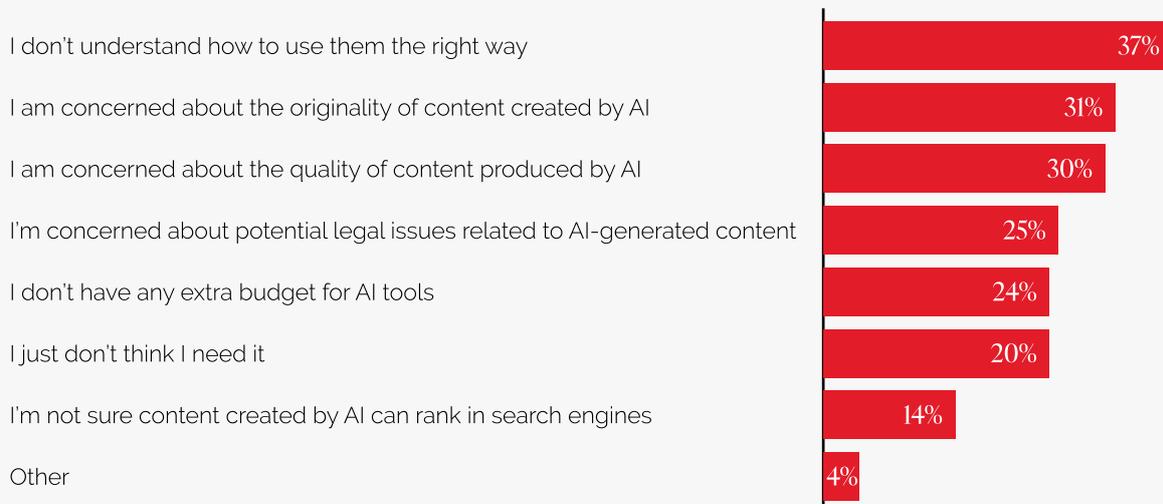


Figure 24. Original Image source: [SEMRush](#)

Challenge 1 - marketing: content creation and protection

We have already touched on two of the main benefits of enhancing content production workflows with GenAI, and other AI tools. Let’s quickly recap those benefits, before turning our attention to challenging corollaries of such enhancement.

1. Increased **production speed**, especially in the Text domain.

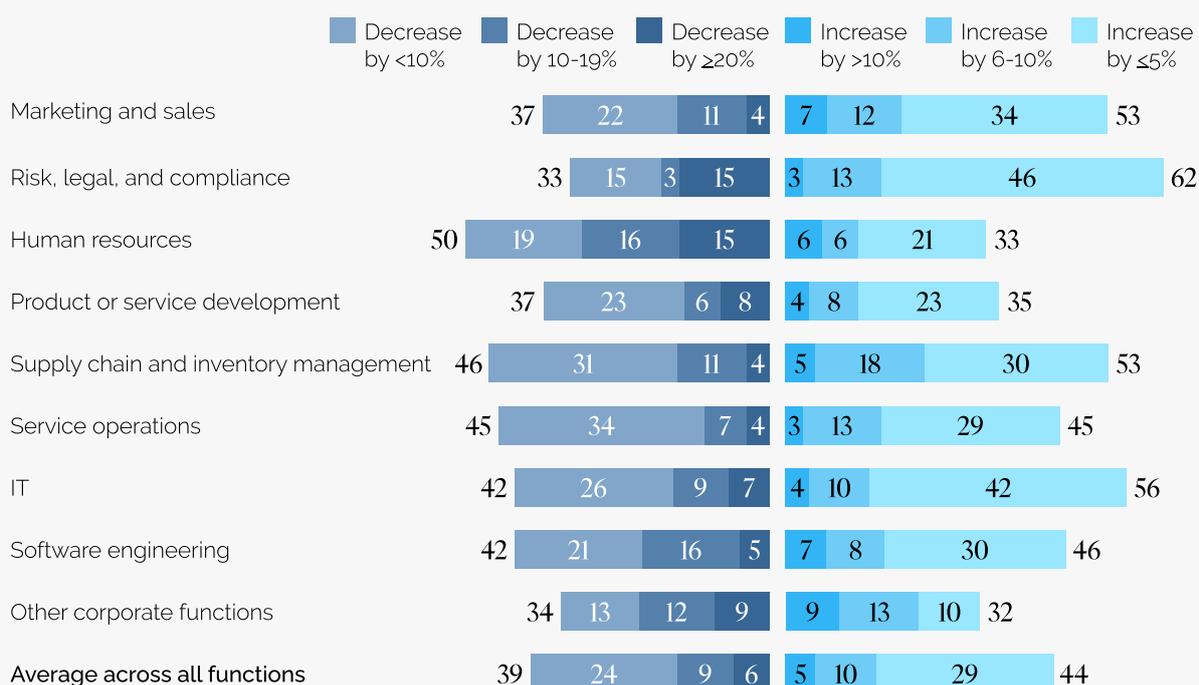
By assigning the creation of slow and laborious baseline copywriting tasks to ChatGPT and its like, staff time is saved, for higher value-adding work.

2. Increased **production capacity**. Baseline assets in the Text, Visual and Audio domains can all be output in quantities that exceed human handling limits.

For example, OpenAI’s DALL-E image generator – as already integrated into paid-for ChatGPT services,

Organizations most often see meaningful cost reductions from generative AI use in HR and revenue increases in supply chain management.

Cost decrease and revenue increase from generative AI adoption in 2023, by function,¹ % of respondents



¹Questions were asked only of respondents who said their organizations have adopted AI in a given function. Respondents who said "cost increase," "no change," "not applicable," or "don't know" for the effects of generative AI (gen AI) on costs are not shown, and respondents who said "revenue decrease," "no change," "not applicable," or "don't know" for the effects of gen AI on revenues are not shown. Data for manufacturing and strategy and corporate finance are not shown, because the base sizes were too small to meet the reporting threshold.

Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22-March 5, 2024

Figure 25. Original Image source: [McKinsey](#)

and Microsoft’s Bing Image Creator – can produce 25 variants of an image in a couple of minutes to meet different requirements input by the prompter.

Alternatively, ElevenLabs’ Text-to-speech tool can output a 20,000-word white paper as a chapterised audiobook in the prompter’s choice of 32 languages, accents and even personalities, in the same short time.

Both of these high-level GenAI benefits offer financial opportunities to organisations who can exploit them adeptly, and not only in marketing. The responses to a March 2024 McKinsey survey presented a picture of both cost savings and revenue generation across a variety of functions (Figure 25).

The survey findings also revealed a large number of businesses reporting concerns about a range of risks originating in their GenAI usage. Two of those risk areas – already the highest, and both characterised as growing year on year – are core to the production

of marketing content: Inaccuracy and Intellectual Property Infringement (Figure 26).

“Inaccuracy” may mean any of several kinds of errors. For example, external, customer-facing marketing copy can be created that includes factual errors, which if not caught before publication can entail legal or regulatory risk. Internal-facing transcripts of marketing meetings by Bubbles, Otter or equivalent tools may mis-record significant decisions, agreed action points and more.

“Intellectual Property Infringement” also entails multiple risks. For example, using Suno to create an audio clip to accompany a video ad may infringe the rights of artists whose works were used to train the AI.

Equally, the Terms and Conditions of certain AI tools may stipulate a degree of co-ownership of both the input (the prompt) and the output (the generated assets) that marketing staff didn’t

Inaccuracy and intellectual property infringement are increasingly considered relevant risks to organizations’ generative AI use.

Gen AI risks that organizations consider relevant, % of respondents



Figure 26. Original Image source: McKinsey

foresee. These highlighted business concerns in areas pertinent to marketing content creation and protection lead inevitably to a deeper conundrum: the impact on consumer trust.

1. An early 2024 [survey by KPMG](#) in the US reported that >60% of its respondents cited concerns of GenAI generating fake news and content, creating scams and launching cybersecurity attacks.
2. A similarly-timed [Forrester survey](#) reported that 73% of its "GenAI-aware online adult" respondents believed companies must disclose when they use the technology to interact with them.

These two data points may not be representative of the universe of consumer sentiment relating to GenAI produced marketing content. Also, usage and awareness of the technology has surged in the 15 months since the underlying research was carried out. Such sentiment warrants tracking over time.

Despite that, for marketing professionals for whom a core *raison d'être* is to seek to drive and embed customer trust in their employer's brand(s), and indeed in themselves, the implication is clear.

Whatever the realised benefits of using AI in its production, content publishing in 2025 and beyond will require extremely careful consideration in terms of its accuracy, its legality, and its authenticity – even if the accelerated speed of its production predicates against such care.

Challenge 2 - marketing: content-related tools and platforms

We have already highlighted several standalone GenAI tools used in Content Marketing, and in marketing more broadly.

Before turning to wider relevant tools and technologies, it is vital to understand that at the leading edge of GenAI-enabled solutions are also powerful, and empowering, software "ecosystems".

Many marketers, designers and producers, whether within large enterprises, in small agencies or working as standalone Creators, are familiar with industry-standard creativity applications from Adobe, such as Illustrator, InDesign and Photoshop.

Not all will yet know that the overarching [Creative Cloud](#) suite is increasingly enhanced with features enabled by Firefly, Adobe's in-house text-to-image GenAI model, unveiled in 2022. Since then, Firefly features have been rolled out to Adobe's Experience Cloud, as well as to their all-in-one design, video and photo app [Adobe Express](#), with ambitious vision.

Claire Darley, VP Go To Market for Adobe Express, states emphatically,

“

“We've already been in AI for 10 years...and for me, Adobe Firefly is our gift to the world.”

Claire Darley
VP Go To Market,
Adobe Express



Other categories of AI tools, even if less ubiquitous in current everyday discussions than GenAI, are also being increasingly deployed.

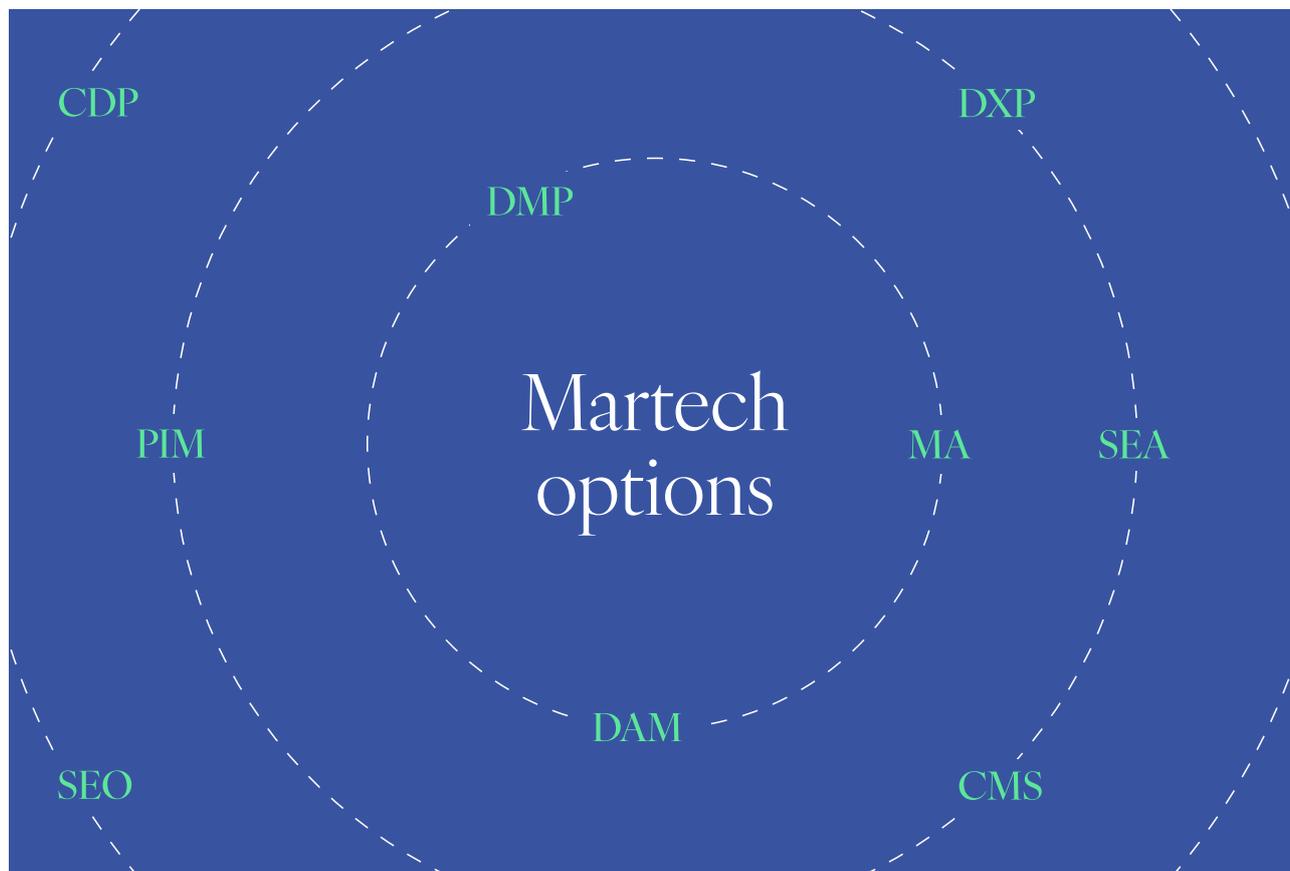


Figure 27. Original Image source: [Dropsolid](#)

These include Predictive AI solutions such as [Bloomreach](#) for trend analysis and forecasting, harnessing the power of [Synthetic Data](#) to analyse large extrapolated data sets, with lower risk of breaching Privacy laws and regulations.

Meanwhile, providers such as [AdRoll](#) offer machine learning based tools to support Display Advertising bidding. (The Digital Marketing Institute published a useful [overview](#) of the many different categories of AI tools for marketing in April 2024).

It would however be remiss of us to ignore the sheer breadth and scale of other Marketing Technology (Martech) tools in which contemporary businesses invest, and for which deep cost-benefit analyses, systems integrations, deployment plans and workforce training programs are needed.

In Section 2 we referred to the now well-established realm of Marketing Automation platforms. Powerful tools of this type such as [Adobe Campaign](#) – which of itself incorporate AI into its offering – purport to integrate cross-channel customer data into a single view, and thereafter create Hyper-Personalised cross-channel campaigns.

Many other Martech options are however available, resulting in what can sometimes feel like a bewildering proliferation of acronyms (Figure 27).

Content Management Systems (CMS) from providers such as [CTI Digital](#), Customer Data Platforms (CDP) from providers such as [Treasure Data](#), and Digital Experience Platforms (DXP) from providers such as [CoreMedia](#) all

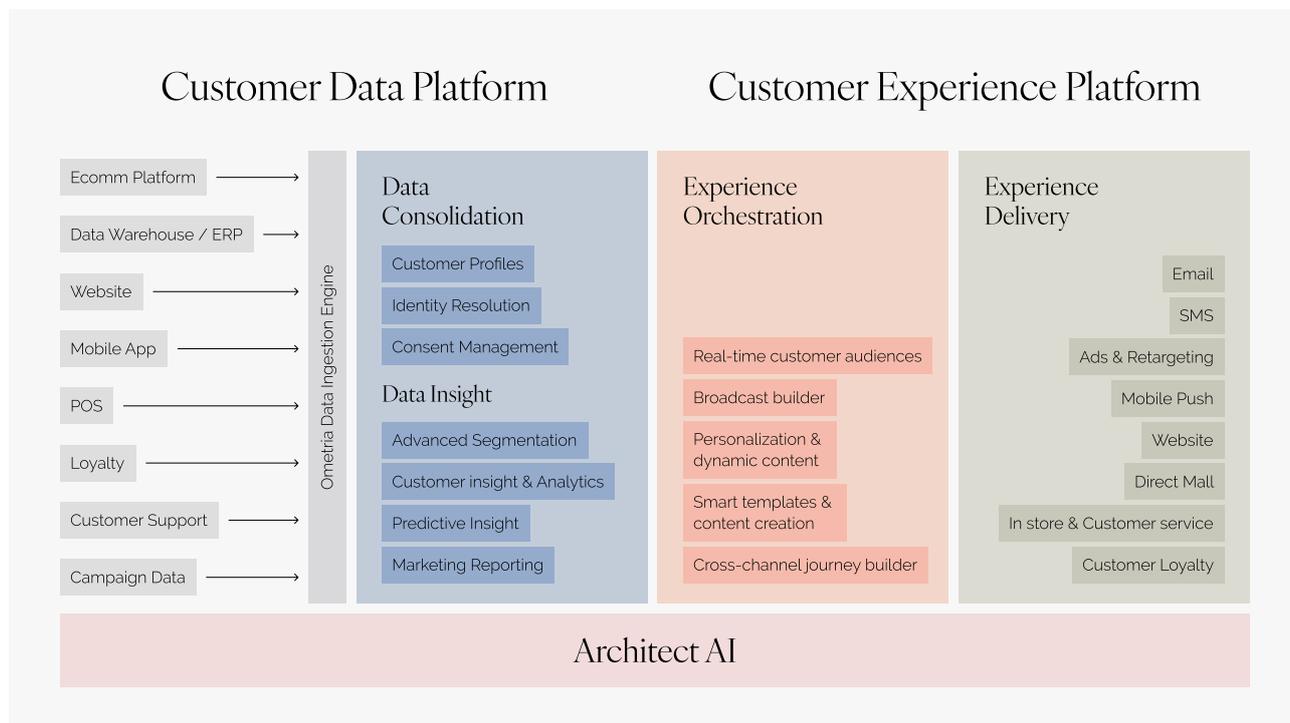


Figure 28. Original Image source: [Ometria](#)

offer advanced means of improving marketing operations, efficiency, data management and insights to their clients.

The acronyms themselves are evolving, as the platforms innovate and develop new capabilities. For example, [Ometria](#) offer a “CDXP” – a Customer Data and Experience Platform – that combines both CDP and DXP in a single package (Figure 28).

By illustrating the breadth of different available Martech platforms, our intention is neither to create concern, nor to dive in depth to any one of them. We simply wish to highlight a fundamental challenge to future marketing success, that cannot simply be delegated by organisations to their IT functions: platform and technology literacy.

In Section 7 we will highlight some of these Martech solutions, amongst a range of other services, from providers within and beyond the Little Grey Cells community.

Returning to SEMRush’s rolling research, [another](#) of their recent surveys within their addressable community posed an insightful question on technologies usage by Content Marketers, and produced revealing answers (Figure 29).

Both CMS and Marketing Automation tools were cited by the respondents – but many of the other Martech platform types we have touched upon were *not* cited, despite their direct relevance to Content Marketing as a technique, and their own marketing presentation as a result.

This insight brings us back to the first part of the statement from Vice Chair of the EMC Board, Chris Daly, that we presented in Section 2.

His context here was more squarely focused on AI tools, but its underlying sentiment can reasonably be extrapolated to Martech more widely:

“THE PACE OF PROGRESS IS OUTSTRIPPING PROFESSIONAL SKILLS”

Which technologies does your team use to leverage your content marketing efforts?

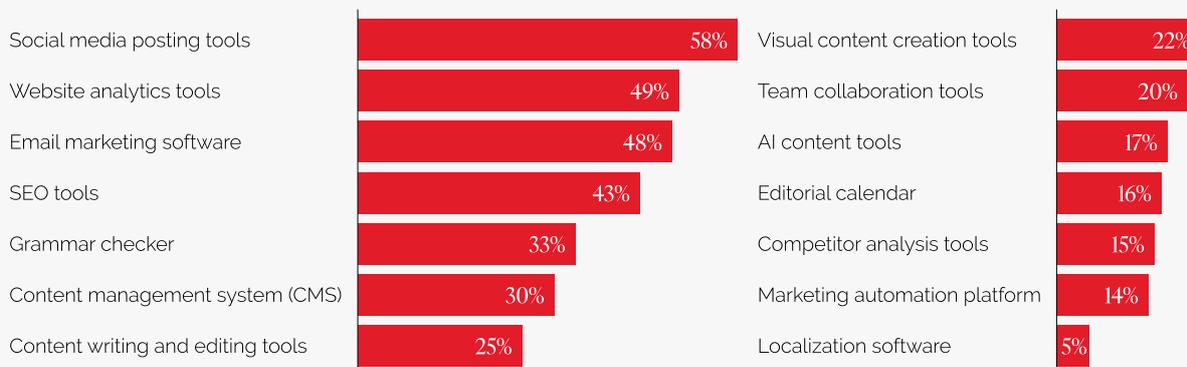


Figure 29. Original Image source: [SEMRush](#)

Success for contemporary creative marketers evidently presupposes a deep, and systematic re-think of the very nature of the skills they need, and will have to develop, in their professional field.

This challenge is well-recognised by some of the world's most forward-thinking enterprises. As previously touched upon in a [2024 Little Grey Cells blog post](#), the leading British media and advertising corporation WPP has developed and deployed a new apprenticeship programme, aimed precisely at upskilling its marketing personnel with technology training.

They have entered the era of the “[Creative Technologist](#)” – as may well behove us all.

It is therefore now time to address the third of our marketing-specific challenges to executing Content Marketing successfully in the age of AI.

Challenge 3 - marketing: skills and training

The need for organisations to invest thought, time and financial resources in training their own

workforce, as well as certain suppliers, in new technologies is nothing new.

Let us consider for a moment two reasonably standard, non-specialist workplace tools that are widely used in small, medium and large businesses: Slack and Asana.

[Slack](#) is one of many available cloud-based, team communication and collaboration tools. Launched in 2013, by 2019 its rapid adoption led to a Direct Public Offering [valuing it](#) at \$19.5bn. The next year, Salesforce acquired it with an increased [valuation](#) of \$27.7bn.

Despite this impressive growth trajectory, by 2020 a qualitative backlash against Slack was already widespread. A [New Yorker article](#) published the same month as the Salesforce acquisition described it as “the right tool for the wrong way to work”.

Two years later, another well-observed [article](#) explained an oft-seen problem: Slack can make “... employees feel overwhelmed. There are too many channels and too many messages.”

Asana is a “work management” platform designed to help teams organize, track, and manage their work, enabling a Project Management approach to a huge range of possible workstreams and workflows.

Although undeniably powerful software, Asana has also suffered from regular criticism, even by experienced users – for example of how it handles archived Tasks and Subtasks, which makes accessing any past discussions about a given Task, or its related files, exceptionally hard to find.

These two examples of purportedly productivity-enabling tools, that can actually hamper productivity, are cited as they both speak to a critical issue in the use of GenAI tools in the workplace.

Any licensed Martech software may or may not be an ideal solution for any given organisation. Even if it is, it can only deliver its intended benefits if the correct workforce training is created, delivered... and then continually reinforced and re-delivered consistently over time, to both existing and new staff users.

With this principle in mind, we observe worrying data about AI-related training, given the surge in its employee-initiated use in recent years, and especially in 2024.

The Marketing AI Institute report cited in Section 4 found in a survey of 1763 respondents, that only ¼ reported AI Training being in place and provided by their employers (Figure 30).

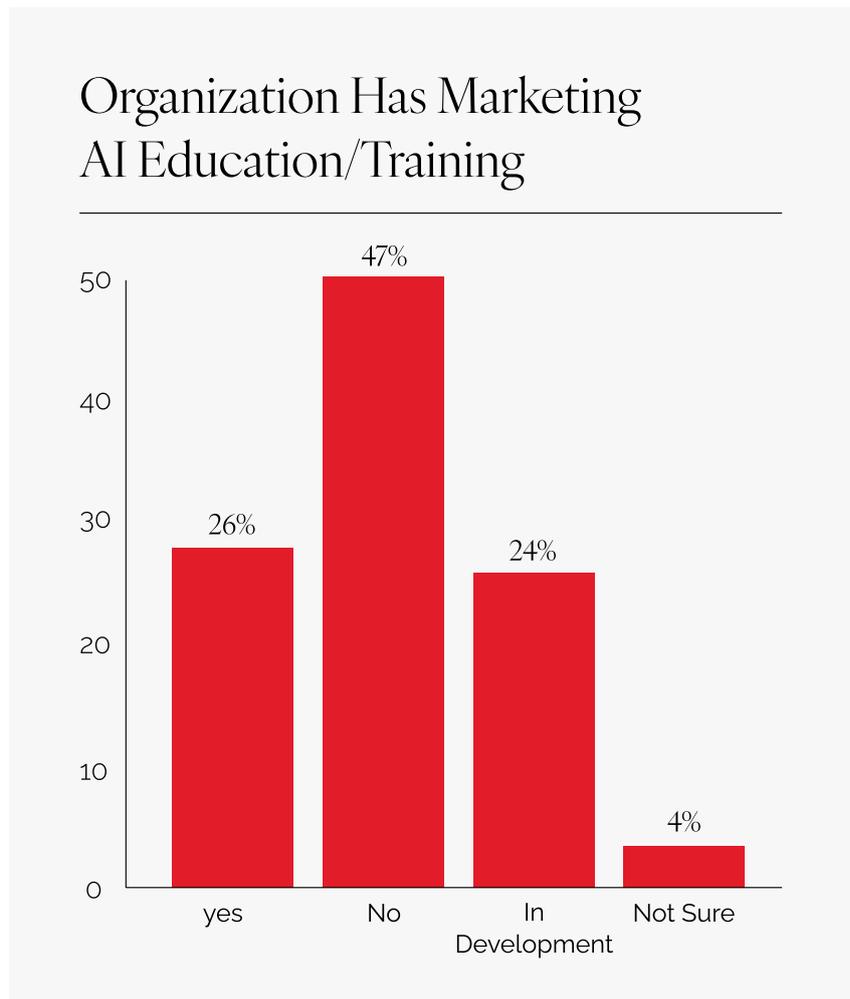


Figure 30. Original Image source: [Marketing AI Institute](#)

In McKinsey’s early 2024 survey that addressed GenAI tools training specifically, they segmented their respondents into “Early Adopters” and “Experimenters”, with the latter being further along the adoption curve. Although the Early Adopters were more positive about their organisations’ responses to AI skills gaps, only 40% of them reported “extensive support” for GenAI adoption (Figure 31).

Early adopters of generative AI are better than others at addressing talent-and training-related challenges, but all companies have room to improve.

Share of respondents who agree with statement, by organization's level of generative AI (gen AI) implementation,¹ %



¹Experimenters are organizations that, according to respondents, have piloted experimenting with gen AI or have implemented up to 5 gen AI use cases or applications; n - 77. Early adopters are organizations that, according to respondents, have implemented 6 or more gen AI use cases or applications; n - 356.

Source: McKinsey Global Survey on gen AI use in organizations, Feb 27-Mar 8, 2024 (n - 592)

Figure 31. Original Image source: [McKinsey](#)

The McKinsey report authors summed the issue up simply, once again flagging a similar concern to Chris Daly:

“EMPLOYEE USE IS AT AN INFLECTION POINT, WHILE THEIR ORGANIZATIONS LAG BEHIND”

The challenges facing organisations in 2025 as they train workforces in the correct and effective use of AI tools, with clear directions on expectations of how they should or shouldn't be used for their enterprise, are twofold:

1. Given the extent to which their function is one of the leading use cases of these technologies, the need for urgent attention by senior business leaders, and especially senior marketers, cannot be understated. The time to act is NOW.

2. There is a more existential challenge involved than in, for example, deploying Asana for team workflow management with appropriate training of people in specific *roles* within an organisation. We agree with McKinsey, quoting this time from their 60th Birthday edition of the McKinsey Quarterly:

“THE TALENT TRANSFORMATION STARTS WITH HR LEADERS BUILDING A WORKFORCE PLAN THAT’S BUILT AROUND SKILLS. COMPANIES OFTEN FOCUS ON ROLES DURING WORKFORCE PLANNING, BUT THAT’S INSUFFICIENT...WITH GENAI TOOLS TAKING OVER *TASKS*, *NOT ROLES*.”

HR LEADERS CAN'T DO THIS IN A VACUUM. THEY NEED TO WORK WITH LEADERS IN THE BUSINESS... IN DEVELOPING AN INVENTORY OF SKILLS...TO EVALUATE WHAT SKILLS THEY HAVE, WHICH ONES THEY NEED, AND WHICH ONES GENAI CAN COVER.”

Challenge 4 - societal: AI Ethics

In this Section we have so far explained three distinct, but inter-related challenges facing Content Marketing, and marketing more widely, in the age of AI. We now turn to the final challenge we face, not just as marketers, but at a deeper societal level.

The realisation that the advance of AI technologies has profound ethical implications for how entire societies around the world evolve, not just businesses, is nothing new.

In 2015 Amazon scrapped a project using AI to streamline its hiring process. They found that inherent biases in the training dataset for the AI resulted in repeated discrimination against female applicants for roles.

In 2018, Google's CEO Sundar Pichai announced the first version of Google's AI Principles, which in their latest version include 7 principles of how Google *will* proceed with developing AI technologies, and a further 4 principles of how it *won't* proceed.

Winding forward to today, the topic has gained necessary traction, and achieved truly global scale:

1. In March 2023, over 1000 global tech leaders and researchers signed an open letter urging a moratorium on the development of certain AI systems.

2. In February 2024, UNESCO announced an agreement it had reached with 8 multinational technology firms to implement their AI Ethics principles into those companies' future AI developments.
3. Half a year later, in September 2024, AI Ethics collaboration reached supranational governmental level, with the world's first legally binding treaty on the development, deployment, use and decommissioning of AI technologies.

As marketers, as business leaders, and simply as responsible citizens, we hope all the readers of our Report will agree that each and every one of us now has a personal responsibility to become literate not just in AI tools and technologies, but also in the ethics that surround them.

We all stand to benefit from these tools, if alas unequally within and across companies, societies, and nations. And we all face the related risks – as of today.

These risks can be very personal. For example, cases of being duped by Deep Fakes are rife. Being the *subject* of a Deep Fake can also happen to the most technology-literate: Mark Read, CEO of WPP, who we cited positively earlier in the context of upskilling their marketing function for AI, was the subject of a sting whereby attendees of an online meeting attempted fraud by scamming his presence in the meeting.

Adobe's Claire Darley has explained how battling Deep Fakes and other disinformation was one of the drivers for Adobe to co-found in 2019 the Content Authenticity Initiative (“CAI”), a partnership promoting common standards in digital content provenance identification.

“ADOBE HAS A STRONG PEDIGREE OF DOING THINGS RIGHT - TO PROTECT IP, AND TO SUPPORT ARTISTS, CREATIVES AND BUSINESSES”

Five years after it was founded, and firmly in the GenAI era, the CAI now has over 3700 members globally, ranging from device manufacturers such as Canon and Nikon, via content licensors such as Getty and Shutterstock, to a wide community of media and publishing organisations.

There are also collective risks, especially in the world of employment, which of course includes the marketing discipline. Job Displacement and Economic Inequality are 2 of the 15 biggest risks of AI cited by Forbes as “The biggest risks of AI”.

We should each be alert to, and striving to mitigate against *all 15 of those risks*.

Means of addressing these challenges are of course being developed. Deterministic Guardrails, that can identify and remove inaccurate content generated by LLMs, as well as monitor and filter out risky prompts, may in time become one of several standard organisational solutions.

More are needed, not least in the area of energy usage intensiveness and related costs.

According to the International Energy Agency, the average electricity demand produced by a typical Google search is 0.3 Wh. The equivalent for a typical ChatGPT prompt is nearly ten times higher, at 2.9 Wh.

On a related front, the percentage of globally-generated electricity consumed by the data centres that power the internet we use for Content Marketing was relatively stable between 2010 and 2018, at around 1.5%. Even as processing demands increased, the data centres were improving energy usage efficiency.

AI by itself, however, could increase that annual energy demand by 2027 by as much as the whole of the Netherlands’ annual usage today.

We conclude this section of our Report with an appreciation of the vast opportunities AI offers to marketing, to businesses more widely, and to humanity generally.

We are now also more mindful of deep challenges we must overcome together to reap its potential benefits, and to mitigate potentially dangerous - and perhaps irreversible - risks.

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SECTION 7:

SOLUTIONS AND PROVIDERS

Over the course of this Report, our readers have hopefully learned of, or further developed their understanding of, a range of different topics pertaining to successfully applying the Content Marketing technique.

These topics have ranged from the conceptual context and definitions in Sections 2 and 3; via the Best Practices in planning and execution in Sections 4 and 5; to technology-driven challenges in Section 6.

We therefore now turn to solutions: providers and resources that can support effective Content Marketing in 2025 and beyond, ranging from self-serve information and learning, to organisations within the Little Grey Cells community and beyond.

We have divided these solutions into 3 broad areas – Content Planning and Production; Technology; and Research. Within these, we recap on resources and providers already featured in this Report, as well as proposing additional ones.

1. Content Planning and Production

In Section 4 we addressed the planning process of a successful Content Marketing programme. Based on this foundation, developing compelling content requires creativity, skills and tools.

To this end, manifold resources are available at no cost or at accessible cost, both for personal and enterprise-licensed use.

In enterprise settings for example, existing Microsoft 365 licences can allow registered users

to access certain integrated CoPilot features, such as DALL-E powered image generation within PowerPoint.

Using CoPilot or other Generative tools in this way can demonstrably aid efficiency within companies:

“

“One of the AI evolutions in content planning is that you can quickly and easily generate images to visualise ideas or concepts, which can really help bring them to life, and make our internal discussions more productive.”

Zara Easton

UK Head of
Brand Marketing
for LinkedIn



Enabling creative ideation, and also developing tools valuable for intra-company use, are also two of the many inputs into the evolution of the content workflow features within Adobe Express.

When discussing the context behind a [case study](#) featuring Adobe's longstanding client and partner Dentsu, Claire Darley pointed out examples of common challenges for both organisations:

1. Empowering more efficient but still high-quality content ideation and creation, to serve multiple client brands, and by employees in non-Design departments and functions
2. Multiple internal teams having differing needs in accessing and modifying content within approved and on-brand templates. Not only Marketing and Sales, but also for example HR members developing "employer brand" content for internal as well as external use

With reference to Dentsu, Claire explained,

“WE ARE EFFECTIVELY ‘CUSTOMER ZERO’ FOR ADOBE PRODUCTS, BUT IT’S REALLY GREAT TO BE ABLE TO SOLVE PROBLEMS FOR IMPORTANT PARTNERS. THEIR PROBLEMS ARE OUR PROBLEMS.”

Beyond enterprise licences, given the nature of Content Marketing as an Inbound Marketing technique, and of Google's dominance of global Search with an approximate 90% market share, all creative marketers should be at least aware of their regularly-updated "[Helpful Content](#)" framework.

Whether in the B2B or B2C sectors, and whether a Search Engine Marketing (SEM) specialist or not, Google's Helpful Content resources enable any marketer to consider the true value to Prospects, Leads or Customers that their organisation's online content can or will deliver.

In respect of the many other "self-serve" content planning and production tools, we advocate the judicious usage of key GenAI, from core LLM tools already referenced in our Report such as ChatGPT/DALL-E, to others such as [Claude](#) (which some commentators believe to be [superior to ChatGPT](#) as a creativity assistant).

Finally as an AI-related recommendation in this area, Perplexity has the advantage of integrating multiple Models including Claude and ChatGPT, enabling the user to select their preference accordingly (Figure 32).

Self-serve AI will of course only get a marketer so far along the path of planning successful and differentiated content. We agree with the long-standing marketing luminary [Seth Godin](#), who

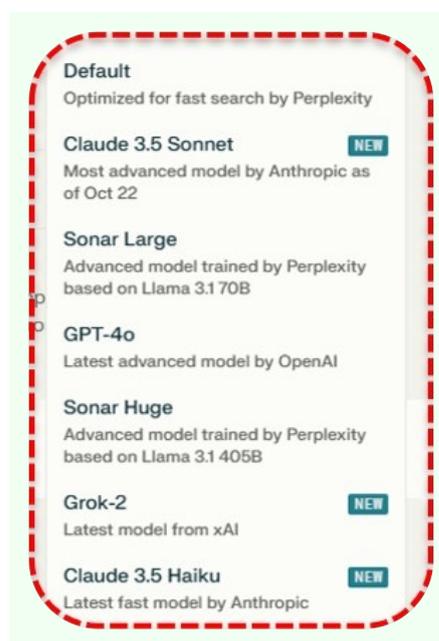


Figure 32. Image source: [Perplexity](#)

stated in a thought-provoking 2024 interview on "Branding and Marketing in the age of AI":

“WHAT AI DOES, IS IT REPLACES COMPETENCE....YOU HAVE TO FIGURE OUT HOW TO DO SOMETHING THAT AI COULDN'T DO, BECAUSE THAT'S THE ONLY THING WORTH CHARGING FOR”

Compelling, human-powered creativity remains the fundamental prerequisite of the best Content Marketing – as for example shown in our Section 3 AR examples from Samsung and McDonald's.

To this end, client-side marketers will continue to require, seek and procure the services of the best specialist, creative agency suppliers; and the Little Grey Cells community includes a wealth of such talent.

Our first example is VaynerMedia, the [award-winning](#) integrated global Strategy, Creative and Media agency established by Gary Vaynerchuck, whose personal YouTube [channel](#) is to some extent the personification of video Content Marketing.

Our second agency example is [Raptor](#), a London-based provider of specialist Youth Marketing services. Leveraging their network of >5k Gen Z Culture Leaders, Influencers and Ambassadors to power their insights and work, Raptor deliver a range of marketing support, from Content Marketing to experiential activations.

Arguably the most powerful resources in the area of the planning and production of Content Marketing assets in the contemporary era, are solutions that harness and enable the best of human marketing creativity, with AI. An aspirational [article](#) to this end has even posited aiming at “a world where marketers have no creative constraints”.

Even before such a lofty ideal is realised, our Report’s sponsor Adobe offers an array of industry-leading, powerful tools for creative content design and production within their Creative Cloud.

We now move on to propose technology solution providers to assist in the delivery of creatively-devised Content Marketing.

2. Technology platforms and services

In Sections 2 and 6, we have already touched on the range of different Martech platform and service types designed to power targeted, data-driven, customer-centric marketing content and

messaging. The Little Grey Cells network includes several leading providers in these areas:

1. Adobe’s [Experience Platform](#) product and services portfolio is one of the most extensive globally, and helps power their own Inbound Marketing – such as articles related to our core Report topic of [Content Marketing](#).
2. Founded in 1996, Hamburg-headquartered [CoreMedia](#) offer a suite of solutions and support including DXP, AI-powered CMS, Digital Asset Management and Content Management.
3. As shown by our Section 5 example of Troy-Bilt, CTV offers remarkable and creative new ways to reach and convince audiences in the home. [Broadlab](#) provide the first AI-driven Addressable TV advertising platform for the new generation of CTV buyers, thereby helping media agencies and their clients to access to whole of addressable TV.

Beyond both the immediate Little Grey Cells Community and the Martech types we have so far explained, there are dedicated technologies designed to protect the trust in brands by consumers, that we have seen in Section 6 faces new challenges in the AI era.

In the area of online advertising, providers such as [DoubleVerify](#) collaborate with both advertisers and publishers, DSPs and Social platforms to protect and verify advertising content from Deep Fakes and other scams.

Beyond Paid Media, consumer protection from harmful content extends more widely, with services that encompass both human agent-powered Review and Moderation, and AI-powered automatic content scanning. Providers such as [Concentrix](#) are leaders in this realm of online Trust and Safety.

We conclude our review of solutions to enable contemporary Content Marketing, with the third area of services provision.

3. Research and insights support

As is the case for Content Planning and Production, self-serve tools and resources abound to support Research and Insights for Content Marketing.

1. From a generic point of view, we once again recommend the CMI. Their research [library](#) offers a wealth of valuable material - not only practical examples, case studies and templates, but also trends and forecasts about careers within, and deep data on the "Content Marketing industry".
2. From a Search perspective, we have already featured, and recommend [SEMRush](#) as a provider of research into, and data on SEM-focused Content Marketing.
3. However their core business is the provision of competitor keyword and traffic analysis tools, which can and do make immediate and tangible differences to online content performance for brands, from SMB to global enterprise in scale.
4. Recommendable alternatives to SEMRush to consider include [Ahrefs](#) and [SimilarWeb](#).

Moving from self-serve resources and tools, two Little Grey Cells partners provide highly-valuable support and solutions in a wide range of marketing research and insights areas:

1. [Traction](#) (formerly Proquo AI) offer an AI-driven consumer intelligence platform that gets into the minds of >1 million consumers each month, transforming their instinctive feelings about brands into actionable data. Their services range from individual Asset Testing, to broader Brand Strategy and Brand Tracking.

2. The [Human First Collective](#) is a collection of standalone, but collaborating businesses. Within these, LAB and Reflect Digital posit that Behavioural Science and understanding humans is the glue that holds us together. By using these to power support for a range of connected digital marketing experiences, they seek to deliver impact that others can't.

Two underlying motivations for our Report are our observations of the rapid progress of AI in the marketing discipline, and our desire to deliver actionable value to our readers, to help their own Content Marketing planning in the AI era.

As such, we conclude our review of Solutions providers and resources by returning to the previously-referenced Brand Master Academy interview with Seth Godin, in which he further states:

“I BELIEVE AI IS THE BIGGEST CHANGE IN OUR WORLD SINCE THE INVENTION OF ELECTRICITY – A BIGGER CHANGE THAN THE INTERNET.

IF YOU'RE NOT USING IT FOR HALF AN HOUR A DAY, YOU DON'T UNDERSTAND...YOU NEED TO PUT IT IN YOUR CALENDAR AND GO USE IT.”

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SECTION 8:

KEY TAKEOUTS

We have covered a lot of ground in this inaugural Little Grey Cells Report. We thank our readers for their time and attention, and look forward to the ensuing feedback and dialogue.

To facilitate this, and by means of drawing the Report to a close, we first recap what we have explored, and then summarise on a single page its 10 key takeouts on Content Marketing in the AI Era, for 2025 and beyond.

REPORT RECAP

- » SECTION 1: Setting the scene, by highlighting the existing extent of AI use for content production
- » SECTION 2: Establishing the 3 key contextual reasons why Content Marketing is critical in 2025
- » SECTION 3: Defining “Content Marketing” within the framework of our Report
- » SECTION 4: Exploring content planning within fast-evolving formats, channels, and audiences
- » SECTION 5: Illustrating successful Content Marketing in eight Case Studies, across B2B and B2C
- » SECTION 6: Illustrating key challenges to overcome in the AI era of Content Marketing
- » SECTION 7: Proposing a range of solution providers and resources for Content Marketing success

Content Marketing Fundamentals

1. The **core nature of Content Marketing** - a technique aimed at creating and distributing online content of inherent value to its consumers - is **unchanged** by AI or other technologies.
2. Content Marketing can be a competitive differentiator in **B2C and B2B scenarios**, for both **the Acquisition and the Retention** of customers.
3. The development of **novel Content Marketing experiences**, for emerging channels such as CTV and VR, will continue to be driven by **human-powered creativity and imagination**.



Technology x Content Marketing

4. The continuing rise of Hyper-Personalisation is driving the need for a **greater quantity** of content, in more **sophisticatedly targeted variants**, to be produced and deployed.
5. Balancing this need for greater quantity, with maintaining or improving **content quality**, is critical not only to compete, but also to help mitigate **AI-driven "Content Overload"**.
6. Enhancing Content Marketing successfully with AI requires **consistent and robust human planning discipline**, such as documenting strategies and applying the SACC framework.
7. Content Marketing that targets **AI-powered Search results** will require significant and ongoing adaptations to existing SEO best practice approaches.



AI x Wider Marketing

8. Research findings from brands' customers, from their staff members, and from their leaders, shows that **public trust in the AI era** is a growing challenge for contemporary marketers.
9. Enhancing the **structured training** of marketing workforces in AI tools and in wider Martech is **critically necessary** for organisations small and large, regardless of sector or industry.
10. Enhancing **organisation-wide, AI-related workforce skills planning and training** is becoming a mandatory requirement for all businesses - both as employers, and as corporate citizens.

APPENDIX:

REPORT CREATION



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Report Author,

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As an active member of the Little Grey Cells community, Richard has been a panellist and facilitator at its events, and a contributor to its blog and newsletter. Richard read Law at Trinity, Cambridge University, and was awarded an MBA by London Business School. Drawing on his 15 years of marketing and business leadership at Sony Europe, and 2 years heading Customer Marketing at Bremont Watch Company, Richard has appeared as a panellist and speaker at events organised by Marketing Week, the European Commission, the International Standards Organisation, the Financial Times, BBC Radio 4 and London Book Fair.



Tim Healey

Report Editor,

[View LinkedIn Profile here](#)

Founder of the Little Grey Cells Club community of over 5000 senior marketers and curator of their events, Tim studied Theology at Durham University, collected an MA in Journalism from Goldsmiths and completed the 3 Marketing Week mMBAs (Marketing, Brand Management and Management). Tim is a fractional Marketing Director and an event moderator. His weekly in depth interviews with the world's most successful marketers from the biggest brands are published in The Drum and his co-authored book: "Better Business On Purpose: Make Money. Create Impact. Be a Force For Good." is an Amazon best-seller.

Richard and Tim would like to thank:

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- » David Burgman, CEO, Raptor
- » Dom Dwight, Strategy and Innovation Director, Taylors of Harrogate
- » Dominic Chambers, Head of Global Marketing, INEOS Automotive
- » Jakob Nielsen, CEO, Broadlab
- » Jamie Woodbridge, Managing Director, TheInboxClub
- » Lauren Cowley, Senior Content Strategist - Global, Adobe
- » Lauren White, Director, Oliver Lauren Studio
- » Mark Earls, Herdmeister, Herd
- » Oliver Minett, Director, Oliver Lauren Studio
- » Peter Zillig, Director of Marketing, Ford Europe
- » Rebecca Hirst, CMO, EY UK
- » Simon Morris, VP International Marketing, Adobe
- » Zara Easton, Head of Brand Marketing UK, LinkedIn
- » Zoe Scaman, Founder, Bodacious



The Little Grey Cells Club

With our community's spirit of openness, trust and learning, the Little Grey Cells Club is shaping the future of marketing. Join our exclusive hand-picked gatherings of the UK's most senior and experienced marketers and you'll leave inspired, ready to implement new ideas and having made new and useful connections with your industry peers. www.littlegreycells.club

What our delegates say about the Little Grey Cells Club:

“THERE'S NOWHERE ELSE WHERE I GET TO MEET SUCH INTERESTING AND ACCOMPLISHED MARKETERS”

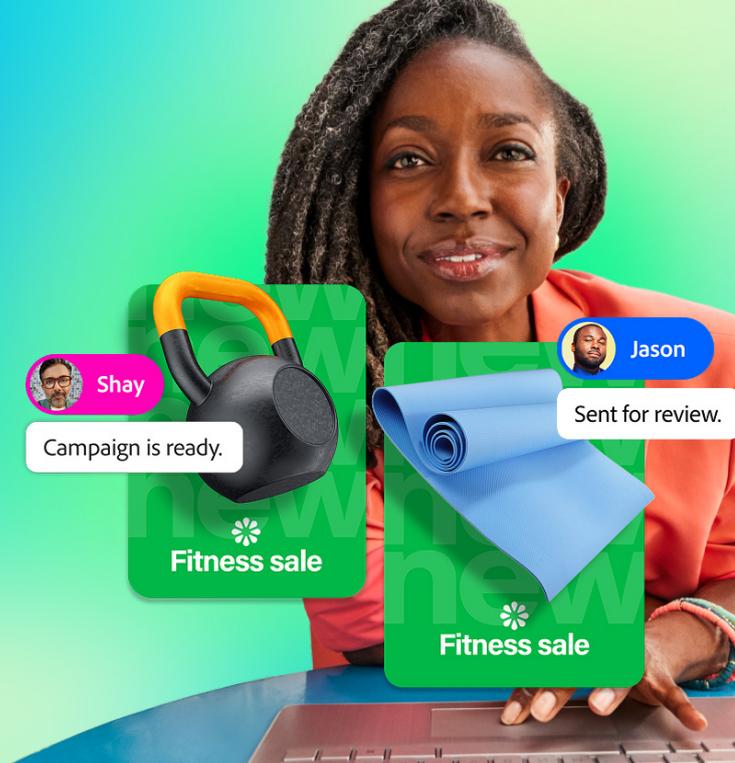
“I LOVED THE OPENNESS. IT'S A PLACE FOR MARKETERS TO NOT FEEL THE NEED TO KEEP GUARDS UP. I HAVE LEARNED MUCH AND HAVE CONNECTED OFFLINE WITH SOME BRILLIANT COLLEAGUES”

“SUCH INTERESTING INSIGHTS, PERSPECTIVES AND SHARED EXPERIENCE - YOU DON'T GET THIS WHEN SITTING IN YOUR OWN ROLE OR ATTENDING AD HOC EVENTS”

Adobe Express

Empower your teams to create on-brand content.

Adobe Express: the quick and easy, all-in-one on-brand content creation app for your business.



The demand for content is expected to soar 5 to 20x within the next two years.

In today's dynamic market, businesses face the challenge of maintaining consistent branding, managing content creation, and optimising workflows.

These hurdles can impact time to market, increase costs, and affect brand integrity, making collaboration and audience engagement more difficult.

With 70% of teams producing more content than ever before and 63% of creatives under pressure to work faster, maintaining brand consistency is crucial.

Adobe Express, powered by Adobe's commercially-safe AI, offers a comprehensive solution, empowering teams to self-serve on-brand content with simplified content creation.

Control the chaos. Stay on brand.

- Company-wide access to on-brand templates with locked elements and style controls to keep content consistent
- Accelerate time to market with integrated workflows and collaboration tools
- Safeguard your business with commercially-safe AI and Adobe's enterprise-grade platform
- Streamline content workflows with integrations with AEM, Adobe Workfront and GenStudio for Performance Marketing

Unlock your team's full potential.

Content creation made easy

- Meet content demands with intuitive drag-and-drop in the all-in-one editor
- Access over 200 million+ Adobe Stock images, video and music
- Instantly localise content into 45 different languages for global audiences

Enhance collaboration

- Engage in real-time collaboration with live co-editing
- Streamline feedback processes in a single location
- Keep campaign, event and team assets organised with Projects
- Connect creative teams with the entire company via Creative Cloud interop to keep templates in sync

Leverage AI innovation

- Utilise Firefly generative AI for precision edits and seamless variations
- Create brand-approved content variants with Custom Models trained on your own assets
- Generate imagery using high-quality AI that's designed to be commercially safe

Adobe Express empowers every team in your organisation.

Creative

- Share brand kits with non-designers to create company content
- Create branded templates with guardrails for non-designers to adapt and reuse
- Generate content variations for multiple channels and regions

Marketing

- Launch localised campaigns tailored to diverse markets
- Adapt and reuse branded assets for promotions and events
- Respond swiftly with engaging emails, social content, ads, and more

HR

- Capture top talent with striking branded graphics
- Deliver impactful training and development materials
- Personalise onboarding presentations for new hires

Sales

- Personalise interactive sales presentations
- Create unique customer video messages, flyers and emails
- Enable sales teams to share approved social promotions

Adobe Express in real life.

Top organisations are using Adobe Express to create standout, on-brand content. And it's changing everything.

'I create about 90% of social media posts on Adobe Express. It helps me work quickly and really focus on messaging and readers' experiences. I can even hop on my phone to create something on mobile or make updates when I have a spare minute.'

Gisela Delgado,
Brand Creative Director,
IgA Nephropathy Foundation

'Adobe Express has empowered our creatives to focus on high-impact, high-value tasks while equipping our marketing teams with a powerful but easy-to-use design tool, allowing our creative teams to produce content more quickly and empowering marketing teams to move at the speed of social.'

Bridget Esposito,
VP and Group Creative Director, Prudential

'Adobe Express is fast, flexible and easy to use. Clients' marketing teams can handle edits and iterations on their own, giving them greater control.'

Grace Young,
Director of Accounts, Owen Jones

Ready to create? Level up with Adobe Express.

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