

# Empower Up: Digital Trends & Insights Report 2025

Presented by  
**empower**



# Introduction: **15 interviews, 8 trends, 1 report**

In an era defined by rapid technological advancements and shifting societal norms, the digital landscape continues to evolve at an unprecedented pace.

This report sheds light on the key trends and insights shaping the digital world, offering a comprehensive overview of the challenges and opportunities facing organisations across various sectors.

Earlier this year we conducted 15 interviews with leaders at organisations that we have the privilege of partnering with. Quotes have been anonymised and then woven through the eight emerging trends that we've mentioned throughout all our interviews. As we navigate into 2025, we find ourselves at a critical juncture where traditional business models are being disrupted, and new ones are emerging. Digital is no longer just a tool for business; it has become the very fabric of how we communicate, work, and interact with the world around us.

And that's before we face up to the impact that AI is having.

AI brings with it a host of complex issues, from the new intricacies of workforce dynamics in an AI world, to the ethical considerations of emerging AI technologies.

Our report delves into eight key areas that are at the forefront of this digital evolution. Each section provides a deep dive into the current state of affairs, highlighting the challenges, opportunities, and potential future directions - good and bad.

As organisations strive to remain relevant and competitive in this fast-paced environment, understanding these trends becomes not just beneficial, but essential.

Whether you're a startup looking to disrupt the market, or an established organisation aiming to maintain your edge, the insights contained within this report will provide valuable guidance for navigating the complex digital ecosystem.

We invite you to explore these trends, reflect on their implications for your organisation, and consider how you can leverage them to drive innovation, enhance impact, and create meaningful change.

## **Want to chat more about these insights and what they mean for you?**

Email us at [hello@empower.agency](mailto:hello@empower.agency) and we can take you through our findings.



**Ben Matthews and Jaz Cummins**  
Co-Founders, Empower

# The Trends

- 1. Digital Landscape:** The digital realm is not just evolving; it's revolutionising how we communicate, work, and engage with the world around us.
- 2. Digital Marketing Strategies:** Effective digital marketing isn't about being everywhere. It's about being exactly where your audience is, with the right message at the right time.
- 3. Content Creation and Video Production:** The future of content is visual, dynamic, and diverse. Organisations that master video storytelling will lead the digital conversation.
- 4. Website and Content Strategy:** A website is no longer just a digital brochure. It's the hub of an organisation's digital ecosystem, driving engagement and achieving strategic goals.
- 5. Social Media Strategy Optimisation:** Social media success is no longer about broadcasting your message. It's about fostering a community where your brand and audience grow together.
- 6. Impact Measurement and Reporting:** Measuring the impact of organisational efforts, particularly in areas like nonprofit work, presents unique challenges.
- 7. Workforce Dynamics:** In today's digital landscape, diversity isn't just a goal. It's a business imperative that drives innovation and reflects our global society.
- 8. Productivity and Workflow Management:** In the digital workplace, the right tools don't just boost productivity. They transform how teams collaborate and innovate.

# 1. Digital Landscape

**The digital landscape is not just evolving; it's revolutionising how we communicate, work and engage with the world around us - led by AI.**

The digital realm is experiencing rapid shifts, influenced by political, social, and technological factors - especially when it comes to AI. These changes are reshaping team structures within organisations and impacting the broader societal context in which businesses operate.

"Looking ahead a couple of years, we think there's going to be a shift towards very specific, fine-tuned language models. Instead of just using general AI like ChatGPT or Claude, we're considering training our own AI models. These specialised models could really help us get the exact tone we need in our communications."

Organisations are increasingly recognising the need for clear strategies in communicating complex initiatives, especially over the mid to long-term.

"Our changing focus, with topics shifting every couple of years, makes it tough to develop our audience. We put a lot of effort into building specific networks, only to switch directions just as those relationships are starting to grow. While this keeps things fresh, it also requires us to think creatively about maintaining continuity and making the most of our previous audience engagement efforts."

There's a growing trend towards creating dedicated data hub websites to showcase and provide easy access to organisational datasets.

"To improve our messaging, we're going to rely more on data. In the next six months, we're looking at working with survey companies to get more detailed information. This should help us fine-tune how we communicate and make sure our messages really resonate with the people we're trying to reach."

Sustainability has moved from the periphery to the centre of business strategies. This shift is reflected in changing funding patterns and an increased focus on environmental initiatives across various sectors.

## Key Insights

- Digital agencies are adapting their team compositions to meet evolving market demands.
- Echo chambers in digital media pose significant risks to balanced political dialogue and societal stability.
- Environmental sustainability services are gaining traction and attracting increased funding.
- Organisations are exploring new funding models, including corporate partnerships, to support sustainability initiatives.
- Political changes may impact traditional philanthropic funding sources for environmental organisations.

## Further Reading

- Institute for the Future of Work: [March of the Robots or March with the Robots? How technology can help create good work](#)
- [Altimeter: "The State of Digital Transformation 2024"](#) - The evolution of digital comms, work practices, and engagement strategies in the modern business landscape.
- [World Economic Forum: "Global Sustainability Report 2024"](#) - How sustainability has become central to business strategies, including changes in funding models and corporate priorities.
- [McKinsey Global Institute: "The Future of Work: Digital Collaboration and Team Structures"](#) - How digital shifts are reshaping team structures within organisations and impacting the broader societal context of business operations.
- [Reuters Institute for the Study of Journalism: "Digital Media and Political Polarisation: Navigating Echo Chambers"](#) - How risks posed by echo chambers in digital media to balanced political dialogue and societal stability.
- [Harvard Business School: "Sustainable Business Funding Models: Trends and Innovations"](#) - How organisations are exploring new funding models, including corporate partnerships, to support sustainability initiatives.

## 2. Digital Marketing Strategies

**In a rapidly evolving digital landscape, organisations are grappling with the need for effective strategic planning and prioritisation - a key challenge in managing digital initiatives and content strategies.**

Effective digital marketing isn't about being everywhere. It's about being exactly where your audience is, with the right message at the right time.

Digital marketing continues to evolve, with organisations constantly seeking the most effective channels to reach their target audiences. The effectiveness of different platforms varies, and strategies need to be tailored accordingly.

"If nobody's engaging with your content because it's stuff that nobody's bothered about, then the algorithms think nobody's interested in your work. You need to try to create a chorus around your content, so that it exists online as much as possible."

In the digital age, effective prioritisation isn't just about managing time. It's about aligning resources with strategic goals to navigate an ever-changing landscape.

"We're having a bit of a mismatch with our online strategy. We're offering something quite specific, but trying to sell it to everyone and their dog. It's not really working out - our campaigns aren't reaching enough people. So now we're trying to be a bit cleverer about it. We're working on a better way to guide people through our website, using some creative content to funnel the general public towards our specialist stuff."

Organisations are increasingly focused on addressing digital challenges through collective insights and anonymized feedback.

"Despite the rise of new digital channels, email marketing is still an important tool for building an audience and staying in touch. The challenge is making email stand out in busy inboxes while keeping things personal and relevant."

Time management remains a critical issue for digital teams, with many feeling overwhelmed by competing priorities.

There's a growing need for guidance on content strategy prioritisation, particularly regarding resource allocation for paid platforms.

## Key Insights

- Collaborative approaches to problem-solving are becoming essential in addressing digital challenges.
- Digital teams need better tools and strategies for time management and prioritisation.
- There's a significant demand for clearer guidelines on content strategy and resource allocation.
- LinkedIn is emerging as a potential valuable channel for paid advertising.
- Instagram's importance is growing, particularly in certain industries.
- Engagement remains a challenge on platforms like Facebook, highlighting the need for more sophisticated strategies.

## Further Reading

- [We Are Social: "Digital 2024: Global Digital Overview"](#) - Global digital trends, including social media usage, e-commerce, and internet penetration rates.
- [Deloitte, Duke University's Fuqua School of Business, and the American Marketing Association: "The CMO Survey"](#) - Marketing spending, strategies, and challenges faced by CMOs across various industries.
- [Datareportal: "State of Digital Marketing Report"](#) - Digital marketing trends, providing data on channel effectiveness, budget allocation, and emerging technologies.
- ["Content Marketing Institute's B2B Content Marketing Benchmarks, Budgets, and Trends"](#) - In-depth analysis of content marketing strategies, challenges, and successes in the B2B sector.
- [Salesforce: "The State of Marketing Report"](#) - Insights into marketing trends, challenges, and priorities across various industries and regions, with a focus on customer experience and data-driven marketing.

### 3. Content Creation and Video Production

**The future of content is visual, dynamic, and diverse. Organisations that master video storytelling will lead the digital conversation.**

In the digital age, content remains king, but the methods of creation and distribution are evolving.

Content strategies are evolving to tap into current events and create resonance with audiences for maximum impact.

"If nobody's engaging with your content because it's stuff that nobody's bothered about, then the algorithms think nobody's interested in your work. You need to try to create a chorus around your content, so that it exists online as much as possible."

Organisations are adapting their strategies to produce more engaging and diverse content, particularly in video format. But organisations are also reassessing video production budgets, with a trend towards more cost-effective, platform-specific content.

As such, there's a shift towards creating shorter, more engaging video content for social media platforms, moving away from longer, polished productions.

"We're adopting a more flexible approach to impact reporting and storytelling. By quickly turning partner updates into engaging case studies, we can showcase our impact more effectively. This way of working helps us highlight success stories in real time, which boosts our credibility and shows the concrete results of our collaborations."

Authenticity is increasingly valued over high production values in social media content.

"Our recent video project gave us some valuable insights into content strategy. The initial idea to use raw, authentic clips proved more effective than highly produced videos. This experience shows the importance of trusting our team's creative instincts and the value of authenticity in our communications."

"We're changing how we use LinkedIn. Instead of just posting on our company page, we're getting our key people to use their own profiles more. It's a bit of a workaround for the algorithm, really. Personal profiles tend to get seen more naturally, while company pages often need a bit of paid spend behind them to get noticed."

## Key Insights

- Outsourcing video production to freelancers and agencies is becoming more common to access diverse creative perspectives.
- There's a growing emphasis on creating varied and engaging video content to capture audience attention.
- Platform-specific video strategies are emerging, with a focus on 7-8 second videos without voice overs for platforms like TikTok and Instagram Reels.

## Further Reading

- [Wyzowl: "The State of Video Marketing 2024"](#) - Video marketing trends, providing statistics on usage, effectiveness, and consumer preferences for video content across various platforms.
- [Hootsuite: "Social Media Trends Report"](#) - Video content trends across different social media platforms, including insights on short-form video performance on TikTok and Instagram Reels.
- [Shutterstock: "The Creative Trends Report"](#) - Insights on video content creation and the shift towards more authentic, diverse content.
- [Grand View Research: "Digital Content Creation Market Report"](#) - Comprehensive analysis of the digital content creation market, including trends in video production and distribution across various industries.
- [Animoto: "The State of Social Video"](#) - Social video trends, offering insights into consumer behaviour, brand strategies, and platform-specific video performance.

## 4. Website Strategy, Modernisation and Accessibility

**A website is no longer just a digital brochure. It's the hub of an organisation's digital ecosystem, driving engagement and achieving strategic goals.**

Websites remain a crucial touchpoint for organisations, but strategies for maximising their impact are evolving. Content marketing and long-term planning are becoming increasingly important in driving engagement and achieving organisational goals.

Organisations are facing challenges in effectively promoting new digital platforms to external audiences.

"You know those automatic translation things on websites? Well, it turns out they're not doing the job when it comes to chatting with local communities. It shows that we really need to think about the culture, not just the language, when we're making content for different places."

There's an increasing focus on creating clear messaging to explain complex concepts like "insight infrastructure" to diverse audiences, including academics, researchers, and other organisations.

"We've been getting some feedback about our website, and it's not great. People are saying it's not clear and doesn't really inspire confidence. The basic info about who we are and what we do isn't easy to find, which is making it hard for people to check us out properly. This vagueness online might even be causing problems within our organisation."

In the digital world, accessibility isn't just a feature. It's a fundamental right that shapes every aspect of design and user experience. As digital inclusivity becomes increasingly important, organisations are focusing more on user experience and accessibility.

"We're mulling over whether to redo our website with some newer tech. It could make it easier to keep updated and let us do more fancy, custom stuff with it. We need to weigh up if it's worth the effort, though. It depends on what we need now versus how much easier it might make things down the line."

## Key Insights

- Content management flexibility is a key driver of website modernization efforts. There's a trend towards rewriting websites to improve content management and facilitate unique content creation.
- User-friendly platforms like WordPress are preferred for their balance of functionality and ease of use. WordPress is gaining popularity as a flexible and user-friendly platform for website redevelopment.
- Accessibility and user experience are central considerations in website modernization projects. Website modernization efforts are increasingly focused on improving accessibility, user experience, and content management capabilities.
- Content marketing is becoming central to website strategies, particularly for non-profit organisations.
- Long-term planning for digital content is essential for maintaining consistent engagement.
- Design considerations must now include adaptability for various display modes. Dark mode compatibility is becoming a necessary consideration in logo and visual design, with specific colour adjustments required for optimal legibility.
- Website performance and accessibility are becoming key differentiators in user experience. Website accessibility issues, including slow loading times and contrast problems, are gaining attention as critical areas for improvement.

## Further Reading

- ["Content Marketing Institute's Annual B2B Content Marketing Report"](#) - Insights into content marketing trends and challenges for organisations.
- [Level Access: "The State of Digital Accessibility Report"](#) - Accessibility trends and challenges in digital platforms.
- [Nielsen Norman Group: "The State of UX Report" by Nielsen Norman Group](#) - User experience trends covering website modernisation, accessibility, and user engagement.
- [W3C: "Web Accessibility Initiative \(WAI\) Guidelines"](#) - Excellent source for information on digital accessibility challenges and best practices.

## 5. Social Media Strategy Optimisation

**Social media success is no longer about broadcasting your message. It's about fostering a community where your brand and audience grow together.**

As social media landscapes continue to shift, organisations are refining their strategies to maximise engagement and brand visibility.

"Our Facebook page isn't quite working out anymore. We've only got about 800 followers, which means we're spending money to reach a rather small audience. It's not really giving us good value at the moment."

X's effectiveness during election periods is being reassessed, with some considering alternative strategies. Will Bluesky become the new X?

"We're facing a bit of a challenge. We want to support our partners, but we also need to create more focused content. It's easy to just post things on X, but we know we need to do better. We need to communicate in a way that really speaks to the influencers in our world."

There's a trend towards repurposing and reformatting content for different platforms to maximise reach and engagement.

"If nobody's engaging with your content because it's stuff that nobody's bothered about, then the algorithms think nobody's interested in your work. You need to try to create a chorus around your content, so that it exists online as much as possible."

Organisations are grappling with the challenges of political engagement on social media during election periods, balancing neutrality with critical commentary.

"The tone on LinkedIn presents a bit of a challenge for communication. Its formal style can make things feel rather stiff and less engaging than what we see on other platforms. We really need to rethink our content approach to strike a balance between professionalism and genuine connection."

There's a trend towards using social media to raise awareness about social issues during election periods, while maintaining relevance and accountability.

LinkedIn has emerged as a crucial platform for B2B marketing and professional networking. On LinkedIn, personal authenticity trumps corporate messaging—your employees are your most powerful brand ambassadors.

"LinkedIn is working well for connecting with our business audience, but we're finding it tricky to engage policymakers. It's a bit of a gap in our social media approach that we need to address."

## Key Insights

- LinkedIn is evolving from a networking platform to a comprehensive brand-building tool. LinkedIn is increasingly being used as a tool for holistic brand building and audience expansion.
- Personal profiles on LinkedIn are emerging as more effective than company pages due to algorithm visibility issues.
- Benchmarking against competitors is essential for social media success. Comparative analysis of performance against similar organisations is crucial for strategic positioning.
- Employee advocacy is a powerful tool for expanding social media reach. Encouraging individual team members to share content on LinkedIn is becoming a key tactic for expanding reach.

## Further Reading

- [Sprout Social: "Social Media Industry Benchmark Report"](#) - Social media engagement strategies, platform-specific trends, and industry benchmarks, which could be valuable for your sections on social media success and community building.
- ["LinkedIn Content Marketing Report"](#) - Data and insights on LinkedIn strategies, personal branding, and B2B marketing.
- [Campaign Monitor: "Email Marketing Benchmarks"](#) - Email marketing trends and benchmarks to provide valuable context.
- [Pew Research Center: "Political Social Media Usage Report"](#) - Social media usage during election periods.

## 6. Impact Measurement and Reporting

**Measuring the impact of organisational efforts, particularly in areas like environmental work, presents unique challenges.**

Organisations are placing greater emphasis on social media metrics, with a focus on understanding engagement patterns and algorithmic impacts.

"The world of digital attribution is getting a bit more complicated. As traditional tracking methods become less reliable, we're finding it harder to accurately understand the customer journey across different touchpoints. This complexity means we need a more rounded approach to attribution modelling."

There's a growing recognition of the importance of data-driven decision making in content strategy and campaign planning.

In the age of AI, organisations are leveraging advanced analytics and automation to drive decision-making and efficiency.

"We've started using these automatic report dashboards, and they're working a treat. It puts all our data in one place, which makes it dead easy for everyone in the team to see and share. It's made the whole reporting process a lot smoother and quicker."

But data without automation is just noise; the true power lies in transforming raw information into actionable insights at scale.

"As we prepare for the upcoming cookie policy changes, it's clear how important first-party data is. Organisations really need to focus on gathering and managing quality data that they can trust and control. Moving away from third-party data to building our own solid datasets will be key for effective marketing and engagement in the year ahead."

"This new Google Analytics 4 is giving our clients a bit of a headache. A lot of them are struggling to get their heads around it, especially when it comes to understanding the data and working out where their customers are coming from. It means we need to change how we look at and explain all this data."

## Key Insights

- Impact measurement for impact-focused work requires innovative approaches, especially in light of changing global policies.
- Maintaining brand identity while engaging in partnerships is a delicate balance that organisations must strike.
- Comprehensive data tracking across multiple channels is becoming standard practice. Google Analytics is being utilised more extensively for comprehensive tracking of website and email traffic.
- Automation is key to managing the increasing complexity of digital analytics. Automation of reporting processes is becoming a priority for efficient data analysis and decision-making.

## Further Reading

- [Emplifi : "Social Media Analytics Report"](#) - Insights into social media metrics, engagement patterns, and algorithmic impacts, which align with your focus on social media measurement.
- [Global Impact Investing Network \(GIIN\): "The Impact Measurement and Management Report"](#) - While focused on impact investing, this report often covers broader trends in measuring organisational impact, particularly in areas like environmental work.
- [McKinsey & Company: "The Data-Driven Enterprise of 2025"](#) - How organisations are leveraging data and automation for decision-making, which aligns with your section on transforming raw data into actionable insights.
- ["Google Analytics Benchmark Report"](#) - Insights into comprehensive tracking of website and email traffic, as well as industry benchmarks.

## 7. Workforce Dynamics

**The modern workplace is undergoing significant transformations, driven by the need for diversity, inclusion, and adaptability.**

Organisations are grappling with various challenges in their hiring and retention strategies, particularly in creating a workforce that reflects a diverse society.

"We've got multiple projects led by multiple people at any one point, I found it very hard to keep on top of actions, because you could have a Teams meeting, you could have a Teams chat, you could have an email thread, you could have another document, and we struggle to keep up with that."

In an age of information overload, meaningful corporate communication requires strategic planning and authentic engagement.

"We've realised we need a more structured approach to how we distribute work and share responsibilities. This is particularly important during busy periods to prevent burnout and maintain consistent quality. Implementing a robust task management system could significantly improve how we operate."

The landscape of corporate communication is evolving rapidly, with new challenges emerging in how companies engage with their stakeholders and the public. Collaboration with external consultants is becoming more common for specialised digital projects.

The digital age demands more thoughtful and strategic approaches to corporate messaging. Organisations are increasingly recognising the need for clear strategies in communicating complex initiatives, such as emerging technology projects.

"The digital workplace has blurred the lines between personal and professional spaces, making political discussions more complicated. Employees have to be careful about expressing their views while keeping good relationships with colleagues, especially when everyone has different political beliefs online."

"When the pressure's on, it's crucial to quickly create, approve, and share messages. Today's fast-paced digital world requires a flexible communication process that keeps up with events while remaining accurate and true to our brand. It's all about finding a balance between speed and quality."

## Key Insights

- There's a growing fatigue around corporate statements, necessitating more meaningful engagement strategies.
- Executive communication, particularly CEO appearances, requires longer lead times and more strategic planning.
- Diversity in hiring remains a top priority, especially for internship programs and senior positions.
- Smaller organisations face unique challenges in balancing resource allocation with diversity initiatives.

## Further Reading

- [Gallup: "State of the Global Workplace"](#) - Insights into employee engagement, workforce dynamics, and organisational culture, with a focus on workplace transformations and retention strategies.
- [Ragan Communications "Corporate Communications Benchmark Report"](#) - The evolving landscape of corporate communication, including strategies for meaningful engagement and executive communication.
- [McKinsey & Company: "Diversity, Equity and Inclusion Report"](#) - Diversity in the workplace, with data and insights for diversity as a business imperative and hiring challenges.
- [World Economic Forum: "The Future of Jobs Report"](#) - Emerging trends in workforce dynamics, including the impact of digital transformation on job roles and the skills needed in the modern workplace.

## 8. Productivity and Workflow Management

**In the digital workplace, the right tools don't just boost productivity. They transform how teams collaborate and innovate.**

As work becomes more complex and distributed, organisations are turning to various tools and strategies to manage tasks and improve efficiency. The right combination of tools and processes is crucial for maintaining productivity in the modern workplace.

There's a growing need for structured approaches to sharing workload and responsibilities in digital teams to prevent burnout and improve efficiency.

"Bridging the digital generation gap within teams is becoming more important. As we bring in younger team members who use digital platforms differently, we've got to tackle the challenge of aligning various digital skills and habits. This generational divide means we need flexible strategies for effective collaboration and communication."

Organisations are increasingly considering role upgrades and expanded responsibilities for social media managers to meet growing digital demands.

"The way digital influence tactics are evolving, especially in policy-making, brings up some ethical and practical issues. We really need to clarify the lines between digital advertising, targeted influence campaigns, and traditional lobbying. This mix of digital strategies and policy influence needs careful thought and might even require new rules."

"Not having a multilingual strategy can limit an organisation's reach in the global digital space. Communicating mainly in English could mean missing out on connecting with a wider international audience. It's important to consider translation and localisation to expand reach and impact."

### Key Insights

- Organisations are adopting a variety of specialised tools to manage different aspects of work.
- There's an increasing need for more structured approaches to content creation and management.

## Further Reading

- [Asana: "The State of Work"](#) - Trends in workplace productivity, collaboration tools, and workflow management strategies. How teams are using digital tools to transform collaboration and innovation.
- [Upwork: "The Future of Work Report"](#) - How work is evolving, including trends in remote work, team collaboration, and the use of digital tools for productivity. It could provide valuable insights into the changing nature of work and workflow management.
- [Sprout Social: "Social Media Manager Job Analysis"](#) - Insights into the evolving role of social media professionals and the tools they use.
- [Gartner: "The Digital Workplace Report"](#) - Productivity tools, workflow management strategies, and emerging trends in workplace technology.

## We empower you to change the world

Empower is a strategic digital comms agency helping you create impact.

We help purpose-led organisations and the people that work for them around the world use digital tools to create and communicate positive social and environmental impact.

Start your partnership by emailing [hello@empower.agency](mailto:hello@empower.agency)

