



2025 AI MARKETING INDUSTRY REPORT

*How Marketers Are Using
AI to Grow Their Businesses*

.....
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BY MICHAEL A. STELZNER



SocialMedia
Examiner

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Letter from the author...

Hello, fellow marketer!

This **31-page report** reveals that AI is rapidly transforming marketing, offering significant benefits and widespread adoption, and signaling a major shift in industry practices.

This is our second annual study, which contains easy-to-digest insights into how marketers are currently using AI and their future plans.

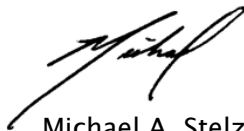
If you're in charge of marketing your business, you'll want to closely **examine the 45 charts** on the following pages. Plus, I'll reveal the "not-so-obvious" findings in this data-rich content.

This study is part of a larger family of reports that we've published for 16 years—including our Social Media Marketing Industry Report.

I hope you enjoy it! **If you find value in this report, please let your peers know about it.**

You can find the original page for the report here:
<https://www.socialmediaexaminer.com/aireport2025/>

All my best!



Michael A. Stelzner
Founder, Social Media Examiner
Host, Social Media Marketing and AI Explored podcasts



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Executive summary

This study surveyed more than 730 marketers to understand how they're using AI in their work. The findings reveal a rapidly maturing field with significant adoption, clear benefits, and evolving challenges.

Key adoption patterns: Daily AI use has surged to 60% for marketers, up from 37% in 2024, with 84% reporting increased usage over the past year. A large percentage of marketers (41%) have been using AI tools for less than a year, indicating recent widespread adoption. Most marketers integrate AI into their work activities, with 82% planning to increase usage in the coming year.

Content creation dominance: Written content leads AI applications, with 90% of marketers using AI for text-based tasks. The most common applications include generating ideas and outlines (90%), creating initial drafts (89%), writing headlines (86%), and editing content (85%). Image creation follows at 50% adoption, while video (22%) and audio (15%) remain emerging areas with significant growth potential.

Platform landscape: ChatGPT maintains overwhelming market dominance at 90% usage, followed by Google Gemini at 51% and Claude at 33%. More experienced marketers show higher adoption rates across multiple platforms, with B2B marketers generally using AI more extensively than B2C marketers.

Learning priorities: Marketers are most interested in mastering AI prompting techniques (81%), discovering new AI tools (80%), and developing automation workflows (79%). Video content creation tops the list of desired learning areas for content (69%), reflecting the gap between current usage and future aspirations.

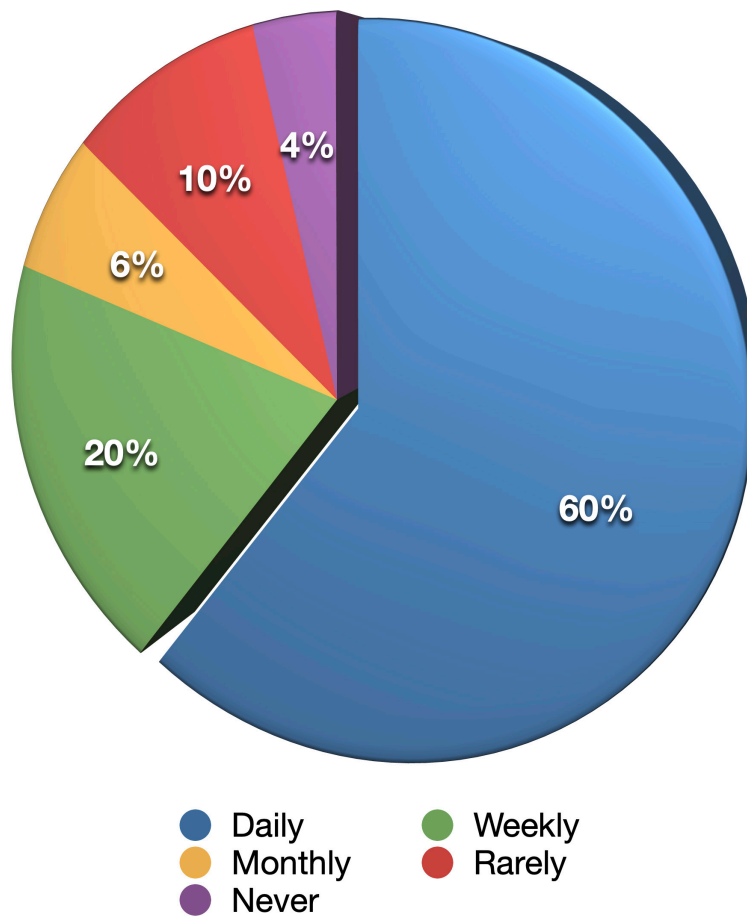
Benefits and concerns: Time savings (90%) and increased productivity (87%) are the most recognized benefits. However, concerns persist around content accuracy and reliability (77%), data privacy and security (68%), and copyright issues (65%). Notably, only 36% worry about job displacement, suggesting confidence in AI as a complementary rather than replacement technology.

Industry impact: An overwhelming 90% of marketers believe AI will fundamentally change their industry, yet 70% view this as creating new opportunities rather than threats. This optimistic outlook, combined with strong organizational support (62% report company encouragement), suggests a collaborative rather than disruptive integration of AI into marketing practices.

AI has moved beyond experimental adoption to become an integral part of marketing workflows, with continued growth expected across all content types and skill levels.

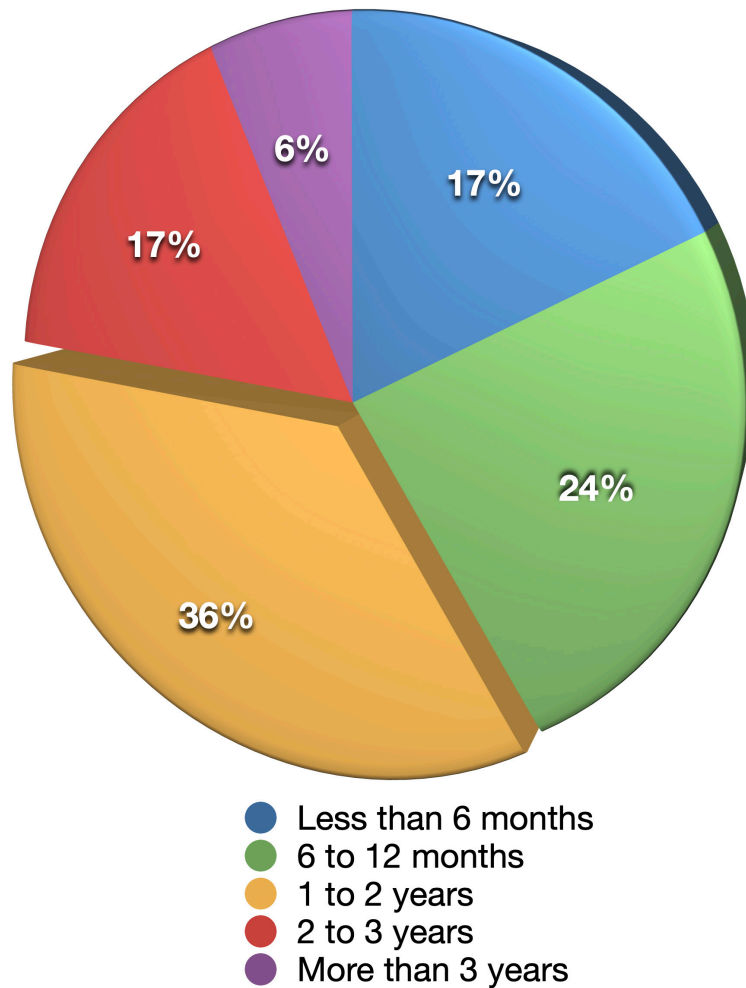
How often do marketers use AI tools?

Four out of five marketers (80%) we surveyed use AI tools every day or week. A significant 60% of marketers use AI each day, up from 37% in 2024. B2B marketers are more likely to use AI daily (68% B2B vs 54% B2C).



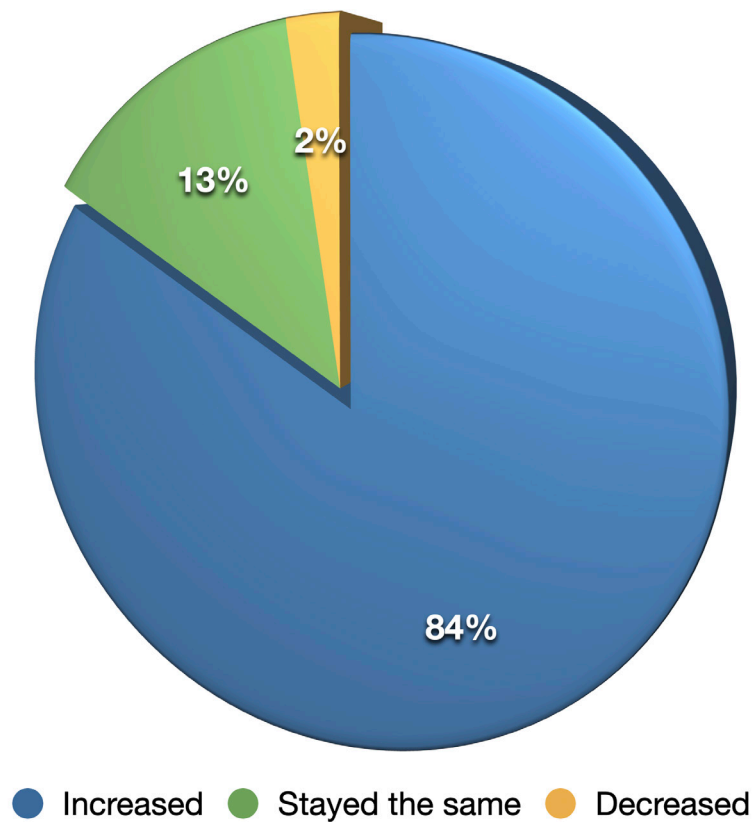
How long have marketers used AI tools?

A large portion of marketers (41%) have used AI tools for less than a year, down from 62% in 2024. B2B marketers have been using AI tools longer than B2C marketers (27% of B2B vs 18% for B2C for 2 or more years).



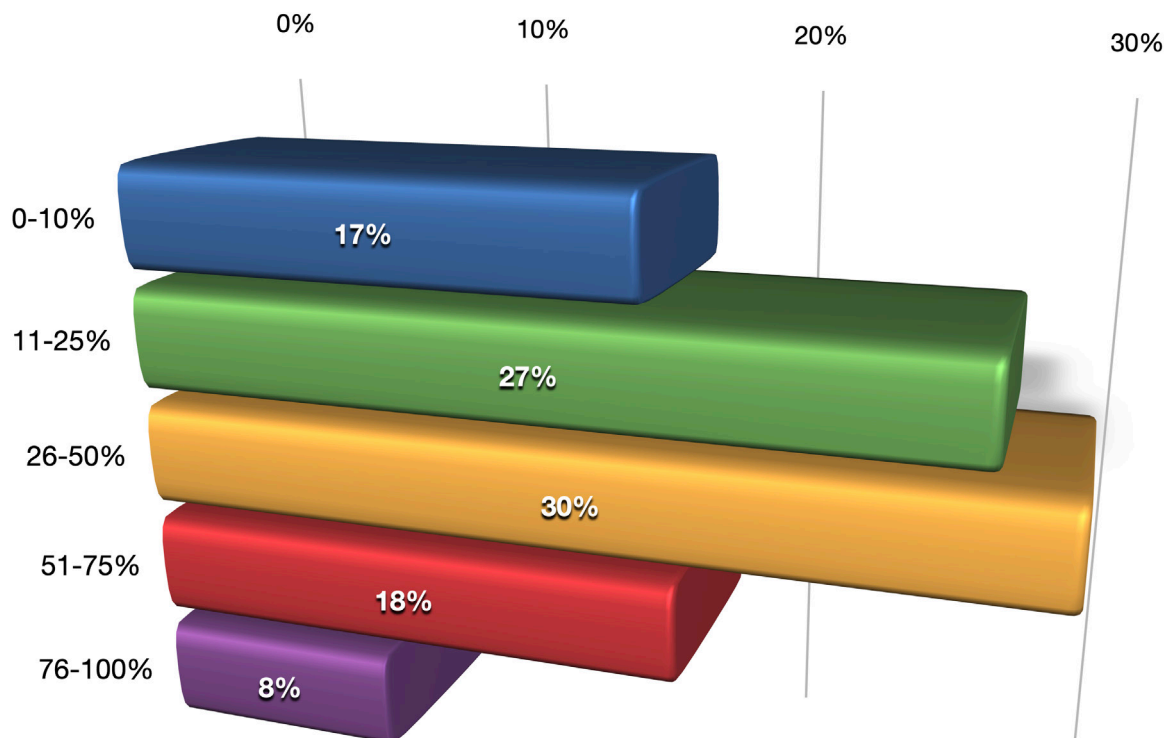
How has the use of AI changed for marketers in the last year?

A significant 84% of all marketers we surveyed indicated that they've increased their use of AI over the past year, up from 72% in 2024.



AI tool adoption at work

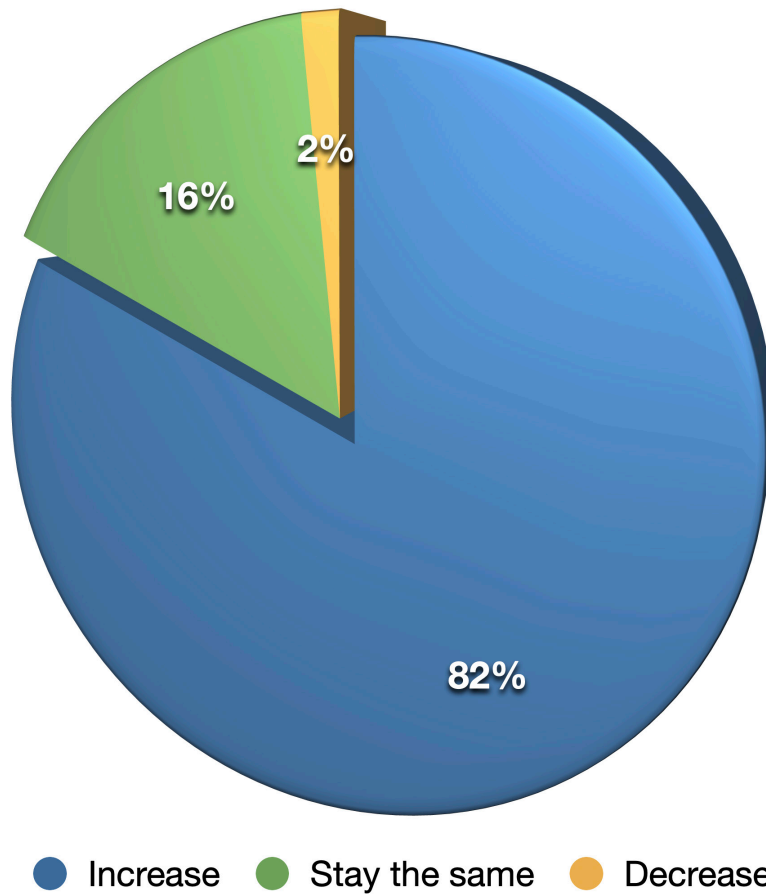
We asked marketers to indicate roughly what percentage of their work involves the use of AI tools. The majority (57%) indicate that between 11% and 50% of their work involves the use of AI tools. For B2B marketers, 35% are using AI tools “26% to 50%” of the time, vs 24% for B2C marketers.



How do marketers plan to change their use of AI?

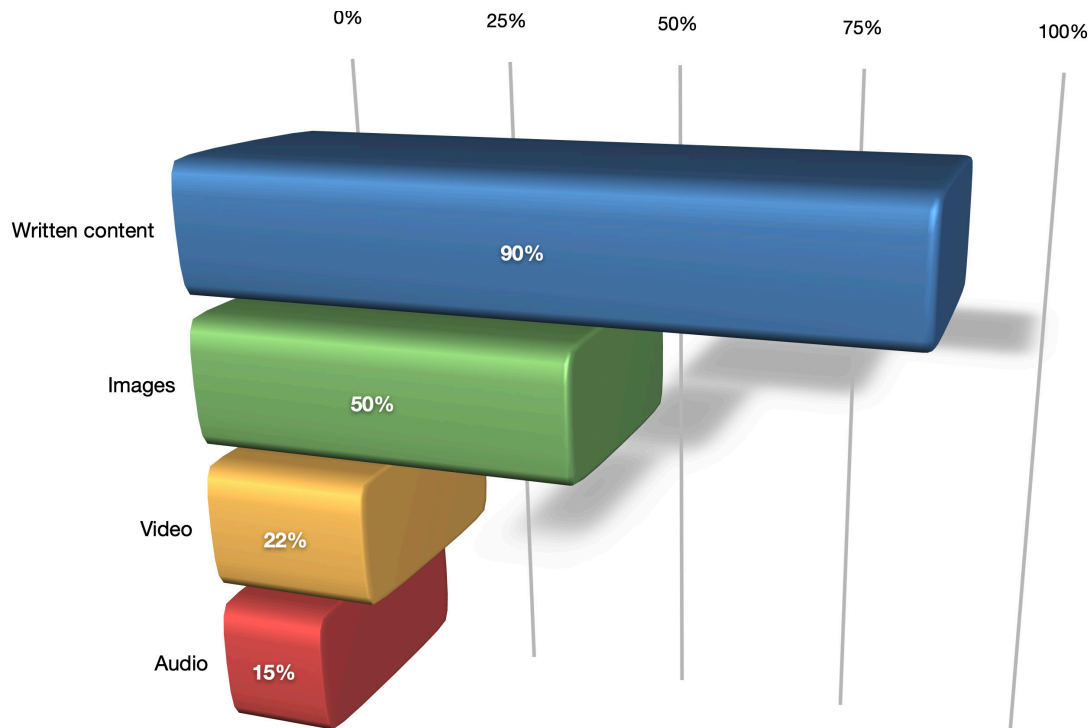
We asked marketers to indicate how they'll change their use of AI in the near future.

More than four in five marketers (82%) plan to do more with AI over the next year, up from 64% in 2024.



Types of content that marketers enhance with AI

We asked marketers to indicate if they're using AI to create or modify written content, images, video content, and/or audio content. Here are the results:



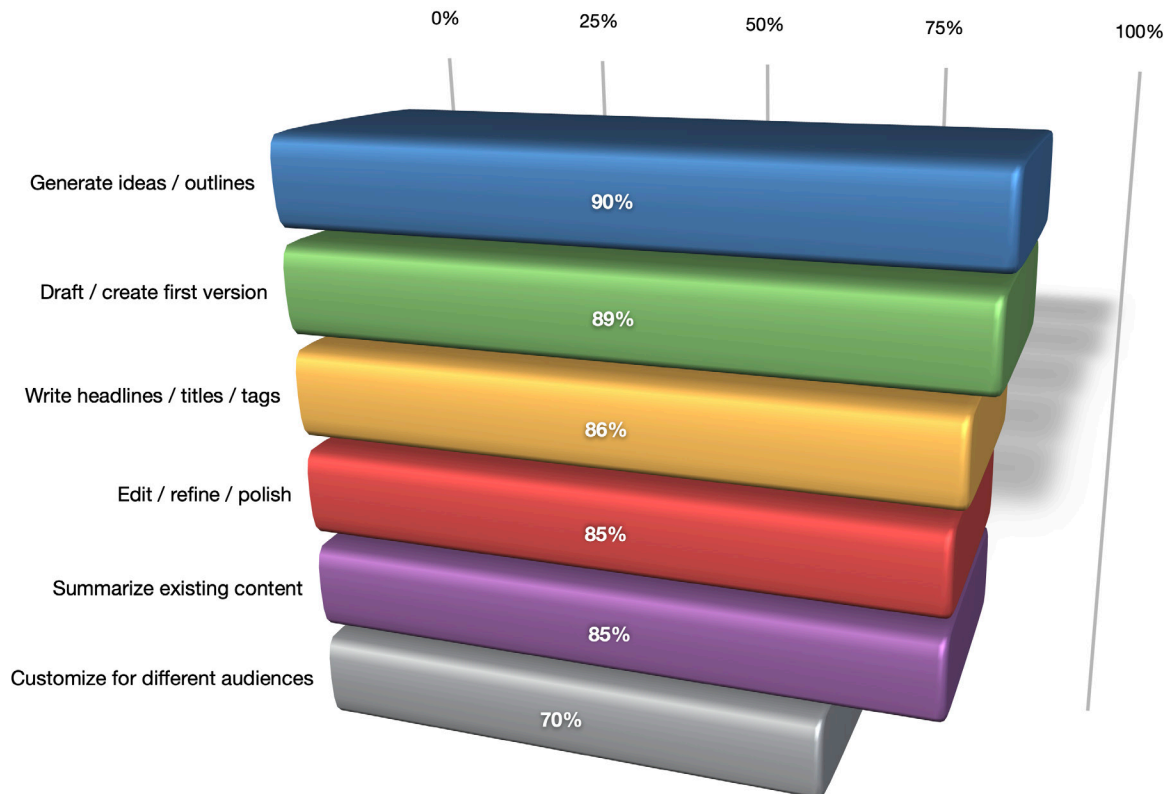
The most common type of AI-enhanced content is the written word, with 90% of marketers using AI as an assist. The use of AI in images increased from 39% in 2024 to 50%.

Most marketers have yet to put AI to work creating or modifying video or audio content.

On the following pages, we explore the various ways marketers are using AI to help with writing, image creation, video, and audio.

How marketers use AI when creating written content

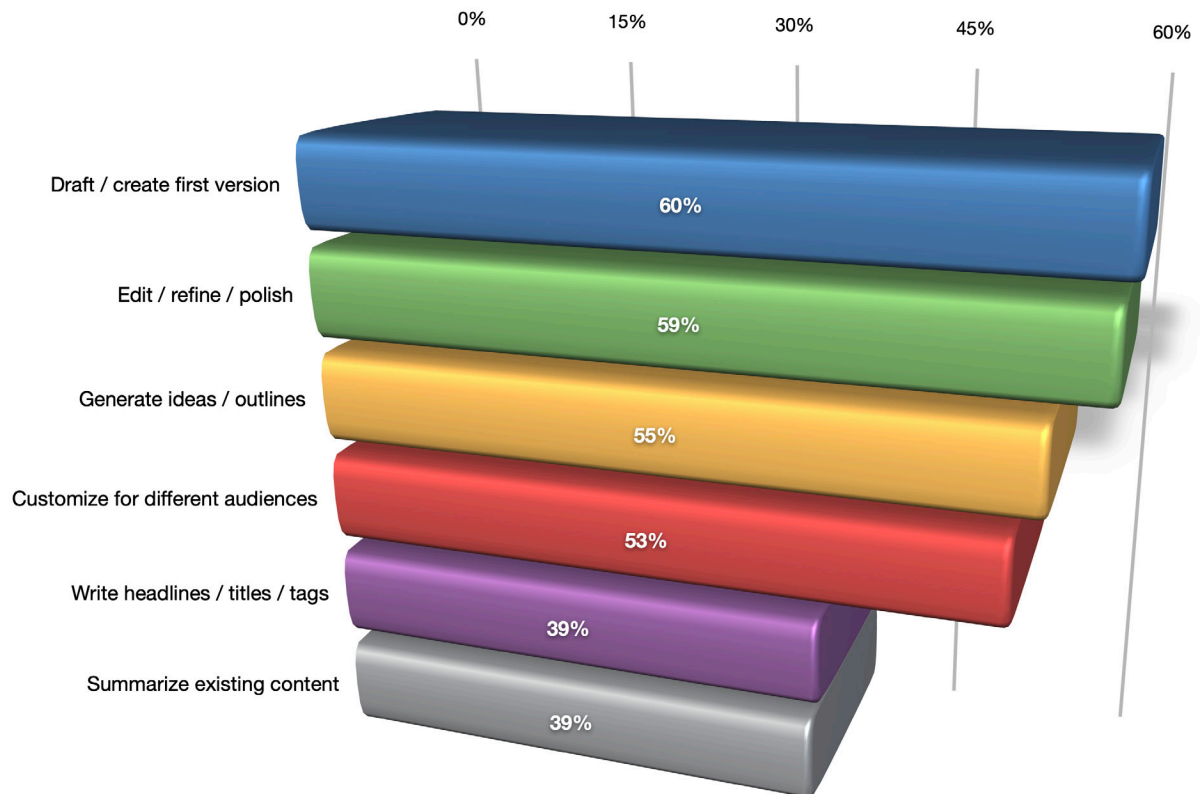
We asked marketers to select their most common uses of AI when creating written content. Here are the results:



The most common uses for writing are coming up with ideas and outlines (90%), creating initial drafts (89%), writing headlines (86%), and editing content (85%).

How marketers use AI when creating images

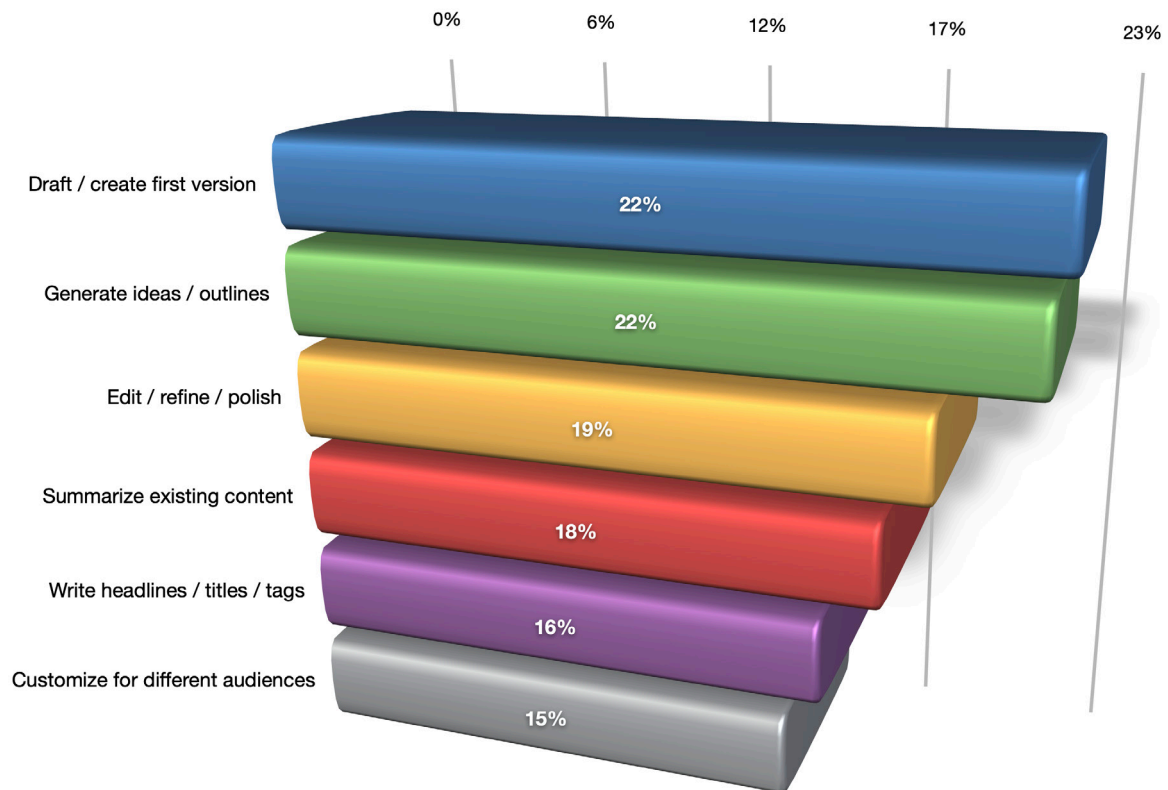
We asked marketers to select their most common uses of AI when creating visual content. Here are the results:



The most common uses are creating initial image drafts (60%), editing images (59%), and coming up with image ideas (55%).

How marketers use AI when creating video content

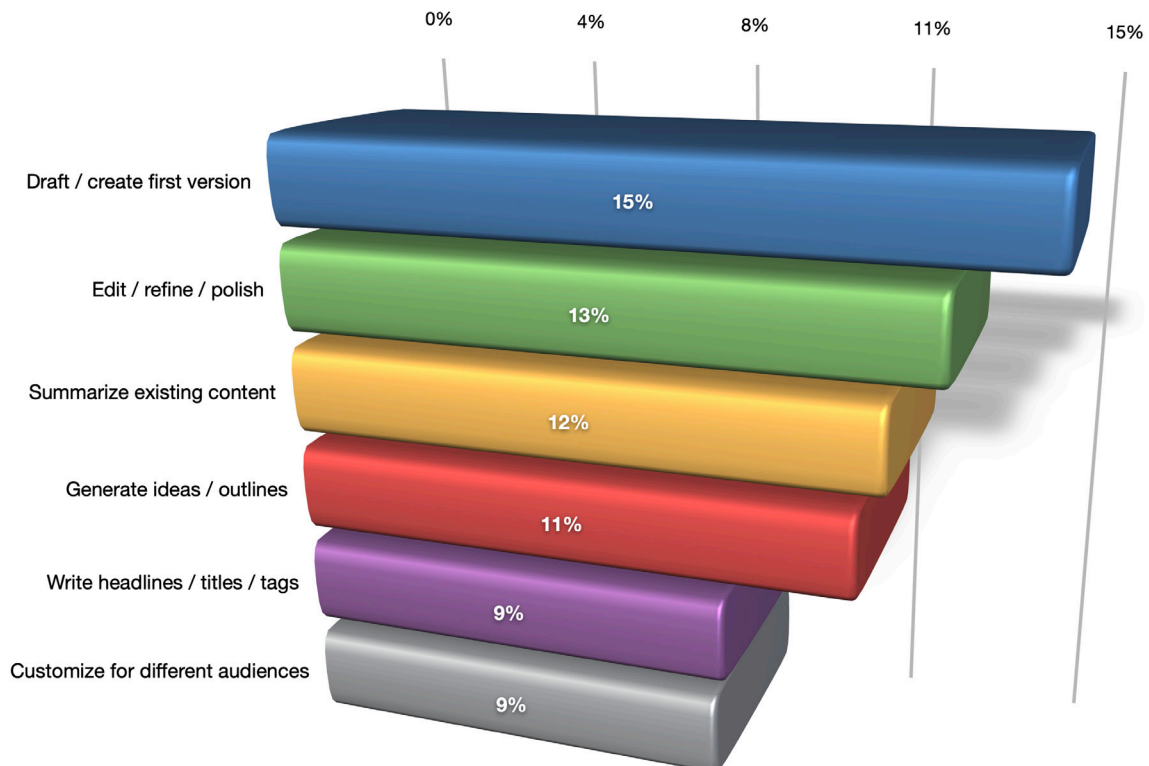
We asked marketers to select their most common uses of AI when creating video content. Here are the results:



The most common uses are creating initial video drafts (22%), coming up with ideas for videos (22%), and editing videos (19%).

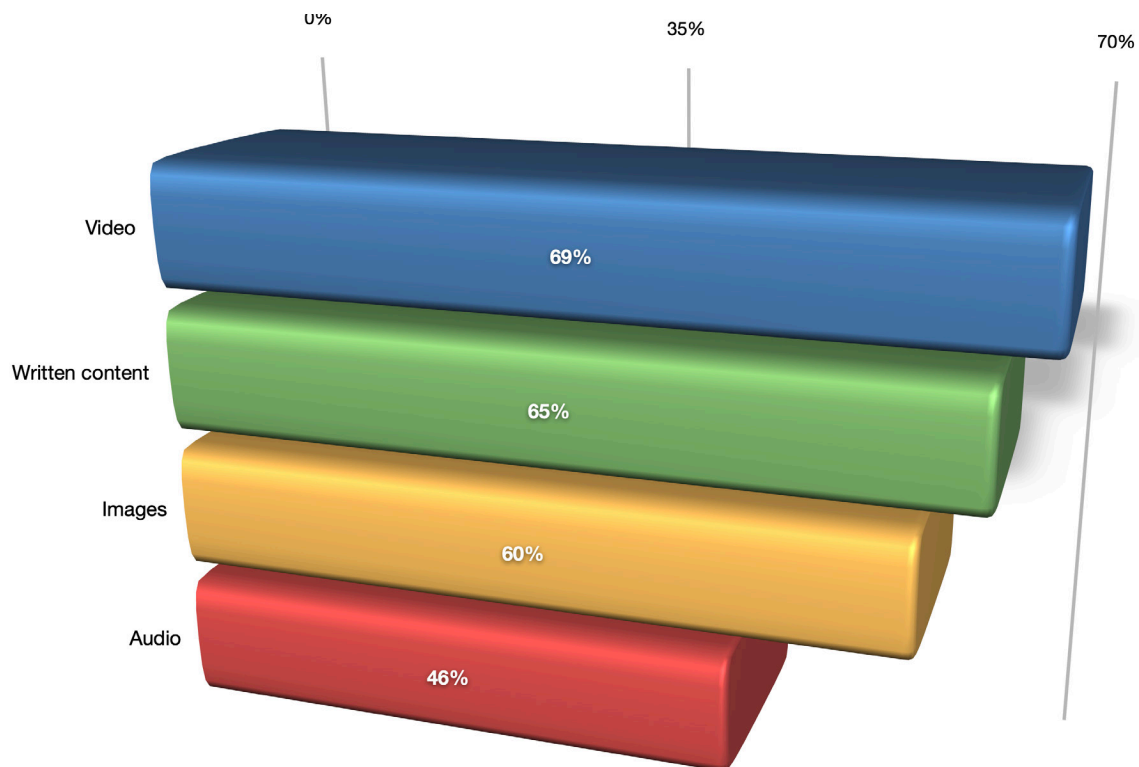
How marketers use AI when creating audio content

We asked marketers to select their most common uses of AI when creating audio content. Here are the results:



The most common uses are drafting audio scripts (15%), editing audio (13%), and summarizing audio (12%).

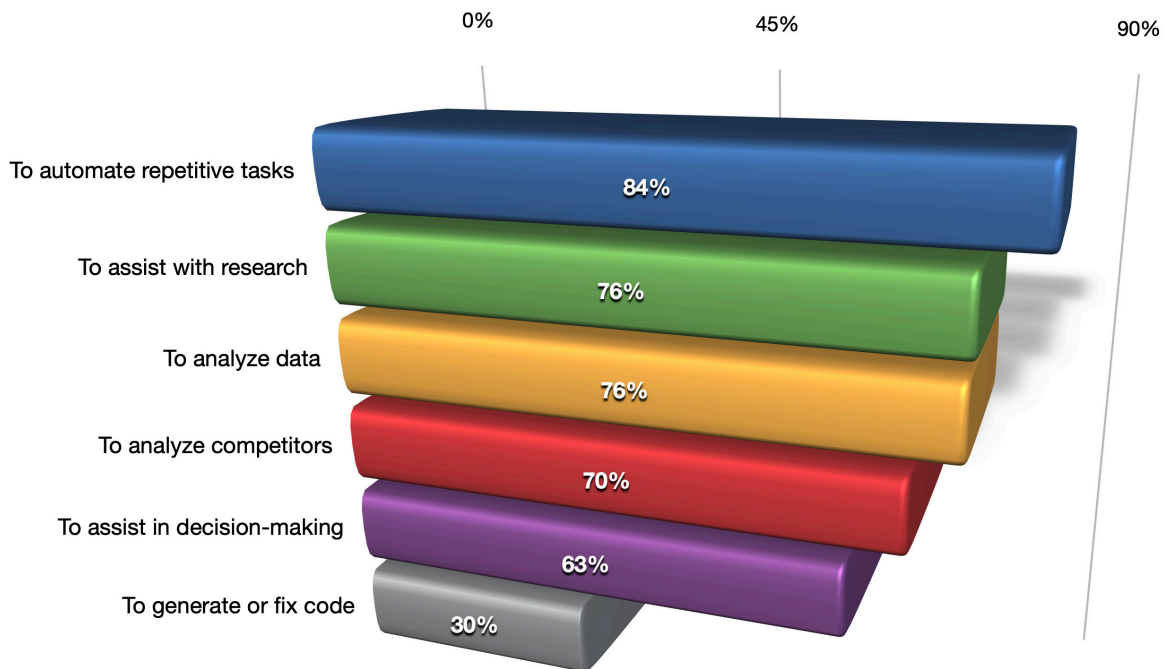
Content types marketers want to learn to enhance with AI



We asked marketers to identify which types of content they'd like to learn to create or modify with AI.

Video content was the leader. When it comes to video, marketers are most interested in creating first drafts of videos (69%), following by editing videos (65%).

Tasks marketers want to learn to perform with AI



We asked marketers to indicate areas where they want to learn to apply AI in their job.

The top three were automating repetitive tasks (84%, up from 69% in 2024), assisting with research (76%, up from 65% in 2024), and analyzing data (76%, up from 59% in 2024).

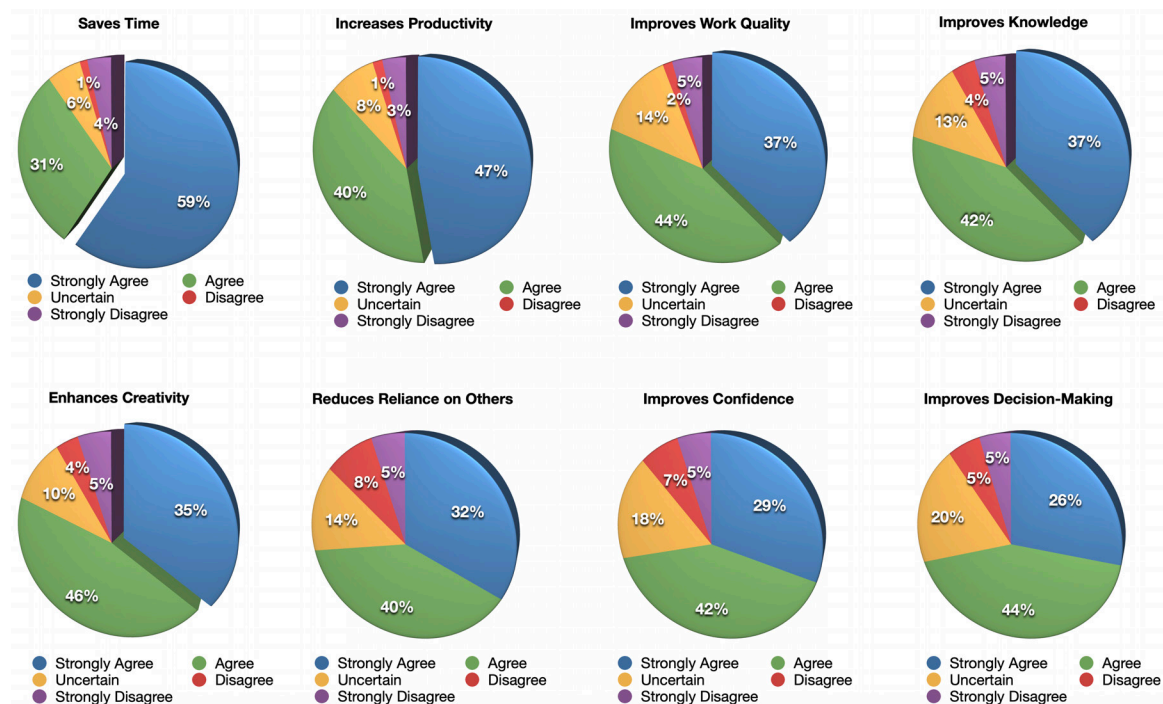
B2B marketers are more likely to use AI to analyze competitors (74% B2B vs 66% B2C).

The benefits of AI for marketers

We asked marketers to indicate their agreement with the various benefits of using AI in their work.

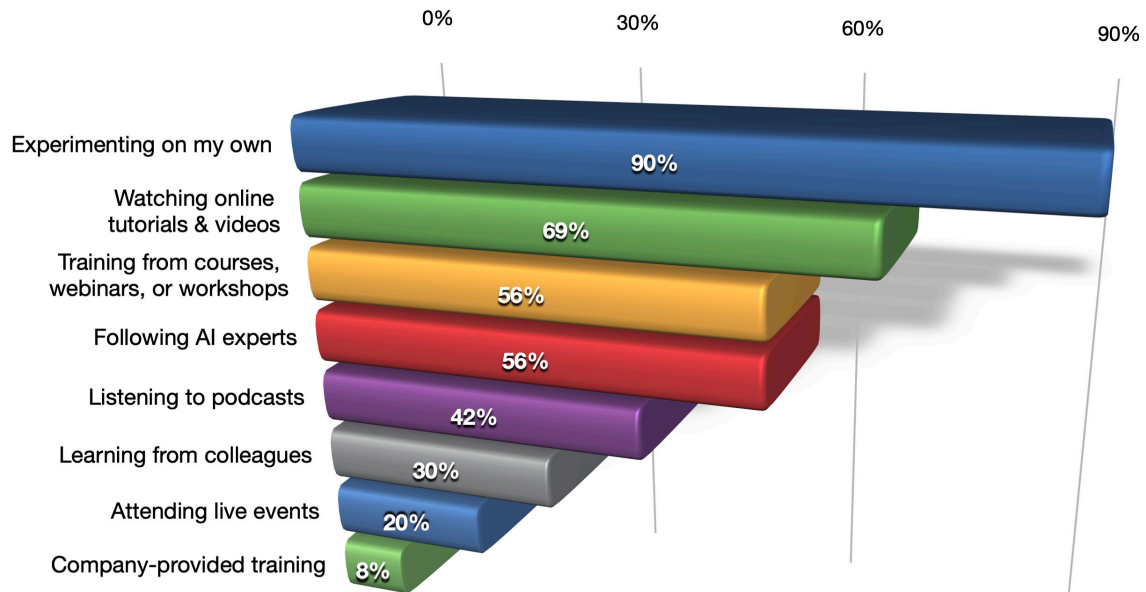
Most marketers agree that AI saves them time (90%, up from 86% in 2024), increases their overall productivity (87%, up from 79% in 2024), improves their work quality (81%), improves their knowledge (79%, up from 67% in 2024), enhances their creative abilities (79%, up from 76% in 2024), reduces their reliance on other people (72%, up from 62% in 2024), improves their confidence (71%, up from 57% in 2024), and improves their decision-making process (72%, up from 57% in 2024).

Here's a breakdown:



How marketers learn to apply AI

We asked marketers to indicate the various ways they learn to apply AI to their work.



As the above chart shows, most marketers (90%) choose to learn by experimenting with AI, followed by watching online tutorials and videos (69%).

B2B marketers are more likely to follow AI experts (63% B2B vs 49% B2C), listen to podcasts (47% B2B vs 36% B2C), and attend live events (25% B2B vs 15% B2C).

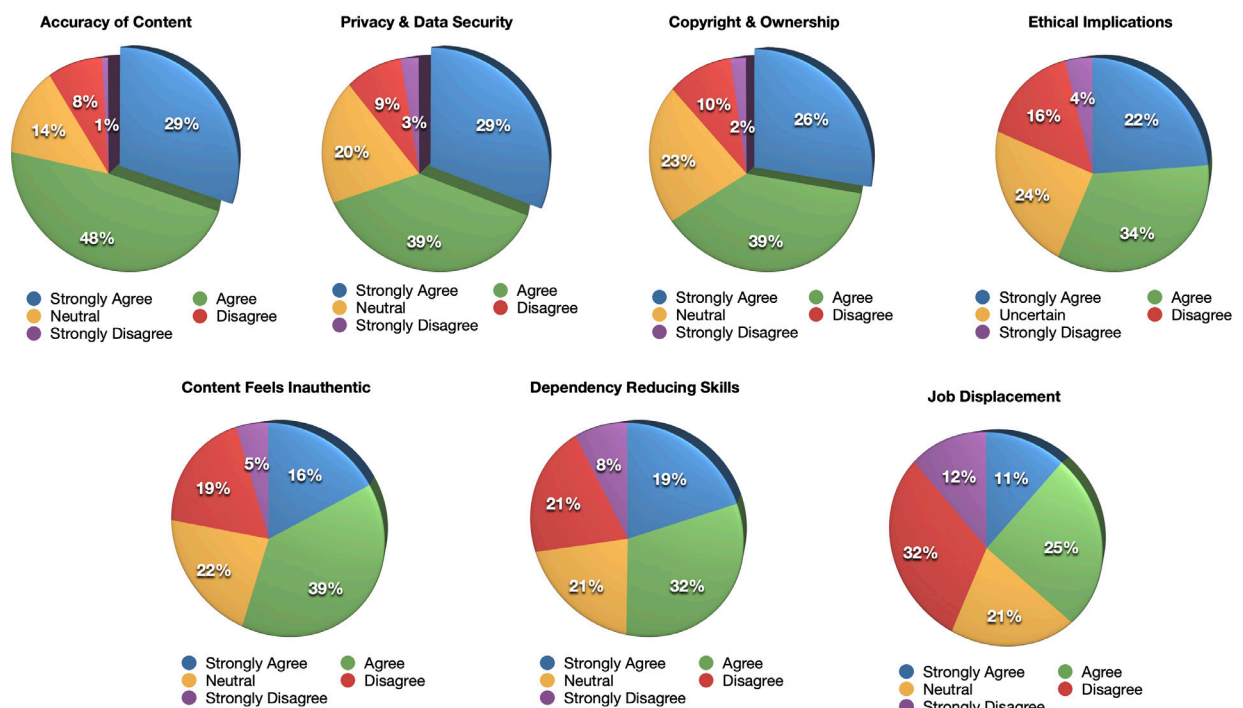
Marketers' concerns about AI

We asked marketers to indicate their concerns about using AI in their work.

Marketers' primary concerns about using AI in their work are the accuracy and reliability of generated content (77%, down from 80% in 2024), ensuring their data is private and secure (68%), copyright and ownership issues (65%), and ethical implications including bias and fairness (56%).

Surprisingly, only 36% of marketers are concerned that AI will displace their jobs (up from 32% in 2024). Note: See the next page for a deeper dive on jobs and industry impact.

Here's a breakdown:



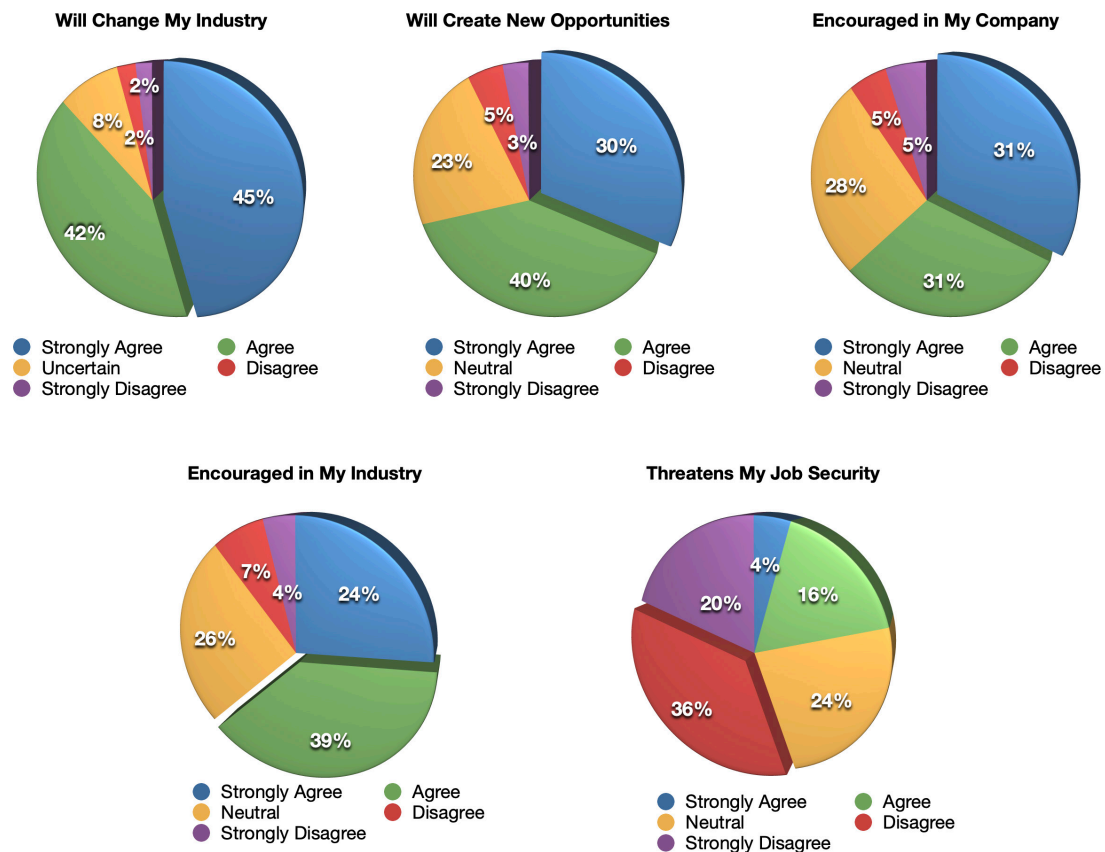
Marketers' views about AI in their industry

We asked marketers to reflect on AI's impact on their industry and company.

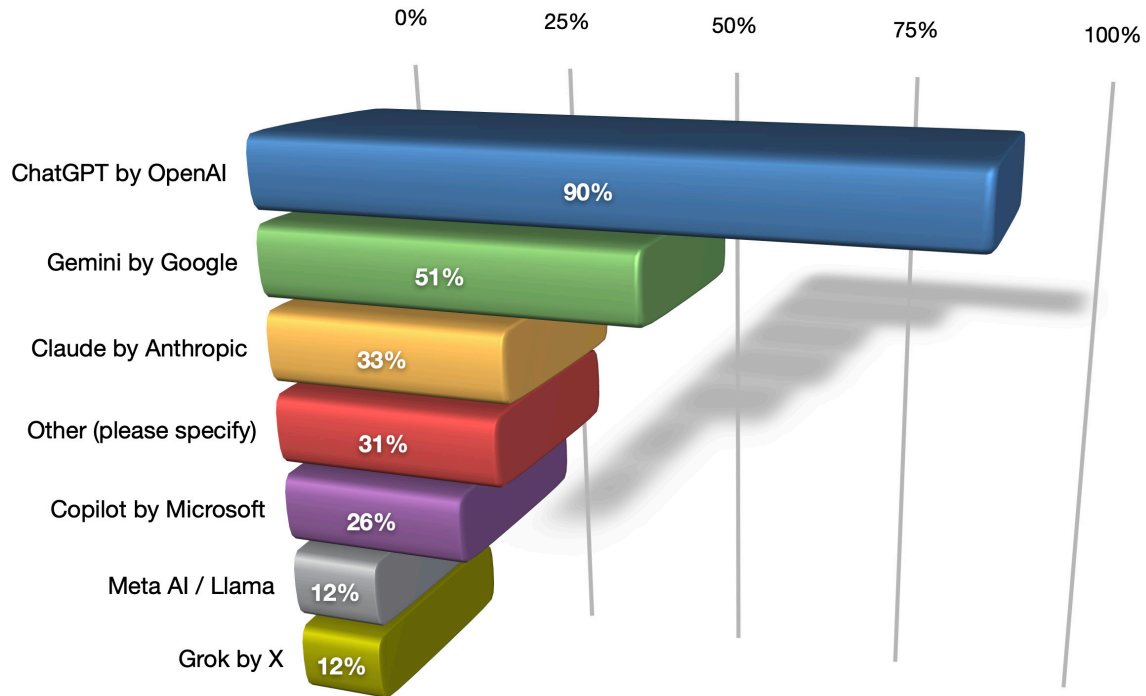
A substantial 90% of marketers feel that AI will change the industry they work in, while only 64% indicate that their industry encourages the use of AI. Most marketers have an optimistic view, with 70% reporting they think it will create new opportunities and only 20% thinking that AI threatens their job security.

A substantial 62% say that AI is encouraged at their companies.

Here's a breakdown:



Commonly used AI platforms



ChatGPT is the top AI platform marketers use, by a long shot. All other AI platforms lag behind OpenAI's ChatGPT.

Gemini rose to 51% from 33% in 2024.

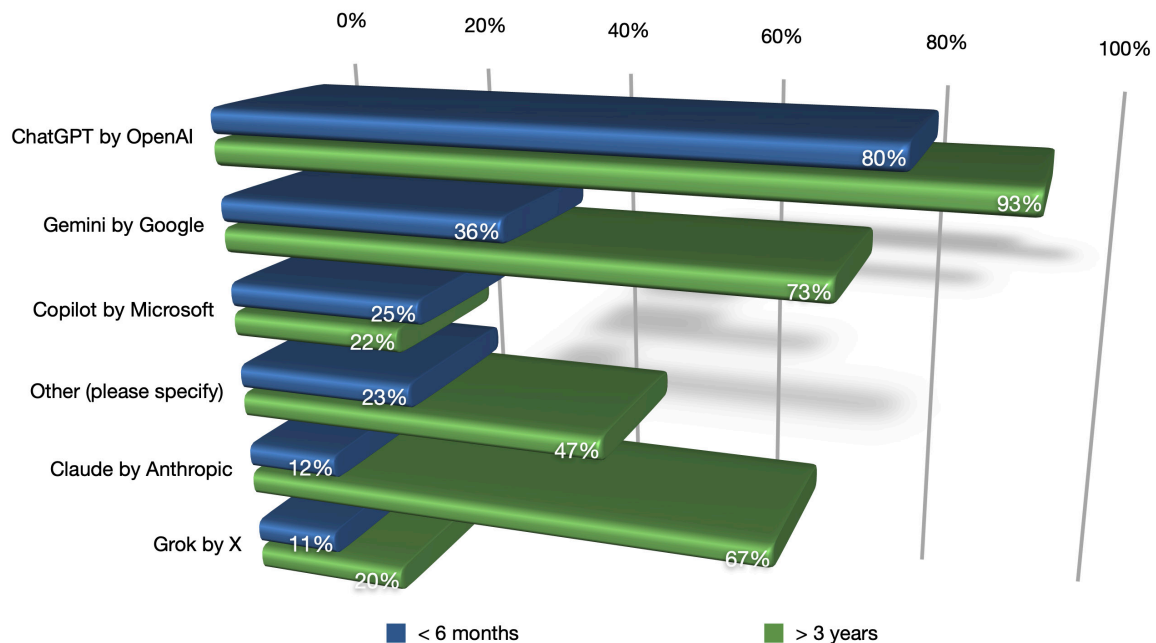
Marketers listed 151 different tools in the "Other" category. The top four were Perplexity, Canva, Midjourney, and NotebookLM, representing one-third of the "Other" category.

On the following pages, we explore how these results vary between B2B and B2C marketers and based on experience.

Platform use: Beginners vs more experienced AI marketers

Here's a close examination of the AI platforms that more experienced marketers are using (the green bars = more than 3 years of experience) compared to those just getting started (the blue bars = less than 6 months of experience).

The most experienced marketers are using ChatGPT, Gemini, and Claude.



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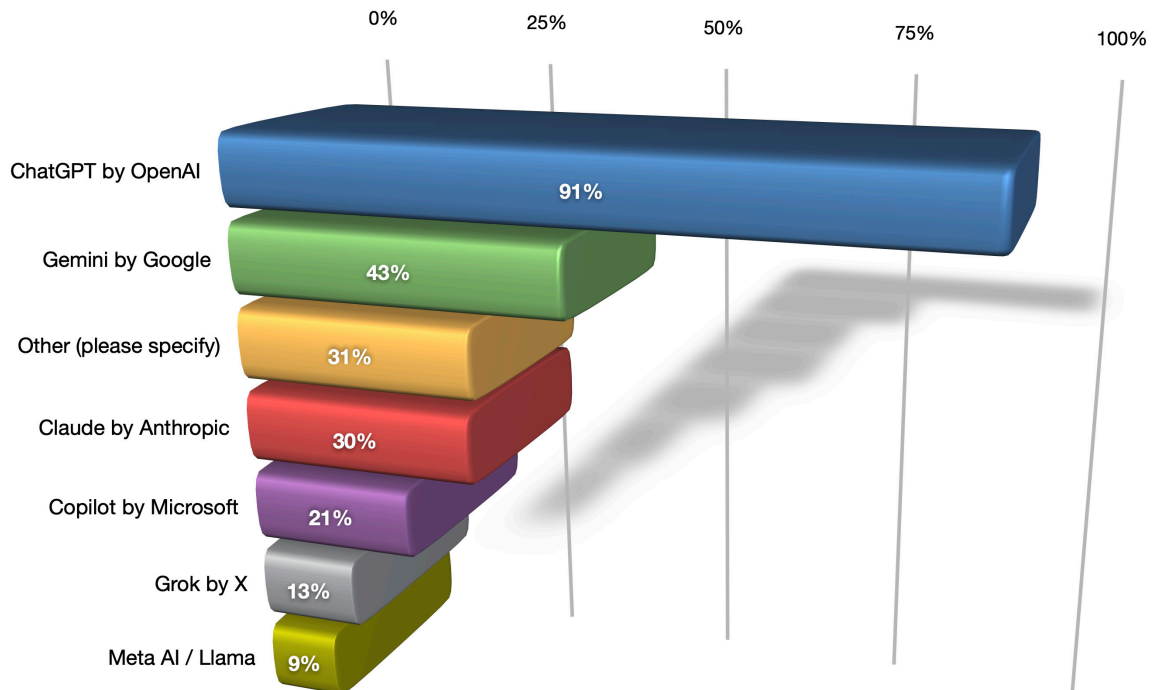
- Explore the Latest in AI and Marketing
- Gain Expert Insights and Actionable Tactics
- Stay Ahead with Strategies You Can Use Now

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Platform use: B2C marketers

This chart shows that most B2C marketers are using ChatGPT.



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The graphic features a dark blue background with a pattern of stylized leaves. In the bottom left corner, there is a small illustration of a person wearing a magnifying glass over their eye, symbolizing investigation or discovery.

Platform use: B2B marketers

This chart shows that most B2B marketers use ChatGPT, followed by Gemini and Claude.

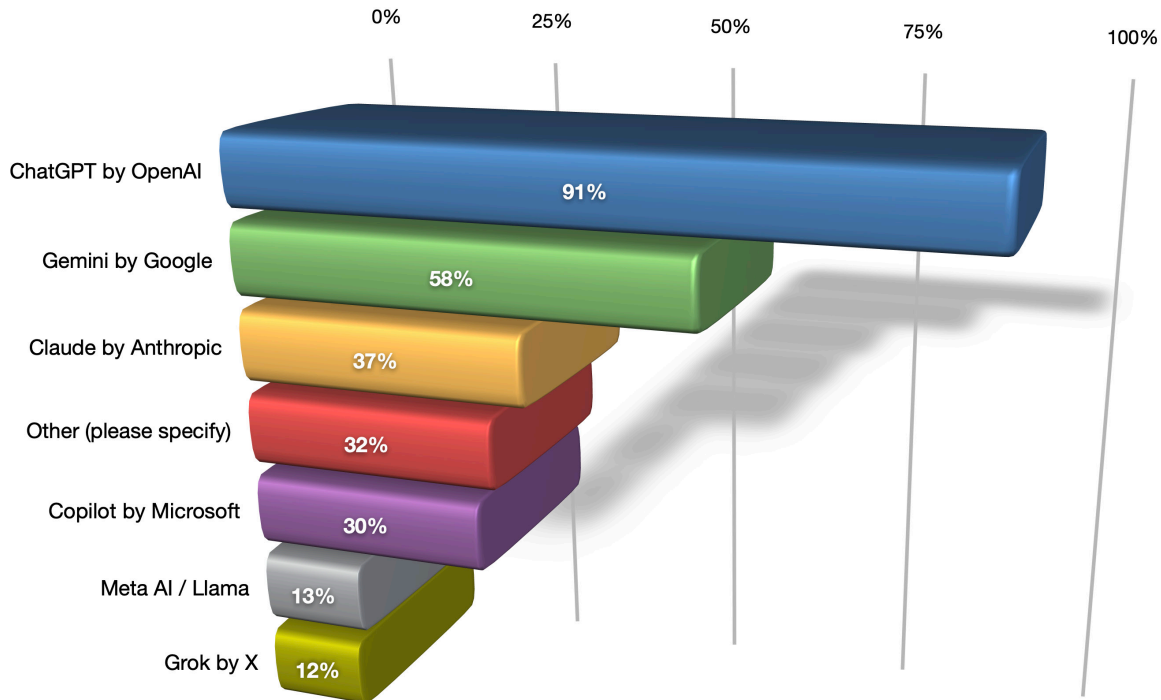


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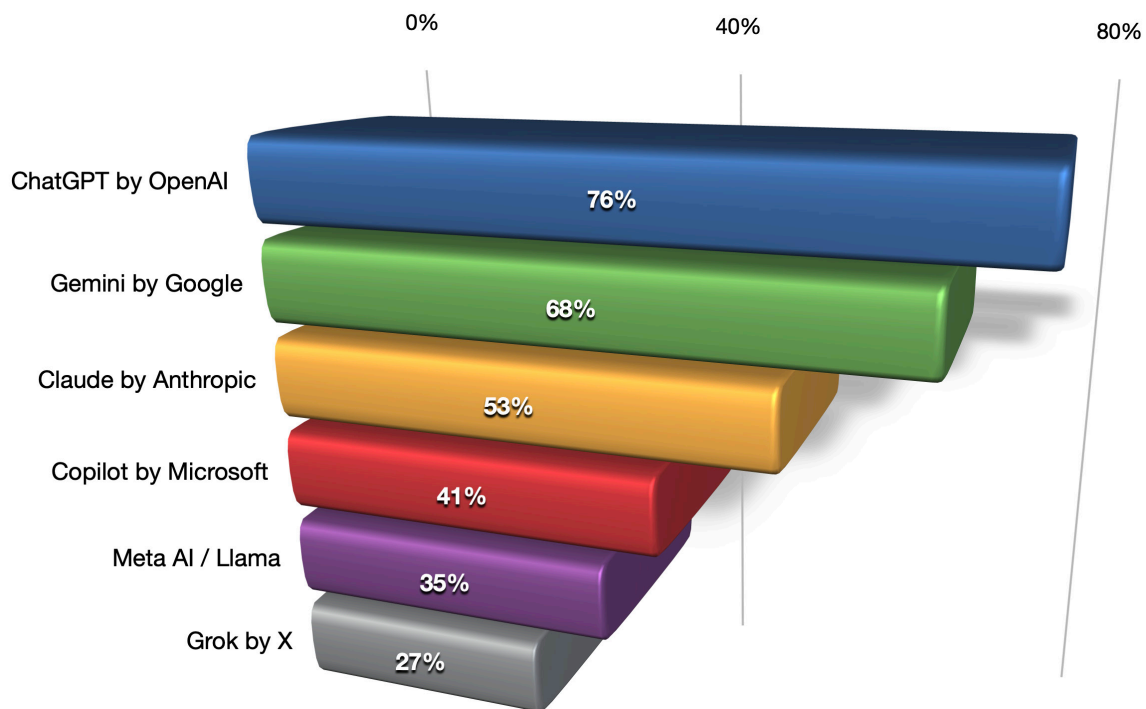
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AI platforms marketers want to learn more about



We asked marketers to identify which AI platforms they want to learn more about. ChatGPT is the top choice, followed by Gemini.

B2B marketers are more interested in learning about Gemini (71% B2B vs 64% B2C).

Top five problems marketers face using AI

We asked marketers the following open-ended question: **What is your single biggest challenge regarding using AI at work?**

Here are their top responses:

#1: Learning and understanding: About 23% of marketers indicated their biggest challenge is keeping up with the rapid pace of AI development and understanding how to use the tools effectively. This includes:

- Finding the time to learn and experiment with new AI solutions.
- Understanding the capabilities and limitations of different AI platforms.
- Staying on top of the constantly evolving technology and new features.

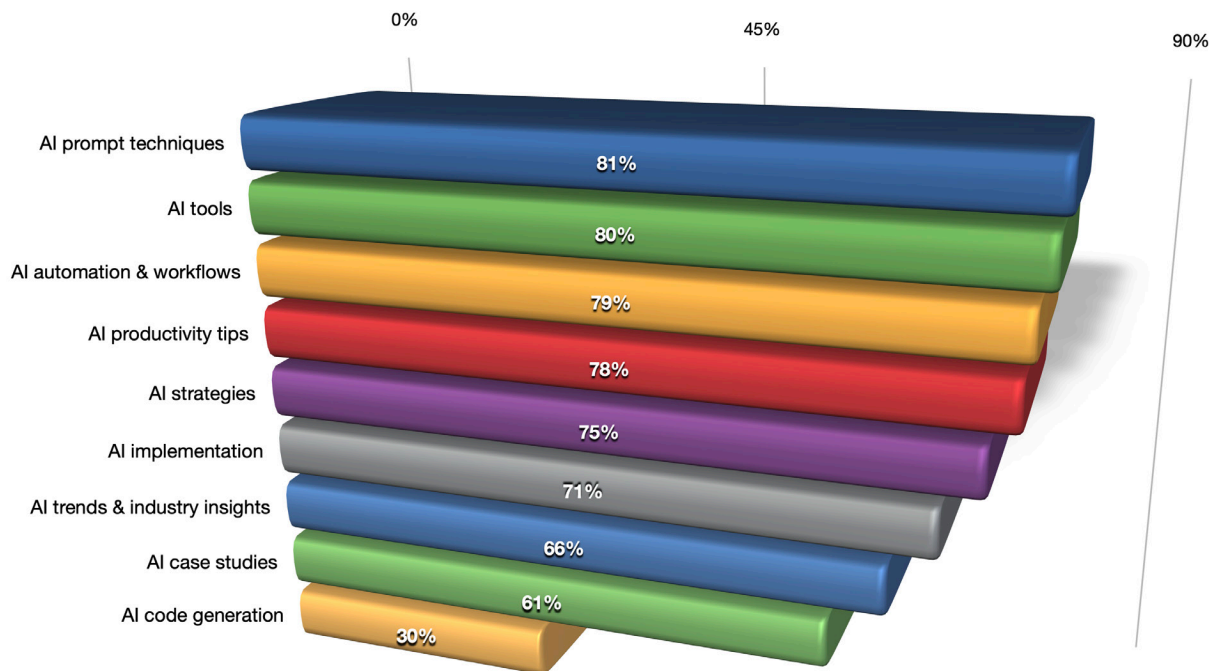
#2: Efficiency and automation: Approximately 18% of marketers said they struggle with effectively using AI to automate tasks and streamline their workflows. They're looking for ways to save time on manual, time-consuming tasks.

#3: Improved content creation: About 13% of marketers are focused on improving the content creation process. Key challenges include generating content that's more human-like, authentic, and emotionally resonant; ensuring the quality of AI-generated content; and creating content that aligns with their specific brand voice.

#4: Accuracy and reliability: Roughly 10% of marketers expressed concerns about the accuracy and reliability of AI-generated information. Their main challenges are dealing with "hallucinations" and fact-checking AI-generated content.

#5: Integration: Approximately 10% of marketers face challenges with integrating AI into their existing tools and systems. They're looking for better ways to create a seamless workflow.

AI topics marketers want to learn more about



We asked marketers to identify which AI topics they want to learn more about. As the above chart shows, there are MANY topics that marketers are interested in learning more about. The top three are prompting, tools, and automations and workflows.

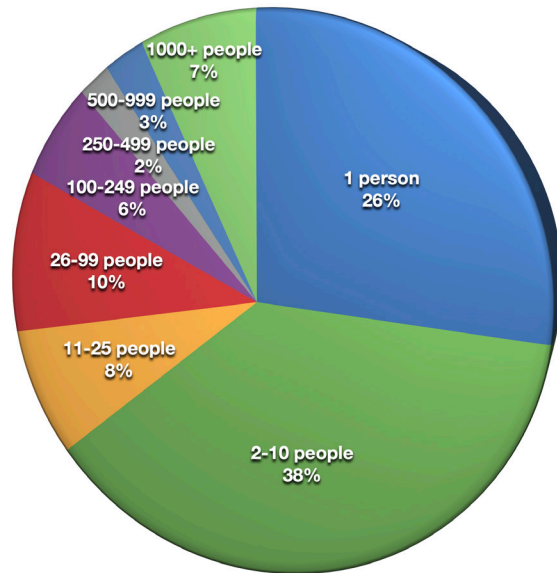
B2B marketers are more interested in learning about strategies (79% B2B vs 71% B2C).

Survey participant demographics

We leveraged email to find participants for our survey. We conducted this survey between July 26 and August 4, 2025 by emailing more than 196,000 marketers and asking them to participate. We closed the survey with **735 participants**. Here are the demographic breakdowns:

Business size

The largest group that took the survey works for small businesses of 2–10 employees (38%), followed by the self-employed (26%).



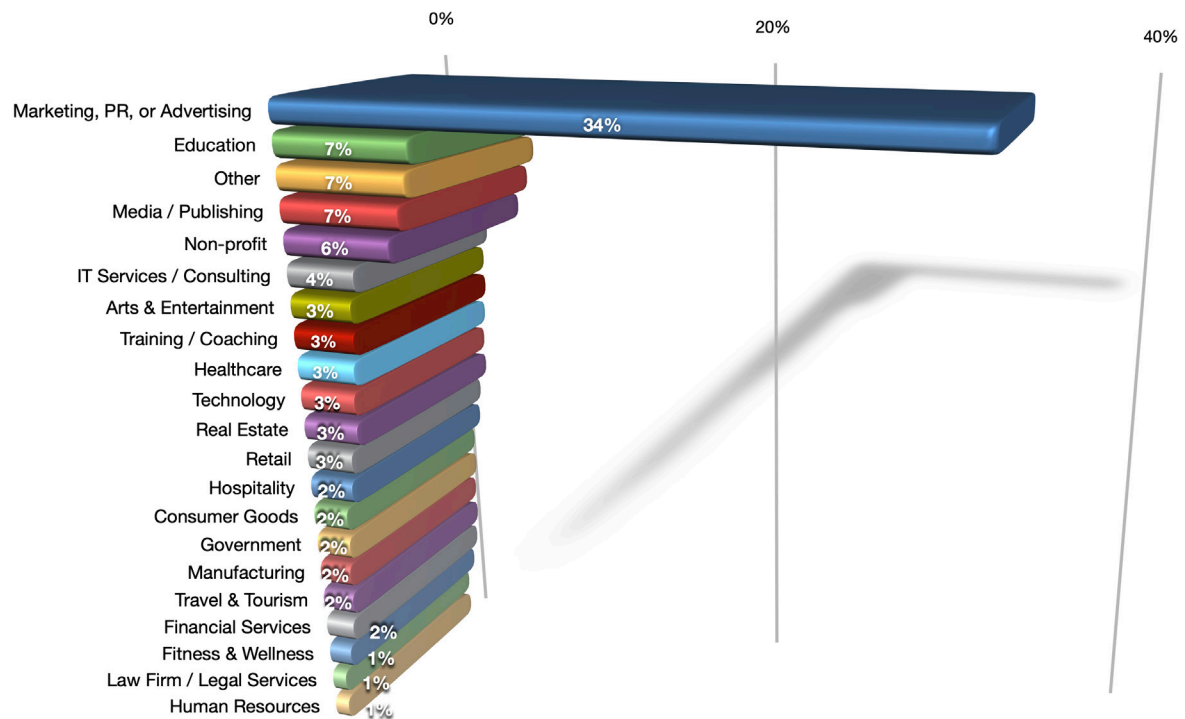
Primary target audience

About half (53%) of survey participants focus primarily on targeting businesses (B2B) and the other 47% primarily target consumers (B2C).



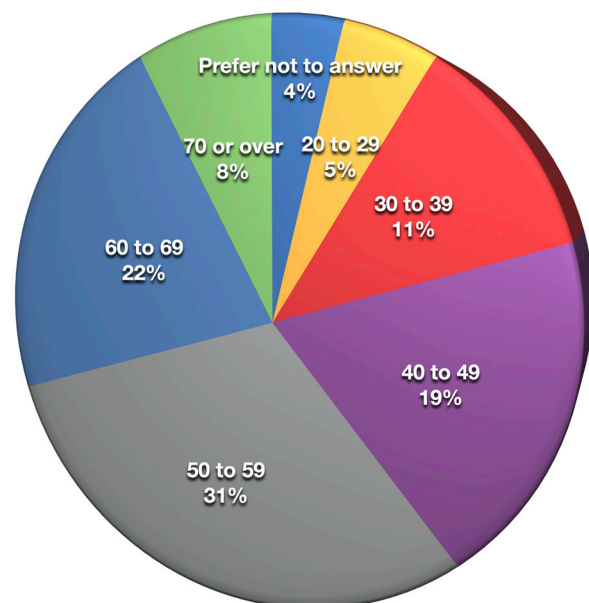
Industry

Below are the different industries that survey participants work in.



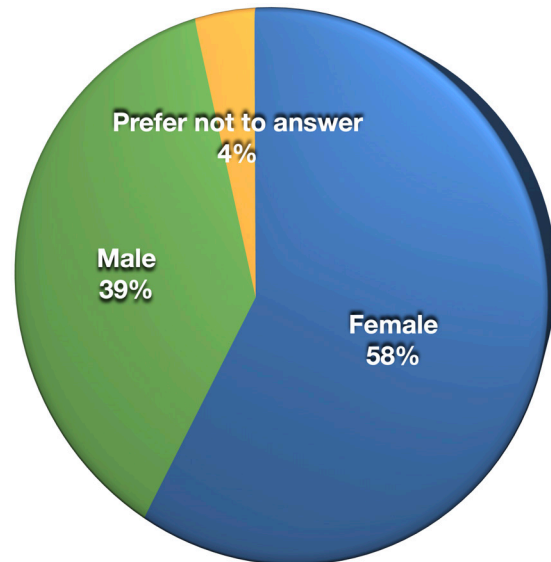
Age of participants

Most survey participants (91%) were age 30 or older.



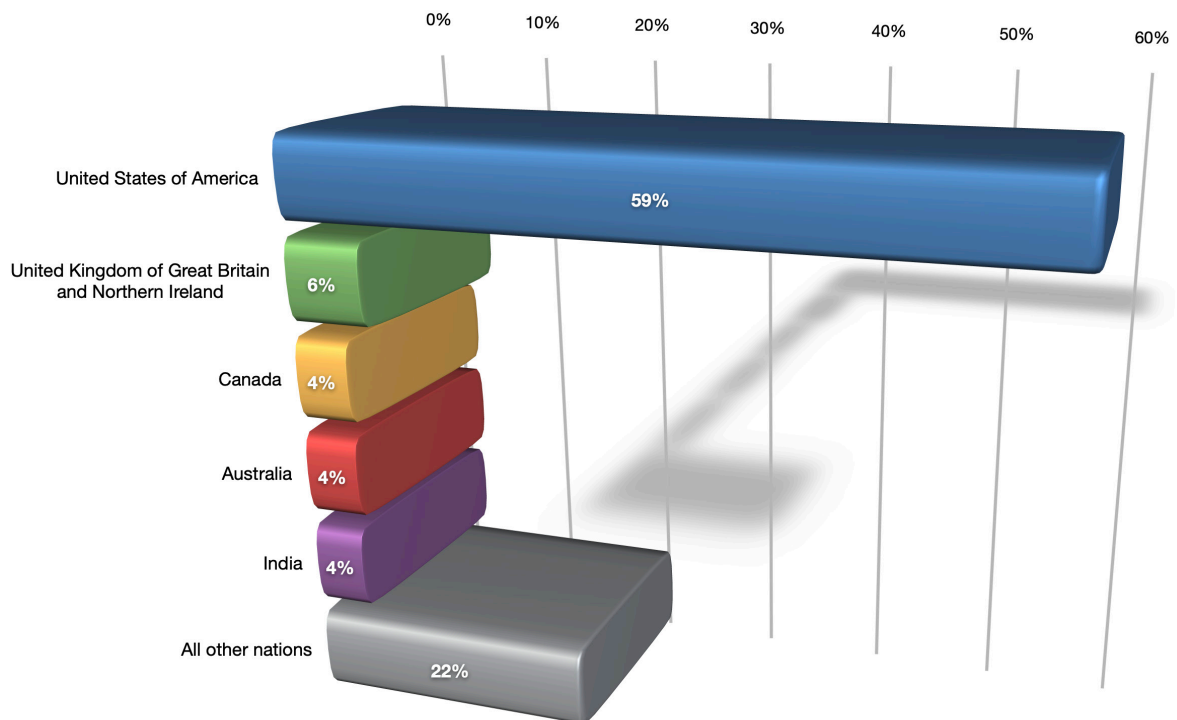
Gender

Females outnumbered males, representing 58% of all participants.



Country

Most participants were based in the United States (59%), followed by the United Kingdom and Northern Ireland (6%), Canada (4%), Australia (4%), and India (4%).



About Michael A. Stelzner

Michael Stelzner is the founder of Social Media Examiner and author of the books Launch and Writing White Papers. He's also the host of the Social Media Marketing podcast and the AI Explored podcast. He's the founder of Social Media Marketing World and the AI Business Society.

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