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6 Ag Marketing Trends to Watch in 2025

Communications Group releases 4th Annual Ag Marketing Trends Report



The Communications Group's 4th Annual Ag Marketing Trends Report provides research-driven insights to help ag marketers understand key industry trends and adapt strategies for marketing success in 2025.

LITTLE ROCK, Ark., May 29, 2025 — [The Communications Group](#) (ComGroup) has released the highly anticipated fourth edition of its annual "[Ag Marketing Trends Report](#)," providing agricultural marketers with research-driven insights to turn emerging trends into actionable strategies.

ComGroup's annual "Ag Marketing Trends Report" identifies critical trends and provides actionable insights that help marketers stay relevant, competitive and positioned for long-term success. The report focuses on strategies for adapting to tighter marketing budgets, leveraging AI and automation to increase efficiency, along with crafting messages that resonate with a younger, digital-first audience.

As a trusted authority in agricultural marketing and communications since 1987, ComGroup delivers this strategic report to equip industry professionals with the intelligence they need to stay competitive in rapidly evolving and challenging market conditions.

Amid increasing financial pressures, 47% of agriculture sector marketers report that their marketing budgets have been reduced due to the current economic environment. In response, marketers are seeking solutions to maximize ROI and optimize spending while maintaining a competitive edge. At the same time, the industry is embracing new technology, with more than 55% of farmers now using digital tools to inform business decisions.

"The convergence of tighter marketing budgets, the rise of AI and digital adoption is fundamentally reshaping the agricultural marketing landscape," said [Carson Horn, APR](#), ComGroup public relations and client services director and agriculture team lead. "To successfully adapt, marketers need to harness the power of emerging technologies and adjust their strategies to meet the needs of an increasingly tech-savvy audience."

With more than 30% of U.S. farmers now under 45, a younger generation is reshaping the landscape of ag marketing, embracing new technologies and demanding more digital engagement and personalized messaging from ag brands and service providers. Over 80% of farmers use social media for industry news, product research and networking. Platforms like YouTube, Facebook and Instagram have become essential tools for reaching them.

“Our report offers ag marketers a roadmap for navigating these industry shifts with clarity and confidence,” Horn added. “With nearly 40 years of experience in the agricultural marketing space, The Communications Group is dedicated to helping clients stay ahead of the curve, make informed decisions and turn challenges into opportunities.”

To access the full report and explore how these insights can elevate your marketing strategy, [click here](#).

For more information about ComGroup, [click here](#).

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About The Communications Group

The Communications Group (ComGroup) is an award-winning, full-service digital, marketing and public relations firm. Since 1987, ComGroup has been a trusted partner for creating impactful communications and delivering powerful, integrated marketing solutions. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines data-driven strategy, customized research, innovative technology and creative campaigns to drive results for clients across North America and Europe. Learn more at ComGroup.com.

Sources:

- Content Marketing Institute (2024 B2B Content Marketing Report)
- AgriMetrics Survey (2019)
- Content Marketing Institute (2024 B2B Content Marketing Report)
- USDA Census of Agriculture (2017)
- Farm Journal Pulse Survey (2023)