

BUSINESS NEWSLETTER



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GreenHaven
INTERACTIVE

Digital Marketing Trends & Strategies for May 2025: What Businesses Need to Know

As of May 2025, digital marketing trends are evolving rapidly, driven by advancements in technology, shifting consumer behaviors, and increasing demands for personalization and authenticity.

Rise of Short-Form Video Content:

Short-form videos on platforms like TikTok, Instagram Reels, and YouTube Shorts are delivering the highest ROI among content formats. With 53% of marketers planning to increase investment in these platforms, brands are focusing on engaging, concise videos to capture attention. Video content is projected to account for 82% of consumer internet traffic by 2025.



Featured Client of the Month

Residential & Commercial Painters



We want to do more than paint your home or business! It is our goal to provide a level of service that goes above and beyond. Our customers keep coming back to us for a reason – we live up to our promises and treat our customers' homes as we would want ours to be treated.

Black Pearl Painters is a local, family-owned business. Our customers are our neighbors, and the community we serve is the place we call home. We have built our clientele and our reputation by providing exceptional service since 2016.

We had the opportunity to bid on a commercial project in the Olympia area thanks to Greenhaven's SEO efforts. We are thrilled to start seeing results – the leads are coming in consistently. Shout out to the Greenhaven Team. ~Kellie M

www.blackpearlpainters.com

253-921-2549

Marketing Tip of the Month

Optimize Short-Form Video for Authenticity and Engagement

Leverage short-form video content by creating authentic, relatable videos under 30 seconds that hook viewers in the first 3 seconds.

Use trending audio, text overlays, and platform-native editing tools on TikTok, Instagram Reels, or YouTube Shorts to boost discoverability.

Focus on storytelling or quick value (e.g., tips, behind-the-scenes, or user-generated content) rather than polished ads, as 69% of consumers trust peer-like content over brand messaging.

You can even ask us how!



FREE Service Offering for May 2025 *Digital Presence Audit*

Do You Have Outdated Content?

Is Your Site Mobile Responsive?

Is Your Google Business Profile Complete?

Partner with GreenHaven Interactive to provide a clear roadmap for immediate improvements and long-term growth. Start today by scheduling a 1-hour audit session or contacting GreenHaven at the number below.

Your Digital Marketing Experts

