



Thanks for downloading our Social Media Marketing Trends - What you need to know for your business. We hope you find the information that follows, helpful. If you have any further questions, please don't hesitate to contact us and together we can further discuss your social media marketing strategies.

## EVER-CHANGING OPPORTUNITIES... TIME TO REVISIT YOUR MARKETING STRATEGIES

Revisiting your online marketing strategy is particularly important for Social Media Marketing, as Social Media is constantly changing especially with technological developments and innovation.

Businesses need to adapt and change with social media or be left behind forever, playing catch up. Organic reach is at an all-time low and with Facebook's News Feed update, public content will be subject to stricter guidelines and monitoring.

However, constant change is the nature of Social Media, so let's not fret and embrace new trends to benefit your business.

LET'S START WITH 5 KEY TRENDS THAT YOU SHOULD LOOK OUT FOR

### 1, LIVE VIDEO

Yes we've talked about this in our previous blog (link can you add the link here?). As we have improved mobile phones and technology, Live Video has become easier and is preferred over still images and regular videos. Facebook highly prioritises Live Streamed content due to its interactive nature and hence can boost organic reach. Live Video also helps your brand become personable by being 'genuine', building trust, and is much easier and cost effective than filming a professional video. For example, if you are running an event, consider Live Streaming it for brand awareness.



## 2. AUGMENTED REALITY (AR)

AR, like virtual reality is also becoming increasingly popular due to technological advances. Not sure what it's all about? Well, think of Pokemon Go – the worldwide phenomenon that had people out all day and night (even skipping meals – apparently!) searching for non-existent creatures. The application to businesses? AR can be incorporated into product showcase or experience. For example, customers are able to see how their house would look like on a block of land before they decide on the building design. This can give you a huge advantage over competitors in your industry.

## 3. INSTAGRAM STORIES

Similar to Snapchat, Instagram Stories have a lifespan of 24 hours. However, since its launch, has already surpassed Snapchat in terms of view count. Stories are a great way to connect with your Instagram audience, you can add relevant hashtag keywords, and your Stories can be discovered by non-followers. With Instagram Stories, you can post as much content as you want without clogging users' feeds. Use Instagram stories with high quality imagery or video to connect with your audience visually and staying relevant.

## 4. INFLUENCERS – THE SOCIAL MEDIA CELEBRITIES

Traditionally, advertising relied on big name Hollywood personalities for celebrity endorsements – but the price tag isn't cheap and not many businesses can afford such a budget. However, there is now a growing group of "social media celebrities", or Influencers – who are famous in the social media world and have a huge following (think of the YouTube stars who have millions of viewers). For example, if you sell musical instruments, consider the use of a YouTube music star or leader to endorse your instruments, versus the near impossible cost of approaching Ed Sheeran. If you find the Influencer in your industry, keep an eye out and you might just be able to reach out way more customers that way.

## 5. KEEPING WITH THE NEXT GENERATION: GEN Z

As social media is constantly evolving and fast-moving, you also need to know 'who' the main users are. Gen Z is the tech-savvy group that follows the millennials, born in the early 2000s. This group grew up with everything online and are now entering en-masse into the social media world with great buying power! Some even knew how to use a tablet before they could read! Gen Z is heavily susceptible to social media, so much that they are 2-3 times<sup>1</sup> more likely to be influenced by social media than traditional deals, discounts or sales.

<sup>1</sup>Source: <https://www.retaildive.com/news/gen-z-twice-as-influenced-by-social-media-as-by-deals/505274/>

Now over to you – what are your social media marketing strategies? Have you incorporated any of the above 5 Trends into your marketing plan? It's now the right time to adapt your marketing to include these vital updates.

If you need some help staying on top of Social Media Marketing, let us assist you! Concept Designs and Marketing has a social media team who can guide you in adapting to new changes and realise your business goals with the relevant content and technology you need.

Contact us for a friendly chat today!