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2018 Social Media Top 10 Trends

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1. Generation Z = The Next Frontier

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Generation Z

- **Ages 8-23**
- Children of the Great Recession, motivated by financial security
- Go out and self-direct their success
- Competitive and independent
- Reality-driven
- Less-educated (64% considering an advanced degree), want to get to work quickly
- True digital natives
- Disruptors, entrepreneurs
 - 55% more likely to start a business than Millennials)
- Face-to-face, 1-on-1 interaction, in-store shopping
- Little brand loyalty
- Even more obsessed with authenticity

Millennials

- **Ages 23-37**
- Children of Baby Boomers, care more about the experience than price, money
- Expect success
- Collaborative and team-focused
- Idealistic, optimistic
- Slightly more-educated (71% considering an advance degree)
- Digitally savvy but still remember dial-up
- Entrepreneurial in thinking but more debt, less risk and fear of failure limit starting companies
- Text, email, online shopping
- Grew up with big brand names and logos
- Value companies with causes and stories

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2. Focus on Customer Experience

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Customer Service

- Consistent service across every channel
 - Advertisements
 - In-store
 - Email
 - Phone
 - Social Media
- A company's brand is defined as the sum of all conversations, not just your TV or digital campaign
- Your customer service teams need to be trained on social, or your social media teams need to be trained on customer service

68%

competing on the basis of customer experience

52%

consumers are likely to switch brands if a company doesn't personalize communications

Social Media is a Two-Way Conversation

- Social media content can't just talk AT people
- Content should focus on the user instead of the brand
- Social listening needs to be ramped up: people EXPECT responses
 - Respond to every engagement
 - Get back to direct messages within hours
 - Thank people for tags, mentions
 - Search hashtags for people engaging with your brand
 - Search geo-tags for content posted from your location(s)
 - Add value; consider why someone would want to follow your brand
 - Think about what type of content your audience is looking for online

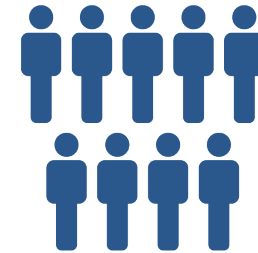
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3. Messenger Apps' Influence Increases

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Facebook Messenger

- Ages 16-44
- Facebook ads can now drive people to Messenger for conversations
- Sponsored messages to people who have messaged you in the past
- Display ads within Messenger inbox
- Messenger bots to interact with customers
- Millennials and Gen Z are very interested in personal/group conversations
- Group video chat through Bonfire
 - Facebook reports 17 BILLION video calls in 2017 – double the number from 2016



2014: 28 Million



2017: 1.2 Billion

Additional Platforms to Watch



- **Slack**
- Ages 25-54
- Daily active users: 5 million
- Used by 77% of Fortune 100 companies
- Important medium for content distribution for B2B marketing
- Slack Communities are similar to LinkedIn or Facebook Groups



WhatsApp

- Ages 25-44
- Monthly active users: 1.3 billion
- Very limited US usage
- Bought by Facebook for \$19 Billion in 2014
 - Usage has tripled in the last three years
- Anti-marketing, but recently announced plans to charge businesses for enterprise accounts in the future



WeChat

WeChat

- Ages: 18-50
- Monthly Active users: 938 million
- China only
- Unless you're registered in China, there are limited marketing options now
- Chinese citizens use this app for virtually everything (messaging, news, payment, shopping, games, calls) so it could provide insight into where our US-based messaging apps are headed

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4. Don't Overlook Ephemeral Content

Instagram Stories vs. Snapchat



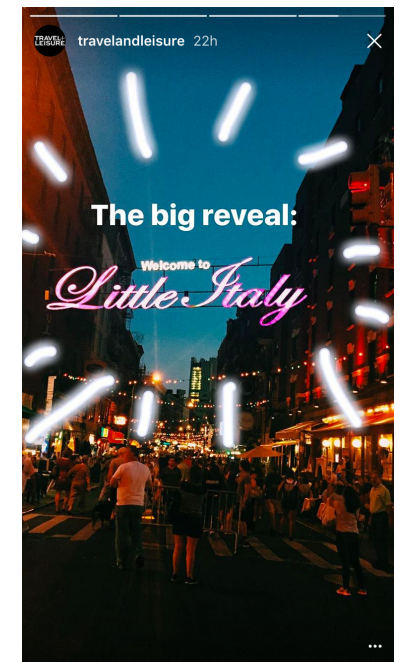
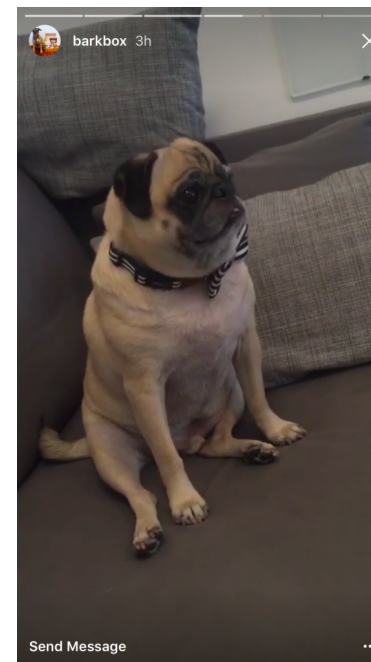
- 300 million daily users
- 59% of users are 18-29 years old
- 50% of businesses on Instagram have used Stories within the last month (as of Aug. 2017)
- 80% of Instagram accounts follow at least one business
- Links only available to business accounts of 10K+ followers
- Instagram Direct allows for group conversations
- Can archive Stories into individual Highlights

- 166 million daily users
- The most popular platform for people aged 12-24
- 37% of Snapchat users are 18-24 years old
- Great for marketing at events using geofilters
- Animated lenses and geo-based filters remain Snapchat's key differentiator
- Startup cost is small for sponsored geofilters

Content Ideas

- Behind-the-scenes
- Creative storytelling
- Quick video interviews
- Takeovers with influencers, staff, partners
- Event marketing/coverage
- Product launches
- Exclusive promotions

Best Practices



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5. LinkedIn's Comeback

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LinkedIn for Lead Gen



- If 2016 was the year of Snapchat, 2017 was the year of LinkedIn
 - Transitioned from a job-hunting platform to a medium for networking, learning and personal branding
- Video added for personal users in late 2017, likely coming for businesses in 2018
- Video ads coming in 2018
- Draw people in quickly and create intrigue so they click “more,” which counts in the algorithm
- LinkedIn’s algorithm counts your comments equally with others’, so comment often on your own posts
- Work with your sales team to coordinate campaigns and targets
 - Watch who engages with your content
- Educate and inform; professionals use this platform to gain knowledge

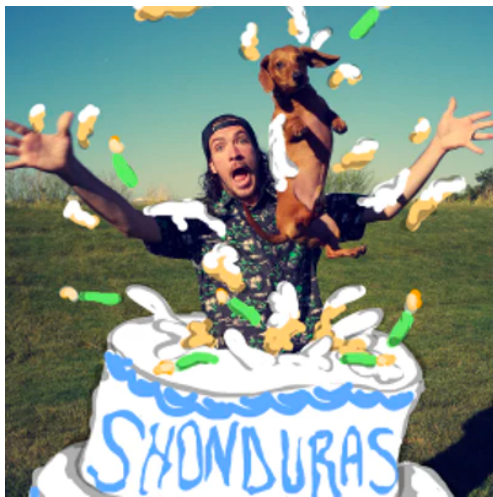
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6. Influencer Marketing Means Business

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Influencer Marketing Partnerships

- Influencers have built their audiences on being relatable and real
 - Consumers are 7X more likely to trust personal connections over brands (Olapic – 2016)
 - 70% of Millennial consumers are influenced by the recommendations of their peers (Collective Bias – 2016)
- 63% of marketers increased their influencer marketing budgets in 2017 (Bloglovin – 2017)
- Increased effectiveness of Branded Content on Facebook boosts value of partnerships
- Regulations on disclosures are increasing
- Relationships need to be natural and authentic to the influencers' audience
- Do your research and don't go all-in on one influencer: Logan Paul case study

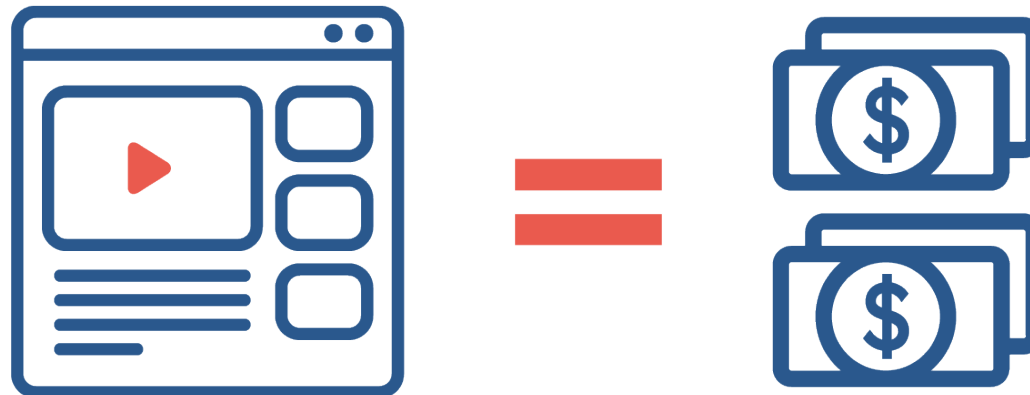


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7. Video is Required

Optional No More

- The value of a 60-second video is 1.8 million words (Forrester Research - 2017)
- 28% of Internet users ages 16-64 had watched a livestream as of Q2, 2017, increasing from 20% in Q3, 2016 (GlobalWebIndex)
- 80% of consumers would rather watch a live video from a brand than read a blog (Livestream - 2017)
- Nearly 2/3 of consumers prefer video under 60 seconds (Animoto - 2015)
- 80% of Internet users recall watching a video ad on a website they visited in the last 30 days (Hubspot – 2017)
 - Of those, 46% took action after viewing the ad
 - Social/digital video doesn't need to – and shouldn't – be overly produced with a TV-level budget



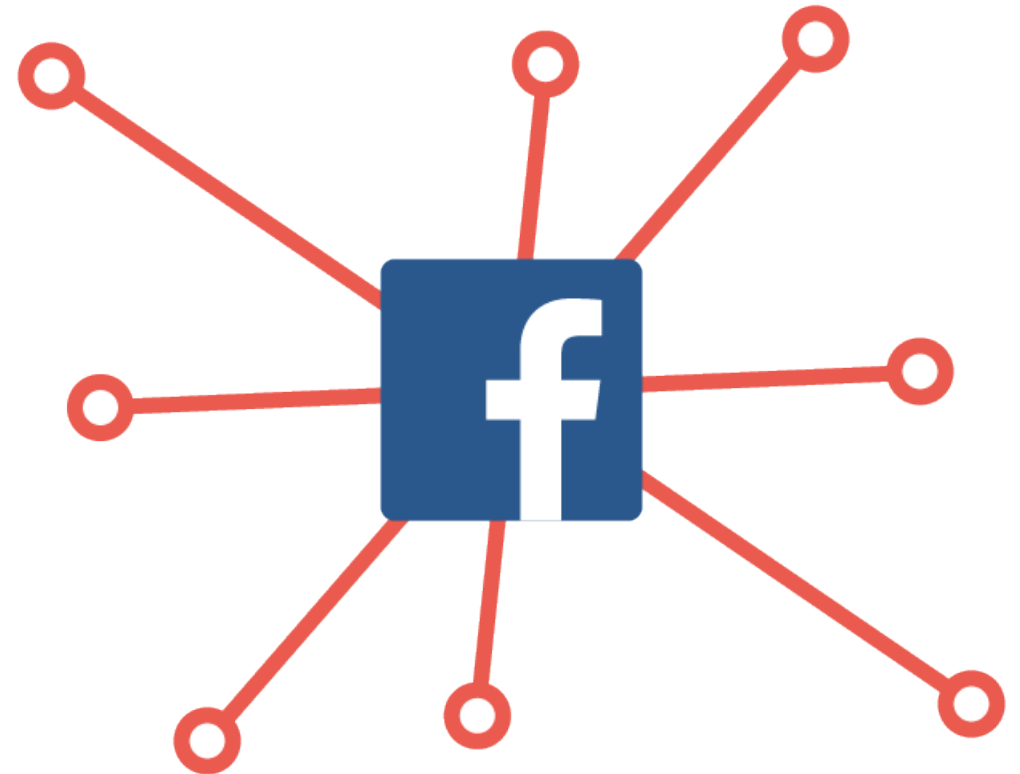
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8. Paid Social is Required

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Social Media Advertising

- US social media advertising revenue is expected to reach \$15 billion in 2018, increasing from \$5 billion in 2017 (invesp - 2017)
- Facebook/Instagram costs continue to rise
 - Facebook ad costs increased by 54% over 2017 (invesp – 2017)
- Facebook is the preferred social media platform for 92% of advertisers (invesp – 2017)
- LinkedIn and Pinterest especially have become much more effective, with better targeting and metrics
- Social Media ad budgets range from 10-24% for Fortune 500 companies
- Organic reach continues to plummet, to well below 10% of your audience
- Social media advertising is an excellent complement to your overall digital/email marketing strategy
- January, 2018 de-emphasis of brands and publishers in news feed means all posts likely will need to be boosted



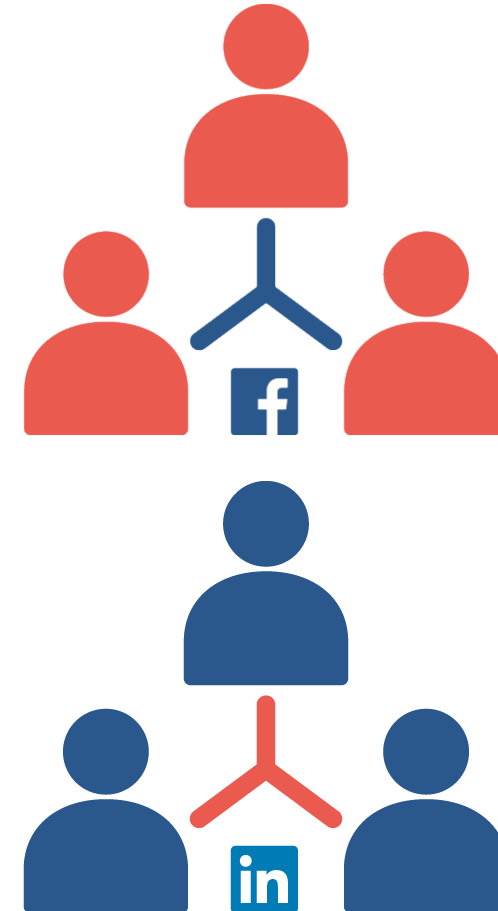
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9. Infiltrate Groups

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LinkedIn + Facebook Groups

- 1.5 million LinkedIn groups
- Facebook Groups used by 1 billion people
- Facebook has Public, Closed and Secret Groups
- Find influencers or targets in your industry and see what groups they belong to via their LinkedIn profiles
- Join the conversation by adding value and asking and answering questions
- Great place for promotion of your blog content
- Generate ideas for content
- Market test new ideas
- Learn about your target audiences
- Market your events
- Typically important to post as individuals (not businesses)
- Coordinate with your sales team for leads and organizations
- Be relevant and current



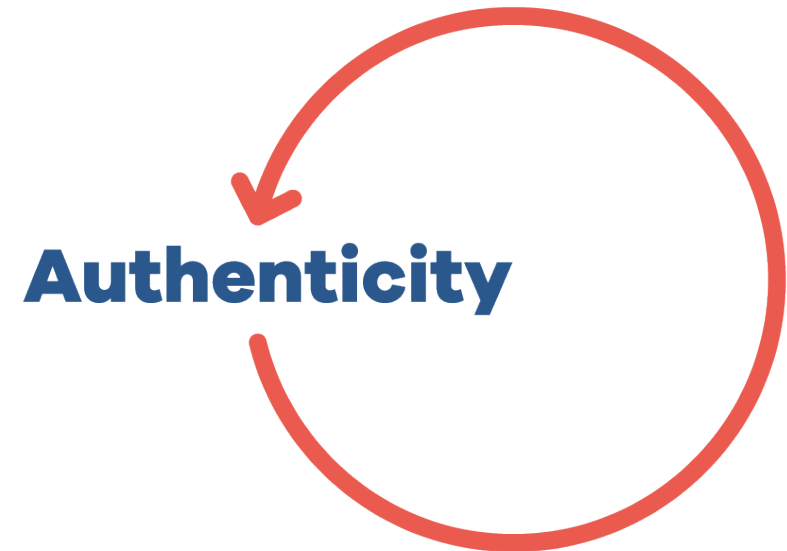
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10. Authenticity is the Answer

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Always Circle Back to Authenticity

- Vulnerability, transparency, relatability
- Unpolished, raw, in-the-moment
- Don't get caught up in overthinking your social media marketing
- Experiment and test content
 - There are no social media “best practices” except for what works for your audience
- Segment your audiences so the content is customized
- Remember: Social Media = websites and applications that enable users to create and share content or to participate in **social networking**



thank you. ■

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