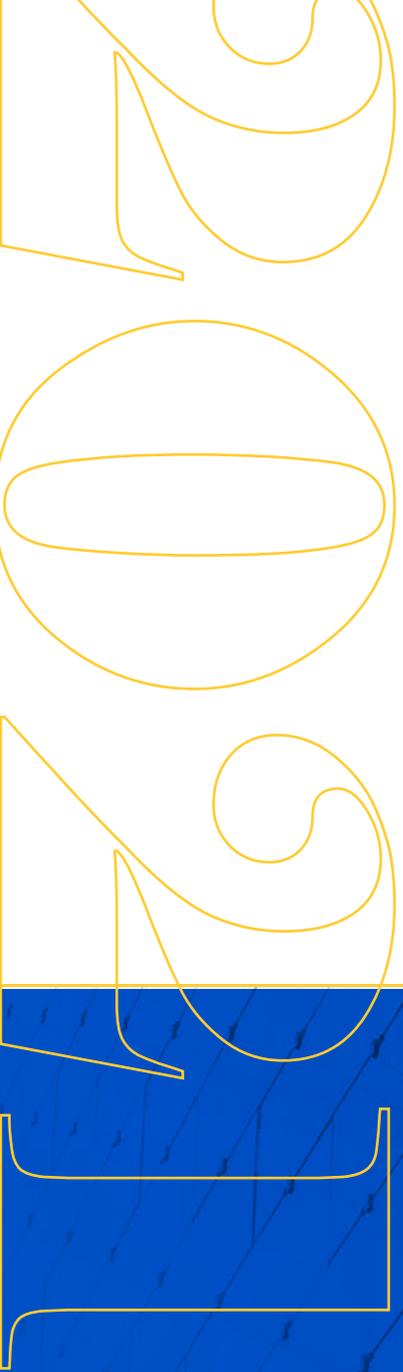


DigitalStand

Social Media Trends

TO WATCH OUT FOR IN 2021



In 2021, social media, as you know it is going to shift materially again!

Many experts see 2021 as the fulfilment of the Internet as the world's commercial backbone. There has never been a time in our collective history where connecting digitally has been more important.

If anything was made clear in 2020, it is that none of us know what the future can bring, but the ability to be able to continue to connect in any environment has never been more important to the sustainability of your business.

For those brands embracing all things digital and social the acceleration and gap they are creating is evident when compared with their peers.

Think, Amazon, Apple, Samsung, Dominos, Adidas as a small subset of the market leaders.



2021

Social ROI

Social Media ROI

As marketers we will be under increasing pressure to deliver results. In some cases this needs to supplement falling sales at bricks and mortar outlets. Or a whole in the run-rate as a result of 2020. In other cases this will simply be discovering new social and digital ways to acquire engage and convert leads into sales with never having met them face to face.

Fortunately social and digital media marketing is as close to true attribution as possible. It is not perfect, but compared with other mediums it is.

It may interest you to note that:

- Ad exposure on LinkedIn increase purchase intent by 33%
- Brands can reach approximately 2.14 billion users on Facebook
- 81% of the 1 billion users on Instagram use it to research products and services
- 90% of shoppers have discovered a product or brand on YouTube
- 40% of Twitter users reported purchasing a product after seeing it on the platform

Having the right attribution models in place in running continuous testing against assumptions is a must.



Social Commerce

Social Commerce

In 2020 we saw a staged roll out of social commerce on both Facebook and Instagram. Brand in Australia have the opportunity to create shopfronts directly on the platforms.

These shopfronts are more than just windows into a brands inventory, but now offer the ability for consumers to purchase directly on the platform. Interestingly Facebook and Instagram are using Artificial Intelligence as part of the product discovery process. And the featured product you may see, will most certainly be different from the product I discover on the exact same brand page.

Currently 3 out of every 10 businesses are planning to set up social commerce or already have this in place (source Hootsuite, 2019).

As eMarketer reports in the US alone 55% of Gen Z say their most recent purchase was inspired by social media content.

If you are in a B2C business this believe us when we say this is not optional, and the sooner you set up a shopfront and learn how to drive sales on social the better!

*Thank
You for
Shopping
With us!*
(online)

Video

Video

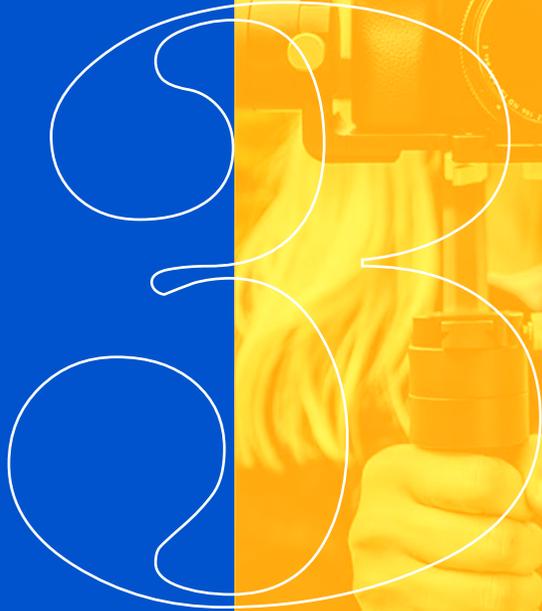
It would seem every year video is growing, with no signs of slowing down soon. I mean who wouldn't have wanted to buy Zoom shares in December of 2019?

But this is only a small piece of the puzzle. Video streaming as a market is expected to grow 20.4% between 2020 and 2027 (Grand View Research, 2020). From everything on video on social to marketing automation.

In fact according to VidYard in 2020, 92% of marketers say that video is an important part of their marketing strategy.

With another 88% saying that video is providing them with a positive ROI (Smart Insights).

And should the above not be enough to convince you Cisco predicts that online video will make up more than 82% of all consumer internet traffic by 2022.



you be you

You be You

As consumers, business leaders, and brand managers authenticity and transparency is more important than ever. According to a Stackia 2019 study nine out of 10 consumers say that authenticity is important when deciding which brands to support.

Now while the majority of brands are confident they are producing authentic content, consumers would do not agree. Some 51% of all consumers think that fewer than half of all brands are creating truly authentic content (Source: Orbelo).

Now if you are curious enough to ask the question, what is authentic content? It can be best defined as content created that educates, informs, and adds value to the consumer, or business leader without trying to manipulate that sale!

This does not have to be dry content, but can also educate in a fun way, think Blendtec's famous YouTube Channel, "Will it Blend?" If you have not seen it take a look, you will not be disappointed.



360% Social

Customer 360% Social Aquisition

From a B2B or B2C perspective your potential client is using at least 2 or more social media platforms. Just because you are searching for corporate clients does not mean they only use LinkedIn.

You will discover your ideal audience, lead or customer on every platform. Being able to build out an audience sharing and tracking capability that accounts for this will not only increase your potential audience size, but it will also increase your lead flow.

A business problem is a business problem no matter the platform I am on. And if I am searching for information about a new product, I don't mind if I discover it on Pinterest, Instagram, Facebook, Google or YouTube.

When you share audiences between platforms it is a compounding effect! In 2021 brands will need to become far more strategic in their approach to advertising and client acquisition.

As an example you can share audiences between Facebook, Google, LinkedIn, and Instagram. Targetting your ideal customer regardless of the platform.



Stories

Stories

The need to tell a story through marketing is an age old marketing requirement. As marketers we now have the ability to do this across every social media channel.

Snapchat first introduced us to the ability to tell social media stories back in 2013, with Instagram not following until 2016. But now Facebook, WhatsApp, YouTube, Twitter, LinkedIn, and Spotify have all released this capability. With the last three doing so in 2020.

Instagram is by far the most dominant platform when it comes to social media stories, with over 500 million users every single day. So if you can nail it on this platform and then roll out your ideas across the social networks, you increase your ability to use this medium effectively and unilaterally.



James Branch Cabell - 1899

179 2.8

as real as it gets

Live Video

From Facebook Live, Instagram Live, IGTV, YouTube, and LinkedIn Live 2021 will see the adoption of live video for brands across their platform of choice or platforms.

While this sounds daunting there are many ways you can make this work as a brand.

For example a Cafe may explain two different dishes and what goes into each as they make them.

A service business might discuss how they analyse a clients requirements and what models they use to identify gaps and needs.

A car dealership might show the first Tesla Y arriving in Australia.

The ideas are endless, and present an enormous opportunity for brands to reach millions of views, sometimes for no more than the cost of the production.



educational content

Educational Content

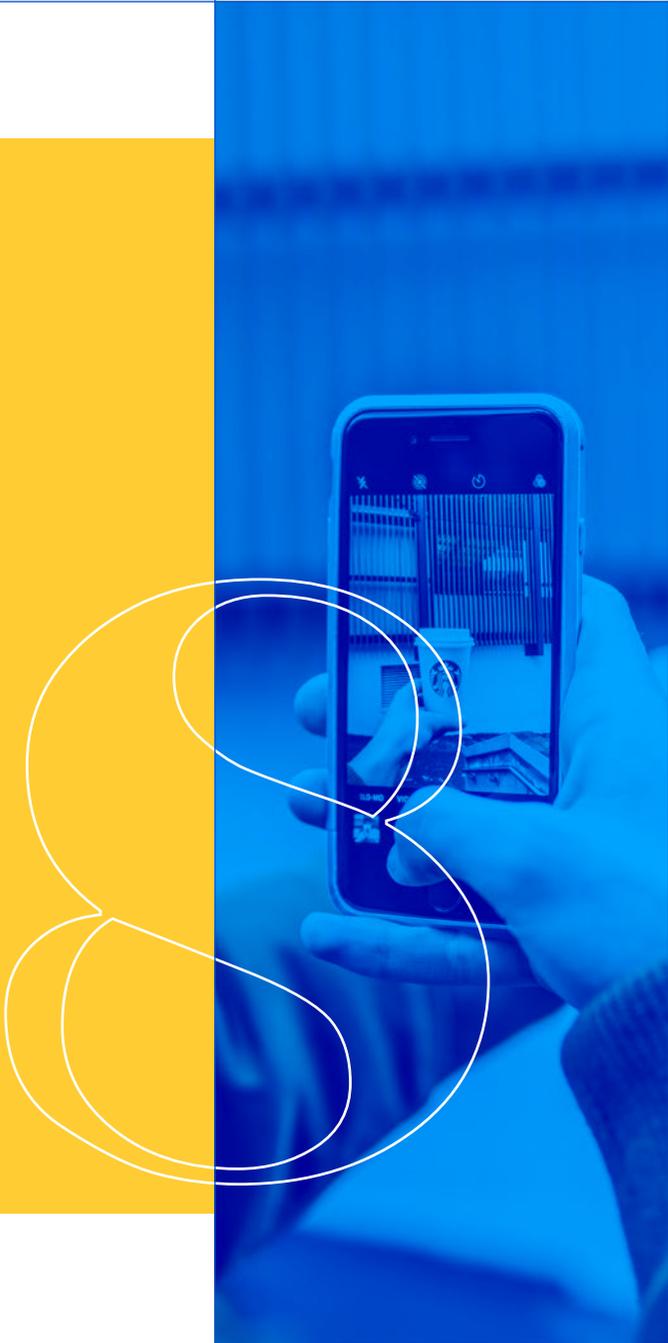
To be a thought leader in any field we must be prepared to educate our audience at no cost. This not only demonstrates our expertise, but also provides a meaningful way for our audience to engage in our content.

There has been a strong growth of educational based narratives on the Instagram platform, with the save becoming the new like for brand/profile growth.

Many influencers and forward thinking brands are using Instagram carousels or the new Instagram guides to achieve this.

In 2017 only 3/4% of Instagram content was carousel posts, but as of 2020 that number has grown to 19.44%.

Simple how to, or how we, or how i are great starters for these guides and cover all business disciplines.



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Metrics that Matter

To many brands adopted social media with metrics that simply do not or have never mattered. We keep checking our back account, but it still appears as though number of likes we get on a post does not generate revenue.

That said each stage of a typical marketing funnel will become increasingly important in justifying resource and spend.

Increasingly ROAS (return on ad spend) and ROI (return on investment) will become the paramount measures for performance.

In 2021 it is unlikely any business leader is going to say we got a 1k likes on that post well done! The obvious question will be how many sales did it generate, and or leads?

Social allows us as marketers to not only measure each stage of typical funnel, AIDA (attention, interest, desire, and action), but also enable us to present different content at each stage.

In 2021 it will be more important than ever that all brands understand how to use these channels for conversion.

When we spend \$1 are we achieving a \$10 return?

Since 2013 we have been helping brands grow through the power and scalability of social media.

From LinkedIn, Facebook, Instagram, to YouTube and more this is our domain. In 2020 we added well in 8 figures of new revenue for our existing client base.

Now more than every brands and people are connecting digitally.

We can grow your brand too! [Contact us](#) here for a free growth assessment, and quote.



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