



RECENT TRENDS OF SOCIAL MEDIA MARKETING





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Recent Trends of Social Media Marketing

At A Glance

The year 2020 & 2021 called for drastic digital transformation in the marketing world. And social media marketing has proved itself more profitable and helpful than ever. All physical marketing campaigns came to a halt due to the COVID-19 pandemic taking over the world.



People confined themselves to their houses, and the only means of marketing was limited to digital platforms. People's only scope of connecting to the world and keeping themselves motivated in this dark time was through social media. The numbers of Stories, Snaps, Post, Twitter, IGTV and live streams went sky-high. Marketers and businesses also found a way to rescue themselves through these social media activities. These gave rise to many trends in social media marketing. And now, more and more businesses are profiting from them.

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Introduction

In recent days, marketing has become a Genie in a bottle or just like a magic mirror. Someone only needs to speak about a thing they want in their life. The next thing they know, their social media is flooded with that product. It is just a matter of a few swipes on the screen, and the product is shipped, and it is on the way home. But how is this happening? What is making it happen?



That's where it comes in - **Social Media Marketing, a powerful realm of the Digital Marketing world.** From engaging and generating new customers to creating a buyer's persona, social media plays significant roles. Not only that, social media helps build brand awareness and contribute to making instant purchases.

A business needs to have an online presence in today's date. And having a social media account for your business can be the easiest way for it. The main motto of digital marketing is to share your message to the right people at the right time, and social media marketing is one of the most effective ways to do so.

Here are some interesting stats on Social Media usage -

- Internet users spend around **145 minutes each day** on their social media, and the time is more now among teenagers and young adults.
- Facebook, Instagram and Stories are being viewed by **500 million viewers daily**.
- The most effective content types for influencer marketing are **posts (78%) and stories (73%)**.
- Tweets with hashtags get **100% more engagement**.
- It was found that **83% of people use Instagram** to find new products and services, and 87% of them said they took a specific action, like buying, after seeing product details.

Everyone is looking for something captivating and entertaining that will be worth their time. Therefore, many businesses offer the customers what they need and at the same time promote their brand and products. Keeping it in mind, many social media marketing trends have come to light. These trends are constantly attracting customers, boosting sales, creating unique and entertaining brand identity. As a result, businesses must stay updated with all the latest trends on social media.

Therefore, to get you familiarised with the recent trends of social media marketing, we will do a complete breakdown of all the related subjects of social media marketing. It includes **Social media** and **Social media marketing definition, the importance of it for business and finally a descriptive summary of the current trends**.

Social Media, A Blessing For Building Community

Social media is ruling the world. Any kind of application or website which allows sharing our thoughts, ideas, career interest and any type of information or content in real-time is called social media. As a result, social media has become the most prevalent means of communication and interaction over the two decades of the 21st century.



The earliest social media started off as a computer website. But with the development of technology, there is now an app for almost every social media for the ever-growing numbers of mobile users. Some of the most popular social media are Facebook, Instagram, Twitter.

Forums, microblogging, social networking, content-sharing and interaction sites are many forms of social media. While some use social media to keep in touch with their friends and family, others use it to create or be a part of a community.

Companies also use social media to reach people and promote their services and products. Businesses can also run just depending on their social media page or account. At the same time, some use social media components in their websites to easily connect and generate leads.

For example, having a like button or icons that will redirect them to the social media page where a lead can see the business community that they built over time. Lately, popular social media have built-in tools, so that helps to analyse page visitors, track their activities to improve the company and the brand reputation. As a result, social media has become a life-changing platform for many companies.

It has some other benefits, such as -

- Start-ups and businesses can reach their audiences virtually.
- More convenient way of communication between companies and audiences.
- Companies can provide their value upfront before asking anything from a prospect.

Forms of Trending Social Media for Social Media Marketing

There are many kinds of social media that enable people to interact at different levels. Businesses can easily take advantage of them by understanding all the social media channels. Or, more clearly, companies can promote their product where most of their ideal customers are residing.



If we look beyond the massive social media channels dominating the industries, there are many other types of social media that people are using for different purposes. Businesses must understand which form of social media would be the ideal place to promote their business.

Understanding why people use any specific form of social media can help you bring new ideas and open up communication channels. It will help businesses to engage with their audience more effectively.

Hence, here are the ten most popular forms of social media to keep you up to date with the current trends. Many of the famous social media sites fall into many of the following categories.

Social Networking Platform

It is a kind of social media where people can connect and communicate with other people. Whether it is friends, family or co-worker, people can bring them under one umbrella through this social networking platform. They can be shared with every kind of person across the world.



For example, **Facebook, Twitter, Linked In, Instagram or Snapchat** can be used to socialise and connect with people over the world. When these platforms first came out, it was used for general conversation and sharing everyday statuses like “What’s on Your Mind?”. Furthermore, people can interact with the posts by leaving reactions and comments.

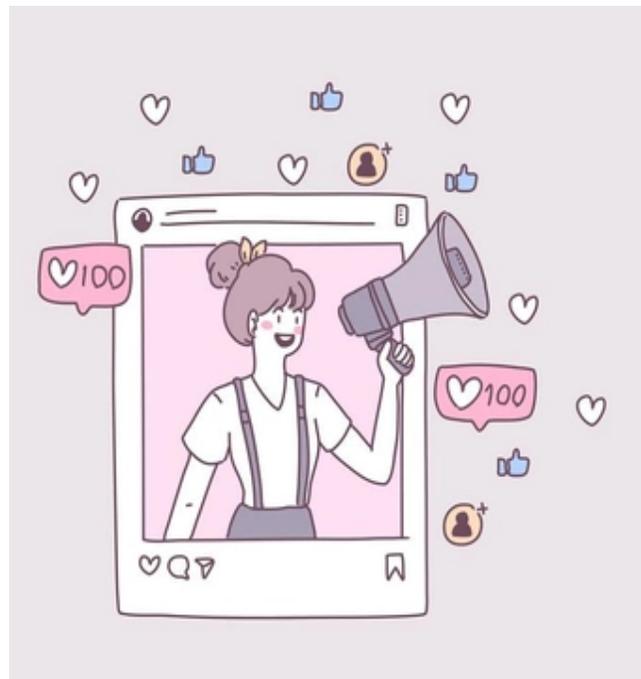
But as time passed by and the mobile internet came into being, all these social networks became a gathering place for nearly every aspect of modern life. For example, people used social networks to read news, share photos and life events, search and get jobs. Gradually, social networks became an important place for spreading awareness for any kind of cause.

Many businesses and famous entities started to make fan pages for themselves. These then become a common act for different brands and entities to promote their brand and identity. Social networking platforms enable businesses to reach a large and diverse audience. For example, a marketer who wants to reach a young circle could promote on an app like Snapchat or Instagram. On the other hand, those who want to reach a professional user may find LinkedIn more appropriate.

Media Sharing Network

These are the social media platforms where people interact through photos, video, live streams and any other kind of content or media. In recent days, people are highly engaged with media sharing platforms. Some of the best examples of this form of social media are **Instagram, TikTok, Snapchat,** and last but not least, **YouTube.**

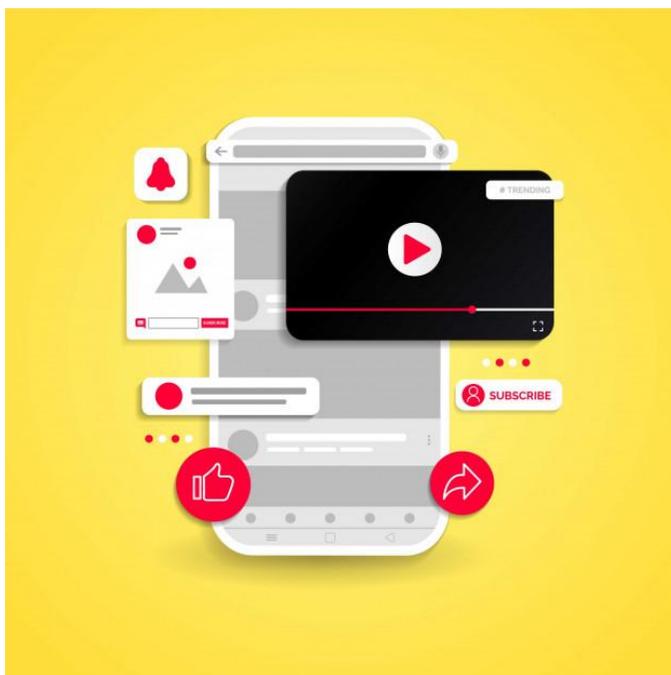
The lines between social networks and media sharing networks are getting invisible these days. That is because the popular social media app has it all. Facebook, for example, has started giving media sharing facilities.



Media Sharing platforms are now becoming more popular and profitable for businesses to entertain and engage their customers. **These platforms are priceless in order to make brand awareness, lead generation, audience engagement and help to fulfil other social media marketing goals.**

Moreover, media sharing platforms are of high value as it lets people and all kinds of businesses share their creative works and product details with visuals. With the help of media sharing platforms, many people are now turning their hobbies and creative skills and small businesses into profitable activities. They can blog about their activities, like painting, book reviews, makeup tutorials, travel blogs, lifestyle tips, and it keeps on going on.

Video Hosting App



Similar to media sharing networks, many video hosting apps are also considered as social media. One of the most famous and highly useful media is YouTube, and there is also Vimeo. **Video hosting apps like YouTube and Vimeo can do wonders for business marketing.**

They are great platforms used by a massive population to get entertainments, learn and educate themselves, share their ideas and thoughts on particular videos. Lastly, making an account in these apps can help to build a community. For example, people subscribing to a YouTube account can get notifications instantly when the account uploads any new video. The comment section under each video also allows people to share their opinion, and business can see what kind of people are usually interested in them.

These platforms are optimised for streaming videos, and people watch them online and offline upon saving a video first. Business can make video and share them on these channels. They can feature video, how-to videos, customer reviews or even how the product can help people. These activities can educate and entertain people with their business brand, increase brand awareness, and generate leads.

Bookmarking and Content Curation Network

The best way people can discover, save, share, and discuss new and trending ideas, content, and media are through bookmarking and content curation networks. A few of the best examples of such platforms are **Pinterest, Flipboard, Reddit and Digg.**



People around the world take inspiration from different kinds of media and apply it to their life. For example, home decorations, book recommendations, taking painting inspirations are a few of them. Moreover, people learn from such sites and keep up with all the latest trends through these networks.

Businesses can significantly benefit from this kind of platform as they help to increase brand awareness, audience engagement, and website traffic. For example, furniture brand can influence grab attention by creating unique and modern interior designs. A backpack company can highlight several travelling shots and contents to attract its customers.

People continuously seek creativity and inspirational ideas, and content. Therefore, including Bookmarking and content curating platforms in your social media marketing plans can open up new opportunities for brand promotions.

Pinterest, for example, helps to discover new people with the same interests. People search, save and share new ideas on this platform. People can create different boards for different topics and pin the ideas they like on the related boards.

Social Review Platforms



People do not blindly trust any business today. They like to look at words of mouth and get how well the business is getting responses from people alike. In simple terms, the check review of any product and services a business is trying to sell before making any buying decision. In order to make these things more accessible, there are social review apps such as **Yelp, Glassdoor, Zomato, and TripAdvisor.**

Yelp and TripAdvisor, for example, present feedback from local people for a variety of destinations and activities. It solves a lot of guesswork about restaurant or hotel reservations. From considering the buying experience on Amazon or the experience of searching for a local business on Google Maps—reviews are a sort of content that provides excellent value to many business websites and online services. Customer review networks take it a step further by forming networks around reviews as a significant component of the service they offer.

Websites and social media business pages now include the review options, so customers can leave their experience and motivate others to buy the product.

Discussion Forums

Discussion forums or networks also fall under the category of social media. Here people come to ask and do queries about all sorts of matters in life. Discussion forums or platforms are one of the oldest forms of social media. Some of the best discussion forums are Reddit and Quora. Ask away anything in these forums, and someone has something to say about it.

Most of the time, people come with some kind of questions they are facing problems with. For example, what is the best moisturiser to use in the summer? Or someone can query about where they can find specific parts for their gaming PC. It can also be about what are the best resorts in certain holiday areas. Discussion platforms are the sites people visit to check out all the latest issues and trends and make their own judgement on them. People are not so shy to express their opinion in these forums. Furthermore, they also can keep their identity anonymous.



These kinds of platforms raise lots of questions about all types of subjects. They also provide excellent resources for market research. Therefore, businesses can easily take advantage of them.

Reddit has a sub-community for all kinds of topics. A business can find and engage people in their business field through a little research into this community. Moreover, a company can see what people ask for and use these references to make a content marketing strategy.

Blogging and Publishing Platforms

Blogging platforms are also great ways to share content and a place where people can elaborately share their thoughts. Similarly, businesses can also share what they have to say about their services. Blogging and publishing platforms are a great way of doing content marketing.



Shared blogging platforms like **Medium, Tumblr and WordPress** give people a place to express their thoughts and help connect them with readers. This kind of platform encourages people and businesses to share their contents and enable its discovery, share, and comment on this content.

Businesses can increase brand awareness and visibility by making blogs. A blog helps create engaging content for social channels like Facebook. Moreover, it assists in designing a niche for the brand to present it as a thoughtful leader of the industry.

Sharing Economy Networks



Sharing economy networks connect people who have something they want to share with people who need it. These networks offer opportunities that would otherwise not exist by bringing together large-scale resources that would not be possible without technology.

Networks such as **Airbnb**, **Uber**, **Taskrabbit** are used for advertising, finding, sharing, buying, selling and trading with people. There is an increasing number of channels available

to find a dog sitter, a car park, homemade food, and so many more things.

People started believing online reviews and felt comfortable using them to judge the reputation and reliability of businesses and service providers in recent years. Therefore, the sharing economy network has become popular in recent years.

The Evolution of Social Media Marketing

Social media has transformed in less than a generation from direct electronic information exchange to the online gathering place, shopping platform, an essential 21st-century marketing tool. Social media has passed the stage where it was only used for communication. It has evolved from communication to a regular part of 3.96 billion people's lives. And every one of the social media is constantly changing to bring bigger and better facilities to its users.



Whether the user is a person or a brand, social media platforms evolve with new ways to benefit everyone. Therefore, social media started to become a highly beneficial tool for businesses to attract customers, which arises from the marketing strategy itself that is known as Social Media Marketing.

5 Main Pillars of Social Media Marketing



Social Media Marketing or SMM has taken the business to the next level. It gives equal opportunities to all forms of business, big or small or from any part of the world.

- Increasing the number of visitors to your website
- Generating leads
- Increasing brand awareness
- Forming a positive brand impression and brand identity
- Enhancing critical audience communication and interaction

The larger and more engaged the social media community the business has, the simpler it will be to meet all business marketing objectives. To enable this business needs have understanding of 5 core things of SMM.

1 Strategy

- Set business goals to achieve with social media
- Select social media platform according to the goal
- Select the proper content type to engage audiences

3 Engagement

- See what your customers are saying about your products.
- Answer their queries.
- Appreciate any kind of positive feedback.

2 Planning & Publishing

- Find when target audiences come online.
- Create compelling content.
- Analyses the reach of the contents in social media.
- Check if the post is engaging or not.

4 Analytics

- Analyse and compare monthly reach,
- Analyse the feedbacks business is getting,
- Make Competitor Analysis
- Count how many times the business is mentioned or used in the hashtag,
- Check how many followers the business is getting and who are they.

5 Advertising

- Invest in Social Media Advertising.
- Create ads based on the target audience,
- Use a social media advertising tool to make changes, automate processes, and optimize your ads.

Social Media Marketing (SMM) is a form of digital marketing that uses social media platforms to connect with prospects and customers. Through social media, marketing businesses can build their brand, create brand awareness, increase sales, and drive traffic to the website. This marketing includes creating compelling content for social media pages, listening and connecting with your followers, analysing outcomes, and running social media campaigns.

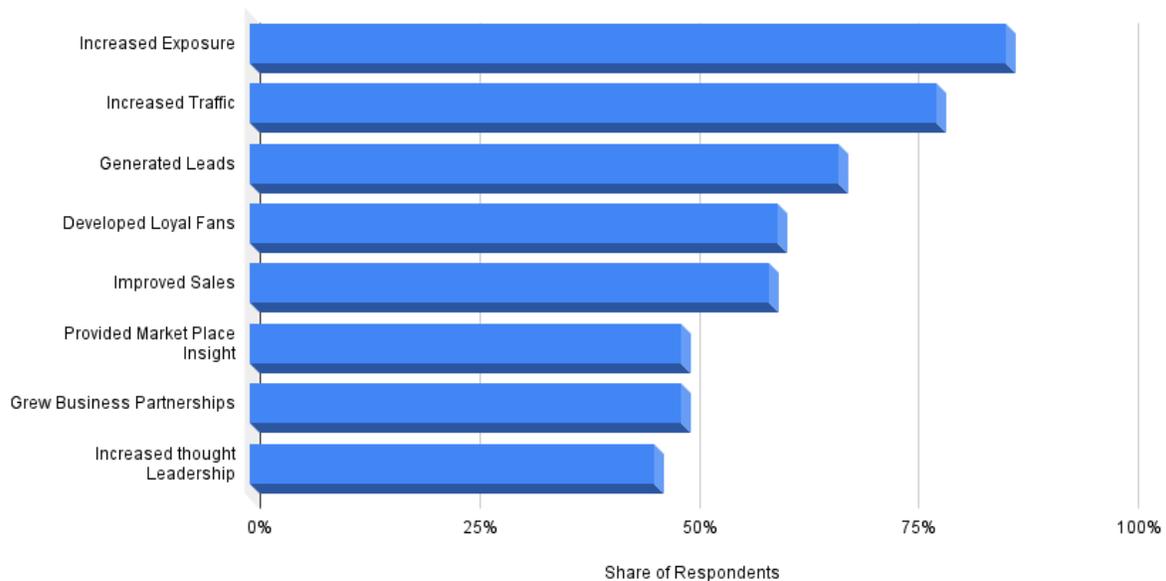
Impact of Social Media Marketing in Business

Social Media Marketing created a very positive impact for businesses all around the world. Whether it is a small business, start-up, enterprise or gargantuan industry, social media marketing has become the most efficient marketing strategy.



Most importantly, SMM has helped many start-ups to reach their target audience without investing a huge amount of money. New facilities of Social media platforms for businesses help to market their products effectively. Also, general people can easily find and shop for the things they are looking for.

Leading benefits of using social media for marketing purposes worldwide as of January 2020



Source: Statista ([Leading benefits of using social media for marketing purposes worldwide as of January 2020](#))

Social media is now an essential part of every marketing strategy. It has become a cost-effective strategy, and businesses that have not utilised SMM in their marketing goals are missing out on the best opportunity. Here are some of the benefits of social media marketing.

1. **Increases Brand Awareness and can target a massive audience** than general marketing.
2. A strong SMM strategy can **induce a conversation around the brand**.
3. There is **more inbound traffic** to the website and page of the business.
4. Elevate **SEO performance and increase search engine rankings** of the website.
5. With the increased visibility, the **lead conversion rate also increases**.
6. Businesses can **connect to the audience by listening to their feedback**.
7. Brands can improve their **brand's analysis and marketing goals by analysing audience data**.

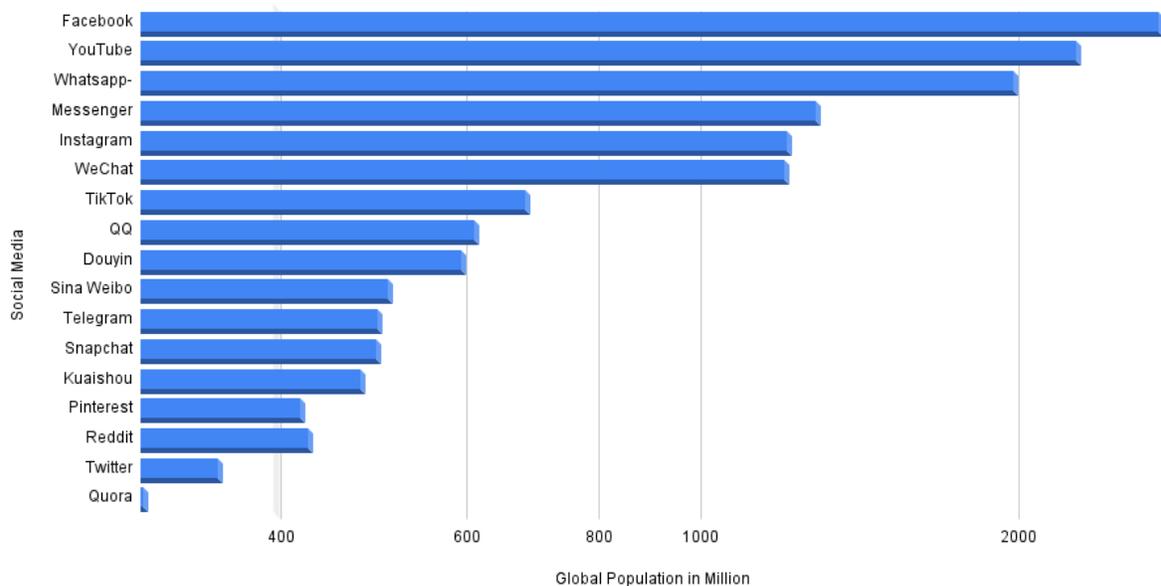
8. Companies can provide more **helpful and real-time customer service to their prospects and customers.**
9. Business can **build and increase customer loyalty, and therefore there are chances that customers will come back again for similar service.**
10. Good customer service and customer loyalty through **SMM can increase brand authority.**
11. Social media marketing is very **cost-effective, enabling the new business holder to start from scratch and gain popularity.**
12. Allows **businesses to get more market insight by doing a precise competitor analysis and their customer response.**
13. Creating and posting **insightful and in-depth content related to the business target audience can make the business an expert or leader** in that particular field.

Top Trending Social Media Platform in 2021

There is quite a lot of fluctuation over the few years among the social media platforms that are at the top. To begin with social media marketing or improve the existing social media marketing, a business owner needs to have a clear understanding of all the trending social media. It will help them to decide to choose the best social media to promote their business.

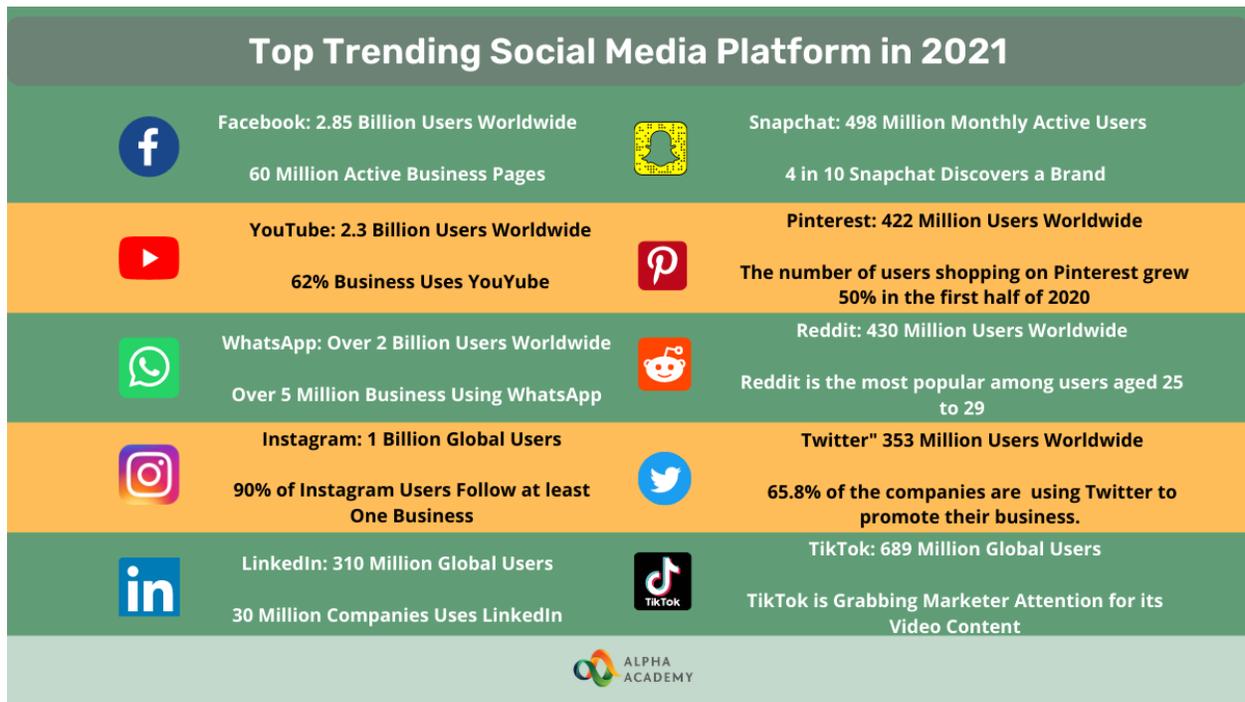
In 2021, 3.96 billion people worldwide use social media, and the majority of users use around 8.6 networking platforms. The chart below shows the top most used social media.

Global Population in Million Using Different Social Media



Source: Statista (**Most popular social networks worldwide as of January 2021, ranked by number of active users in Millions**)

The list below shows the most famous useful social media for business right now in the world. These social media platforms are continuously being used, and new trends are evolving from them and their new features.



1. Facebook



With almost one-third of the world's population using this social media platform, Facebook is the top platform to do social media marketing. Mark Zuckerberg introduced Facebook in 2004. Ever since then, it's been one of the favourite social media platforms for many people. There are almost all kinds of content formats that look good and are easy to operate.

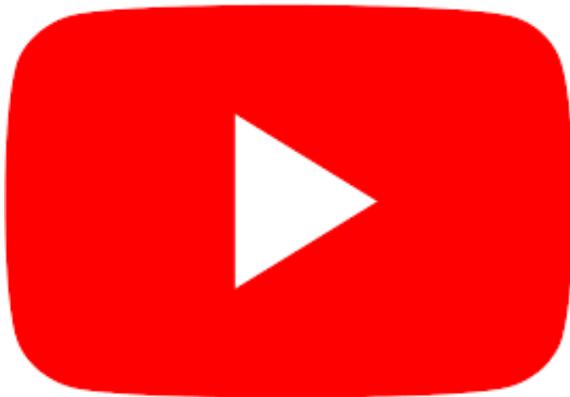
Facebook aids businesses to advertise to people who have similar page follows and interests in their products. Now it is a social networking home for **2.85 million people worldwide** and was the first social media platform to give advertising opportunities to the business. More than **65**

million Facebook pages from all sorts of businesses and 6 million advertisers promote their business and benefit from Facebook marketing.

Businesses can content based on text, images, videos, live videos, and stories. But the advanced function of the Facebook algorithm highlights the posts that spark conversation among people.

The best use of Facebook for marketing includes the engaging audience, collecting reviews, providing customer service and advertising. The introduction of the recent Facebook e-commerce immensely helps brands to reach more targeted customers and increase sales.

2. YouTube



The best video platform for social networking is YouTube. Users watch a billion hours of video each day on YouTube. Ranging from publishing the latest song, tutorials on any kind of subjects, watching the latest movie trailer, creating promotional videos for the brand, everything can be done and found on YouTube. **Around 2 billion people worldwide** use YouTube for entertainment, getting news on their favourite brand, learning how to use a certain product and even displaying their lifestyle through this platform.

In order to do YouTube Marketing, a business can open a channel on their brand, post engaging videos for advertisement, tutorials on product production and features. And also, **companies can make educational videos on how to use the products in the best way possible.**

3. WhatsApp



In the third position, WhatsApp is the most popular social media to make effective communication. It has almost 2 billion monthly active users. It is used by businesses to communicate directly with customers, sharing service and product details.

Whatsapp started as an instant messaging and communication app. But with the growing business use of the app, WhatsApp Business App now has the option to create a business profile. Businesses can respond to customer messages and use the automatic

messaging option to not have to wait much for a reply. Companies also have the option of creating catalogues of their products.

4. Instagram



One of the biggest attractions for the young generation, influencers and modern-day blogging is Instagram. Instagram has over 1 billion users, and it is a picture and video sharing social media. It was solely introduced for mobile users, but the website is now also nice to browse through. In recent years Instagram has launched IGTV, which lets users post videos that are longer than a minute.

Different businesses can create a public business profile on Instagram. Instagram applications provide insightful and rich analytics of the business profile. Businesses can post brand, and product-related pictures, stories, videos and also do live video. The analytic tool of Instagram

gives data on the reach of audiences and how individual posts and the total profile is performing. Furthermore, it provides the ability to schedule posts beforehand.

Instagram has become a great way to make a personal blog. People can journal their hobbies and favourite activities and share and inspire others.

5. LinkedIn



On the surface, LinkedIn seems like a social media site tailored for employers to get potential employees and professionally communicate, but there is more to it for businesses. With around 294 million users, companies can regularly update their recruitment campaigns and showcase their business strategies. Therefore, clients can clearly grasp what they can expect. Businesses can also share their thoughts on leadership and showcase how acquainted they are with their respective industries.

6. TikTok



TikTok facilitates a lot for businesses to actively engage with their 689 million users. With the short skits and comedic sketches that the platform majorly revolves around, companies can develop innovative ways to take part in trends. They can also produce acts and comedic sketches to captivate the audience, who may be their future customers.

As the videos are always under one minute, if contents are innovative with sly product placements,

users will surely subconsciously think about the brand when looking for a product related to the brand.

7. Snapchat



Snapchat, a platform of 255 million users, can be a powerful tool for businesses, especially if they want to promote products with limited time offers. Snapchat came into being in 2011 and brought in the most captivating feature of 24 hour Story and amazing filters that enhanced its user look. The main feature that Snapchat popularised is its story feature that disappears after a day. This feature managed to bleed into other social media apps as well.

Also, companies can have Snapchat provide customer geotags to promote limited-time offers for a particular location.

8. Pinterest



Unlike most social networking sites, where engagement is the primary goal, Pinterest is a place where around 250 million users go to discover new things and be inspired. Individual images (like product images) with short descriptions (like product information) and a link can be uploaded to the platform (like to a product page). And to add to this, the built-in shopping feature is just the icing on the cake.

Rich pins can also be used to add extra context to a product, recipe, article, or app pin and advertise to a larger audience. It's a simple approach to send traffic to product pages and build relationships with potential consumers.

9. Reddit

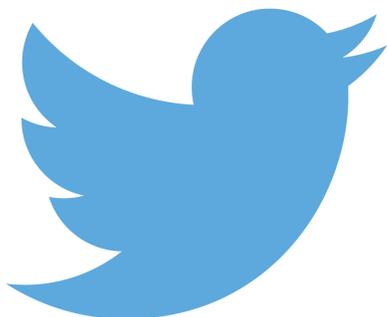


As a social networking site, Reddit allows members to interact with one another based on shared interests. It can be said that there are subreddits (similar to discussion forums) for any topic. Hence, marketers can specifically look for subreddits relating to a product and also share opinions about them. They can also get feedback from Redditors if they communicate inactive subreddits.

In addition, Reddit also provides a similar target advertisement function to that of Facebook. Their

businesses can specifically target audiences who have an interest in their products and commodities.

10. Twitter



Twitter is widely used by 335 million users due to its approach to sharing real-time information on what's happening around the world, such as in sports, politics, technology and the business world. And it's also a platform for people to get into debates. As a result, it might be beneficial for businesses that regularly publish original material. Twitter only provides 280 characters for writing posts. Meaning, marketers have to

write as precisely as possible while advertising.

Twitter is also frequently used for customer service. According to advertisers on Twitter, Twitter handles more than 80% of social customer support enquiries. Many social media customer service tools are now available, such as Buffer Reply, to assist you in managing social customer service conversations.

11. Quora



A key aspect of marketing is to understand the customer base and what they want in products. Rather than spending a fortune on conducting surveys, small and big businesses alike can benefit from Quora. This platform is simply a medium to ask questions, and 300 million users actively ask and reply to questions they are knowledgeable about. Companies can surf through questions relating to their products and also understand demographics.

Also, people can ask questions regarding their interests and also filter questions to answer. Quora, therefore, lets advertisers target their product-related audience while advertising on their platform.

Recent Top Trends in Social Media Marketing

The year 2020 and 2021 has seen some major marketing shifts. Due to the worldwide shutdown of all physical marketing places, marketers had to choose to go online above everything for their business. It is where the major social media platforms showed their optimal strength. While some social media was already famous among the people, many other social media rode up the list.



Worldwide TikTok users skyrocketed. While Facebook didn't become less famous but saw a major demographic shift. All these changes brought up different trends to light. Before, an activity that was only used by a number of businesses started to become major trends. New trends also grabbed attention. Depending on all the current activities going on, the Social Media, here are the ten best recent social marketing trends.

1. Live Streaming Hits the Spotlight

When the world went highly digital last year, live video streaming reached its peak height. The online live-streaming industry has increased to 99% between April 2019 to April 2020. YouTube users spent an increased 284 hours watching live video in May 2019. But in the next year, businesses were bound to take their activities online. As a result, brands carried out live conferences, events and general campaign activities by going live.



Live-streaming is the real-time video broadcast on social media platforms like Facebook, Instagram, YouTube or any other social media compatible with this feature. Now people are mostly using Facebook, Instagram, Twitter and Twitch to go live. Live-streaming allows you to convey many types of messages and contents, like doing business promotion, live question and answer sessions, product or service tutorials, and many other activities.

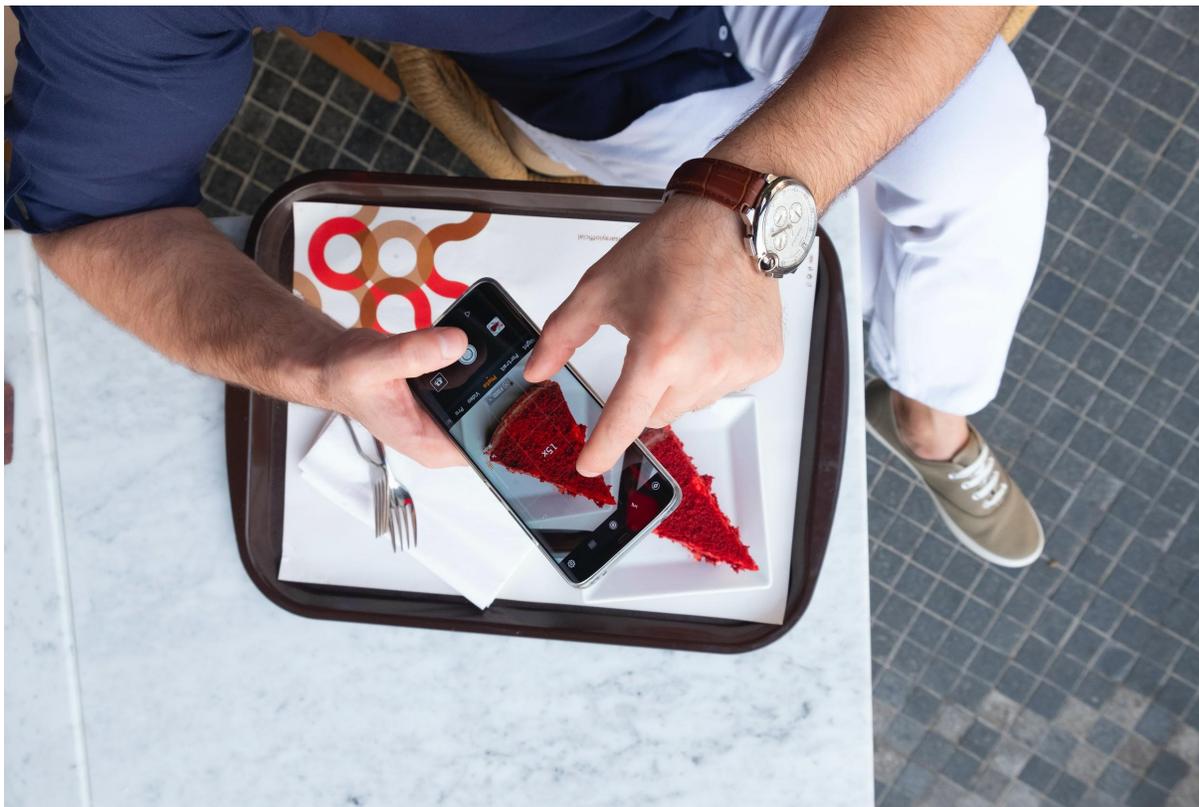
The trend of going live from social media is becoming very popular in the professional world. This is because live video allows businesses to interact with customers on a deeper level, even

though a physical barrier separates them. Live-streaming gives chances to the audience to bond with the brand.

For many musicians, their concerts went on live-streaming rather than taking place in an open area. For better entertainment and experience, many brands are bringing in celebrities. Brands are also doing live chats with their audiences to relate to them on a personal level.

2. Stories Keep on Grabbing Attention

Stories: one of the features that Snapchat initially started keeps on entertaining users. Now more and more social media has utilised the Story feature over the years. For example, Instagram seems to beat Snapchat in the case of story viewers and users now. Over **500 million people use Instagram stories daily**. Moreover, Instagram Story is not leaving the centre stage anytime soon.



Social media's way of storytelling is brought out by the Stories option. People use it to add photo, video or written content. People can also utilise tags, emoticons. The best thing about

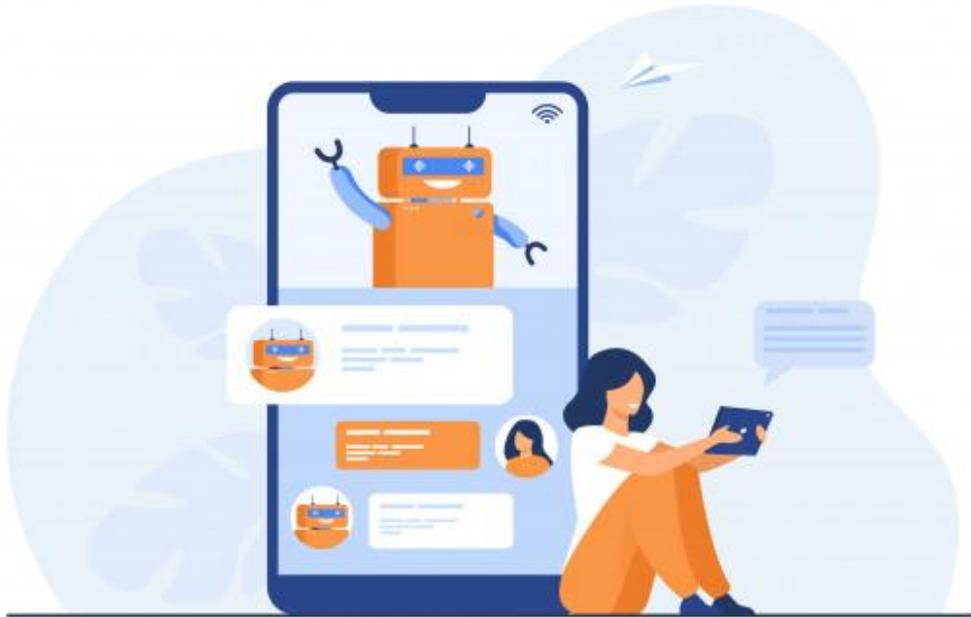
stories is they last only 24 hours of posting it, and it is typically uploaded through a mobile device. 62% of people are more interested in a business after seeing their stories.

More interactive features that business and users are actively using in their stories are question and answer, polls and quizzes stickers. Instagram stories also got the option to add music, which makes the stories more creative. Story ads are also enhancing the storytelling power of business.

Moreover, it was found that video stories are more engaging and watched than photos or content-based stories. Images have a 5.65% forward tap rate than videos. Tap forward means skipping to the next story after watching it, but before the allotted time for that story is over. Therefore, it was seen that 51% of brands are using video stories to keep people engaged, and the percentage may increase more down 2021. Stories are also performing better than newsfeed posts.

3. Social Media Chatbot Communication

Recent times have seen chatbot taking over customer service. AI-powered chatbots can exactly understand customer queries and concerns and give them the best solutions within seconds. It is not possible for all brands to provide general customer service 24/7. Chatbots are sparing businesses from this problem.

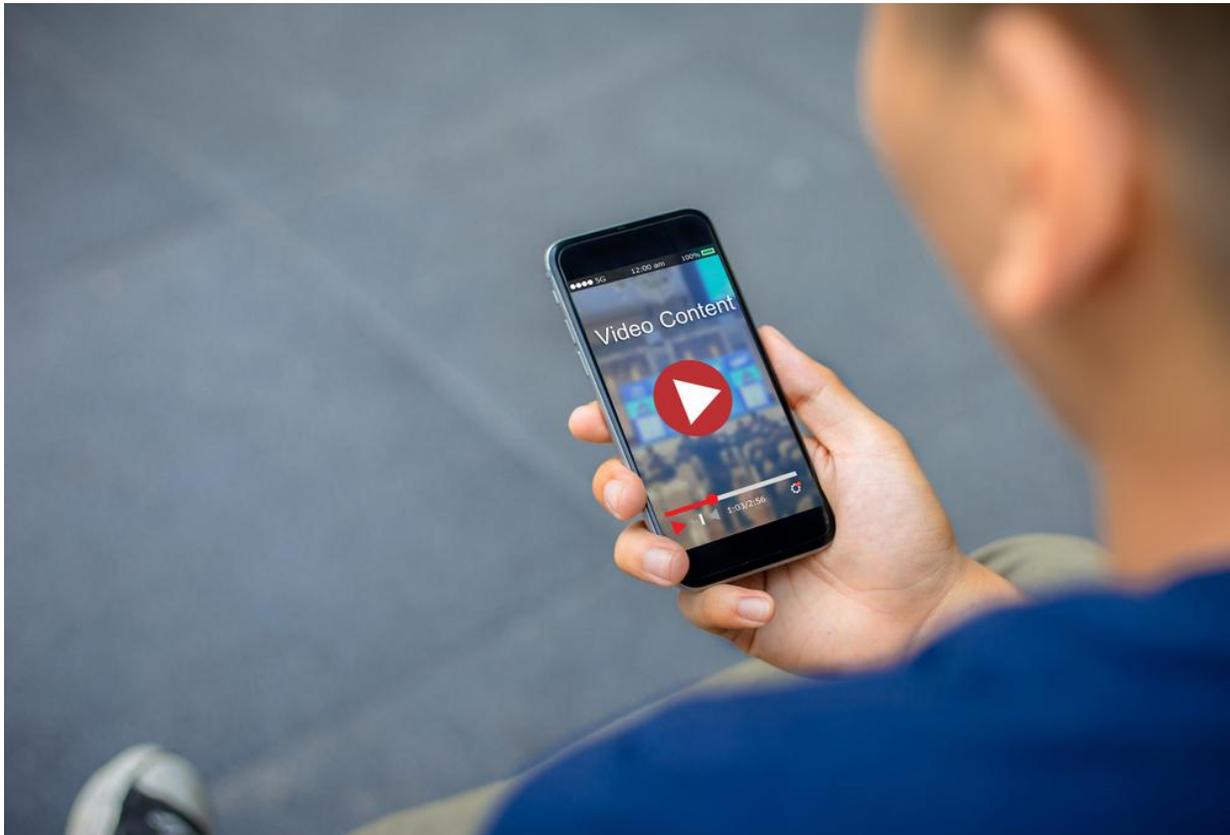


Chatbots are automated tools for improving communication. Businesses can use it to enhance their customer experience and satisfaction. It helps to generate sales and build a deeper relationship with customers. Chatbots help your business by communicating with customers through stimulating conversations. 90% of businesses agreed to quick complaint resolution with chatbots.

Messenger, Instagram, and WhatsApp are highly used for customer communication; chatbots play a huge role in replying to them on this social media platform. When it comes to queries about a product or service, a prospective customer doesn't like to wait more than an hour for a reply. As a result, they lose interest in buying that product or that brand. Chatbot's immediate response can spare business from the horror of losing customers.

4. Video Content are Saving Lives

Video remains a trend in social media. It is perhaps the most engaging form of content in the marketing industry. Apart from images, most people love to watch videos more than ever in their newsfeed.



Video content can be utilised to convey any kind of message. Therefore, more businesses are heading toward making video content as it is a great way to grab people's attention and keep them hooked to the screen.

TikTok, the short video-based app, received an immense number of users in a short period. Inspired by it, Instagram has also added its latest feature, Reel. It allows users to record a small form of video and post it.

5. Virtual Reality is Gaining Popularity

Virtual Reality technology has made heaps of progress within a short span of time. Even lower-end smartphones have this technology embedded in them. On the surface, it may seem like a technology most suitable for gaming and watching movies, but businesses can juice out fruitful results out of this technology.



Real estate businesses can give virtual tours around spaces up for sale. Customers can also have a better idea about the outlook of products like clothing items, footwear, vehicles while buying them online. Hence, people will be more prone to offer their patronage if the demos in virtual reality look similar to the actual product.

6. Augmented Reality is Amazing As Always

Augmented Reality is a type of feature which helps to alter features of the existing surroundings while taking a picture or making a video. It enhances the surroundings with different colours, characters and graphical elements.



To attract potential customers, this is an affordable technology and a modern approach to marketing. If businesses use print media for advertising and marketing, they spruce the old technology and add a dynamic and vivid touch to them.

Users scan the paper so that there are motion pictures and other moving aspects added while observing the paper through smartphone cameras. Snapchat filters, video games like PokemonGo are some of the major users of augmented.

Cosmetic businesses can gain huge leaps if they develop apps that let users try one make up shades and nail polishes. Similarly, eyewear industries can take similar approaches.

7. Influencer Marketing just Started Growing

A large number of internet audiences are heavily captivated by social media speakers, YouTubers and content creators on other social media platforms. Gone are the days when people only looked up to celebrities for lifestyle, clothing and many other aspects. People feel more in touch with social media speakers, influencers and YouTubers who give out life advice and their knowledge in other fields of expertise. Also, the simplistic approach to entertainment contents is really captivating to audiences.



Hence, sponsoring these platforms and simply sending products to these content creators for product reviews can attract a lot of potential customer base.

8. Being Authentic and Transparent and Promoting a Cause

In recent times, if a brand promotes a cause, it can highly influence the audience and bring the brand into a good light. Many brands are found to show their human side to connect to their audience on a personal level recently.

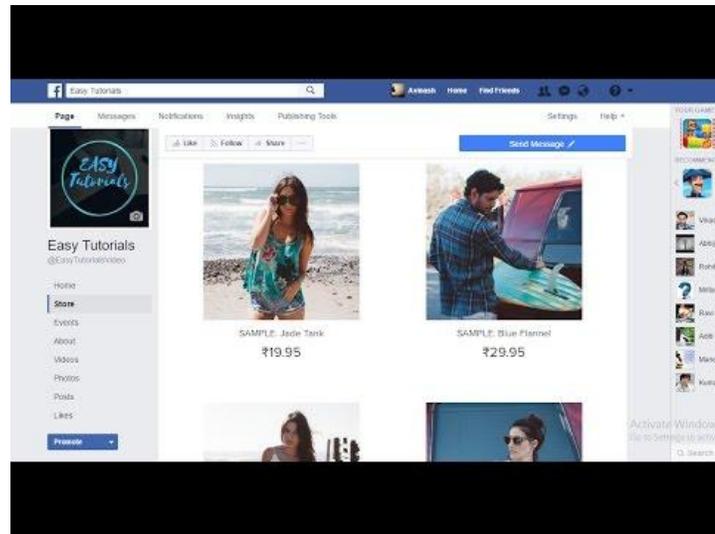


Being authentic, transparent and also vulnerable about your brand in 2021 is considered to be smart marketing. People are empathetic towards brands that share their personal story, and also that stands for a cause. Personifying your brand to reveal its side, which connects to people, can help the brand stand out.

To do so, brands must make more videos and talk about the brand's value and goals. Post something that will touch people and generate conversation around it. Businesses need to get out of their comfort zone of just talking about their products and services and talk more about their values and beliefs.

9. Social Media are Transforming into Shopping Channels

Many businesses choose social media to conduct their business. Facebook, Instagram, Twitter, Snapchat and TikTok were idle places to make their deals. As a result, all these social media platforms raced to bring more online marketing solutions for these businesses.



Facebook and Instagram took everyone by surprise and brought shopping features to their apps, like e-commerce sites. With these features, customers can buy products directly from Facebook or Instagram apps without leaving the app they are using.

The shoppable posts that businesses can use to display their products along with price and detail and that too in social media like Facebook and Instagram was a huge step. It increases the user experience for social media shoppers.

10. Review or User Generated Content

User-generated Contents(UGC) and reviews have become more prevalent in recent years. UGC is any kind of content that a user makes on social media and shares their experience after using a brand. A lot of businesses started taking leverage of UGC to enhance the reliability of their product and services.



As part of their branded content, several businesses continuously promote user-generated content. It is beneficial to highlight UGC, as it helps businesses to reduce their marketing budget. It also helps them to give customers more authority and make them feel valued.

Because marketers have no control over what people say or publish, UGC is entirely genuine. It is the most reliable source of information on a brand or company that anyone might find. Nowadays and in upcoming times, brands will encourage their customers to create UGC to create more engagement.

Conclusion

To make a place in the fast-changing world of marketing, business needs to cope with all kinds of trends and changes. Brands have to continuously brainstorm to attract customers and keep them on the brand's side. Challenges will come and go. Social Media Marketing can be a blessing for all the marketers out there. If done right, it will be the most fruitful source of marketing for businesses.



Every business is out there to survive and grow. As a marketer, the most important thing one can do is to keep on learning and applying trends that might work for the business. This sometimes needs lots of experimentation and a bit of risk. But business is all about taking a bit of risk. Therefore, it is essential to keep on acquiring knowledge on the industry, keeping track of what is working and what is not. It is true for one's own business and also their competitors.



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