

Social Media Trends 2024.



Macrotrends



A deeper connection between **BRANDS and INFLUENCERS**

In 2024, there is a **projected trend towards micro-influencers** rather than macro-influencers, making them a better choice for companies following a user-generated content strategy.

Brands are discovering that influencers can be **true champions of their products**, because they can give personal testimonials, demonstrations and calls to action when talking about a brand or a product, in an authentic and personal way.

Authenticity **grows** as the influencer's connection with the brand deepens, leading to more meaningful engagement with their audience, so instead of one-off campaigns, brands will seek **long-term partnerships** with influencers and new ways to integrate the brand into their content and storytelling over time.



The transition from explicit product endorsements to **seamless product placement** is another important aspect to consider.

In 2024, influencers will seamlessly integrate products into their content, while discussing a variety of captivating topics.

This approach sparks curiosity, encouraging audiences to explore further, especially as modern consumers appreciate the **subtlety of product integration**, preferring to engage with content that informs rather than overtly advertises.

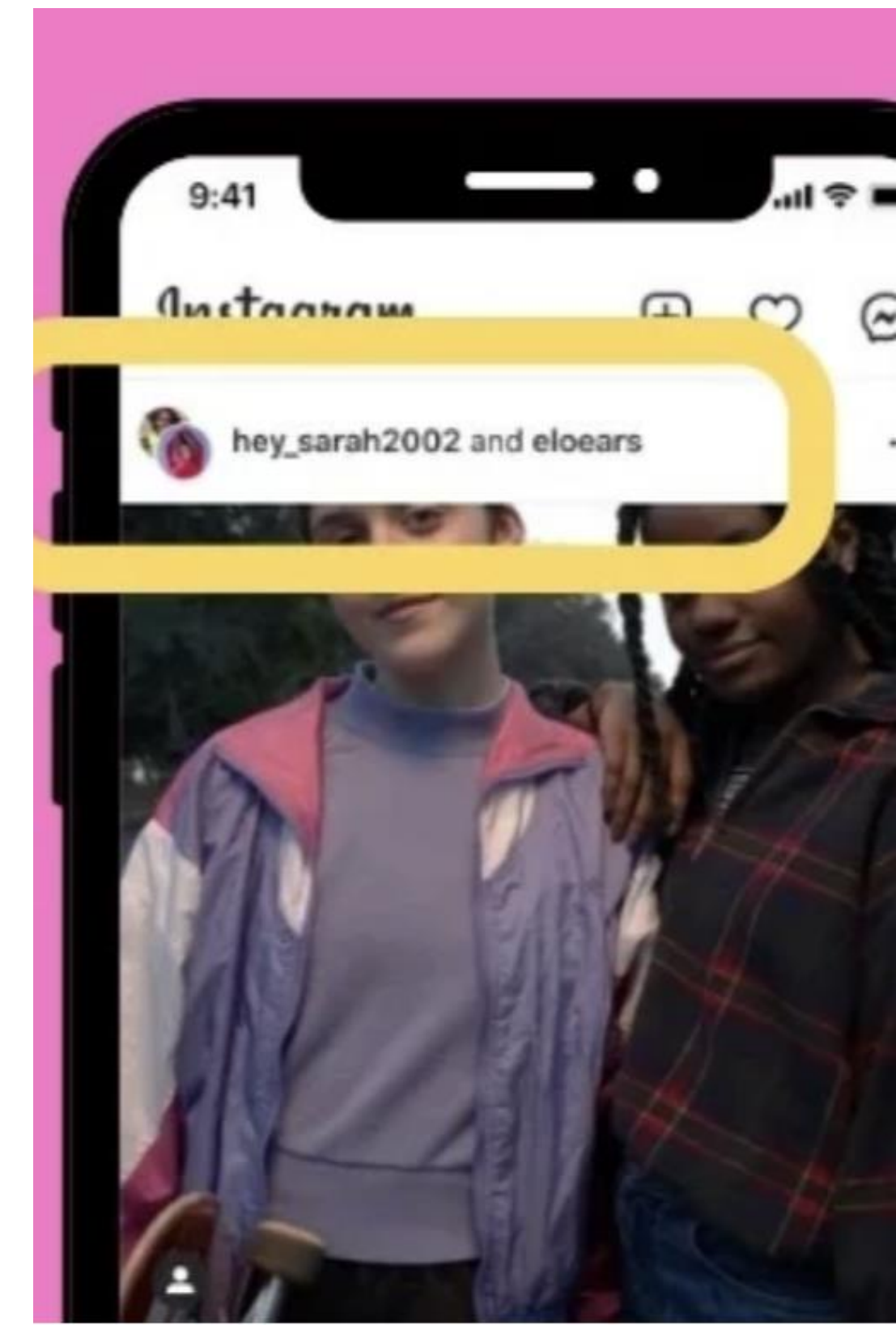
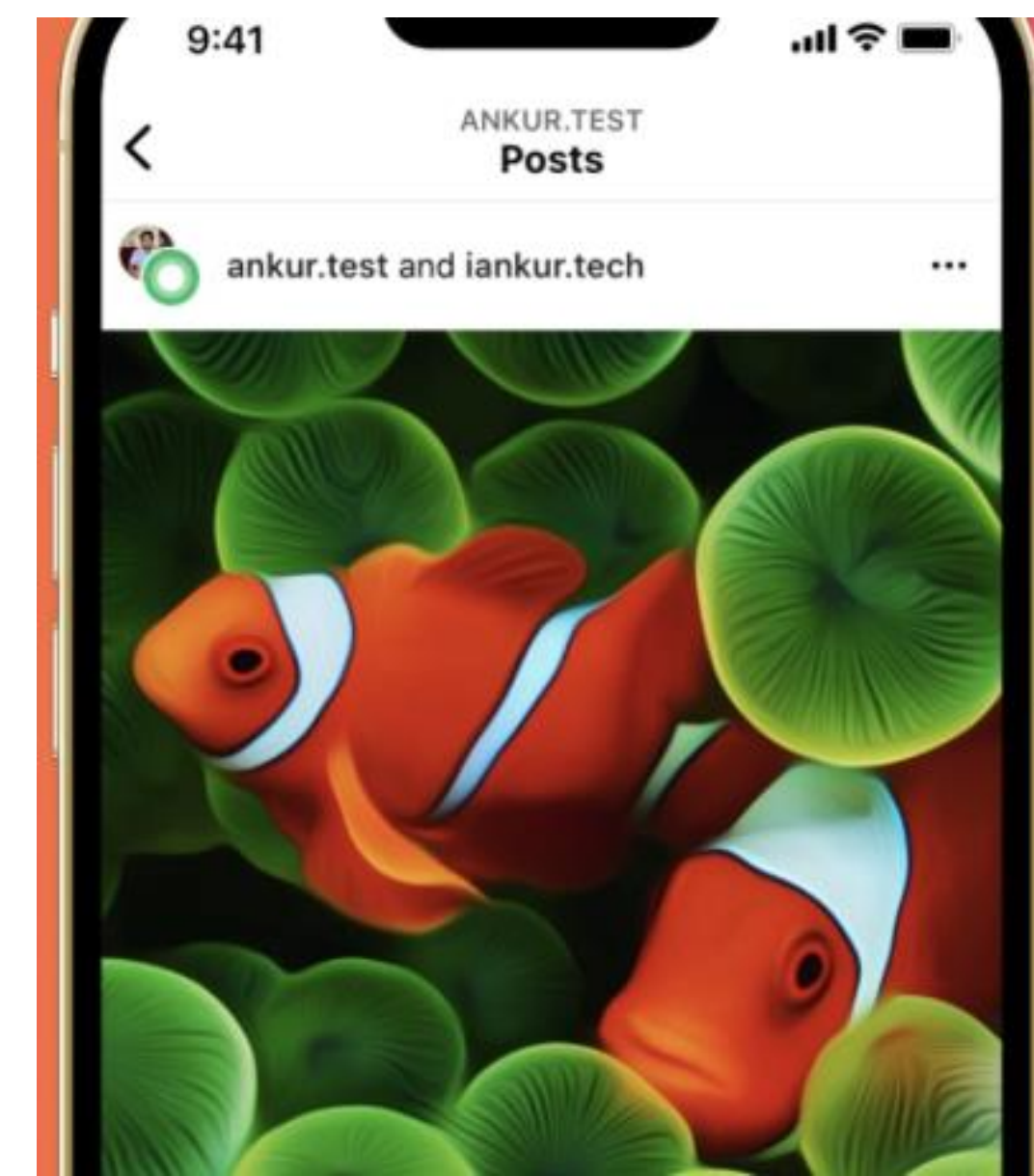
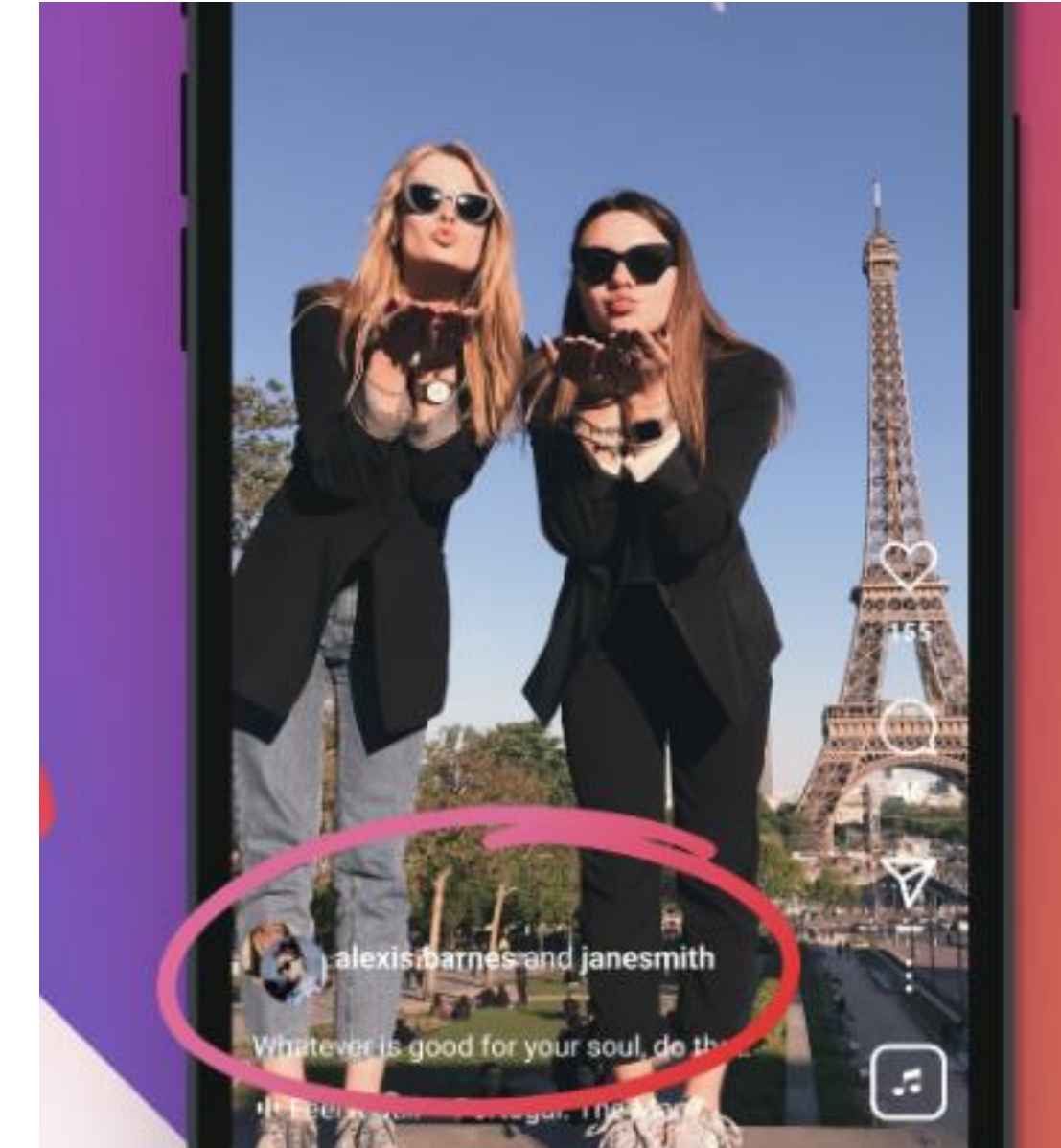
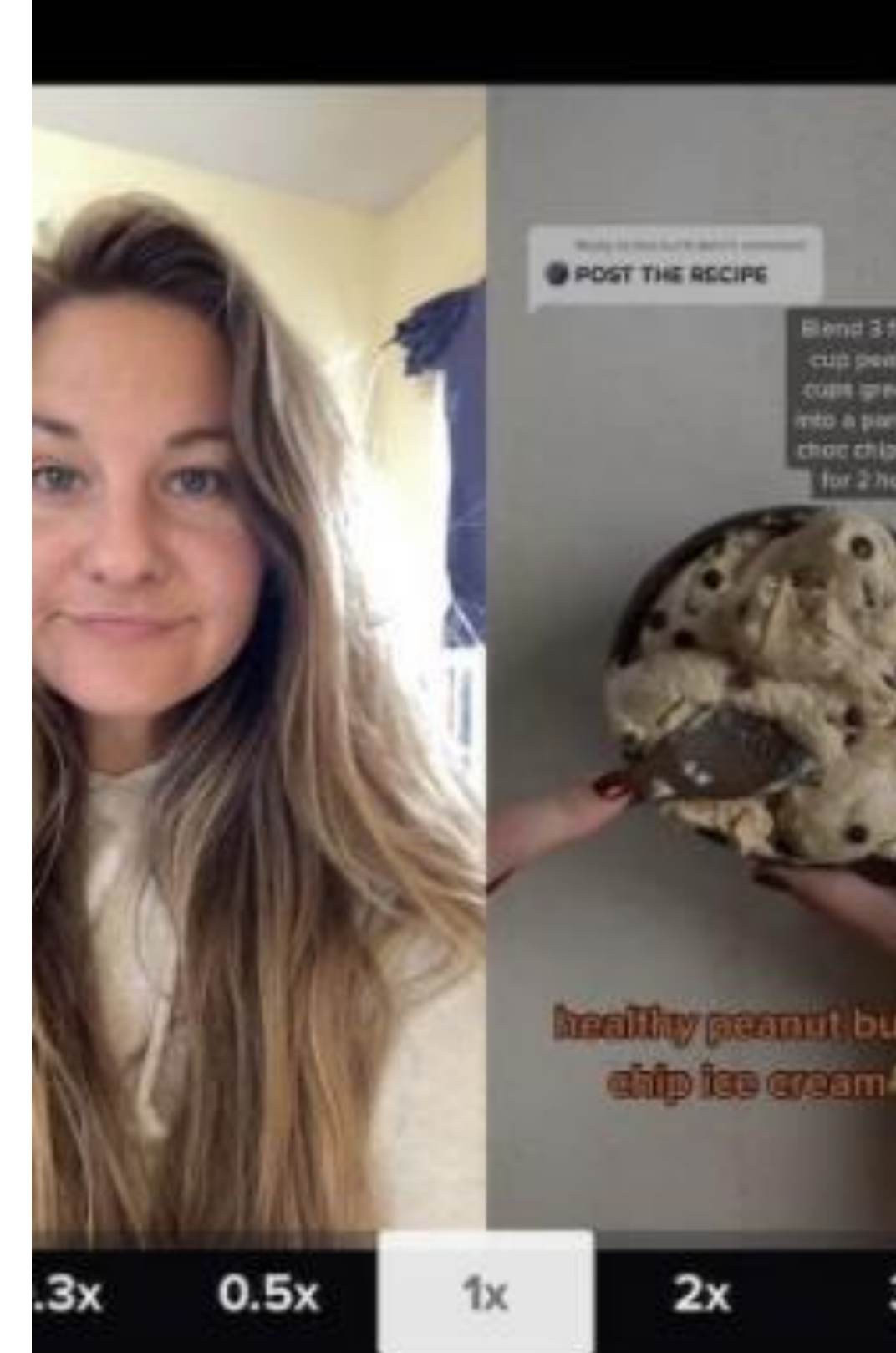
[Source 1, 2, 3](#)

Co-creation

Marketing has undergone changes in recent years, evolving from mainly unidirectional communication to **bidirectional**, through tools that allow participation. Thus, social media networks embraced this direction by integrating various functionalities people can use to co-create with brands and with each other. This way, platforms have become spaces for co-creation.

For example, TikTok brings duets and the possibility of adding stitches. Also, Instagram introduced collaborative posts, saving users the time and effort of creating their own separate posts and combines the likes and comments from both accounts.

[Source 1, 2](#)



AI creation everywhere



Everyone has heard about AI and how much it has evolved in recent years. Thus, opportunities have emerged on Social Media networks, as we are no longer just discussing AI within the algorithms of social networks, but also **various tools with the help of which we can keep users engaged.**

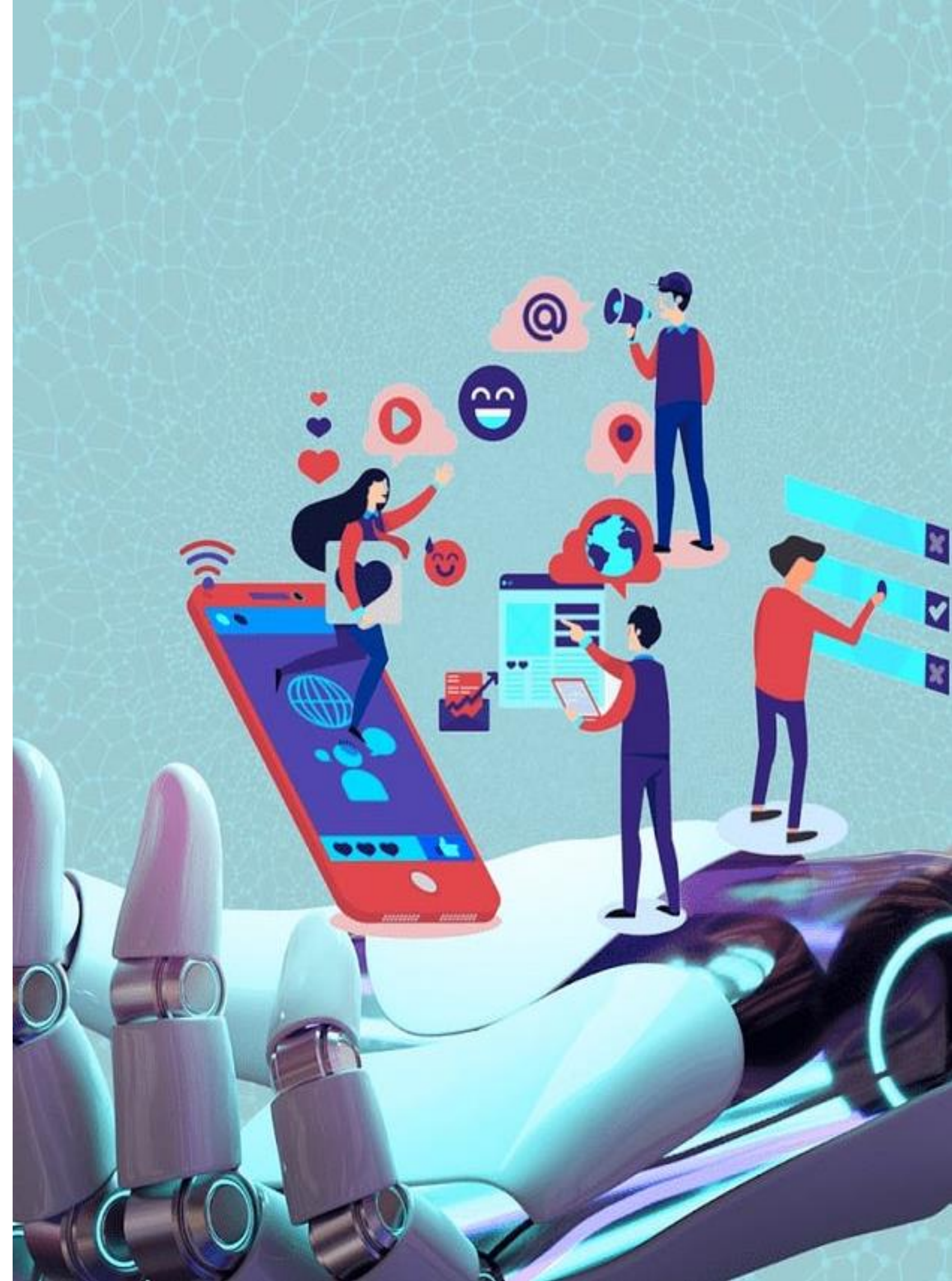
AI Creation everywhere

Instagram: It's expected the visual focus of the platform will see it implement more types of generative AI creation tools over the coming months.

YouTube's AI-generated ideas, insights, and outlines all help speed up the content creation process and making content more relevant.

TikTok will be launching a new tool to help creators showcase the innovations behind their content by labelling their AI-generated content.

Facebook: The latest AI tool Meta has in tests will be able to generate realistic audio and music from text prompts. These models could expand the possibilities for using Meta-owned audio for the brands' Facebook reels.



Facebook

Video marketing will keep growing at a steady pace

Facebook is the second most popular platform for video marketing and 92% of surveyed marketers agree that videos provide substantial ROI.

Therefore, **video on Facebook is still a safe bet.**


Pay attention to your community's behaviour and needs! Most users watch videos with no sound, some may have hearing loss and others might have visual impairment. Thus, it is best to use both sound and subtitles and always have a clear description of your post.

[source 1](#), [2](#), [3](#)



Social messaging apps

will rise as marketing and customer care channels

A close-up photograph of a person's hands holding a black smartphone. A white speech bubble with a tail pointing to the phone contains text. The background is a blurred outdoor setting with people.

Hey, my robot vacuum has stopped working all of a sudden!

With Broadcast Channels introduced now on Facebook Messenger too, it seems that all Meta platforms will have this functionality by 2024.

Therefore, we expect **the Facebook – Instagram – WhatsApp trio will continue to be a trusted channel for customers to interact with brands.**

In a 2022 study, more than half of Facebook users admitted to using the platform to contact brands and businesses for customer care. The same study has shown that 47% of Facebook users expect an answer in less than 3 hours, regardless of the complaint being posted in a comment or sent in a private message.

Social messaging apps

will rise as marketing and customer care channels.

Facebook Messenger has already introduced an ad section into the app which appears like a conversation with that brand.

With broadcast channels, chatbots, brands inventing personas for their customer care channels (George for BCR, Teo for OTP), **we are breaking the business-customer barrier** and getting accustomed to brands being the friends who are always there when we have an issue (relationship issues excluded 😊).

Therefore, it is expected that Meta will slowly introduce versions of ads that will look as friendly and negligible as possible but will live in your chat rent-free.



The rise of messaging

Across industries globally, one billion people message businesses every week. Nowhere is this more apparent than in APAC where messaging has become critical to the consumer journey, with an average of 65% adoption rate across markets, signaling the huge transformative potential for businesses to meet people where they are.



1 in 3 people chat with a business at least once a week



70% of respondents in a recent survey said they feel more connected with businesses they can message



52% of Gen Z respondents agreed that Social Media helps them build relationships with brands.

People tend to connect with businesses in the same way they connect with creators and their personal networks. As they scroll through apps or browse different platforms, they move from an observational “outer circle” to a more interactive “inner circle,” where they engage with the business.

As a result, **brands are increasingly seeking messaging solutions** that help them not only have conversations with customers, but improve consideration, boost purchases and stay connected.



“As both the marketing landscape and consumer behaviors continue to evolve, it’s exciting to see how people are interacting with brands. At Meta, we’ve taken a keen interest in the rise in messaging, the shifting preference toward shorter-form video content on digital platforms and the greater adoption of powerful machine-learning capabilities, and worked to create solutions that help clients reach and engage their customers both quickly and meaningfully.”

TAWANA MURPHY BURNETT
Director, Global Category & Client APAC, Meta

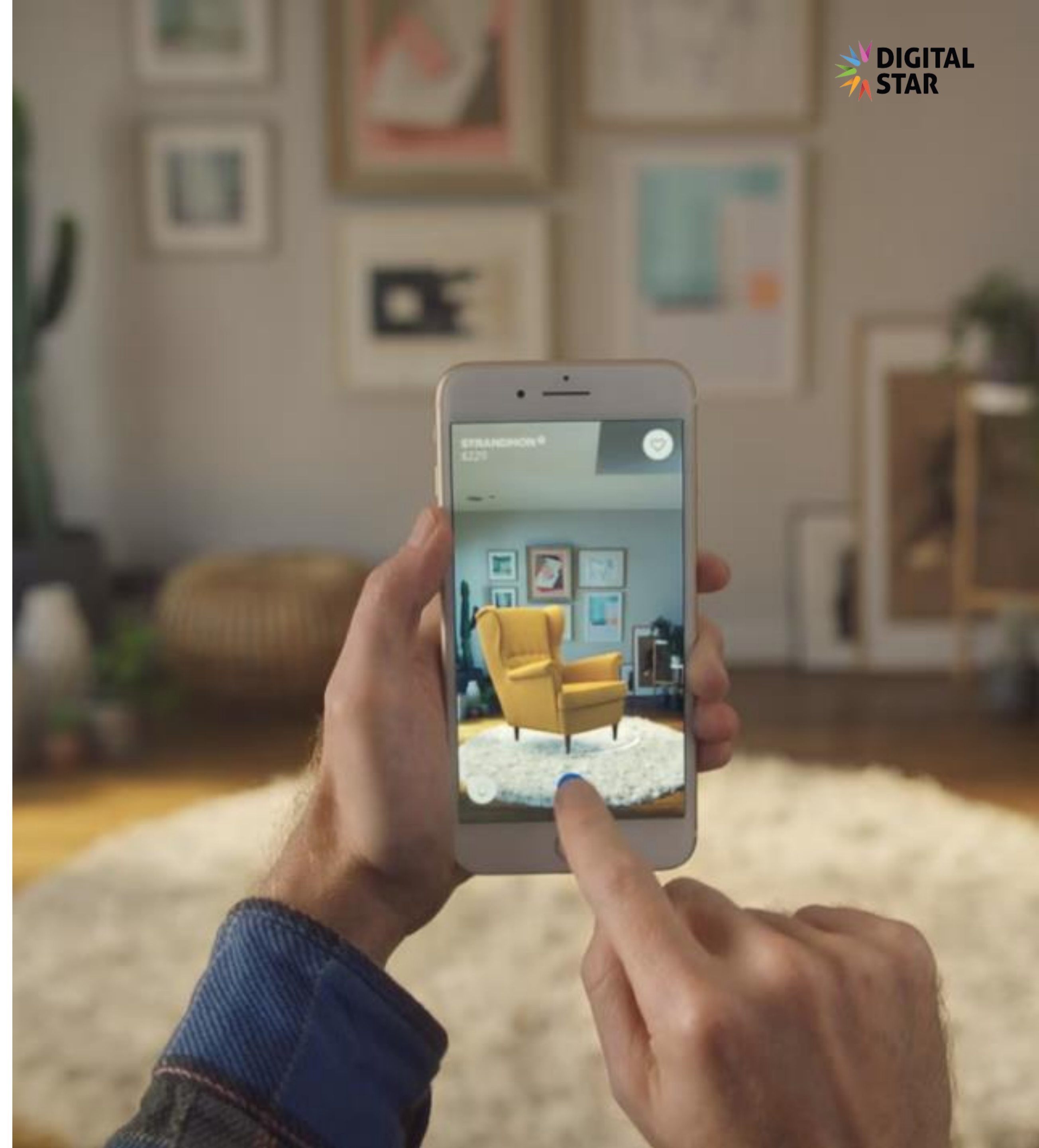
AR & VR

will keep growing

As augmented reality and virtual reality keep growing, it is exciting to think about the opportunities those technologies could bring to Facebook advertising and to the customer journey.

Although people still do not use AR and VR that often (as it is still in the early stages), this could help marketers **create interactive live shopping experiences**, host events or design even more interesting 3D visual filters. Especially since AR ads can be created on Facebook (and Instagram).

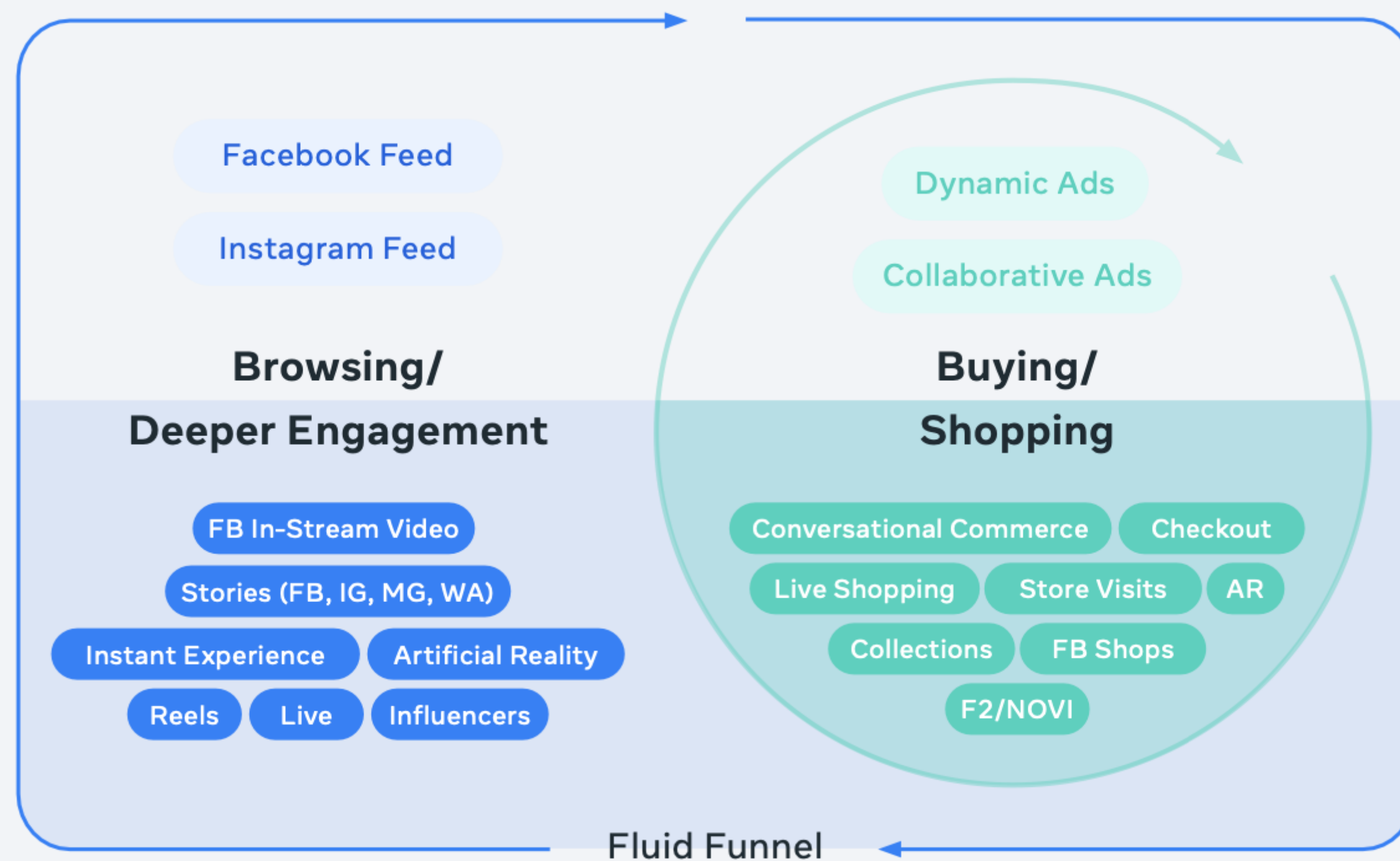
[source](#)



The transformative shifts

As more and more people spend more and more time on online platforms, we are entering an era of multiplicity: the holistic effect that arises from experiencing multiple entry points, touchpoints and channels that are optimized by machine learning.

We are in an era of multiplicity



Related to this, the teams at Meta have observed four specific shifts with profound implications for media planning and buying:



The rise of content creators



The rise of short-form video



The rise of messaging

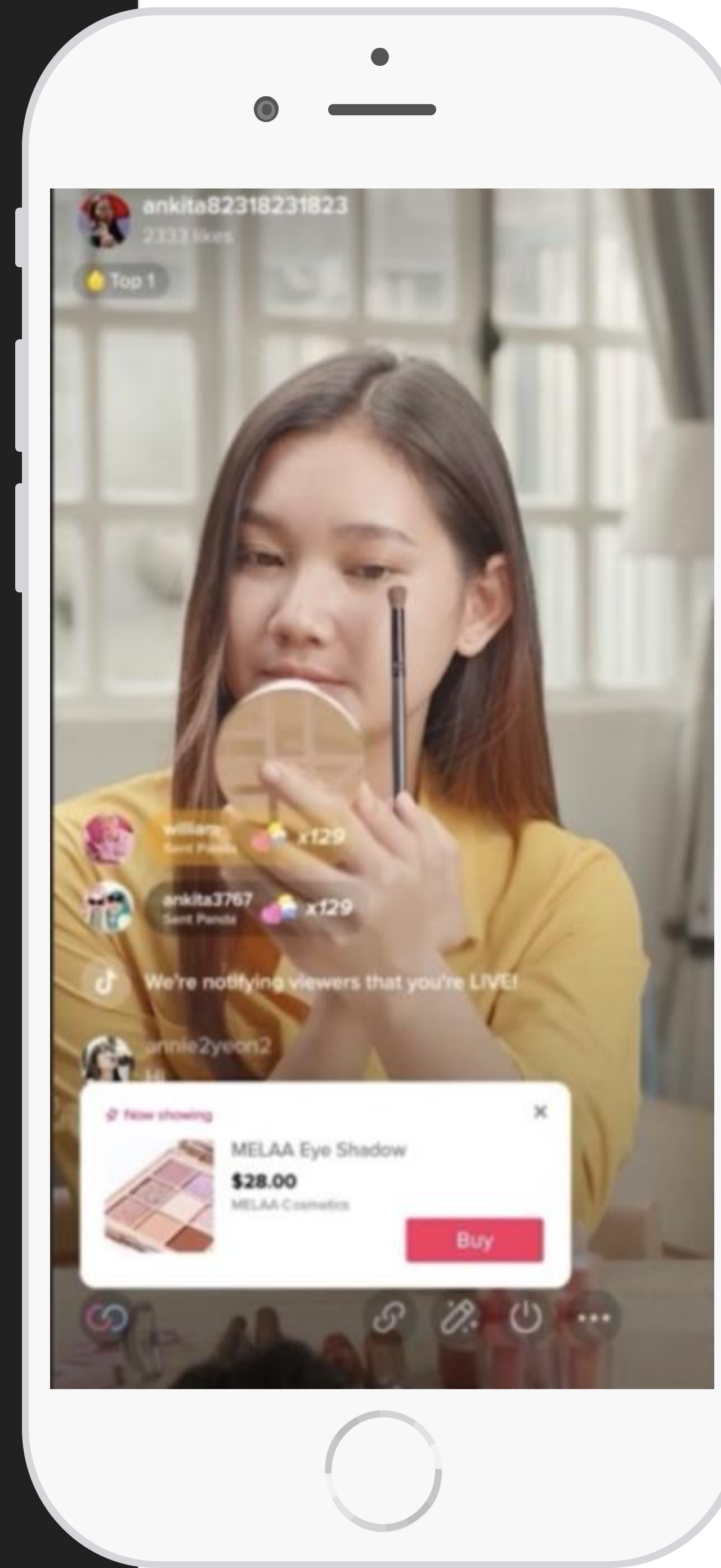


Driving impact with AI

TikTok

Livestreams

It is anticipated that livestreams and interactive experiences, in general, will be a trend in 2024.



TikTok Shop will now bring shoppable videos and LIVE streams directly to For You feeds and give brands, merchants and creators the tools to **sell directly through shoppable content on the TikTok app.**

This shift in the digital landscape demands a reevaluation of marketing strategies to incorporate these captivating livestreams. Notably, as influencers remain a trend in 2024, livestreams by micro-influencers showcasing products can bring visibility and boost sales.

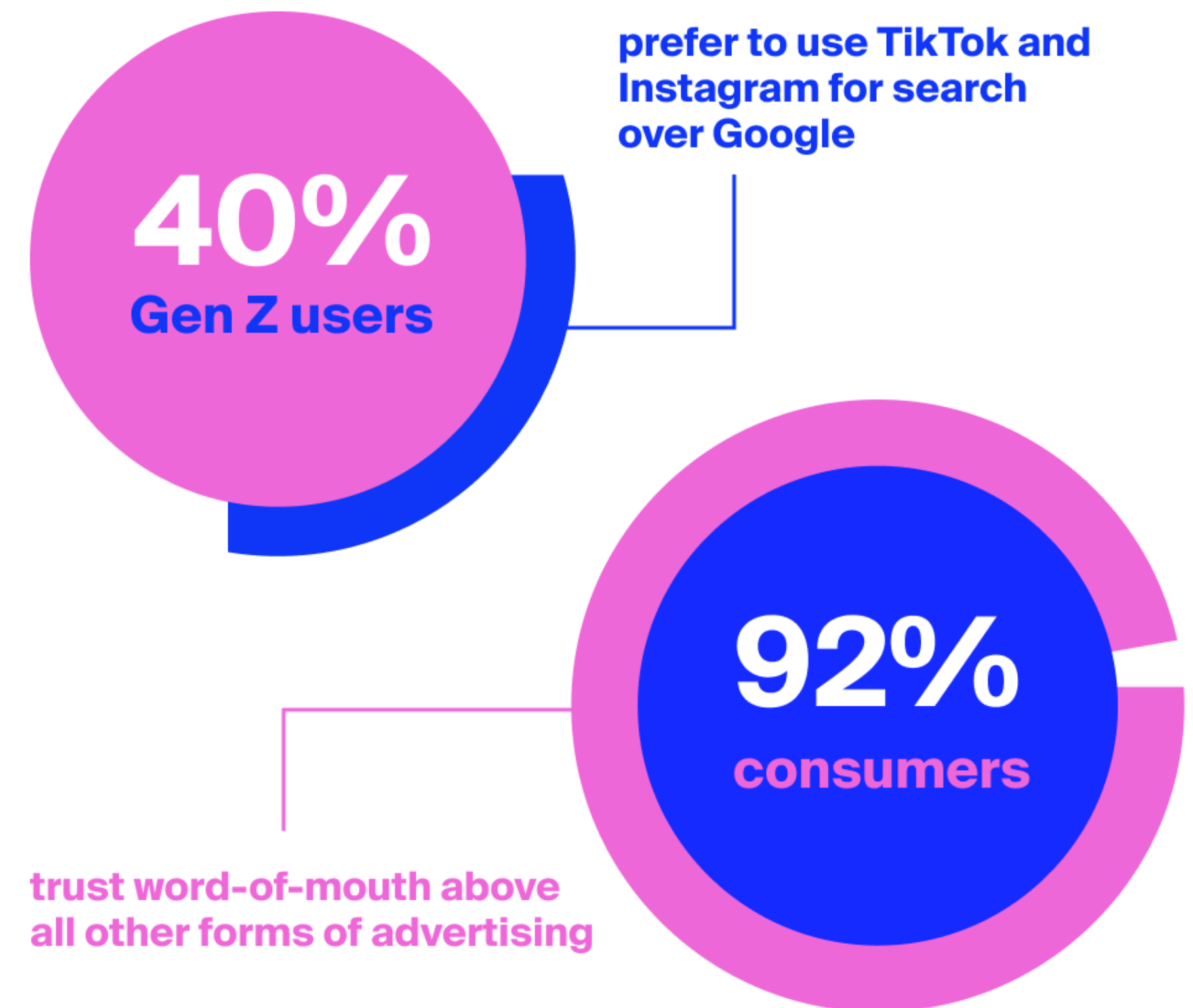
Search Optimization

TikTok is increasingly becoming one of the favored search engines, particularly among Gen Z.

40% of young adults aged 18 to 24 use Social Media as a search engine, necessitating the adjustment of TikTok content through SEO strategies.

SEO optimization on TikTok involves using the right keywords in captions, hashtags, sound clips, and other video identification elements. Furthermore, TikTok is introducing **automatic captions and promotes their usage to enhance video accessibility and discoverability.**

TikTok and Google are currently in the process of exploring a new collaboration.



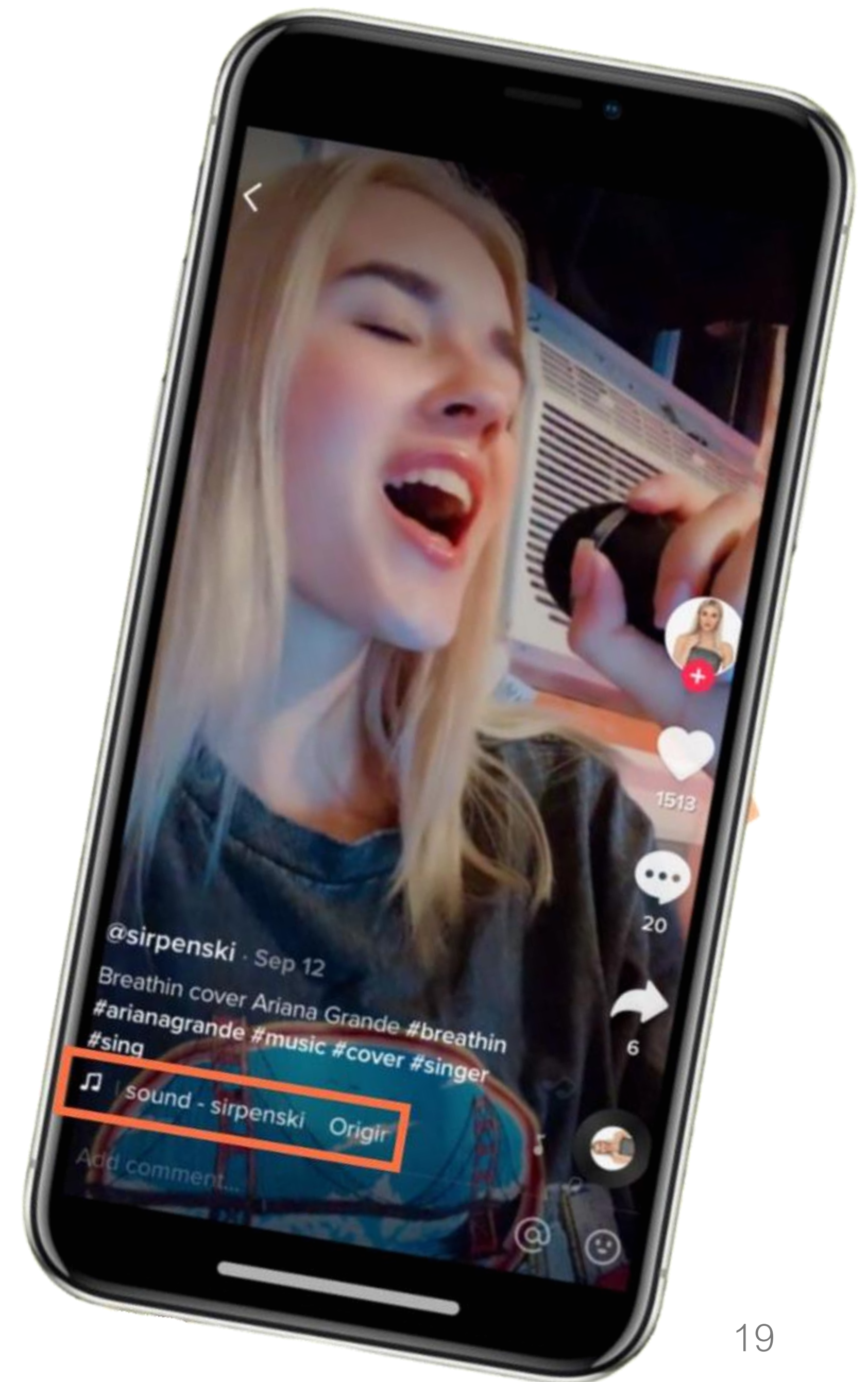
Audio content

Most of the time, trends are based on different sounds, and if a brand uses them appropriately, it can generate a lot of views and reach the For You pages.

"55% of TikTok ads were more successful with the sound turned on compared to ads on competing platforms."

The app continues to bring new projects, such as the TikTok Billboard Top 50 Chart, a weekly ranking of the most popular songs on the platform. Another feature is #NewMusic, a dedicated search hub where artists can share their music with TikTok users.

Source 1,2,3,4



Instagram

Instagram stories

will get users closer to the brand

Instagram Stories are authentic, real, and create enough FOMO that drives user engagement. Studies show that **after viewing Instagram stories, 62% of users become more interested in a brand or a product.**

And with Meta always ready to add something new, such as the "App sticker" (a way for businesses to promote their apps), music sharing stickers, or shoppable links, Instagram stories have the potential to drive engagement and sales.



Authenticity through

UGC will play a pivotal role

Brands seek to establish authenticity, so this is a great way to encourage customers to share content related to their experiences with the brand, **to build brand credibility and authenticity.**

Through UGC, brands can tap into peer recommendations, leveraging the influence of satisfied customers to attract new ones.

Another way to generate engagement is to collaborate with a content creator, who can create content in his own style, but for a specific brand.



Reels

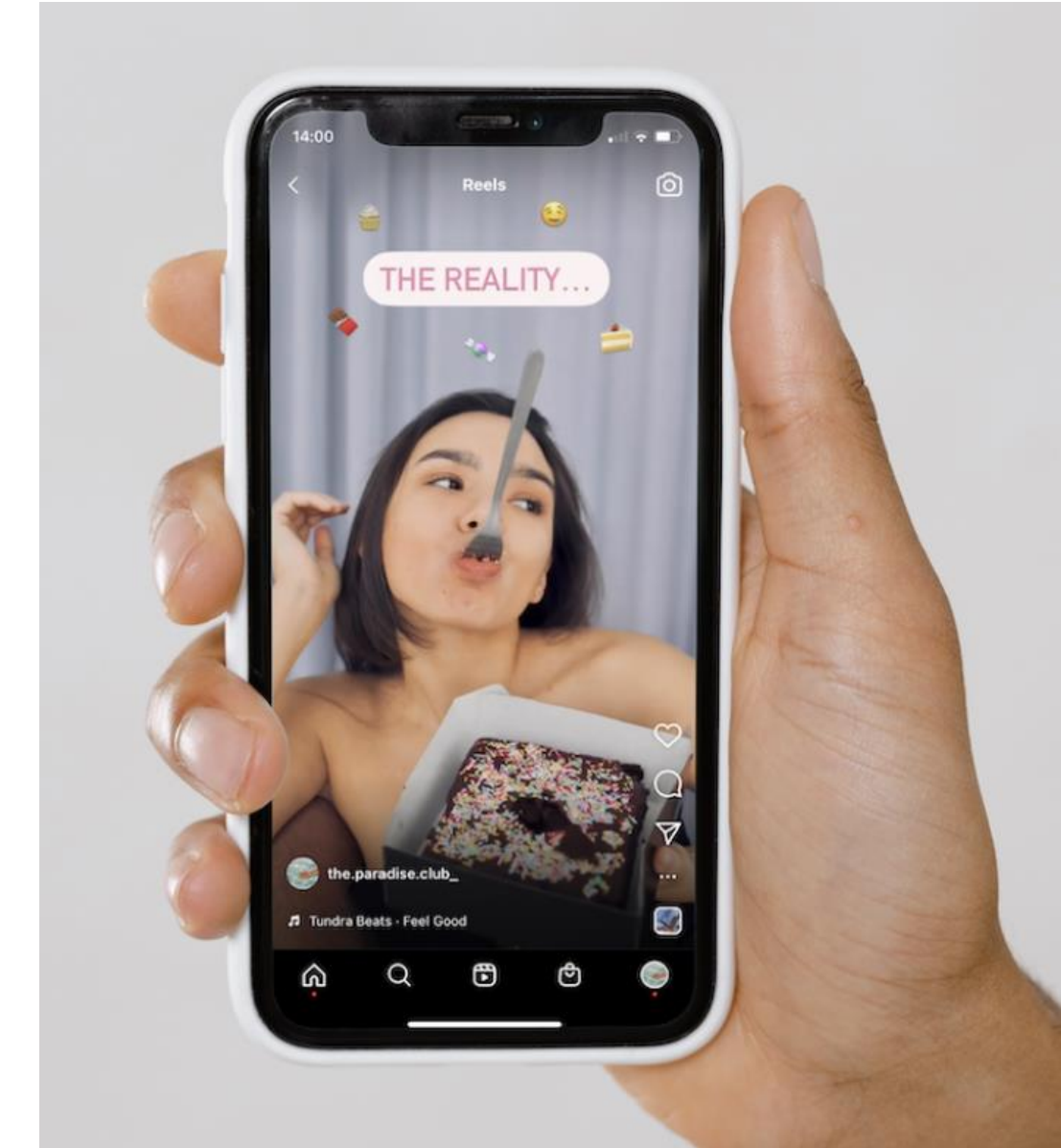
Since short-form video content #rulz.

Instagram Reels will continue to be the most engaging type of content.

The important thing about making Reels is using viral audios to increase the video's chances for virality and keeping the video short & fast-paced.

Also, with updates such as Broadcast channel sticker in Reels, testing a 10 minute duration and tests wip for polls within Reels' comments, this format is about to get even more engaging.

Source [1](#), [2](#)

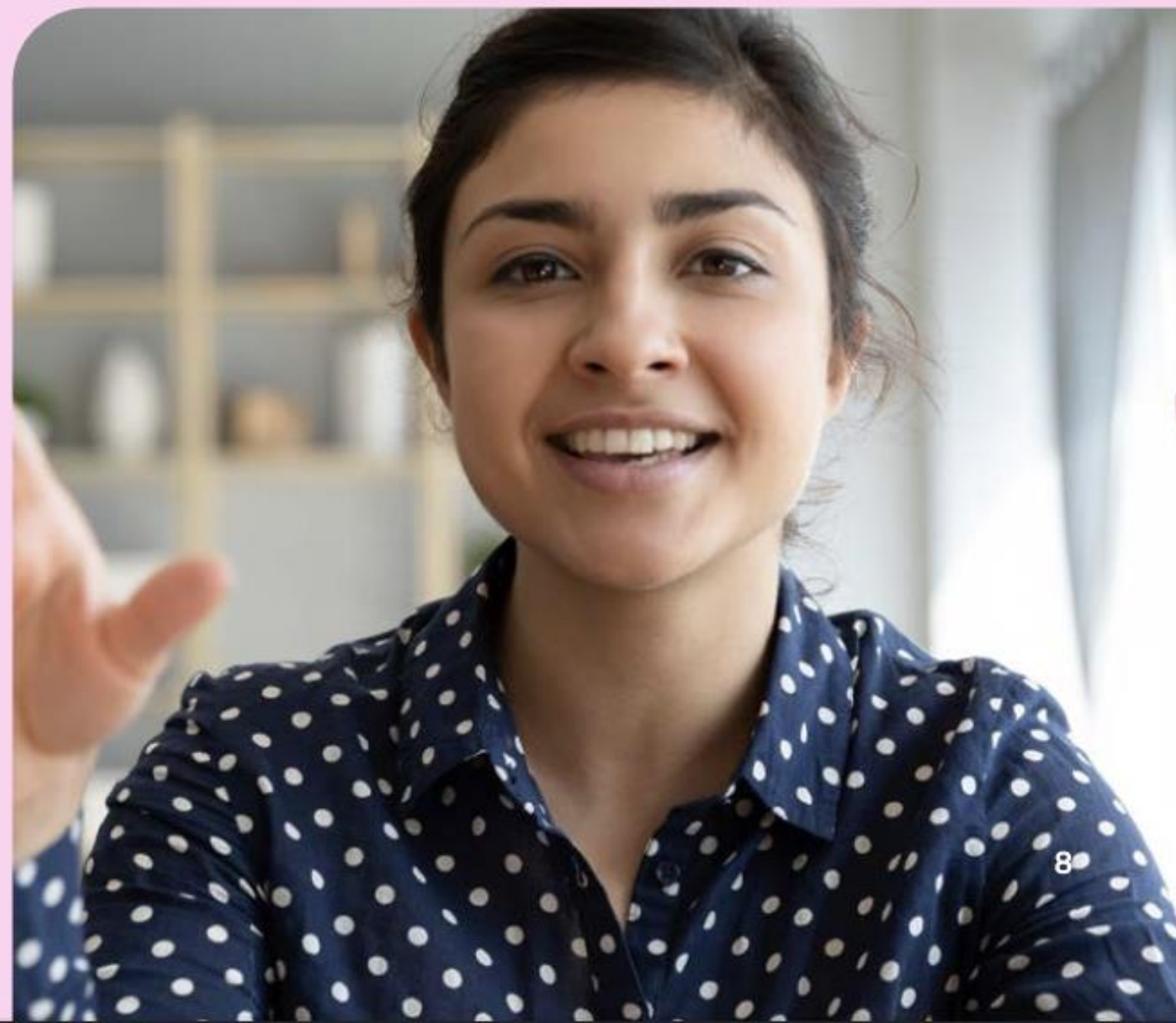


82%

of media consumed will be video

52%

will be short-form video⁸



The rise of **short-form video**

Today, short-form videos are beginning to drive better performance and are commanding video watch times. Some of this is owed to the pandemic. Consumer familiarity with digital mediums quadrupled as people were forced to interact with friends, family and brands digitally – and especially through messaging. Naturally, media consumption shifted from traditional channels and toward online video.

Reels on Meta platforms receive **190 billion views a day globally**, and more than **2 billion Reels are shared globally every day**.

When it comes to reaching a desired audience, short-form video is a solid investment. Data from a Nielsen report found that **short-form videos are 76% more effective** in terms of share of impressions compared to long-form videos – campaigns featuring Reels delivered 20% higher effectiveness compared to campaigns with other video formats.



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A shopping destination

Live shopping has become increasingly popular in recent years, and this will continue in 2024. According to statistics about live shopping, the majority is **starting to prefer livestream over other types of social media purchases.**

Instagram launched Live Shopping, which allows users to buy products directly via Instagram Live.

Feroldi's posted a video. Thursday at 2:04 PM

0:14 sponsored

FEROLDI'S.COM Feroldi's Shop the latest...

3.2K 90 Comments 20 Shares

YouTube

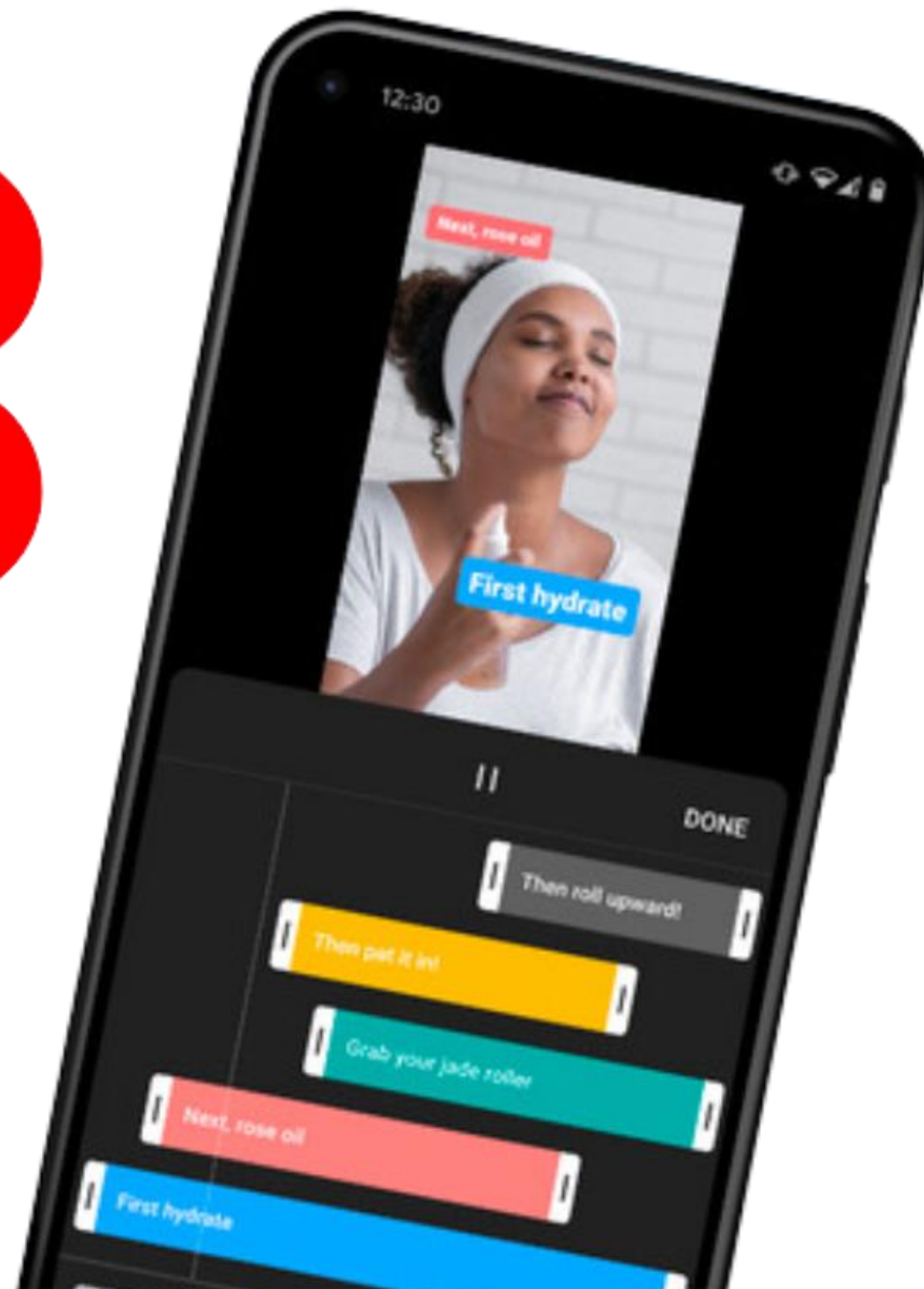
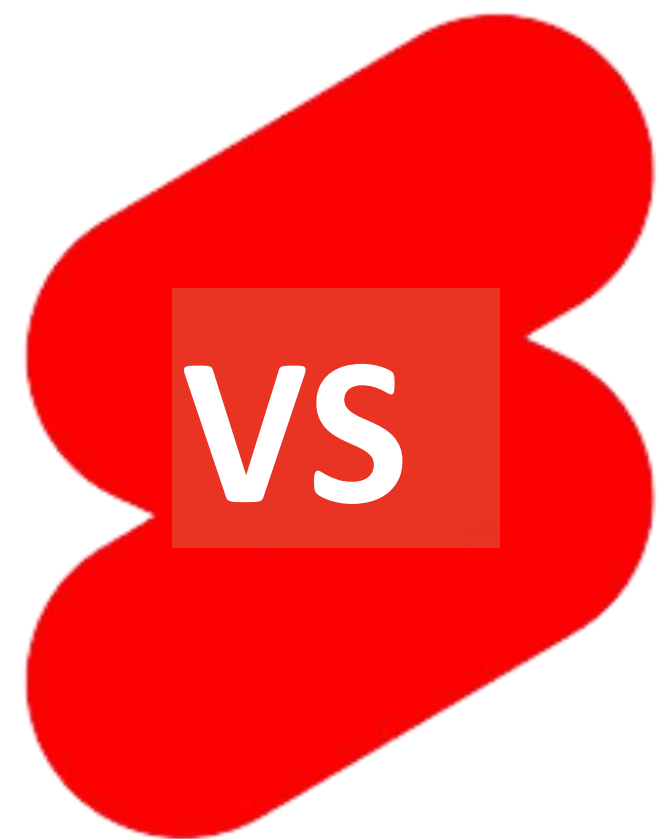
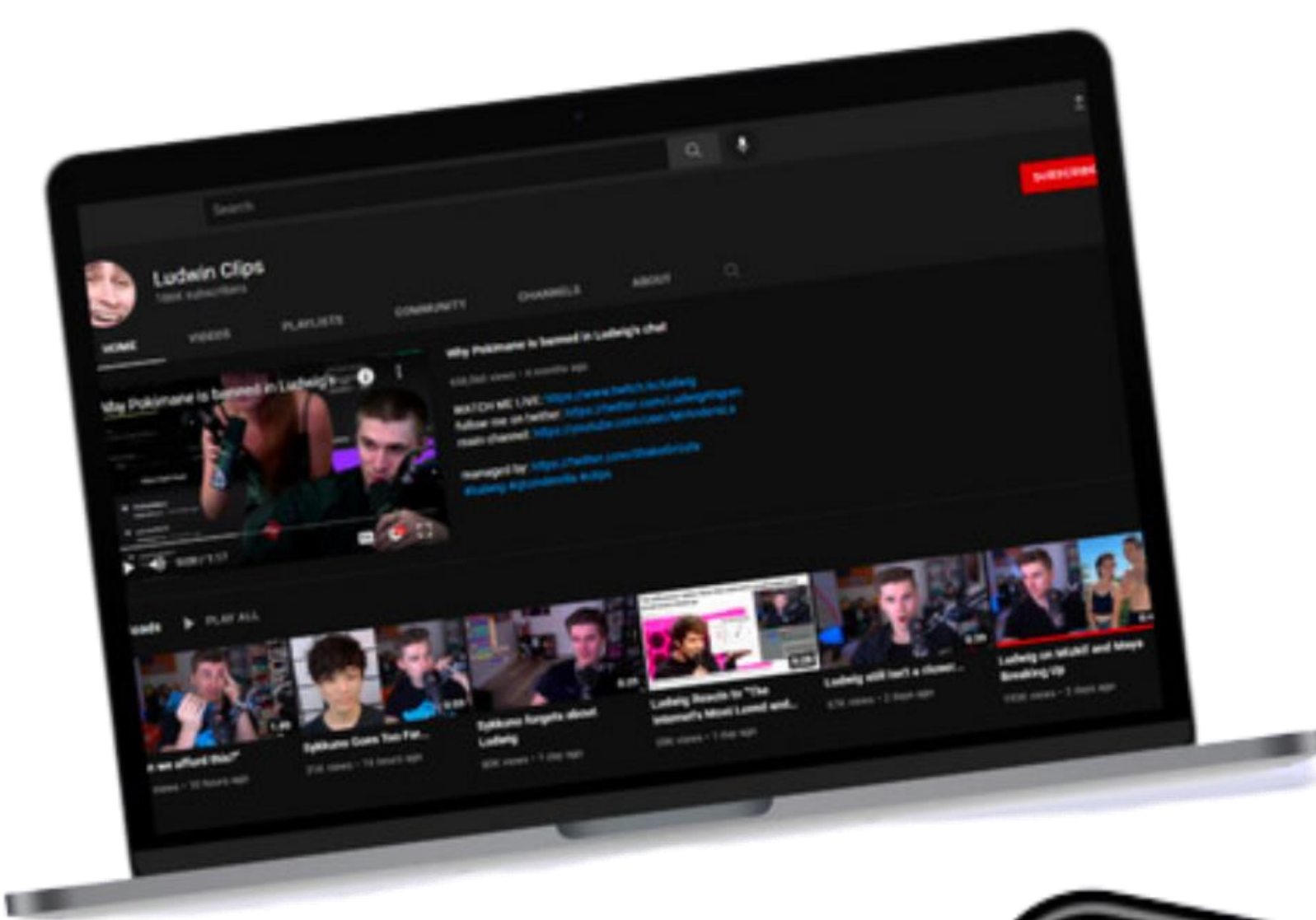
A new chapter for video content

Studies show that short-form **videos are x 2.5 times more engaging and capture the attention of 66% of consumers.**

YouTube introduced Shorts back in 2020, which have reached two billion monthly logged-in users as of July 2023.

The next stage of evolution will incorporate enhanced interactive video features, such as shoppable videos, real-time reactions, and seamless AR integrations.

Source 1, 2



Different needs, different formats

With the emergence of more personalized algorithms and varying content types, viewers expect more out of the content they watch.

Viewers increasingly expect personalized experiences and **use different formats to meet different need states** — viewing long-form, short-form, live, and pre-recorded content across mobile and connected TV screens.

68% of people surveyed say they watch videos about a specific topic that they are into in multiple different formats (e.g., short form, long form, podcasts, live streams).

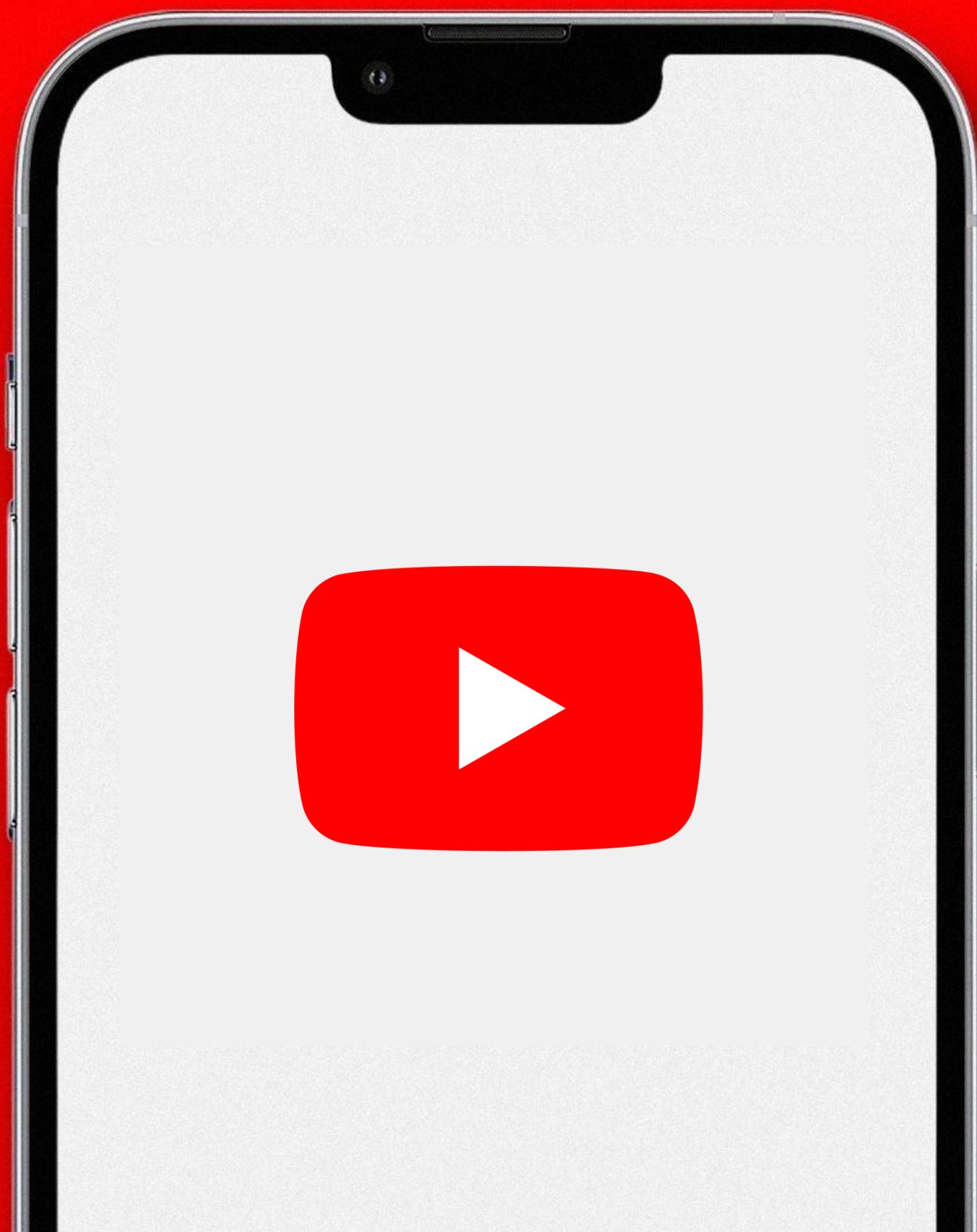


New levels of fandom

As the digital environment evolves, fandom is becoming more stratified, with **new levels of participation growing** in the space between the casual fan and the super fan — thanks to new technology and an expansion of formats.

- **Casual fans** have feeds that allow them to passively consume content, including behind-the-scenes.
- **Active fans** have more intimate content such as Shorts, Community Tabs, or remixing content and creating their own rendition.
- **Professional fans** use their expertise to create content that a general audience can relate to.

Studies show that 54% of people surveyed say they would prefer to watch creators breaking down a major event than to follow the event itself.



The path forward: **How brands can succeed**



With marketing budgets being squeezed as businesses focus on efficiency and profitability, it is critical that marketers revisit their marketing mixes, campaigns and placements.

Taking the insights about the efficacy of digital platforms and emerging formats into consideration, here are a few suggestions on how to begin rethinking your marketing strategy.



Shake up your media mix

Typical media mixes often weigh heavily on TV, and many brands still consider television to be the foundation of their marketing strategy – especially when it comes to supporting core growth. However, as audiences move away from television, it's critical to begin investing more heavily in digital platforms. As a best practice, include reach and frequency buying in your digital campaign setup, especially for top-performing channels.



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Boost campaign performance by raising the floor

To get the most out of campaigns, it is critical to adhere to a digital platform's best practices. It may seem obvious, but not everyone does! Best practices for campaign planning and buying help brands achieve sales impact and efficiency, as measured by return on ad spend and ROI.



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Master growing formats to remove the ceiling

Staying on top of emerging trends & platforms is imperative for marketing success today, especially since digital natives are often now part of target audiences. By adopting growing formats, brands can supercharge campaigns.



- By shifting to outcome-based planning and **applying new insights into audience behaviour, digital platforms and AI solutions**, brands can begin making strides in not just updating their marketing strategy to be more relevant but ensuring that marketing actions are efficient and effective.
- By looking at the performance of their current media mix and rethinking their marketing strategies so that **they include both proven and emerging digital technologies**, brands can be well on their way to establishing stronger brand equity, driving campaign performance and delivering sustainable, long-term growth efficiently, effectively, and profitably.

Thank you.

And if you want to learn more about our agency & services, we're just a [click](#) away.