



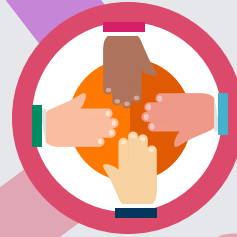
5 Trends

You need to know for social media in 2020

UGC LEADS AUTHENTICITY

More than 90% of social media users trust User Generated Content (UGC) and you can't buy that credence level. Repost your UGC and employ contests, blogs, and other UGC techniques to bolster your engagement.

2



SOCIAL LISTENING IS THE NEW NORM

Vanity metrics such as number of likes and shares no longer prove engagement or conversion. Social listening is now critical to ascertain what drives and inspires users. Analyze the conversation threads and market to those topics or issues.



4



VIDEO IS KING

Your content marketing must be driven by video to keep pace with trends. Marketing gurus are predicting video will comprise 82% of all social media by 2022 since it receives the most engagement.

TALK WITH TRIBES NOT INDIVIDUALS

Gone are the old-skool days of marketing to demographics by age, gender, income level, etc. Connect with tribes who have a passion or share a lifestyle and speak their language to engage them. Look to retail brands for #inspo

GEO TARGET LOCAL FOR THE WIN

With 5G rolling out across US Cities in 2020, location-based marketing will make sense for driving traffic to your animal shelter or participation in fundraising events.



You
Tube

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