Negen trends op social media om in de gaten te houden

11-01-2018 12:40

2018 is gearriveerd, en daarmee ook de bijbehorende voorspellingen voor het nieuwe jaar. Zo kennen we inmiddels de twaalf trends die dit jaar de toon in retail zullen zetten. Een daarvan is dat retailers die een schepje bovenop hun social media-strategie doen, gaan floreren. ‘Gebruik sociale netwerken en apps om verhalen te vertellen’, klinkt het. Daarvoor is het wel handig als je weet wat de laatste trends op het gebied van *social* zijn. Videobewerkingspecialist Filmora heeft er negen onder elkaar gezet, met uiteraard een hoofdrol voor video.

filmora

Top Social Media Trends That Will Take Over 2018

01 Video Takes The Stage

80% of global internet traffic will be attributed to video by 2020

90% of content shared by users on SNS is video

87% of marketers use video in their campaigns

95% of message will be retained by viewers while only 10% with text

Facebook, Snapchat, Instagram and Twitter are all investing in video to help generate engagement and build followers

02 Expansion of Live Streaming

Adoption of Live Streaming in social media platforms

70.05 B

Video streaming market is forecasted to become a $70.5 billion industry by 2021

80%

of customers would rather watch social video from a brand than read posts

3X

Facebook Live broadcasts received 3X longer on regular ones

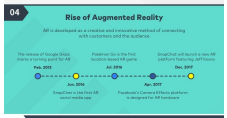
03 Doubling Down on Ephemeral Content

Ephemeral means short-lived, fleeting, or passing, and describes the nature of the media accessible up to 24 hours on social networks

- Authenticity
- Fear of missing out
- High Engagement
- Mobile First

04 Rise of Augmented Reality

AR is developed as a creative and innovative method of connecting with customers and the audience



05 AI & Chatbots Have Been Widely Used

We all know that social media makes us closer to our customers. Chatbots and AI can make Real-Time Engagement with the customers.

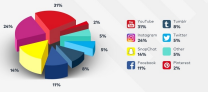
12,000 monthly active bots on Facebook Messenger

30% of our chat conversation will be with chatbots by 2018

80% of Chatbots can be used efficiently to provide 24/7 services

06 Focus on Generation Z

Generation-Zers, born between 1995 and 2012, are considered as the "true digital natives".



07 Increased Investment in Influencer

Marketing channel that growing fastest

94%

of those who used influencer marketing believe it's an effective strategy

49%

of Twitter/Instagram users rely on recommendations from influencers

10X

Influencers bring 10X rise in conversion rate

08 More Mobile ready content

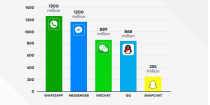
Number of Smartphone Users Worldwide

Time Spent on social networks in US: Mobile vs Desktop

09 Increasing Brand Participation in Messaging Platform

Dark social channel's market share

Top 5 Social Messaging Leaders



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Wave.Video

The easy-to-use and timely video editor that helps you turn any idea you have into a real and branded web results, regardless of your skillset