

Social media trends

2022 latest
updates



Social commerce will continue to grow



73% of businesses already use social commerce and 79% expect to do so in the next three years.

Use your channels to **create shoppable posts, link to product pages from your updates, and allow customers to purchase products mid-scroll.**



Brands will partner with creators and micro-influencers

These influencers may have fewer followers, but tend to have higher engagement rates, which can lead to a higher ROI.

Choose micro-influencers in your industry with between 10 and 50K followers and whose target audience matches your own.



Sustainability becomes a key driving force



Consumers buy from brands with the same values as theirs. And, **when 28% of Gen Z-ers are concerned about climate change, it's important for brands to establish their stance on it.**

We'll start to see brands using social media to promote their sustainability and values.



TikTok will be big



Brands can leverage TikTok Lead Generation by collecting their follower's details, and use TikTok Custom Audiences to laser-focus their targeting efforts.

LeadsBridge integrations with TikTok can make the lead generation process a walk in the park.



Video content will be king



82% of content will be video content.

Brands will need to create video content for their social channels if they want to keep up and connect with their audience – you don't need a fancy film crew and editing suite, though. Use your smartphone to tap into social media video trends.



Authentic, “no filter” posts will work best



Consumers are more skeptical today than ever before.

Instead of sharing highly-polished professional content, **brands will need to be vulnerable on social media and show raw, human-focused content** to build trust and instill customer loyalty.



Reaching new audiences will be integral

Each social media platform comes with its own distinct audience.

Brands that succeed in 2022 will be the ones that can **create unique experiences for each audience segment** on a variety of social media platforms.



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