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presented by

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Social Media Marketing Trends 2022

Society has adapted to a pattern of, “what’s next?”. With technology, this concept is paramount, especially with the never-ending growth of social media. There are a ton of different marketing trends that will create huge waves of success for any business or brand looking to expand their reach online in 2022. This guide will explore marketing trends of 2022 that will serve to educate marketers and businesses on how to enhance their image and connect with customers during rapidly changing technology and times, specifically tailored to social media usage.

[According to Sproutsocial](#), there are over 3.6 billion people that are on social media. It is estimated that people spend roughly 144 minutes a day on social media platforms.

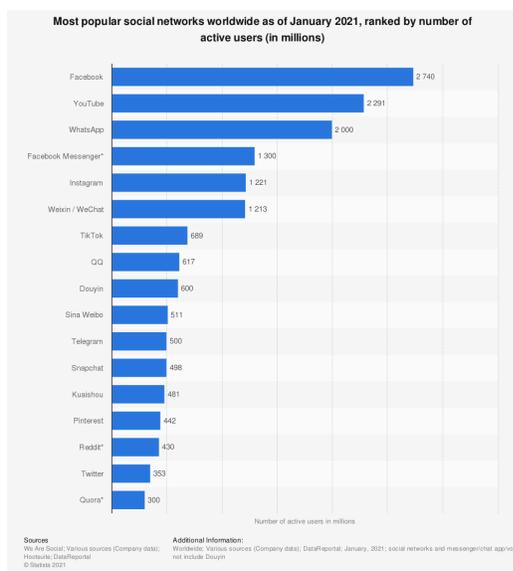


Image source: Sproutsocial

What Will Make Your Brand Stand Out?

Authenticity

Today, there are too many of the same things out there online. Content bound to be similar. It’s easy to get intimidated by the oversaturated markets. Sometimes, content

creators can get lazy with their approach to curating. It's okay to gravitate to the practices that have worked for other brands, but the key is not to sacrifice originality. You will lose your creative voice if you try too hard to be EXACTLY like another brand.

Harness your creativity. Be original. Get inspired. Turn that inspiration into dynamic content for your audience to consume on social media. They will more than appreciate it and will absolutely return to you if you impress the first time. First impressions are essential for brand success.

Consistency

The best way to achieve a successful level of consistency on social media platforms is to post often and deliver on a recurring theme that is going to become recognizable for customers. Stick to what you know best and focus on a specific niche. Give your audience exactly what they came to your social media profile for and deliver it in a way that allows them to anticipate each and every one of your posts. Keep your posting schedule intact and don't deviate from it. If you show consistency with your audience, then your audience will become consistent customers.

Memorability

Like a classic hit song that plays in your head over and over again, brands can have the same affect on social media. Do you have an impactful message to share online? Are the themes and colours of your brand able to stand out in a crowd of thousands?

As the brand owner, are you going to be able to engage your audience in a way that allows customers to gain a level of trust and respect for you as the face of the operation? Do whatever is necessary to make your brand embed itself in the minds of your audience. If you can do that, you'll be as recognizable as "Bohemian Rhapsody" by Queen. Well, maybe not quite that huge, but anything is possible with memorability!

Engagement

Comments and likes from customers on social media are always a great indicator as to whether or not your brand is harnessing the true power of engagement. This means that people are reacting to your content, which is good, but what perhaps is just as important is your brand's response to the customers response!

Be approachable on social media. Engage with your customers when they take time out of their day to show interest in you. This will reflect well on your image and reputation and a personable

and professional brand. Not only that, but you can also build up relationships and loyalty with your audience.

2022 Trends

Interactive Content

Text-based content still has its uses. There is certainly a time and a place for it despite the rapid demand for visuals. People are turning their focus to more dynamic content that will give them an engaging and highly immersive experience:

- Quizzes
- Polls
- Embedded calculators
- Augmented reality ads
- 360 degree videos

Video Marketing

This is considered to be one of the most significant and popular trends to date and will remain as such for the foreseeable future.

[Here are some useful statistics](#) below that show just how valuable this trend is for all marketing strategies:

- 70% of consumers say that they have shared a brand's video
- 72% of businesses say that video has improved their conversion rate
- 52% of consumers say that watching product videos makes them more confident in online purchase decisions
- 65% of executives visit the marketer's website and 39% call a vendor after viewing a video

*Video marketing is an excellent way to educate and alert people about new products and services offered.

Instagram, LinkedIn and Facebook have useful features that allow you to post and host live videos.

With the format of technology adapting to mobile devices and smaller screens, longform information is becoming harder to read for people. Video can present this information in formats that work for the chosen device screen. It is highly adaptable to the changing preferences of users and will ensure that your content never goes unread.

[According to SEO Tribunal](#), If you have a video on your website, it is 50x more likely to drive organic search results, in contrast to posting nothing but text on your web pages. It is clear that users are drawn towards dynamic video content at this stage in the technological game. Be on Google's good side. As a result, they will push your content and website to the top of the batting order for search results.

Types of video:

- Live video
- 1:1 video
- Video SEO
- 360 degree video content

Social Messaging Apps

It appears as though messaging on social media apps are not just for private conversations with your friends and family. [According to Single Grain](#), Social messaging apps are actually being used more for business promotion and product information to customers.

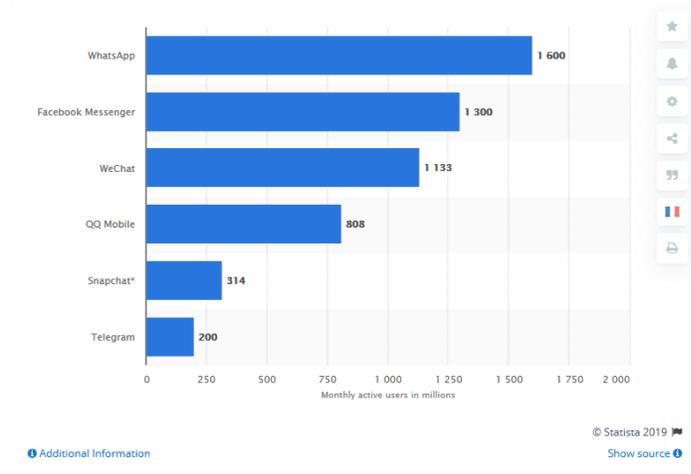


Image source: <https://www.singlegrain.com/digital-marketing/digital-marketing-trends-2022/>

- Top three messaging apps: WhatsApp, Facebook Messenger and WeChat- interestingly these apps actually [have more combined users than Facebook and YouTube](#).
- 10 billion messages are spent between people and businesses on Facebook messenger every month.

Social messaging apps are useful in sending messages to customers directly, which allows for personalization and adds value to their user experience. Direct and easy way to make contact between brand and customer.

The luxury of using social messaging apps is that it allows for more effective and meaningful communication between you and your customers. Connections can be created. Relationships built. This is a key form of brand personalization that will go a long way in maintaining good standing with your audience that follows you online. Direct contact is always the easiest and most efficient way to communicate, especially from a professional standpoint.

[Main reasons to use social messaging apps:](#)

- Cultivate contact
- Deliver information
- Boost sales
- Involve people in events

- Regain potential customers
- Provide support and assistance

Social Media Stories

Stories on social media make people live in a moment. Since they disappear, you are giving your audience a good taste of what's in store and all the exciting things that are happening with your brand. In other words, let's go fishing! You are literally casting a reel with bait out to your intrigued audience, who are floating casually in the water, waiting for the next bite. Using Stories will serve you well in motivating your audience to come back and visit your brand for more content and information.

Benefits of social media stories:

- Increased brand awareness
- Consistent engagement with audience
- Cost-effective
- Increased traffic to web page
- Chance to reach younger audience

Different ways to use social media stories:

- Use polls with Instagram Stories
- Add links to your social media stories
- Take advantage of Snapchat Geofilters
- Add location tags
- Add mentions from other brands and your audience
- Use live video in your stories
- Invite followers to explore more with clear call-to-actions

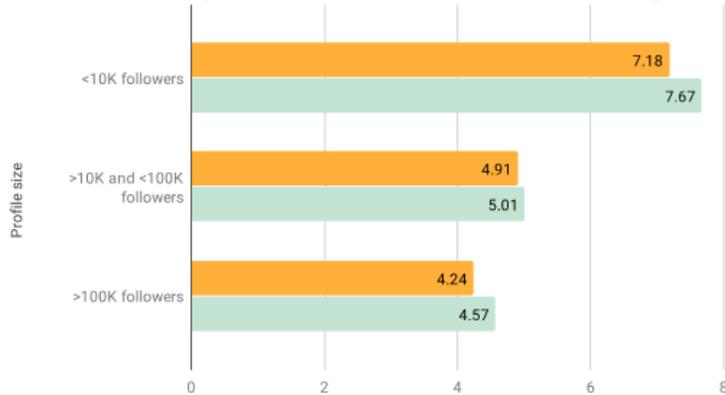
According to statistics, 500 million people interact with Instagram stories daily. There is no sign of their popularity going down moving forward.

As a brand, utilizing social media stories will involve more organization and planning around publication calendars. Stories usage will continue to grow because they outperform photos.

*[SocialInsider studies](#) found that photos in stories have a 5.65% higher tap-forward rate than videos. Tap-forward rate is the users who click through your entire story without waiting for the length of it to run out completely. At the same time, it appears that users tend to spend more time viewing videos.

*[51% of brands are using videos in Stories](#). This will likely increase in 2022.

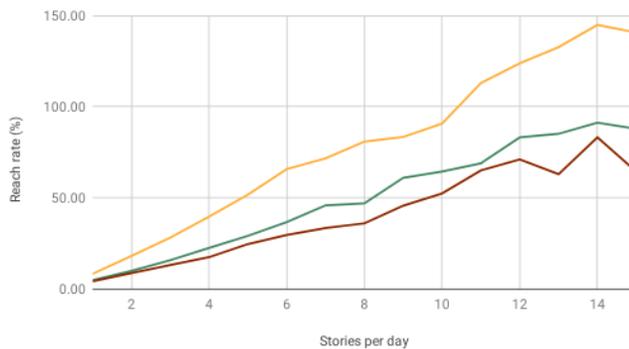
Average exit rate for video Stories compared with average exit rate for Stories with image



Source: Socialinsider data
 Data range: August 2018 - April 2019



Number of stories within a day & the reach rate across all profile sizes



Source: Socialinsider data
 Data range: August 2018 - April 2019



Mastering SEO For Instagram Visibility

Search Engine Optimization can be a complicated process, but if you can at least understand the value of keywords, then you will be in a great position as an aspiring brand. Not only can you reach the right audience, but also your profile will become much more discoverable to people on Instagram if you implement the appropriate keywords catered to your brand niche.

In 2020, [Instagram updated its program to become more search-friendly](#) for users. Now, by searching for words in Instagram’s search tool, profiles, posts and other content of

relevance can populate your results. This undoubtedly will improve your ability to reach more users and increase your visibility to a wider audience.

*In order to take advantage of this, it is vital to make sure that you insert relevant keywords within the caption of your post. This will go a long way in directing Instagram in their efforts to identify the details of your post.

* Another important tip to practise regularly is post consistency. Make sure that you maintain a consistent posting schedule, relevant to your niche, so that you stay in the minds of your followers. People need to know you are always there, otherwise they will quickly forget about your brand if you go through long periods of inactivity online.

Reels on Instagram are an Exposure Gold Mine

*Instagram Reels are frequently used. If you aren't familiar with Reels, they are simple 15-30 second videos people use to create all kinds of entertainment. This popular Instagram feature offers tools such as audio, visual effects and other creative capabilities.

Short-form video is a key trend. The introduction of Reels saw at least 10 times more number of views than you'd expect from stories or posts.

Reels don't have to be intimidating. They can be as easy as talking on your camera, similar to stories. You can add music and text to make it interesting. Ex: timing a text so it appears and disappears with the beat of a song.

The [Green Screen Effect](#) is powerful for small businesses because it gives you the ability to share photos, screenshots, and videos to your reel. Ex: Before-and-After images showing the transformation your business delivers. Screenshots can be used to showcase the questions your business gets from emails and direct messages, and you can answer the questions as a "talking head" in front of the screenshot.

Live Videos Are the Way to Go

With the introduction of the COVID-19 pandemic, brands and businesses shifted their focus to the computer screen. Meetings in-person changed to zoom calls and live concerts turned into live streams of musicians playing at home.

Because of this, platforms like Facebook and Instagram with “Live” features have seen views double within a week in COVID hotspots like Italy. People are getting used to interacting with their favourite brands online.

*Live tutorial videos are popular

*[According to Sproutsocial](#), 40% of consumers want to see more live videos from brands.

Personalization On Social Media

If you aren't familiar with [personalization marketing](#), think of a platform you use frequently, like YouTube or Netflix. The software gathers data and relevant information based on the type of content you watch and converts it to a “Recommended for You” section on their platform. Now, when you watch videos, YouTube or Netflix will suggest other videos you may find interesting, based on your history of platform usage. This is not to invade any form of privacy, but rather an initiative to make your experience better when using their online streaming services.

When you apply the process of personalization to social media, brands work with advertisement. And as suggested by [Influencer Marketing Hub](#), “Social media platforms have started providing advanced targeting and customization options for marketers. These let you show the right ads to the right people at the right times.”

As a brand with a specific niche market, social media personalization allows you to see all the most relevant pieces of content online. This can help your brand find new customers and create new connections with other brands. This is just another trend in marketing that will be quite prevalent with consumers moving forward.

Another key point to consider when using personalization marketing is relatability and connection. Going the extra mile in tailoring your messages specifically to your audience will go a long way in winning them over and maintaining brand loyalty. Don't send them spam. Make them feel like you care because you actually do! Don't be a robot!

Prominence of Ephemeral Content

“Nothing gold can stay.” - Robert Frost

Ephemeral content involves any type of media, such as videos or images, that last for a short period of time before disappearing forever. A platform like SnapChat has always been the epitome of ephemeral content, but other big platforms such as Facebook, Instagram and now even Twitter have hopped on the bandwagon of briefness.

What's interesting about this form of media marketing is that it caters to the very short attention spans of people.

The pictures below show illustrations and statistics regarding the timeline of each major platform launching their ephemeral content features as well as the range of active users who indulge in this feature:



Image source: <https://propelrr.com/blog/driving-brand-ephemeral-content>

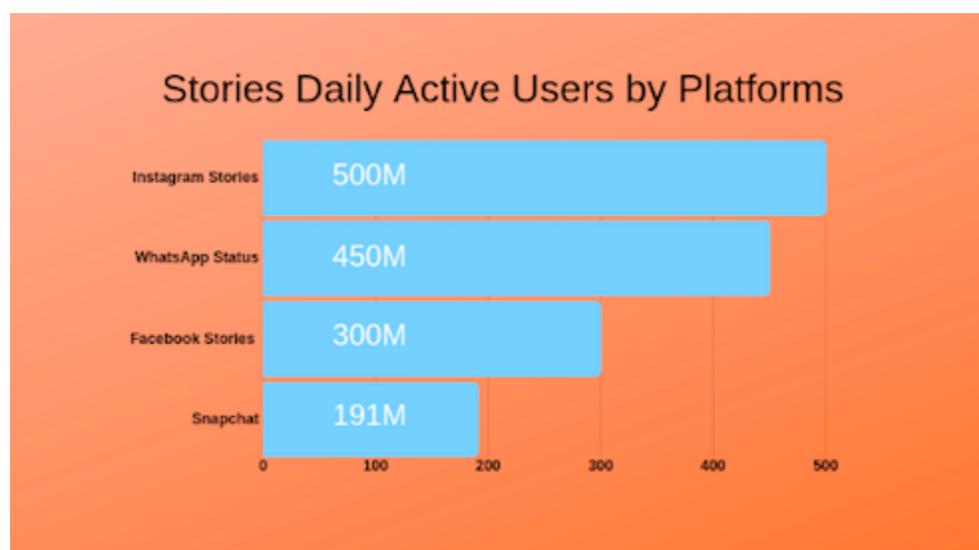


Image source: <https://learn.g2.com/ephemeral-content-marketing>

Campaign Focus

When difficult times hit, it can be a challenge to navigate your message as a brand. When people are worrying about bigger things than simply buying a new product, the

issue arises when you as a brand recognizes this, but you still need to operate as usual to keep your audience engaged and your brand profitable.

What do you say? How do you say it? When is it, or is it even still appropriate to advertise your product at this time?

Luckily Twitter has added more insight about this dilemma. In fact, an interesting trend has come out of this: Campaigns.

Take the COVID-19 pandemic for instance. It is evident that there is a universal struggle that is affecting everyone in society. As a brand, it would be unwise to carry on your message like nothing is happening. That's why Twitter recommends that you change your approach on social media as an influential brand.

Here are some useful statistics Twitter shared based on a poll they conducted in the article "[Advertising During COVID-19.](#)"

- 86% of respondents said that brands should focus on supporting vulnerable people in the community during COVID-19.

It Pays to Think Ahead

<https://www.socialmediatoday.com/news/7-ways-to-make-your-brand-stand-out-on-social-media/521267/>

Being organized and planning ahead will ensure that your brand achieves a great deal of success online. As much as creativity is of utmost importance for creating and curating content for your brand on social media, having an effective strategy to reinforce that creative element is what will propel your brand to greater heights.

You need to delegate the time and effort to schedule posts and work ahead of time to meet the demands of posting and curating. At the same time, you can't sacrifice quality. So, in order to implement an effective marketing strategy for your brand on social media, you need to balance time, quality, and effort in order to maximize the potential of implementing a strategy. Always plan ahead so that your brand stays ahead.

