



2020 Current Social Media Marketing Trends

91% of social media users access social channels via mobile devices. Likewise, 80% of the total time spent on social media sites occurs on mobile devices.

3.4 Billion social media users = About 45% of the population

65% of the US population are Facebook users.

Social Media Users by Generation

- 90.4% Millennials
- 77.5% Generation X
- 48.2% Baby Boomers

An average of **3 hours per day** is spent on social networks and messaging.

74% of users check FB daily. Most access it 8x/day

93% of social media advertisers use FB Ads

FB Ads with images are 75% - 90% more effective

22% of U.S. adults use Twitter

83% of people who received a response to a tweet were more likely to do business with them

53% of users say they bought after seeing on Twitter



Increased use of video content

- Both long-form and short-form videos are among the most shared content on social media.
- Your audience wants to hear from your leadership team and consume content in a more entertaining way.

Emphasis on brand voice and authenticity

- Consumers tend to gravitate towards brands whose values align with their own and whose actions pay off the brand promises.

Useful content vs. engaging content

- Focusing more on providing useful content versus engaging content.

The importance of listening

- Listening to how your audience reacts to your content and the happenings in the world is critical to inform your marketing strategy.
- In 2020 marketers watched sentiment change overnight.
- With Social Listening, marketers can stay tuned to the right conversations to better connect with their audience.

2021 Predictions and Advice

Listen, listen, listen

When you listen (and listen well), you learn what makes people tick, what their challenges are, how they view the world around them and so much more.



Say what you mean and take action

It is no longer enough for brands to be authentic in their messaging. Consumers want to see genuine action that matches your brand voice and mission.

Infuse your leadership into your content

Consumers are looking for executive leaders to be vocal and speak up.

A lot can still happen

With an unpredictable future ahead of us, agility has become a crucial skill for all marketers to have heading into 2021.

Marketer's primary goals for social media

Increase brand awareness	69%
Increase web traffic	52%
Grow their brand's audience	46%
Promote content	44%
Increase community engagement	43%
Drive sales	40%
Content with their audience	40%
Provide customer service & support	28%
Track & understand competitors	27%



Why consumers follow brands on social media

To learn about new products or services	57%
To stay up to date on company news	47%
To learn about promotions or discounts	40%
To be entertained	40%
To be educated	34%
To connect with people who are similar to me	32%
To be inspired	30%
To communicate with the brand	21%
To connect with people who are different from me	18%