

5 essential social media trends to watch in 2020

Predicting the future of social media is always an exciting aspect of our agency's work. The sector is changing every day, while we follow new trends with great zeal and master new tools and gadgets to make your online business successful. The aim is to create new opportunities to connect, track, and increase the effectiveness of online marketing. Which trends continue to develop in 2020?

Influencer marketing will continue to grow

We have perceived that consumers are more cautious about their choices and are also more dependent on the opinions of other users, whom they trust when making decisions about a purchase. These people can be friends, family, or even famous influencers like celebrities, professionals, and athletes.

Here lies an opportunity for small and medium-sized businesses, which can use social media to break into the market and maintain a stable business model, as the brands of these companies can equally compete with bigger and global competitors. Regardless of the budget, your strategy can be successful, with the right choice of micro-influencers and the right target group. You can achieve a much higher market result than companies that pay a lot of money to global influencers.

Shopping on social media

A trend of shopping on social media began in 2019. The speed and focus without a time-consuming jump to the company's website and return to the social network is an advantage for a buyer and the provider, as it doesn't interrupt a train of thought with unnecessary clicking.

If you grant your customers this kind of simplicity and speed of purchase, you can reduce the sales flow by almost half. Therefore, the trend of expensive and perhaps overpriced websites is moving towards thoughtful advertising and content communication from the social network.

The expanding importance of Stories

For a while, Stories have been exclusive at Snapchat, then Instagram and Facebook Stories came out, and now even YouTube has its story format. Stories can give viewers, who are also consumers, a more authentic insight, as videos are often created on the spot. Also, there are many options for drawing attention in the story format.

Since content disappears somewhat quickly, it is an excellent opportunity to use a Fear of Missing Out (FOMO) strategy to boost quick sales and focus on the selected offer. With

Stories, you can also nurture and develop interaction with your customers, as a tool offers an easy way to communicate, and with which we can also analyze the market.

The growing intelligence of Chatbots

When Chatbots as software applications, also known as conversational agents, first came out, they were answering customers with pre-written text to questions that brands assumed were most common and with which they triggered the bot with keywords.

Algorithms in 2020 increased the effectiveness of Chatbots by “understanding” what users and customers write and ask them. Therefore, you no longer need to provide an app with hypothetical answers, as Chatbots can browse the web to find the answers that customers are looking for.

It allows Chatbots to chat and communicate with multiple users at the same time, and as a result, they offer higher efficiency that cannot be replaced by a backup customer support team. The intelligence of Chatbots will continue to grow in 2020, so we anticipate that this method of communication will be adopted by more and more consumers and businesses.

Quality content with daily uploads on social networks

With the rise of business digitalization and online sales, the need for quality content is increasing. Quality content replaced corporate video content and high-resolution photography. Here lies the opportunity for small and medium-sized businesses to overtake larger global brands with their creativity and adaptability.

2020 is a period of time-limited content, shorter and recognizable sets of videos, images, and photos that do not leave the customer indifferent. This year, great emphasis is also placed on cooperation between graphic designers, content writers, and experts of social media strategies. The time when one video a week was enough has passed.