

State of Social:

What does the future hold for social media marketing in 2022?

 mention



Table of Contents

3	◎ Listen before you speak: Social listening for better relationship building	
	◎	◎ 9
		◎ Social media automation and how it can help small teams
12	◎ Data-Driven TikTok Best Practices from Analyzing Top 50 Brands	◎
	◎	◎ 16
		◎ Repurposing your content on social media to maximise engagement and traffic
19	◎ Keeping it real: How to stay authentic and build genuine relationships with your social media audience	◎
	◎	◎ 24
		◎ The future of influencer marketing: Will it survive in 2022?
29	◎ Elevate your Business With Live Streams in 2022	◎
	◎	◎ 33
		◎ How to Judge if Social Selling is Driving Revenue?

2021 →
→ 2022

In 2021, we had our ups and downs. New platforms, features, rules, trends and best practices seemed to hit us from left, right and center, forcing us to adapt our strategies on the fly.

The **State of Social 2022** is a compilation of twelve expert takes on - as the name suggests - what the state of social media marketing will be like in 2022. With a series of live talks, and now this ebook, peer into the future and prepare yourself for the biggest trends of the year.

Are you ready?



1.

Listen before you speak:

Social listening for better relationship building

🎯 Rethinking social media for marketers



We often think about social media primarily as a marketing channel when we have our marketing hats on. When we're looking at our metrics and KPIs to determine whether social media is "working" for us, we often focus on the numbers like follower growth and the number of interactions with our posts.

It's time to rethink things a bit, and stop considering social media as a "channel". A channel implies that the communication is one-directional - delivering content with no feedback or response. In reality, social media is more complex than this, and we should consider social media as an **overlapping of multiple virtual spaces.**

We participate in the space of our followers. Thinking about this literally, this virtual space might be on their **news feed**, their **profile**, their **comments**, or their private messages. And in return, our audience participates in our brand's space.

Expert prediction: **Francesca Chong**, Mention

Brands on social media in 2022 will need to get more involved in everyday conversations to break down the barrier between corporate and human content. And listening is the first step of any good conversation.



🎯 Why do we follow brands?

We use social media to achieve a variety of **personal and professional goals**. Some of those personal goals include: feeling connected and unified, for learning and discovery, and for inspiration and motivation.

And it turns out that the reasons why we follow brands **are not so different** from why we follow other people.

Brands play a **considerable role** in connecting consumers with like-minded & different people on social media:



👁️ To learn more about the brand

New products and services, company news, learning about people who work there.



💡 To add value to our feed with interesting posts

We can learn new things and find solutions to our problems.



👥 To feel like a part of a community

As we share common traits, interests and challenges with the brand's other customers.



❤️ To show our support and loyalty for brands we feel aligned with



🎯 How can we create a connection with our audience?

Following global or industry trends is **not enough** to create the kind of content that your audience will love and feel an affinity with. As simple as it sounds, the only way to really connect with your audience on social media is by **listening to them**.

Social listening is a full-cycle connection with your audience that comprises four stages.

Monitoring

Gather mentions from all over the web and get more insights in your earned media on a daily basis. Track activity across social media, the web, blogs, review sites and more.

Analyzing

Obtain useful insights on your audiences, sources and visibility/reach, make it easy to improve your marketing strategy, your customer relationship or your overall value proposition.

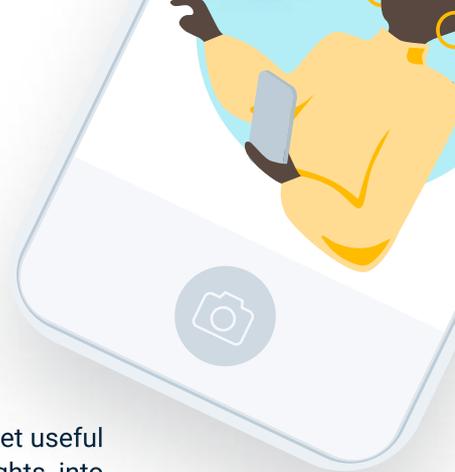
Publishing

Publish content that makes you connect to your audience. Get inspiration from your monitoring & listening results and get started within the same platform.

Responding

Go for the real connection with your audience by directly responding to them via comments or direct messages. Get insights in your audience's thinking and overall experience with your brand, product or industry.

Social listening: a quick-starter guide



Monitoring is easy. With a tool like Mention, it can even be easy to analyze to get useful insights. The real work comes into play when you start putting these insights into action and let them inform the content you post on social media. Essentially, you are proving to your audience that you understand them and that you are listening to their wants and needs.

Here's a quick overview of how to get started:

🎯 Step 1: Monitoring

You can, and should track your brand's mentions. But, your monitoring activity can go beyond just your brand - reaching into general topics and even your competitors.

★ Your brand

Monitor all direct replies to your official social media pages, as well as indirect mentions where your followers don't @ you directly.

🗨️ Topics

Monitor the conversation around topics you know your audience are interested in to inspire new content, or find user-generated content to reshare.

👥 Competitors

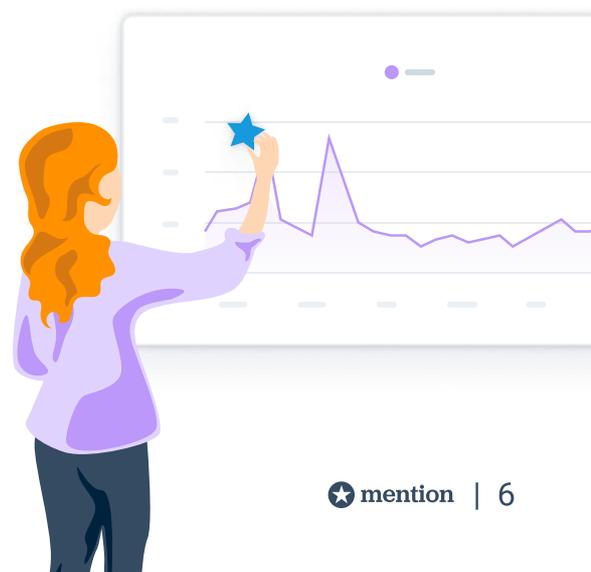
If you're just starting out on social, or you don't have many brand mentions yet, monitoring competitors can be a good place to start.

🎯 Step 2: Analyzing

The most interesting insights come from a mix of **quantitative** and **qualitative analysis**. Social listening can give you an idea of:

- **Who** is talking about your brand
- **How often** people are talking about your brand
- **Where** your audience is based, and **what languages** they speak
- **Topics** that they're interested in, and that relate to your brand

Don't be afraid to go into detail! Browsing through posts and reading them can teach you a lot about your audience and how they relate to your brand.



🎯 Step 3: Publishing

Transforming insights into content is no easy task. The only way is to try then track to see how it's working. Keep monitoring how your audience interacts with this content, then adjust it in the future.

While **there isn't a one-size-fits-all approach** and **your content strategy will be determined by your listening results**, here are some topics that often help to bring brands and consumers closer together:

Topics that connect brands and consumers:

- ♡ Products and/or services
- ♡ Company's social good initiatives
- ♡ Important issues facing society
- ♡ Celebrating customers and fans
- ♡ Sharing business performance
- ♡ Features of employees

🎯 Step 4: Responding

Social media helps you to present your brand's personality, just as if you were a regular social media user. Therefore, **behave like a human being on social media** and interact as if you were a person, not a brand.

Your customers will get a sense of validation when you **respond and interact with them directly** - particularly if they are already fans of your brand.

Some actions you can, and should take include:

- **Reacting to your followers' posts** - liking and commenting where appropriate.
- **Jumping into conversations about topics** that you know your audience is interested in.
- **Reposting** your followers' content.

This isn't just limited to posts and conversations that directly talk about your brand or products. Don't be afraid to push the boat and participate in the wider social media conversation.

Summary



Everybody uses social media differently.
The main themes are for: **learning, unity, discovery**



Brands play a considerable role in connecting consumers with **like-minded & new people**



Social media monitoring will tell you **what's happening**, while **social listening** will give you an explanation as to **why something is happening**



A **full-cycle connection** involves **monitoring, analyzing, publishing** and **responding**



The content you post on social media should be based on your **unique audience insights** - but **monitoring topics + competitors** can help to broaden your reach



Behave like a human being on social media and interact as if you were a person, not a faceless brand



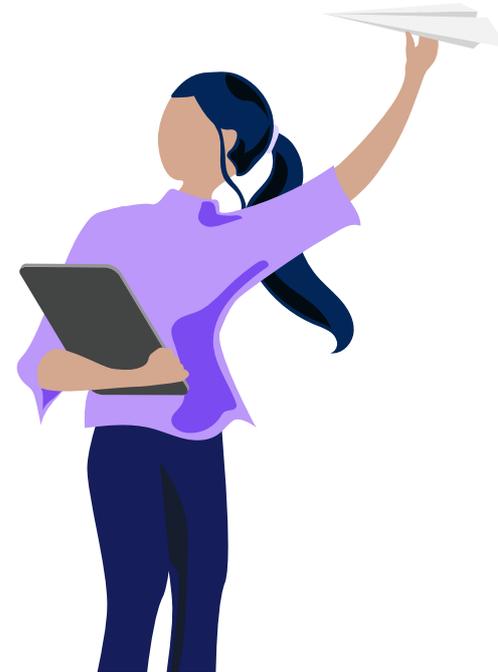
2.

Social media automation and how it can help small teams

🕒 What is social media automation?

Managing a social media strategy can be time-consuming, which is the reason why some brands have turned to social media automation: **the process of optimizing social interactions using automated tools to publish and manage social media.**

Automating your social media posts is important to maintain your relationships with your community. Through a social media automation tool, you can continue engaging with your audience **like there's a real person behind**, run ads and post at peak times, reach out to your audience who have already interacted with your brand before, analyze data and take part in community conversations.



Social media automation is so much more than scheduling posts. In 2022, teams - especially small teams - will benefit from exciting, new ways to optimize social media management with automation.

Expert prediction: **Manvi Agarwal**, Automate.io



🎯 Pros of social media automation

Managing a social media strategy can be time-consuming, which is the reason why some brands have turned to social media automation: the process of optimizing social interactions using automated tools to publish and manage social media.

Here are some of the main advantages for brands to use social media automation:



Saves time

Reduce the hours spent on manually maintaining and growing brand accounts and pages



Maintain consistency

Templates can be repurposed and duplicated easily with less room for error in design or copy



Reach your audience at all times

Publish at the best times that work for your audience, even beyond regular business hours



Work-flow optimization

Allows you to focus on other tasks that can't be automated

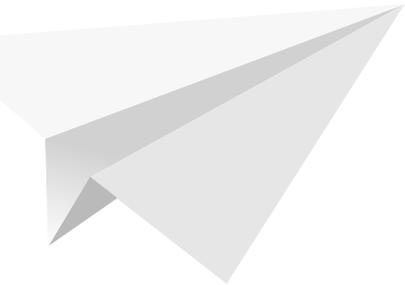


Boosts performance

Maximizes reach and impressions beyond what can be done manually

🎯 Going beyond publishing automation

When we think about social media automation, we often automatically think about scheduling posts. While this is a smart way of optimizing your time through automation, **there are lots of other possibilities too.**



Here are some examples of using automation for social media

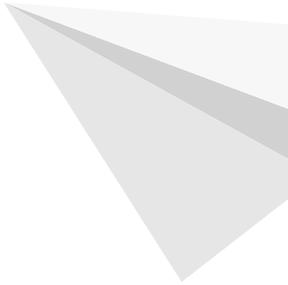


Create Custom Audiences on Facebook automatically

We all have lead magnets/forms on our website to gather information from people who are interested in our businesses or our marketing material. They are the perfect audience to target while running ads. You can set up an automation workflow with which you can add these form entries automatically to your Facebook custom audiences.

To cut out the middle-man, you can try linking these forms directly to your Custom Audience lists on Facebook. You'll be improving your advertising activity with zero effort on your part.

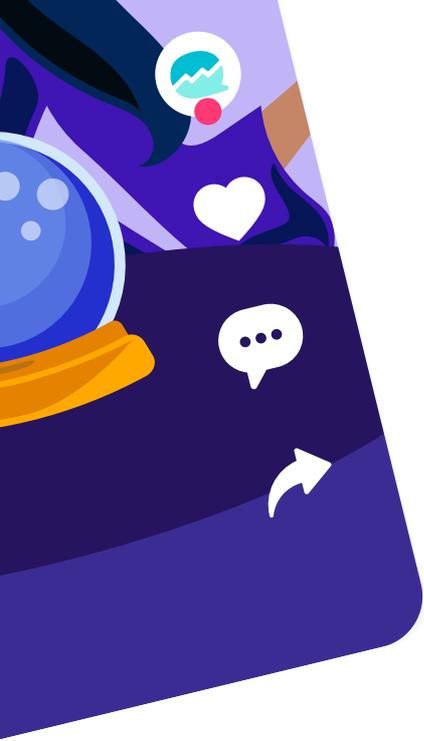
Send emails automatically to your Facebook leads



Nurturing every lead while they are still warm is a cumbersome task. And you should always think about nurturing them quickly before they lose interest or forget about your brand.

Thus, you can set up an automation workflow where for every new lead you get from your Facebook lead ads, you can automatically email them via Gmail or add them to a set workflow on Hubspot, Active Campaign, and other CRMs you use.

While you can definitely download your leads list from Facebook and then manually add them to your CRMs - you'll be saving a lot of time by automating this task.



3.

Data-Driven TikTok Best Practices from Analyzing Top 50 Brands

🎯 One of today's most popular social media platforms.

Since its global launch in 2018, **TikTok has not stopped growing**. Today, the app counts 1 billion monthly active users worldwide.

A large portion of the app's users are members of **Gen Z** (the generation born between 1997 and 2012), who use TikTok primarily for fun and entertainment. By the end of this year, TikTok is projected to have more Gen Z users in the US than Instagram.

TikTok is a relatively new platform. Because of its unpredictable algorithm, there's a lot of speculation and guessing about how you can optimize your content for reach and engagement.

In this chapter, Quintly busts and confirms some of the most common myths around how to get traction or go viral on TikTok, based on their analysis of the top 50 brands and rich data insights.

In 2022, TikTok will remain the fastest growing social network, increasing their market share and thus playing an even more important role for social media marketers.

Expert prediction: **Frederik Born**, quintly



🎯 Does adding #fyp, #foryou, or #foryoupage help you drive engagement?

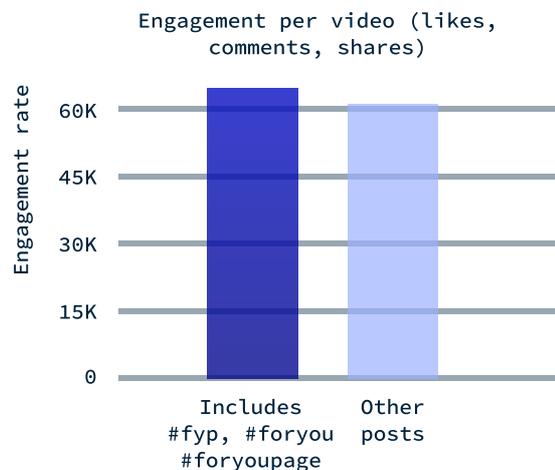
Quick answer: **no**.

The For You page is the first thing users see when they open the TikTok app. It's a page with an endless stream of videos that the algorithm thinks the user will be interested in.

Getting on the For You page is a major goal for brands because it provides **free exposure**, a constant **influx of new followers**, and the **opportunity to go viral** on the app.

In an attempt to optimize their videos for the For You page and drive engagement, brands often add the hashtags **#fyp**, **#foryou**, **#foryoupage** to their videos.

But adding #fyp, #foryou, #foryoupage was never confirmed by TikTok to increase engagement.



Source: quintly

🎯 Does taking part in Branded Hashtag Challenges drive engagement?

Branded Hashtag Challenges are a tool that TikTok offers brands to drive brand awareness through User Generated Content (UGC). Participating in them does not necessarily drive engagement, **but starting one can**.

Sponsored influencers can allow your brand to be seen and incite their community to also participate in your Branded Hashtag Challenge. However, taking part in influencer marketing has a cost to be considered.



Is tutorial content the best-performing content?



Sorting content ideas into category buckets helps you plan your social media calendar and identify what types of content work best in each channel. According to Quintly's analysis, **"promotional" content** performed the best for views per post - that being content offering freebies, talking about products / services, client testimonials and discounts. These posts also tended to get more likes than other content types.

On the other hand, **"entertainment" content** tends to be the most shared - and there are more videos of this type being posted than other types.

However, in terms of engagement rate, the six content categories tested were around equal. **Hence, posting a range of different content types can't harm your TikTok strategy.**



Do videos with audio from the TikTok Sound Library get more views than videos with original audio?

Music is at the heart of TikTok. The sound you use can influence your video's performance on the app – it can even increase your video's chances of going viral. Every user has access to the Sound Library that contains a wide range of audio clips uploaded by TikTok users or has the option to record and upload a piece of original audio.

Quintly has found that videos using audio from the TikTok Sound Library get almost **40% more views on average** than videos with original sound. They also attract **26% more engagement.**



Do most views happen within a few days of publishing?



Unlike other platforms, the first few hours or days of publishing are not that important. On Instagram, once a post has disappeared from the timeline, engagement drops off completely. **TikTok videos see a surge in engagement in the first five days but continue to rack up views, comments and shares over time.**

HOW TO GET HIGHER ENGAGEMENT ON TIKTOK?



Be consistent



Don't forget about posting on weekends



Use hashtags to increase reach: but forget about generic ones like #viral or #fyp



Make use of all of the 150 characters offered (including hashtags)



Keep your videos short: 15 seconds are a safe bet

4.

Repurposing content to drive engagement and traffic

🎯 What does “repurposing” entail?

Try to define what “repurposing” content is, and you’ll likely find yourself trying to pin a definition on “content” itself. And let’s be honest, the concept of “content” is all-encompassing: social media posts, books and movies, music videos, blog articles, memes...any form of media.

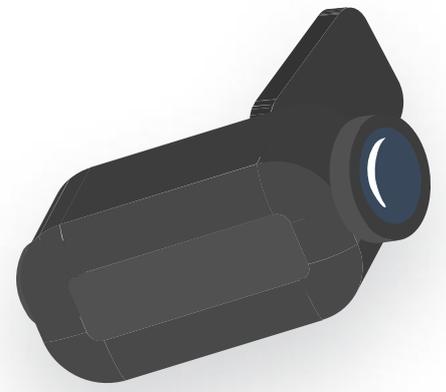
A brand would be remiss to limit itself to a single kind of content production in its marketing strategy. That being said, **content production can be long, tricky, and costly**—especially high-effort formats like **video** or **standalone web apps**.

Repurposing content, for our purposes (no pun intended), means using the themes and information contained in one element of brand content and **adapting them** to another content format.

Expert prediction: *Benjamin Dell, Missinglettr*

2022 is about working smarter, not harder. Just as the wider economy moves away from using single-use disposable products, we should be focusing our efforts on creating long-lasting evergreen content that can be repurposed over and over again.





Why should I repurpose content?

Reason number one: save resources.

It should come as no surprise that repurposing content is a great way to save time and resources on brainstorming, research, and copywriting, especially if the new content format falls under the “high-effort” category.

It’s ideal for small, streamlined teams

Instead of researching another one of your company’s verticals to come up with a brand new infographic, **you can skip the research and crank out the infographic.** In practical terms, this means that instead of having a data analyst, a copywriter, and a graphic designer work on your infographic, **you probably only need the graphic designer** (and maybe a bit of copy-editing skills to pare down the e-book text and make it bite-sized).

What does this mean for business?

Higher efficiency, lower costs, and a greater output rate of content. You don’t need to constantly reinvent the wheel in order to get leads from your content campaigns — **use your existing resources to maximize productivity.**



COMMON MISTAKES IN CONTENT REPURPOSING (AND HOW TO AVOID THEM)

Not experimenting with other formats

Don't be afraid to try new mediums when repurposing content. If the original content was a podcast, you could recreate it as an article, an infographic video or audio snippets for social media.

Falling into the trap of overthinking

Sometimes the simplest way forward is the most effective. Rather than spending a long time recrafting a piece of content, send it to a friend or colleague and ask them what the main point of the content is to them. Then, use this as the basis for the new piece of content.

Making the process too complicated

Develop templates in your design tool of choice to make repurposing a breeze. You can also save time by developing several pieces of similar content types in one day to schedule in advance, rather than creating a new post each time you need it.

Ignoring your social analytics

Make sure you regularly review your social analytics to identify what types of posts are working, and try to incorporate more of these posts into your feed. Different types of content perform differently on different platforms - so don't go for a one-size-fits all approach.

5.

Keeping it real:

stay authentic and build genuine relationships with your social media audience

🎯 Kick off your social media strategy

Social media is an important part of your brand. It is the perfect place where you can show your brand's personality and grow your community online. With the right social media strategy, you can make meaningful connections with your online audience. But where to start?

Building a community

Each follower is a real person who has decided that they want to support you, either because they love your products or simply enjoy your brand's culture and just want to be a part of it.

If you answer to this loyalty with attention, engagement and gratitude, your followers become invaluable sources of support and referrals that you can't afford to turn down. It gives you more of their trust, visibility into their wants and needs, free word of mouth advertising, user-generated content, and ideas.

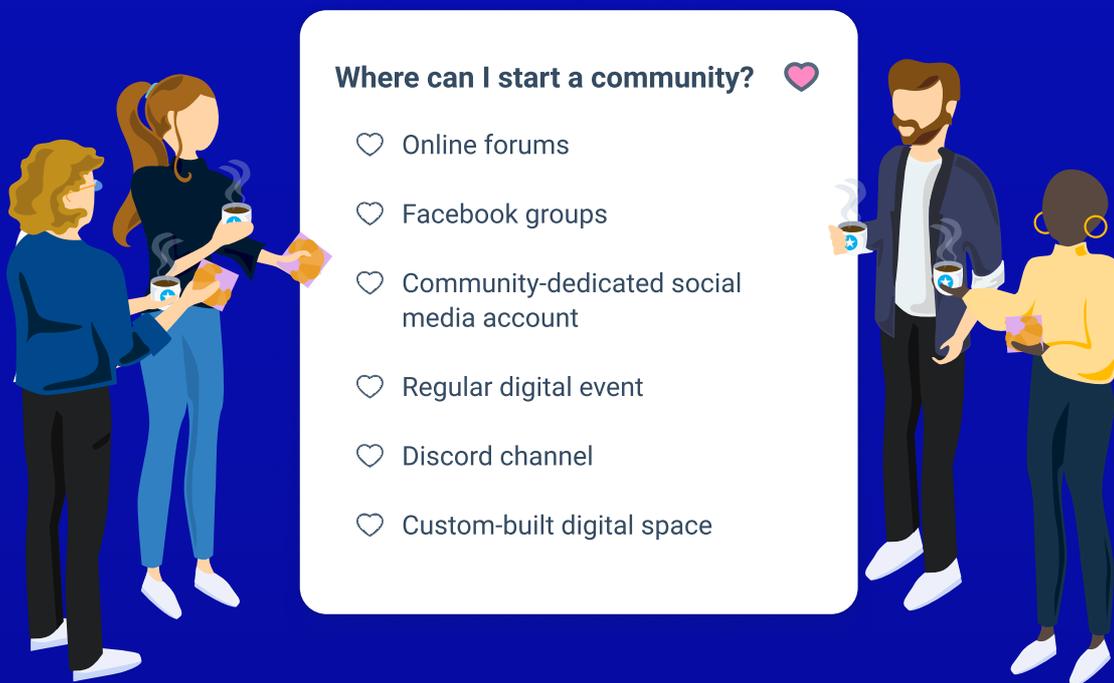
2022 will represent an even bigger challenge for brands and their social teams. Debate will become even more polarized on social media which will see brands needing to consider their strategy on societal issues almost on a weekly basis.

Expert prediction: **Dan Walsh**, Mustard PR

🎯 How to start building your community

Whether you are starting your business, or haven't had the chance to create a community of your own, you might want to consider building one. But how can you do it?

First and foremost, you need to **create a digital space**. In that space, the brand's presence is essential, but what's most important is that the users can **interact with each other**. This could be a forum, a Facebook group, a community-dedicated social media account, a regular digital event, a Discord channel or another custom built digital space.



The earliest contributors will be hard to get, so once you have them, make sure to **encourage them for their participation** with elements that would make them happy such as **rewards, discounts** and **recognition** in general. After that, invest more efforts into acquiring more community members.

Once you have a few hundred engaged members, the community will start to grow on its own. This is your time to let the community shape itself towards the direction that your audience wants it to go, while still being present to observe and nurture it when needed.

Building a community on social media is highly influenced by what you post online. Your community needs to be engaged and aligned with your brand's values, which starts by being authentic on your social media.

🎯 Don't sound like a robot on social media

To stay authentic with your content, it's important to **sound genuine and human**. A sense of intimacy drives value: the closer people feel to a brand, the more they are willing to pay.

On the other hand, having a **coherent brand voice** will allow your audience to recognize your brand and its personality on all of your platforms. So, **how can brands find a balance** between keeping in line with their brand voice while ensuring they still communicate in an authentic way on social media?



Audit your current voice

Does your brand voice reflect the company's value? By analyzing your previous communications, you can see what your audiences engaged with best.



Identify audiences and personas

If your target is a younger audience, make sure you are using the right vocabulary. Same goes for an older audience. List out traits and vocabulary you want to take on as a brand.



Know your tone

There's a huge difference between a formal announcement and casual responses. You should reply differently when announcing something exciting or responding to a complaint.



Review, adapt, update

Your brand voice needs reviewing every once in a while, especially if you are rebranding or changing strategies. Some words you used 5 years ago might not be used anymore today.



Document everything and be consistent

Keep a centralized document with your brand voice so it stays consistent between all departments, just as you would do with your visual identity.

🎯 Brands getting political

While social media has been connecting us in ways that seemed previously impossible, the last few years have seen social and political causes come to head that have **divided and polarized our communities**. Think about the 2020 US Election, Abortion laws, the Black Lives Matter movement, political unrest in Lebanon, Palestine & Afghanistan, Covid-19 and vaccinations...

And issues like these will become even more important for brands in 2022.

To speak, or not to speak?

Many brands have come out to show their support for one side or another of the debate, and often align their stance based on what the majority of their audience would rally for. Others have touched on issues without explicitly taking sides.

Brands' fans and audiences expect the brands they admire to use their platform for good, and bring awareness to global issues by getting involved in the debate. Staying silent on certain issues is often seen as cowardly, or an unwillingness to contribute towards social change. As goes the often coined phrase: "Silence is violence".

🎯 Take a balanced approach

But, brands need to be delicate with how they treat potentially polarizing issues. The long-term consequences of a poorly-thought out approach to cause-based marketing can be catastrophic for brands. It's unlikely that 100% of your audience will fully agree with your stance on a cause. So, **proceed with caution** and make sure you have a plan if people don't react as expected.



Supporting a cause: What to do?

KEEP THE SAME ENERGY

Just because a cause is no longer trending or being spoken about as much, **it doesn't mean that the problem has gone away.**

While it makes sense to talk about an issue more when it's popular, **your audience will notice the mood shift if you start going quiet after the trend is over,** and your brand can be accused of just jumping on the hype.

YOU CAN'T PLEASE EVERYONE

No matter what cause you decide to go for, **you will never have everyone on your side.** Many political and social issues can stir up emotions for all sides of the spectrum.

Even if someone expresses their anger, **ensure your response is kind and understanding.** Listen to everyone and don't come across as closed-off to feedback or debate. At the same time, **don't spend all of your time arguing with people in the comments section.**

PICK YOUR BATTLES

While it may sometimes feel like there is a never-ending list of things that need to be changed in the world, **we are more effective by focusing on a few issues and approaching them well.**

Focus on **one or two causes** that align best with your brand's key values and your audience's expectations.

BE CONSISTENT

If you have decided to support a cause, **keep the same approach across all of your communications.**

Make sure all of your customer-facing staff - whether on social media or not - is aware and aligned, so that they can **deliver a unified response** to any individual queries about the brand's stance on an issue.

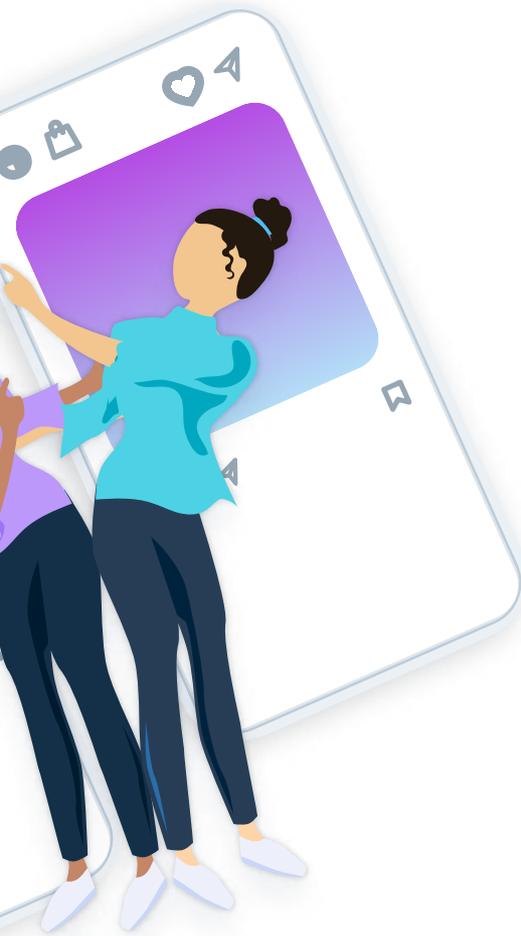
LIP-SERVICE ISN'T ALWAYS ENOUGH

While participating in conversations is important to help spread awareness, **our fans are often expecting more.**

Put your money where your mouth is: donate to causes, get involved in lobbying and take actions that help to create positive change in the space you've decided to get involved in.

6.

The future of influencer marketing: will it survive in 2022?



What is influencer marketing?

Let's begin by defining an influencer: an individual, group or brand who has a **dedicated social following** with whom they engage with, and is often **viewed as an expert or leader within its niche**.

With an engaged following, an influencer has the power to affect the purchasing decisions of others. Just like people would follow recommendations from a friend or through word-of-mouth, influencers have the same effect, but digitally.

Companies use influencer marketing as a way to increase their brand awareness or generate conversions among a specific target audience. While it may seem like something relatively new, elements of influencer marketing have been used for decades with celebrity endorsement being one of the earliest ways of leveraging voices to spread a brand's message.

Social media marketing will shift from popular platforms to communities held within retailers website, with their own influencers, trendsetters and moderators. This will give brands more control and flexibility over their influencer activity.

Expert prediction: **Joel Gaudeul**, Hivency



What are the types of influencers?

CELEBRITY

The largest audiences with social accounts that count **over a million followers**.

Not all celebrities are influencers: to be considered an influencer, a celebrity must have an engaged fanbase or following on social media.

NANO

The smallest communities that range from **1,000 to 10,000 followers**. They are often overlooked but are gaining popularity for the same reasons micro influencers are.

They are usually well-connected, more relatable and able to communicate with their communities which translates to high engagement and likely better returns than a higher following but a weak community.

MACRO

Their audiences range in size from **50k - 500k**. They influence on a large scale and could potentially become a celebrity. They have a large enough audience size to guarantee a significant amount of engagement for brands that work with them.

MICRO

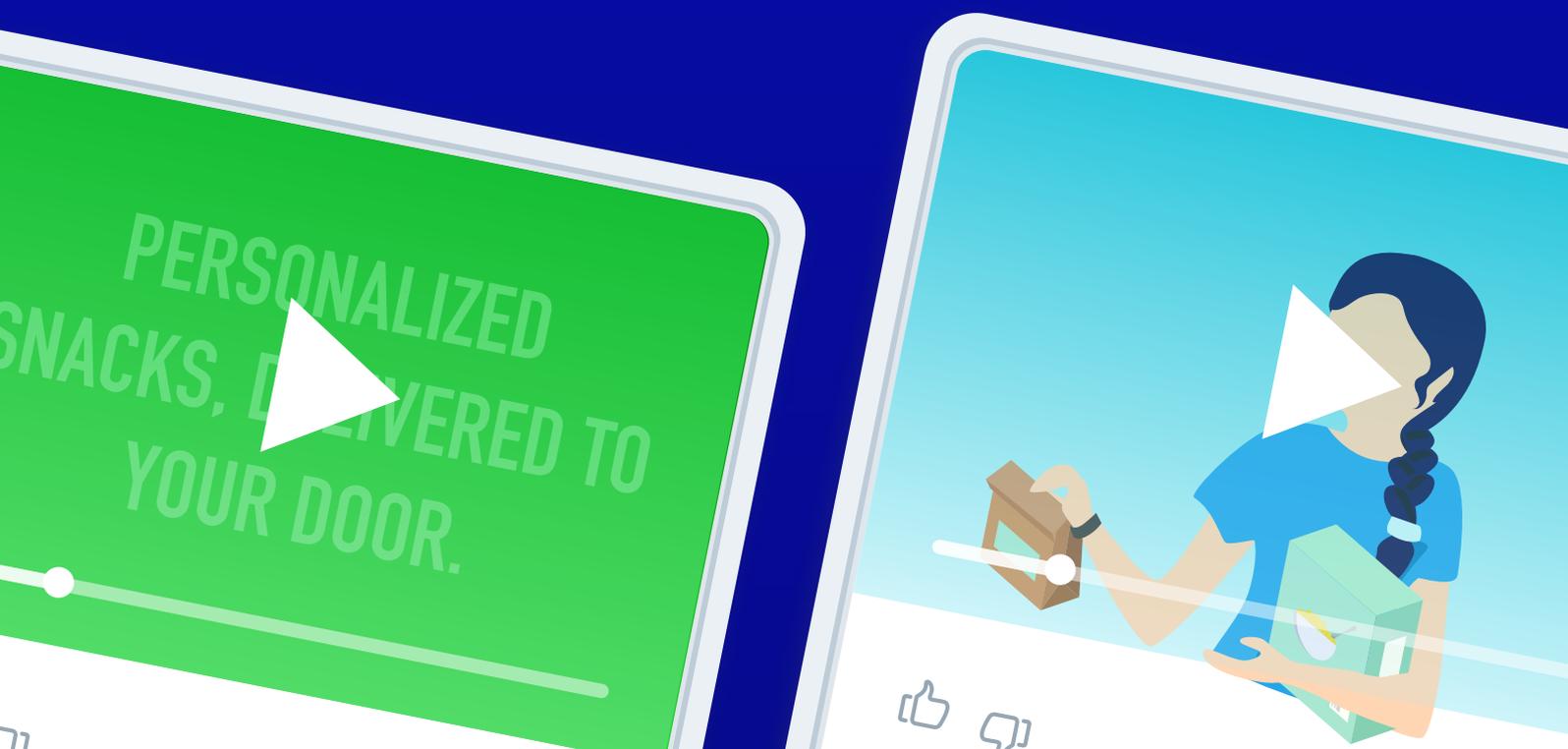
With an audience between **10K - 50K followers**, the authenticity and nicheness of their community make them highly demanded to work with.

🕒 Why implement influencer marketing within your organization?

Social networks have transformed marketing and are constantly growing. **54% of the world's population uses social media**, with an average daily use of 2 hours and 25 minutes. As of today, there are 2.853 million active users on Facebook, 2.291 million on YouTube, and 1.386 million on Instagram. **That's a lot of people.**

That being said, brands can't rely on the vastness of social media to be seen and heard. Influencers, when chosen wisely, allow companies to build relationships, engagement and communication. It's no surprise that people trust other people more than brands. **92% of people trust a recommendation from a friend, and 70% trust customer reviews online.**

Regarding influencers, **82% would follow a recommendation of an influencer they follow.** The same goes for connections: **people don't want connection with brands, but with other people.** So why not work with someone that has your target audience to represent your brand?



The best way to vet an influencer

Study their audience. It's the most important element of an influencer campaign. 📊

Look for brand voice alignment. Find someone with a personality that corresponds to your brand. 😊

Research and analyze their posts. You want to make sure they are engaging, have a strong reputation and that they haven't been involved in scandals.

Make sure they love your brand. When influencers market a product they don't like or know, it shows. Make sure they like your brand and/or are likely to use your product. ❤️

Check for fake followers. People buy followers and likes, but engagement never lies. ❌

Look at their organic use and engagement. How often do they post? Are they consistent? 🗓️

Determine if working with their niche will deliver better results. You have to be sure that they will help you grow as a brand.

Determine if their core beliefs and values match yours. You need someone that aligns with your voice, beliefs and values. If you support the LGBTQ+ community, then you probably won't want to work with someone that openly doesn't. 🏳️🌈

Read 09:42

Influencer marketing is on the rise, but will it last?

The future of influencer marketing **definitely looks promising**.

In the last three years, the number of Google searches for “influencer marketing’ **has increased by 1500%** (according to Influencer Marketing Hub).

However, our uncertain times did affect the influencer industry, which led brands to question whether or not working with an influencer is still a good investment. And we are here to confirm that **it certainly is**.

Influencer marketing: what happens next?

 **Influencer marketing will continue to grow and evolve.**

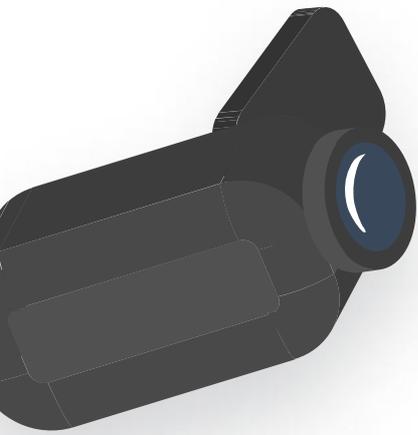
 **Brands are becoming the influencers**

 **Increase of in-house influencer programs**

 **Stricter guidelines for advertising**

7.

Elevate your Business with Live Streams in 2022



A lot has changed in the past two years. With the lockdowns, quarantines, and travel restrictions, we have all been pushed to remain physically isolated - which, ironically, has made us even more connected.

To maintain and strengthen the personal connection with their customers, brands took over social media platforms and leveraged the power of live videos.

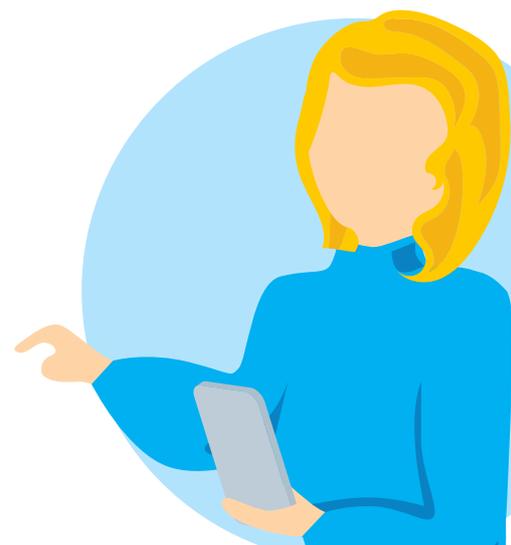
Of course, live videos were a thing before, but the pandemic truly showed us its potential in the business space. With a 99% increase between April 2019 and April 2020 (source: Tech Jury), the live streaming market continues to increase and confirm itself as a key to building authenticity with your audiences.

🎯 Pros of live streaming

- 80% of audiences choose live video content over blog content. 82% prefer live broadcasts to social media posts (TechJury)
- Live videos are prioritized on social media networks
- Regular appearances “on the screen” turn your employees into brand ambassadors as well as improve their motivation
- They are easy to produce
- Consumers are 39% more likely to share video content (99firms)

In 2022 we'll see notable investments coming into the live streaming market: this rapid expansion will drive businesses to deliver personalized, visually appealing, and engaging broadcasts featuring custom look-and-feel.

Expert prediction: Kate Skavish, Wave.video



🎯 Easy to get started on

Filming live streams is a piece of cake. You don't need a specific piece of equipment to get started, just a smartphone with a microphone. Once you get into it, you might consider investing in better equipment, like a camera and external microphone, but it isn't mandatory.

A new and growing industry

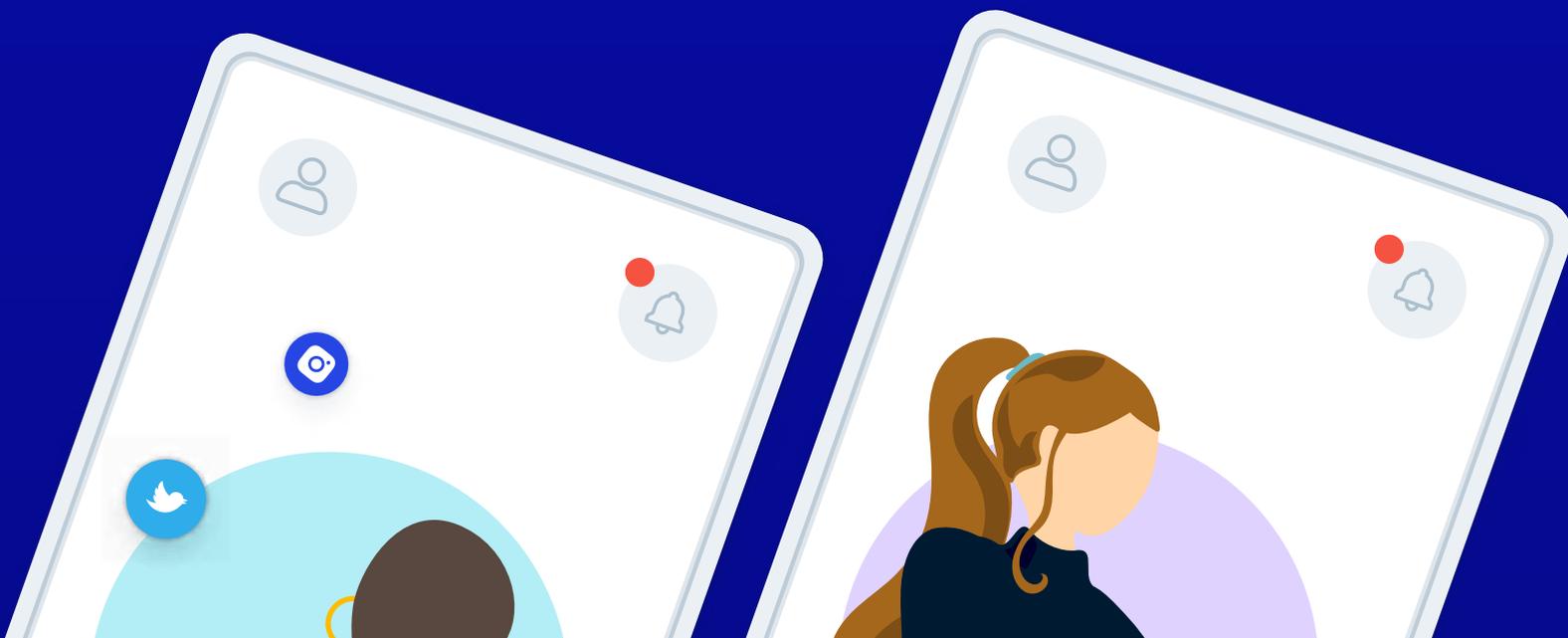
The live stream industry is relatively young and is growing rapidly with no signs of slowing down. You can easily hop on the trend, and pretty much film anything, as long as it aligns with the demands of your audience. The possibilities for live streaming are endless.

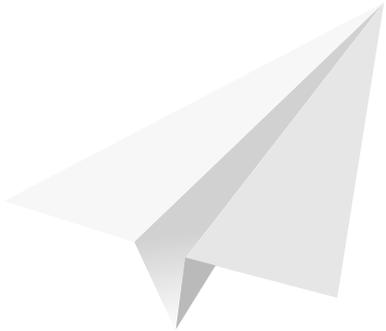
🎯 Accessibility

With live streaming expanding across social media platforms such as Facebook, Twitch, and Instagram, it has become incredibly accessible to stream live content. There's no need for you to travel places to attend events to reach your audience, it can be filmed and attended from anywhere in the world.

Broaden reach

Live streaming exponentially increases your reach on social media, not only because it is accessible, but also because the algorithms prioritize live videos by pushing them to the top of the feed and sometimes sends a notification to your followers. It has a huge potential for new leads, stronger connections, and opportunities.





🎯 Targeted engagement

You have the possibility to choose the streaming platform of your choice. If your users are most active and show engagement on Instagram, filming a live stream on it will assure you that people will attend and most likely like and comment throughout, as they are already engaged.

Real-time interaction



Streaming live allows your audience to see your authentic self, as you cannot edit the video, or delete what has been said. This emphasizes authenticity, which is a crucial element for online audiences. That being said, this means you can't make any mistakes. A funny example would be actor Tom Holland accidentally leaking the Avengers Infinity War cover on an Instagram live stream in 2017 before noticing a "Confidential - do not share" sign in the package.

🎯 Repurposing content

Once you've filmed and finished streaming, you can reuse your content in various ways. You could edit it and make a shorter version, social media teasers, make it into a podcast or even create a blog post using the script of the video. Repurposing your live streams can even encourage your audience to join on the next ones if they missed it, by generating a sentiment of fear of missing out.

Direct profit through indirect profit



While enlarging your social media, increasing your customer's loyalty, and establishing an expert's reputation, you can make direct profit by presenting new products, announcements like limited sales for example, and live commerce.



Give behind-the-scenes access

Give your followers first access to your content. Can give others a sense of FOMO and make them want to be there next time.

Broadcast events worldwide

Thanks to live streams, your content can be accessible by a larger audience, worldwide.

Make announcements

What better way than announcing something exciting to see the live reactions of your audience to new products, a sale or other good news.

Interviews and Q&A's

Allows an authentic connection as questions can be asked in the comments. Interviews can be done with people in different countries.

Host regular shows

You can have dedicated days and times for your regular shows, keeping the audience engaged and excited for the next show.



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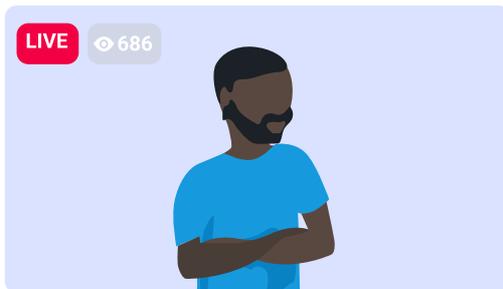


Like Comment Share

More live videos



The future of influencer marketing



How to judge if social selling is driving revenue



Repurposing content to drive engagement and traffic



A quick guide through your first steps

Get your equipment. It doesn't have to be expensive, all you need is a camera to film with, a ring light and a microphone. Once you get the hang of filming live broadcasts, you can think about investing in higher quality equipment.

Have a nice backdrop. You can get creative with it, but make sure everything looks clean and organized. Once your live video is done, ensure that the **thumbnails are all cohesive**. Getting them customized will make you stand out.



8.

How to judge if social selling is driving revenue



🎯 What is social selling?

Let's begin by debunking the common misconception that social selling is the same as social media marketing. **Spoiler alert: it isn't.** The difference between the two reflects, in some ways, the difference between traditional marketing and sales: both include a business-prospect interaction, both require tact, and both seek to turn leads into prospects into customers. **Moving traditional marketing and sales onto social media, however, implies a change of circumstances and course of action.**

Generally speaking, a potential customer's first contact with a brand occurs through a marketing channel, and the sales department takes over once the potential customer becomes an even-more-likely-customer. Marketing is a one-to-many form of communication; sales, in most cases, is one-to-one.

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- 🎯 Social selling starts when a sales rep enters into direct contact with a prospect on social media, whether it's via a comment exchange on a public post or in the DMs.

Sales on social media takes the baton from marketing. A social media marketer creates the content—often in collaboration with influencers—that draws potential customers into a dialogue with the brand. This is where the brand's sales voice takes over.

Social media marketing and social selling work in tandem.

Expert prediction: **Laura Erdem, Dreamdata**



Social media marketing, and selling on social media is becoming more interpersonal: honest and value bringing. This will have a direct impact on brands' sales and revenue figures.

CASE STUDY: DREAMDATA GOES LINKEDIN VIRAL

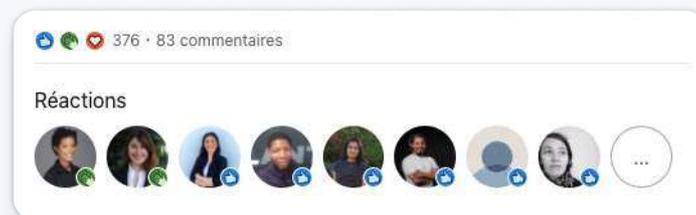
Laura Erdem, Sales Executive at Dreamdata, knows a thing or two about social selling. She definitely knows that sales and marketing are an inseparable pair.

Laura, as a Sales Executive, isn't limited to sales actions. The beauty of social media marketing—especially for digital companies, like Dreamdata—is that all members of the company can take part in marketing schemes, regardless of their role.

Back in February 2021, Laura made a LinkedIn post about sales. Since she's an expert on the subject, it's not surprising that a lot of people reacted to her post.



In fact, her post had so much impact that it ended up going viral, accumulating over 300 likes and over 80 comments.



At some point during that fateful day, the post even caught the eye of a LinkedIn influencer, Chris Walker. Once Walker left a comment, the algorithm took over. Walker's large audience was exposed to Laura's post, which ended up accruing a total reach of over 40,000 users—exponentially more than your average LinkedIn post.

So, did Laura's viral success have an effect on the bottom line?

Lo and behold, the numbers talk: the day Chris Walker commented on Laura's post and propelled it into the LinkedIn viralsphere, the Dreamdata website experience its highest daily traffic ever, and also generated its highest rate of Marketing Qualified Leads (MQLs) ever in one day.

Real-life Inception

Laura's post, as you read, was quite literally a description of the process it kicked off: it was a piece of brand-related content—technically, a marketing rather than a sales action—that brought in potential sales leads.

If we go back and re-read the actual post...we'll see that Laura's entire purpose was to highlight how sales opportunities—and, eventually, closed deals—so often come from marketing actions. It's as though she predicted her one-off marketing action would become a self-fulfilling prophecy.



How does **social selling** work on different platforms?



LINKEDIN

LinkedIn is probably the best-adapted social selling network for B2B companies. Approaches from salespeople don't feel as forced or out-of-place as they might on more personal social networks.

LinkedIn consolidates **professional content** with **direct messaging**, providing an ideal environment for B2B social sellers who want to avoid spending money on ads and reach prospects organically. A company rep can post or repost some organic content, then follow up with users who interact with the content in a direct message or InMail. From the post to the deal signature, this entire relationship is generated without paying a dime.



TWITTER

On the personal vs. professional plane, Twitter is situated somewhere between Facebook and LinkedIn, which allows it to serve as a platform for both B2B and B2C selling.

Twitter's main constraint is its character limit on all posts and replies. Thinking about engaging in longer storytelling, like Laura did on LinkedIn, to catch your prospects' eyes? Twitter may not be the place for you.



INSTAGRAM

We could even safely say that Instagram has revolutionized social media marketing for B2C brands.

And as for B2B? Well, brands on Instagram tend to encounter the same problems as on Facebook: individual users are skeptical of unknown salespeople sliding into their DMs. Instagram's visual UI lends itself perfectly to **advertising**; but it lacks the "professional" connotation of LinkedIn.



FACEBOOK

Facebook's sales potential remains largely propelled by paid ads or posts. According to Sociabble, 81% of people find unsolicited messages from sales reps on Facebook "creepy."

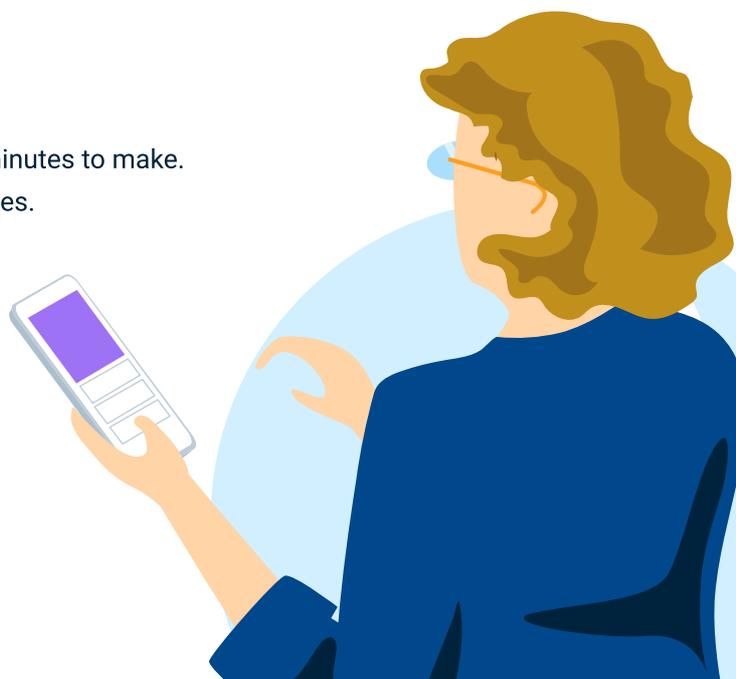
How can you determine if social selling is **actually generating revenue?**

🎯 **The answer is a single word: attribution.**

Of course, a single-word concept is hardly ever as simple as it sounds. Attribution, in the social media context, consists of tracking the touchpoints that customers interact with. With the right tools on hand, brands can pretty easily figure out how a customer or prospect came across them—whether it's from a Google search leading to a website click, a cold call or email, or a social media interaction.

Tips to **get started** with social selling 💡

- Focus on **QUALITY** storytelling.
- Write it like you would tell a friend.
- Post multiple times per week.
- Don't overthink it. Posts should take less than 15 minutes to make.
- Find the content type you like. e.g. video, text, memes.
- Not all posts should be about your product.
- Motivate each other.
- Rarely include links to posts outside of LinkedIn.



About Mention

Mention enables brands and agencies to leverage media monitoring and social media in order to increase brand awareness. Our innovative product has served over 750,000 users and is one of the only social monitoring tools to offer YouTube, TikTok and Pinterest monitoring capabilities.

To find out more about Mention and how it can support your business, **book a demo** with one of our experts today.



MONITORING MADE SIMPLE

Hear more from our State of Social 2022 experts

If you want to go further in depth into any of these topics, check out the State of Social 2022 webinar replays:

	Listen before you speak: Social listening for better relationship building	<u>Watch the replay</u>
	Social media automation and how it can help small teams	<u>Watch the replay</u>
	Data-Driven TikTok Best Practices from Analyzing Top 50 Brands	<u>Watch the replay</u>
	Repurposing your content on social media to maximise engagement and traffic	<u>Watch the replay</u>
  	Keeping it real: How to stay authentic and build genuine relationships with your social media audience	<u>Watch the replay</u>
  	The future of influencer marketing: Will it survive in 2022?	<u>Watch the replay</u>
	Elevate your Business With Live Streams in 2022	<u>Watch the replay</u>
	How to Judge if Social Selling is Driving Revenue?	<u>Watch the replay</u>