



# **SOCIAL MEDIA TRENDS FOR 2020**

**50+ INDUSTRY EXPERTS  
DEFINE THE SOCIAL MEDIA  
TRENDS YOU NEED TO KNOW  
FOR 2020**

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**The Biggest 2020 Trend You Need To Know**

# Defining What's Relevant, Or Just A Fair-Weather Trend



Talkwalker and HubSpot have gathered industry experts, PR professionals, social media gurus, and our favorite influencers, from the US, Europe, MEA, India, APAC, and the rest of the world to define the trends you need to make your marketing win in 2020.

For the first time ever, Talkwalker has included our own trend-data analysis. By combining our social listening insights and industry expertise from working with the biggest brands on the market, we've compiled the leading analysis. So you don't have to.

From the rise of TikTok to the growth of video, from the growing significance of brand trust, to the acceptance of AI - these trends are what every marketer will be discussing next year, and for years to come.



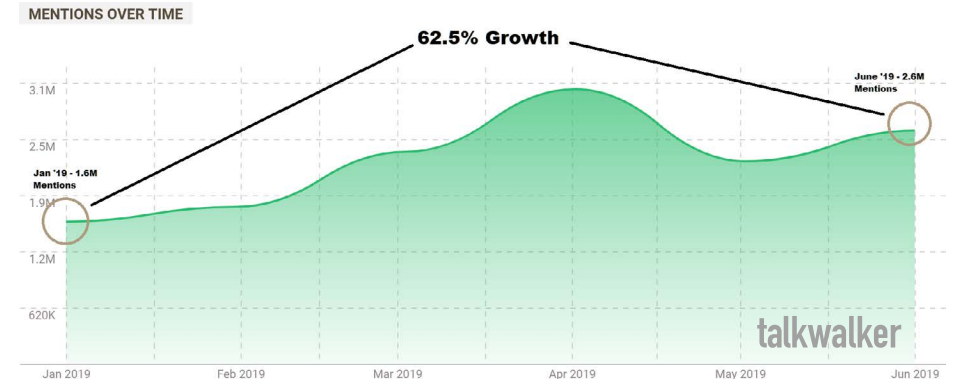
# The NEXT Generation of Social

## TikTok Will Be Part Of Your Marketing Strategy

New social media platforms manipulate the media landscape, with marketers having to adapt to the fluctuations of popularity. Do new channels offer greater ROI or a more suitable audience? That's what marketers will be investigating next year.

- **In 2019, we saw Instagram hit 1 billion monthly active users<sup>1</sup>, cementing it as the 5th largest social media channel.**
- **TikTok is catching up, with 500 million monthly active users in June 2018<sup>2</sup>, now believed to be closer to 750 million<sup>3</sup>.**

The increase of social mentions for **TikTok** tells a story. In January 2019, Talkwalker found 1.6M mentions of the app, growing 62.5% to 2.6M mentions by June. This is especially important for the younger generations, as 66% of TikTok's users are under 30<sup>4</sup>.



The growth in mentions of **TikTok** through 2019.

Why the change for 2020? Barely anyone in the industry is discussing new channels in relation to **social media marketing** opportunities. **Only 1% of mentions** related to new social media platforms also mentioned social media marketing.

The trend is bucking though, signifying that it will be important for 2020 onwards. For 2019 trends, 0.01% of mentions discussed the raising importance of the new social media platforms. For 2020, that number is already at 0.27%.

1. TechCrunch  
2. BusinessOfApps  
3. CaixinGlobal  
4. Mediakix

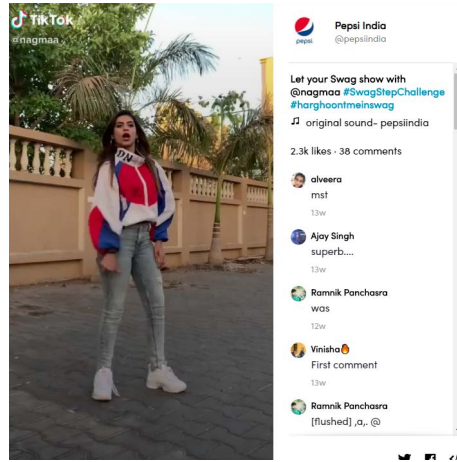
## What does this mean for marketers?

The rise of unique and niche networks shouldn't come as a surprise. People are no longer looking for large communities, but the relevant ones. Less noise, more genuine engagement.

Yes, it's still untested ground with limited opportunities for marketers. TikTok only started testing ads in January 2019<sup>5</sup>. And of course, marketers love tried and tested methods.

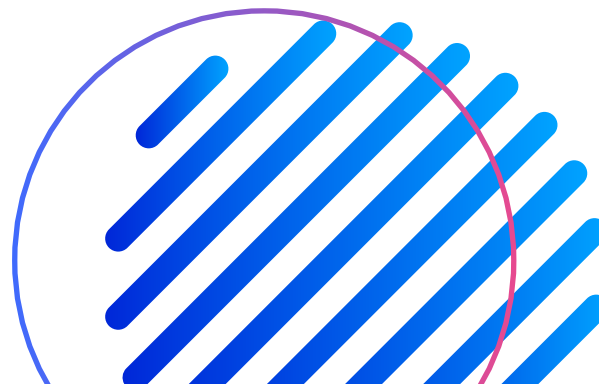
But fortune favors the bold. With trends, you can't wait for others to mark the road first - you have to be a pioneer.

Big brands like Pepsi, Nike and Sony Music are building communities on TikTok, aligning with new influencers to create content and a dedicated brand following. Pepsi India is driving great user-generated content through their #SwagStepChallenge, with zero marketing spend on the platform.



Pepsi India is driving great user-generated content on TikTok.

The diffusion of innovations means that early adopters will benefit more from new technology. This has been proven when it comes to brands engaging with social channels first<sup>6</sup>. It's a risk, but one that can pay off in the long run.





**Jay Baer** CPAE, Founder of Digital Marketing Consultancy **Convince & Convert**, Hall of Fame Keynote Speaker and emcee

"The social media trends for 2020 will be "Dark Social" - fewer public interactions and more private interactions on Messenger, WhatsApp, Instagram DMs, and more.

Social media is returning to its roots — away from a mass-marketing vehicle, and back toward a personal, communication-driven approach.

2020 will be the year we see consumers start to use public social media LESS even as social media usage per se, continues to rise."



**Matt Navarra** Social Media Industry Commentator & Consultant. Previously Director of Social @thenextweb & digital comms @govuk

"The actual usage of social media continues to grow with new platforms like TikTok making huge gains over rivals such as Facebook. The shift appears to be more of where people choose to be social online, and how they engage, rather than any significant decline in total time spent using social media.

The use of private groups and communities, messaging apps, and ephemeral 'stories' has risen sharply in the past two years, with many of the major platforms building their core products around this change in how people now prefer to engage with others digitally."



**Lilach Bullock**, Professional Speaker, Lead Conversion Expert, Content Marketing & Social Media Specialist, [lilachbullock.com](http://lilachbullock.com)

"The emerging players in social media marketing right now are definitely having a considerable impact on consumers and the relationships they have with brands. As for the trends, I've noticed the most?

Being socially conscious, getting involved in various issues, leveraging lots of user-generated content and trying to appear as real and as genuine as possible. I don't know if it's really a case of them changing users — or the new generations of consumers changing them and shifting their approaches."



**Onat Roldan** President and CEO AdSpark Inc.

"Social is moving beyond mainstream social. Social media patronage is constantly changing, especially with the younger generations. This is, and will continue to be, a challenge for those of us who wish to have a clearer understanding of these emerging consumers."





**Tim Soulo**, CMO & Product Advisor,  
Ahrefs

"I see an emerging trend of "micro blogs" and I'm 100% confident that it's going to be big in 2020. Take a look at social media platforms like Twitter, LinkedIn, Instagram - all of them are adding functionality that allows people to share longer pieces of content.

And all these platforms are clearly rewarding "content only" posts (with no links) with higher engagement and reach. Facebook even lets you format your posts with headlines, lists, bold/italic and such.

As a result, more and more people will be becoming "bloggers" and sharing their thoughts/knowledge online. Which I guess is a good thing."



**Adrian Liew**, Chief Executive,  
Beknown Pte Ltd

"If anything, it's about time marketers consider private messaging platforms like WhatsApp, Facebook Messenger, Telegram and WeChat; or what is referred to as Dark Social.

For a while, everyone has been relying on social media, buying ads, without realising we have been neglecting the medium closest to us.

Back in 2016, Dark Social contributed to 84% of online traffic and in 2018 it became the largest referral platform, surpassing Facebook, as a platform that consumers use to share content. So imagine the potential it can bring for 2020."



**Chris Penn**, Co-Founder and Chief  
Innovator at Trust Insights

"Fundamentally, we see the continuation of a trend that began several years ago, but has picked up in earnest: the continued rise of velvet-rope social media communities, private communities and collectives.

In short, people want to spend time with people more like them, with a common interest, rather than in the general public where discourse has descended to rancorous incivility."



**Meg Coffey**, Managing Director,  
Coffey & Tea

"For me, the trends are all pointing to slowing down – doing more with less. The size of the marketing pizza hasn't changed, we are simply cutting it into more and more pieces, and for many of us it's become overwhelming. Yes, TikTok is blowing every other platform out of the water at the moment. But does that mean you need to be on it? Definitely not.

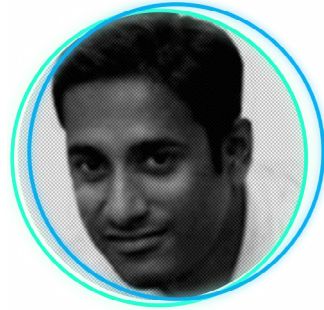
We need to get back to basics and think about our why. Stop focusing on the MarTech and start thinking about what we're really trying to achieve, and how best to tell that story."



**Rosario Juan**, Social Media Strategist

"Communication styles will become more personal. Content will be tailored to more specific, relevant topics. Now, more than ever, brands are viewed as living, breathing beings, as opposed to just products.

Brands are viewed as entities with a belief system and articulated opinions, one that is passionate about its chosen causes and an organization that knows its consumers and target market on a personal level."



**Prasad Sangameshwaran**, Editor, Campaign India

"The relatively newer entrants in social media like TikTok and Likee have revealed a new side to Indian users. People are not afraid of showing off their modest surroundings, as many of the TikTok videos will show. There is also an amazing display of individual quirks, awkward dance steps being one example, something that Indians would probably have shied away from displaying, a few years back."



**Javier Piedrahita**, General Manager, Marketing Directo @mkdirecto

"Video will remain to be the main social media player and advertisers should focus on this format in order to capture their, already saturated, audience. Whether Instagram, Twitter or even Pinterest, let's not stop making videos.

Beyond trends, social networks and formats, it's going to be interesting to see how the brand-influencer relationship evolves from brand awareness objectives to marketers now requesting specific conversion metrics. Lastly, we have to keep an eye on GenZ's social media consumption, those who take a pass from Facebook and have an immense purchasing power."



**Harry Hugo**, Co-founder of The Goat Agency

"Recent shifts in digital have led to opportunities for platforms to better engage with users. Emerging players such as TikTok are working with users to support and advance cultural trends that develop from the platform.

This not only offers platforms a deeper connection with their users, it also allows brands to use the trend to connect with new audiences that they may not have reached in the past.

It makes sense for marketers to use the platform to ensure their brand is reactive with cultural trends and resonates with an evolving audience."



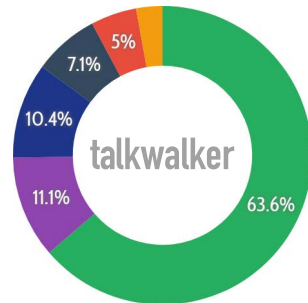
# Social Media Wellness Will Be An Essential Part Of Your Consumer Engagement

- There have been **78,000** conversations surrounding social media wellness so far in 2019.
- National Day of Unplugging gained **3,300** mentions this year.

The awareness of the impact of social media on our mental health is increasing, with platforms changing their approach, to make their communities friendlier and less toxic. Social media addiction is now a recognized affliction, changing the perception of the social media landscape. People are becoming more aware of how social media can impact their mental health, and taking individual actions to decrease their online hours. It isn't a crisis but more a social movement driven by consumers, with the vast majority of social media addiction mentions happening on Twitter (**63.9%**) rather than in news headlines.

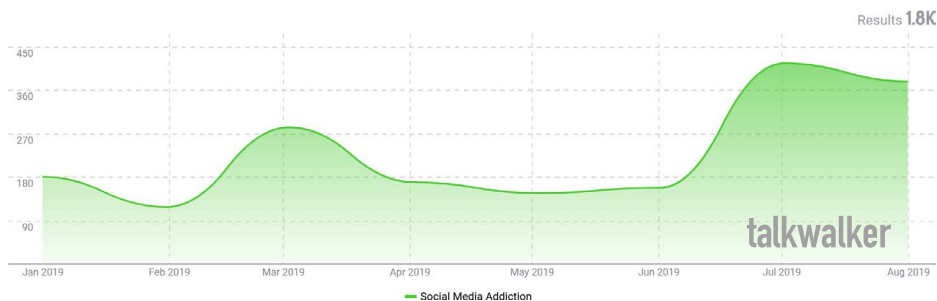
Look at how **#DigitalDetox** is invigorating users to balance their social media usage with their mental well being.

The joy associated with the hashtag shows that people aren't moving away from social media, just learning to manage their time on it more effectively.



- Joy
- Sadness
- Surprise
- Fear
- Disgust
- Anger

The **#DigitalDetox** movement is a significantly joyful movement, helping people manage social media more mindfully.



We've seen an increase in mentions of **social media addiction** this year.

## What does this mean for marketers?

Any change in **consumer habits** can be a cause for alarm for marketers, but in this case, there's nothing to be concerned about.

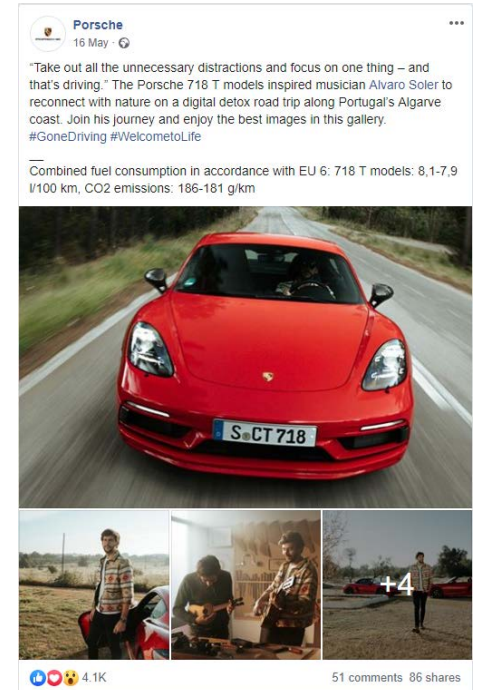
If hiding likes become commonplace, there may be a subtle drop in engagement rates at first, but consumers will adapt quickly. People will find a way to express their appreciation in some way, and we may find an increase in active engagement, such as comments, instead.

Make sure you're monitoring your competitors to see if any change in engagement is a brand issue, industry issue, or part of a consumer trend.

You should also be aware of your consumers' social media wellbeing. Avoid toxicity, and engage them with ways to escape, sparking their interest in real world opportunities.

Lush UK has moved away from posting on social channels, instead focusing on joining the conversations that matter within their community. Allowing 'all the voices to be heard'.

If you can't engage the trend, consider how your consumer consumption habits are changing. Focus more on quality messaging over quantity— if people are cutting down on their social media usage, you'll have fewer opportunities for them to bite. Give them something worthwhile everytime.



Porsche jumped on the **Digital Detox** trend to drive over 4K engagements for this post.





**Karen Freberg, Ph.D,** Social Media Professor

“Digital wellness is going to be more emphasized and added on as key components for social media professionals to acknowledge not only for their own purposes, but for their own community and audiences as well.”

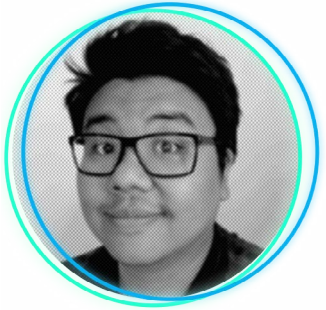


**Dr. Karen Sutherland,** Social Media Educator, Author and Researcher, University of the Sunshine Coast, Australia, [drkarensutherland.com](http://drkarensutherland.com)

“Social media wellness and digital detox are fast becoming prominent issues for discussion particularly within industries where employees are expected to be constantly connected. Techniques for self-care and digital detoxes are set to become more common within workplaces that have a focus on employee health and well-being, including within the education sector.

It is a duty of care when preparing our future social media professionals.”





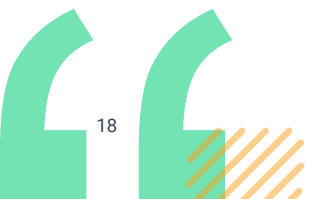
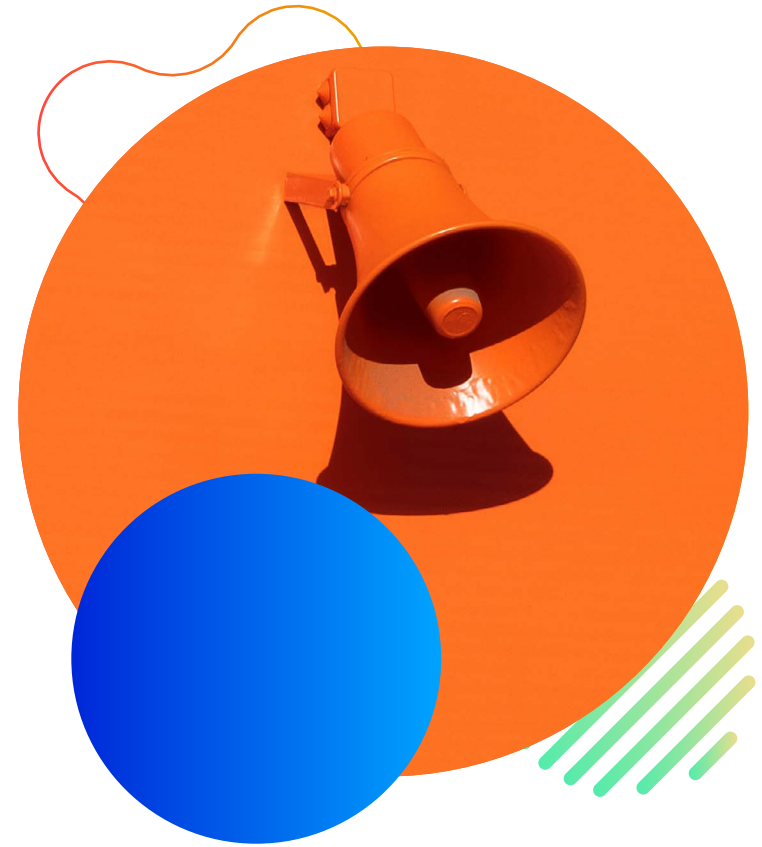
**Tiankai Feng**, Global Voice of Consumer Analytics, adidas AG

"Digital Detox comes from a place of information overload – consumers are tired of the immense amount of diversified content they are exposed to on Social Media. Consumers deserve a break, but it's the brands responsibility to make the consumers' time worthwhile when they are online - through timely & relevant storytelling."



**Julia Bramble**, Unique combo of PhD Forensic Scientist, Empathic Communicator & 'spectacularly popular presenter'  
[Bramblebuzz.co.uk](http://Bramblebuzz.co.uk)

"The increased awareness of the link between social media and mental health means users are being more mindful of what they allow to influence them and are more sceptical than before. In order to attract attention and engagement in this evolving world, you need to model your social media posts and behaviours on those of your audience's friends, rather than on accepted marketing wisdom. Share stories, tell jokes, let them know you care, ask questions, show an interest, share what you believe in, create impromptu lives, make your audience feel valued and that they belong."







**Katie Delahaye Paine**, CEO, Paine Publishing, LLC.

“The biggest trend that marketers will need to deal with in social media is the growing distrust and dislike of social media.

To combat this trend, marketers will need to rely on advanced analytics and AI to quickly analyze the volumes of data their efforts produce to determine how they can best reach the specific consumers that they need.”



**Eva Taylor**, Sr. Manager, Social Marketing, Hootsuite

“Powerful forces — like personalization and privacy — are changing the rules of social media. As social dominates how people communicate and spend time online, it’s clear it now plays an important role as a high performing channel in customer-facing communication, leading the future of customer engagement.

Brands today are entering a world that will change how they interact with customers, a world where building relationships matters more than ever. Organizations need to learn how to harness this in a unified way and measure holistic customer engagement practices that include social alongside other digital channels.”

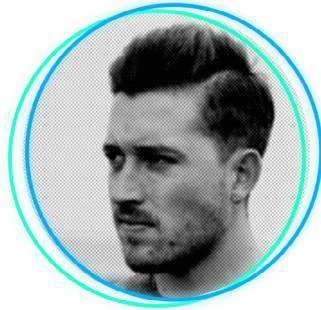




**Deirdre Breakenridge**, CEO, Pure Performance Communications

"Companies must decide how they want to show up and what kind of relationships they'll build with customers. For trusting, loyal relationships, it starts with defining a culture of ethics, focusing on marketing practices and upholding a higher standard of transparency and truthfulness.

Marketing ethics and good judgment go far beyond the PR department, penetrating an organization at every level, and from the top down."



**Dan Knowlton**, Co-founder, Knowlton

"You've probably been targeted by people selling 'get rich quick' courses on social media.

These Marketers prey on those who are looking to cut corners when it comes to making money online by selling 'the answer' in a course with a price tag that normally ends with a '7'.

Credible Marketers/business owners like Mike Winnett, Dennis Yu and Daniel Doan who are making an effort to expose these snake oil salesmen. Hopefully exposing these fraudsters will prevent others from being ripped off. If something sounds too good to be true, it usually is."



**Colin Anstie**, Chief Executive Officer, RD Consulting

"Will social media data be used for the greater good or system failure? The data that social media platforms have collected on individuals and organisations is now up for grabs.

As marketers and communicators, this data can be used to create beautiful, personalised targeted experiences that consumers love, or it can be used to taint, sway or influence users for nefarious purposes. Is your data protected, and how will you identify, collect, analyse and utilise data to grow your organisation? Be the change you want to see, and invest in making the data work for you and your customers."





**Yazan Al Tamimi**, Social Marketing & CRM, Spotify

"It has become more important than ever for businesses to rely on their first-party data for precise targeting.

However, many businesses aren't putting their first-party data for good use, and this is mainly due to their existing infrastructure that doesn't allow them to crunch their data for deeper insights or easily integrate with digital advertising platforms. Although it's a big investment for businesses to upgrade their existing CRMs, it's become a crucial step to drive higher effectiveness of their marketing efforts and compete in today's world."



**Keith Keller**, Twitter Video Marketing Specialist, [www.KeithKeller.com.au](http://www.KeithKeller.com.au)

"Messaging is private & personal. This is becoming a huge theme now. With the ongoing privacy concerns we are no longer so inclined to share everything in the open forums, so messaging will start to play a larger role in how we communicate.

This is an enormous opportunity for us to invest in managing the messaging components of our social channels better and maybe even investing in new technology options to scale the process for better efficiencies."



**Sam Hurley**, Founder of OPTIM-EYEZ

"The business world has been, and continues to be shaken by data privacy regulation — impacting marketing not only directly, but indirectly (as a result of heightened audience focus on this area, due to its proliferation).

A closely related NEXT Gen privacy trend to be aware of here? Cookies — and blockchain.

Blockchain encryption makes it possible for visitors to safely be verified without a password — while also allowing pinpoint accuracy for marketing segmentation, without the guesswork and pitfalls of cookies."



**Julian Frundt**, Strategist & Content Writer, FTRGZM

"Thanks to a bunch of different data privacy scandals, social media users worldwide are becoming suspicious of what companies are doing with their private conversations and information. Combine that with a trend towards 'unplugging' more often and you have a group of people who are starting to wonder 'is what I'm getting out of social media worth what I'm losing to it?'

More and more consumers are starting to create their own ways to socialise online: private Patreon groups, encoded Signal chats, even email is back on the table! Unless brands can be truly transparent with what they are offering (and taking from) consumers on social, they will begin losing the younger, more tech savvy demographic to DIY solutions. Don't become the Bing of social!"

# The NEXT Generation of Technology

## AR & VR Will Be Used Effectively In Your Marketing

- **Augmented reality and virtual reality conversations had 13.2M engagements in the first half of 2019, up 0.5% from H2 2018.**
- **5% of those mentions were in conversations relating to marketing.**



The key trends that link VR and AR to marketing. The future has arrived.

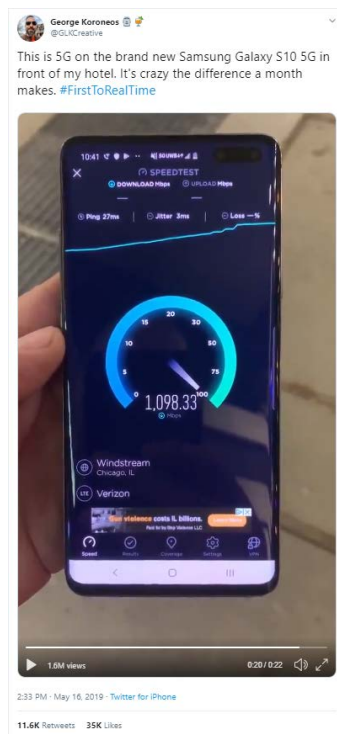
Augmented reality and virtual reality are the next big developments in technology, having integrated into our apps and social media channels. In 2020, we're expecting this growing trend in tech to be picked up by marketers, to boost user experience, and engage through gamification.

VR has 8.6 times the share of mentions relating to trends for 2020, compared to trends conversations in 2019. While AR has 7.03 times the share.

10. VentureBeat

That's due to the rise of 5G in 2020. 62K mentions of VR or AR were linked to 5G. In 2018, experts still considered the technology behind AR to be too discarded for practical use<sup>10</sup>.

But now, with 5G at hand, and the latest handsets with tech like 3D-depth lenses, 2020 looks to be the perfect time for the tech to finally take off. Big time.



A viral tweet showing the potential of 5G (47.1K engagements). People are excited for this next stage in technology.

## What does this mean for marketers?

Start thinking what VR and AR can do to maximize your user experience, and the environment they will be most effective in.

AR will be integral to boosting fleeting numbers of bricks and mortar stores, offering interactive shopping experiences. From dinosaur hunts<sup>11</sup> to playing against soccer pros<sup>12</sup>, you're giving customers interactions that can't be experienced at home.

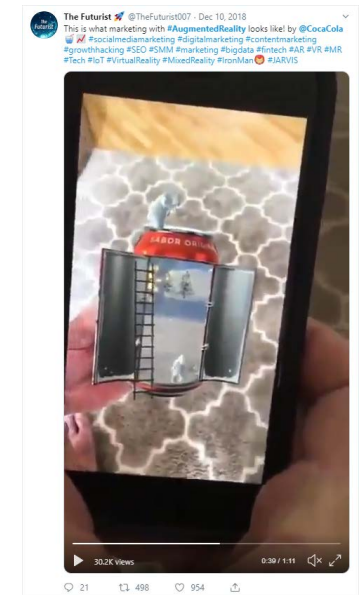
Brands like Coca-Cola are integrating augmented reality into all aspects of their digital transformation, particularly targeted towards the generation that "doesn't see a line between "the online world and the offline, the reality and the augmented reality."<sup>13</sup>

If AR helps improve the user experience instore, VR will be essential for boosting it online.

Japan Airlines is allowing customers to pre-experience trips as easily as trying on clothes, with their JAL xR Traveler<sup>14</sup>. While Lowe's Holoroom allows customers to learn new practical skills in a virtual environment. If you have a blockage in your buying cycle, due to selling high-ticket items that aren't readily available (because they're tailor made), VR will help customers pre-experience them.

11. Warrington Guardian  
12. Campaign Live  
13. The Drum  
14. Asahi Shimbun

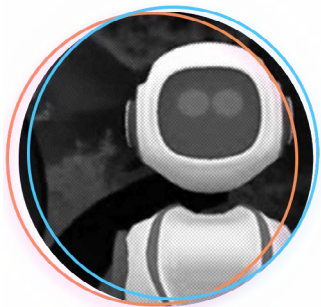
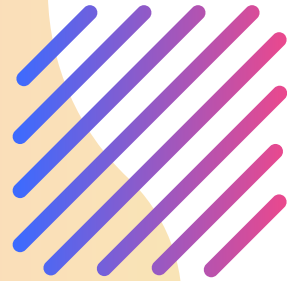
2020 will be the year that AR and VR takes off. If you haven't invested in the technology yet, now's the time.



Example of Coca-Cola's AR cans



# Expert Insights



**Martin Shervington**, Organisational Consultant, [PlusYourBusiness.com](http://PlusYourBusiness.com)

“As marketers we are always on the lookout for the ‘next big thing’, and many sense both AR and VR have major roles to play.

But full implementation is not here yet - we still need well priced and socially acceptable AR glasses, and VR headsets (and content/benefits) that make you want to ‘dive in’.

In the meantime, our mobile devices are our best AR portals, and for VR the adoption seems to largely be ‘gamers’, but both the health and educational market remains an obvious play.”



**Janet Machuka**, Marketing Director, Sparks Corporates, and Founder #AfricaTweetChat

“Tourism is the biggest industry in the world today and virtual reality has become the latest attraction point in tourism industry. 2020 will experience more in virtual reality tourism that will allow tourists to maneuver through the websites of places to visit before they make decisions on the destinations.

This pegging will advance the tourism industry as people can now ‘tour before they buy’ destinations. The same way Realtors use VR to sell apartments, they give you a chance to view the property before you get to the location, this trend will be a major focus because clients will want to believe before they commit.”



**Yosuke Noguchi**, General Manager of Social Media Business Dep., Opt Inc

“One of the biggest themes in 2020 for technology industry is 5G will be available. When it becomes possible to send and receive large volumes of data at a different level than before, we expect social media that has evolved with text, images, and videos to enter the era of VR and AR.

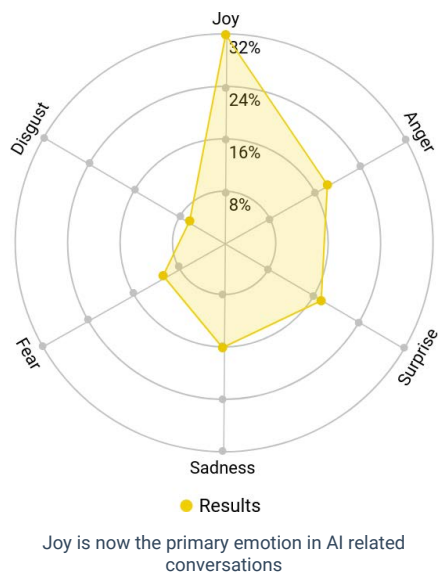
In order for companies and brands to exert influence on social media, we recommend that you put an antenna in this field as the first movers can take advantage of it.

User will set VR goggles and enjoy various contents with people all over the world by manipulating their own avatars on social media. Surely such a future is right there.”



# You Will Use Artificial Intelligence, And Love It!

- **Artificial intelligence was our most discussed trend in H1 2019 with more than 4.7 million mentions— more than double the others in total.**
- **Through social listening, 50% of emotion around the topic of artificial intelligence was negative.**



In the last few years, marketers have struggled to think positively about AI.

When we look at the emotional responses linked to the conversational data surrounding it, just over half is negative.

That is about to change. The net sentiment flipped into the positive from June 2019 onwards, and steadily remains there. While more people are associating joy with the conversations.

People are accepting AI and understanding its potential.

The biggest issue previously was technophobia, and rightly so. A report in 2017 predicted 800 million jobs were threatened by automation<sup>15</sup>. But in 2018, early 2019, that story evolved.

**“I expect AI to change 100 percent of jobs within the next five to 10 years”**

IBM CEO Ginni Rometty<sup>16</sup>

Note the difference— we’re talking about change. People are now seeing the potential AI can bring to the table, handling tasks that humans can’t, freeing up people to focus on the jobs machines can’t do. We’re starting to see the integration between **artificial intelligence** and human intelligence as digital transformation kicks in.

Hands-on AI experience, from automation to chatbots, is changing people’s perception, meaning the tech is now accepted in the workplace.

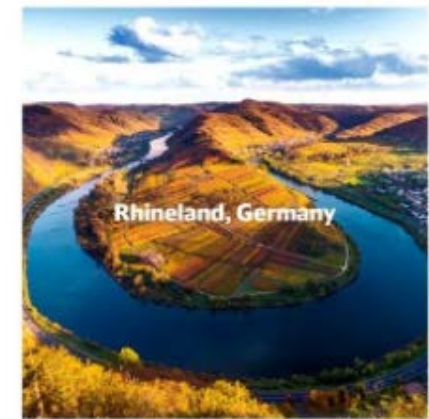
## What does this mean for marketers?

It’s time to adapt. Invest in the available AI technologies to maximize your results, either to speed up your marketing efforts, manage more data effectively or to improve your consumer experience.

Chatbots are a significant investment, providing 24/7 customer support, while managing incoming customer data. As

you can detect 300% more brand mentions than text monitoring alone. In a video and image driven world, led by Instagram and TikTok, visual analytics within social listening, will reveal not just how your customers talk about your brand, but how they exploit it.

Then, there’s the creative potential from using AI in your marketing concepts. Ogilvy used AI to help detect similar global images for German Rail, to create customized social media ads for travellers.



German Rail’s AI-powered campaign helped identify German destinations similar to popular ones abroad.

brands become more global, consumers fed by the need for transparency, demand always-on customer service. Chatbots help provide that service constantly— no wonder chatbots have a higher sentiment value than other AI techs, at 57.3%.

Visual search, like Google Lens, will be a major disruptor in the coming year. People will change their searching habits, so marketers will have to learn how to adapt their SEO strategies. You will have to think visually instead of textually.

Visual analytics will make it easier to monitor your brand. With **video analytics**,

An impossible task without the use of machine learning, the campaign had a 6.61% conversion rate, driving a 24% increase in revenue.

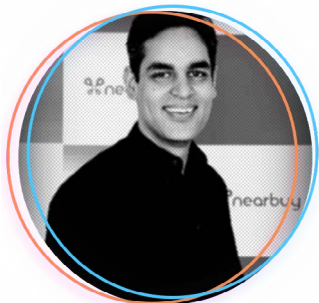
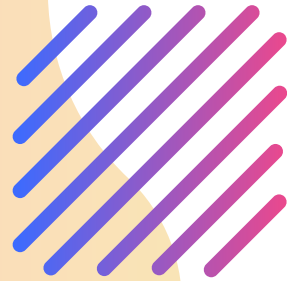
2020 is the year to stop fearing AI, and instead, engage it in your marketing strategy to maximize your brand’s potential.

<sup>15</sup>. McKinsey  
<sup>16</sup>. CNBC.com

<sup>17</sup>. Contagious



# Expert Insights



**Ankur Warikoo**, Co-founder and CEO, nearbuy

“AI becomes a key component here, because it allows the tech to learn and reflect our emotions. All the data being generated today, thus needs to be duped into the learning algorithm, to closely replicate our world.

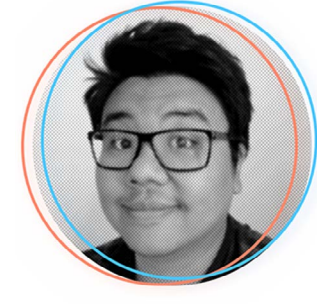
AR/VR will begin to appeal to our senses in a way that humans will find hard to distinguish reality from virtuality. At that point, I expect a matrix-like world, where experiences will be gathered virtually rather than in reality.”



**Sally A Illingworth**, Content Marketing Strategist, [sallyillingworth.com](http://sallyillingworth.com)

“The social media landscape will increasingly demand that a successful marketer knows how to curate content assets that allow the target consumer to invest emotional equity into the entity being marketed (be it an individual or organisation) and simultaneously facilitate a two-way relationship between the two parties amid a sense of communal connection.

The challenge for most marketers is that this required capability somewhat defies traditional marketing thinking. Social media will continue to distinctly define what the future of marketing looks like. Successful marketing is no longer led by affordability but is instead led by authenticity.”



**Tiankai Feng**, Global Voice of Consumer Analytics, adidas AG

“Through deep learning and the vast amount of data available to learn from, data-driven decision making for successful Social Media Marketing will become even more important – and targeting even more powerful to the deepest level of consumer micro-segmentation.”



**Jean-Philippe Cunnet**, MarTech Trainer & Advisor

"In 2019, the AI objectives in marketing are clear: optimization of marketing automation, individual personalization, "customer centricity" which will allow marketers to delight the consumer, optimize revenue and detect potential B2B leads, thereby signifying the end of laborious marketing tasks.

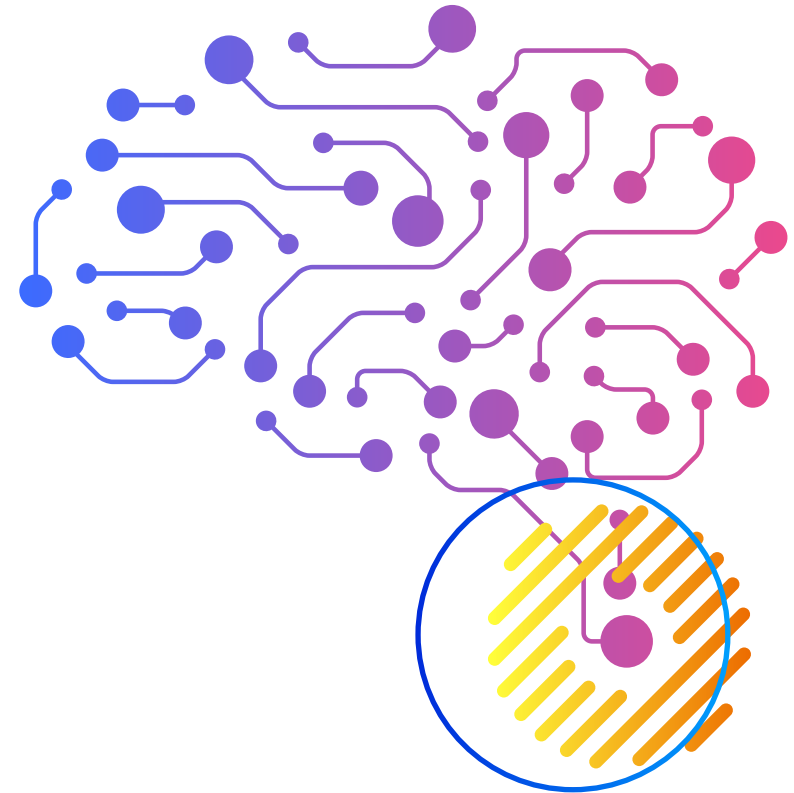
Trusting specific marketing technology providers to handle the AI will allow you to ignore the technical side of things, as the end user.

Focus your energy on training your team, and teach them to clean data – once this data is clean, structured and trustworthy, you will truly have mastered the basis of artificial intelligence in marketing."



**Amanda Zantal-Wiener**, Senior Content Strategist at HubSpot

"AI is already impacting social media on multiple levels. To start, some platforms use machine learning to determine how content is ranked in people's news feeds, depending on the quality of the content, whether or not it was shared by a person in the user's immediate network, et cetera. Others use that type of AI to determine how interested a user might be in a certain post or piece of content, and therefore where it might appear in that person's feed."



# The NEXT Generation of Marketing

## Generation Z Will Only Engage If You Pivot Your Strategy

Millennials and Gen Z are tech savvy generations demand innovation, creativity, personalization, brand purpose, and transparency. In 2020, if you want to drive engagement and find new ways to reach your customers, you need to consider just what these generations want.

- By 2021, mobile search advertising spend will exceed desktop advertising spend in the US for the 1st time.<sup>18</sup>
- Social media advertising CTR is down from 2.6% in Q2 2018 to 1.9% in Q2 2019.<sup>19</sup>

Advertising is getting tougher. In the last 13 months, the conversational data around the topic has dropped significantly in net sentiment— people no longer want to be sold to.

84% of millennials say they don't trust traditional advertising<sup>20</sup>. With that generation owning significant spending power, new disruptive technologies will be needed to shake up marketing strategies.

New methods, like voice search and social media e-commerce are driving more conversations, with 172K and 226K mentions respectively.

NET SENTIMENT OVER TIME



talkwalker

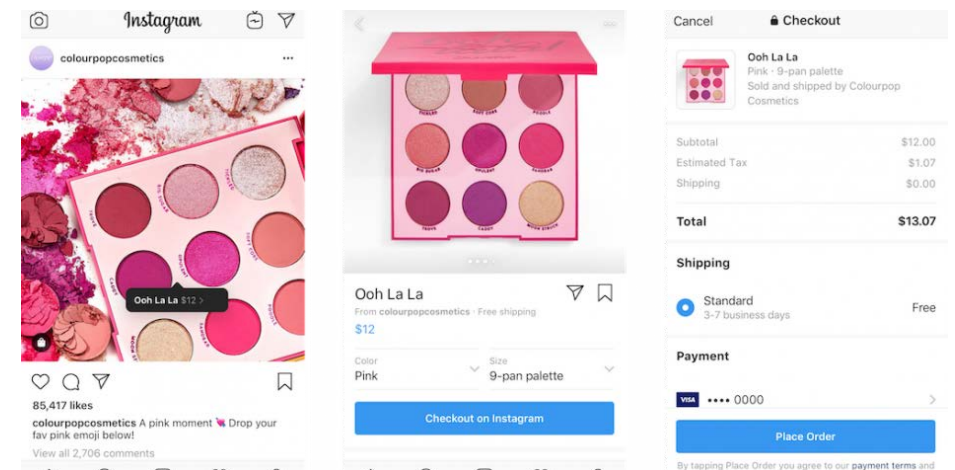
We've seen an increase in mentions of social media addiction this year.

## What does this mean for marketers?

Understanding your audience and taking measured risks are the two main tactics you'll need in your marketing strategy. As your market changes, change with them. Learn which channels they're using, when, how and why. Be part of that conversation. Whether that means switching away from SEA to more social led marketing, voice search to meet the IoT generation, and everything in between.

Maximize usage of these channels, with all their features. Instagram introduced shoppable posts with in app checkout feature in early 2019— we're expecting this trend to be huge for the coming year.

There are many new opportunities coming that will eventually overshadow the staples of SMA and SEA— invest in them early. This new technology allows your brand to be innovative.



18. Statista  
19. Statista  
20. HubSpot



**Toby Daniels**, Founder of Social Media Week, Co-founder and CEO of Crowdcentric Media

"We're facing a crisis in human-attention and marketers need to recognize that reach, engagement and time spent online are dying metrics. In 2020 and beyond, we must take a human-first approach to digital marketing and focus on how we solve real-world problems for our consumers and create experiences that change their lives in meaningful and positive ways.

There will never be a more important time to make this shift and history will judge those marketers who, much like the propagators of cheap fast food, will wish they had chosen to be part of the organic food movement."



**Jamie Turner**, Author, Speaker, and CEO of 60SecondMarketer.com

"The #1 trend in 2020 will be hyper-personalization and hyper-targeting. Both of those techniques will allow brands the opportunity to help their followers feel as though the content was, in fact, created with their specific interests in mind."





**Ai Addyson-Zhang, Ph.D.**, Founder, Classroom Without Walls; Educator, Speaker, Digital Learning Consultant

“As video and live streaming content continue to dominate the social media space, more brands are embracing video to customize their services to their audiences and communities.

In other words, videos will be used beyond raising brand awareness or practicing push marketing; they will be used to offer one-on-one personalized video responses and assistance on customers’ questions, needs, and issues. Receiving customized videos in your email inbox, messenger, or pop-up chat boxes, for example, will become more common.”



**Gini Dietrich**, Founder and Author, Spin Sucks

“The world has definitely changed since content marketing and social media became prevalent in both our personal and professional lives. We used to jump on every new platform and play around with it until we ‘got’ it. We figured we had to create all the content to stay relevant. But not only are both of those things impossible, they’re not necessary.

Stop trying to do #allthethings. Instead, focus on getting deep and significant with one. Your audience, prospects, community, and customers will thank you.”



**Joe Martin**, VP of Marketing, CloudApp

“‘Hey Google, show me a video on how to make cookies’, is a legitimate phrase with a desired outcome in our current tech sphere. Britney Muller, [SEO expert as MOZ](#), has continually harped on voice search being the next big thing for brands to watch out for with their content strategies. When you pair voice, [with visuals](#), and programmatic ad buying you will probably see the near term future for technology as it relates to brands.”



**Dan Willis**, Consultant Speaker, Millennial Motivator

“In 2020, with social media networks abandoning vanity metrics in the hopes of encouraging a renewed focus on conversations around quality content, the trend in online presence is most definitely going to be centred around the concept that engagement is everything. Gone are the days of viral viewership!

The future is in the hands of those who create community focused content that brings practical value and creates conversations. Video is going to be a major part of this shift but all mediums need to dial in on the importance of conversation creating content that engages!”





**Mireille Ryan**, CEO, Social Media Marketing Institute

"I think social media marketers need to start preparing for voice search. With the rise of different voice assistants and their increasing usage, brands need to be prepared with a voice focussed strategy. The way we speak versus the way we write are inherently different. We will need to write more conversationally in our posts.

If we want our content to be found by voice search, we need to communicate in a way that optimises for this type of search."



**Sotirios Seridis**, Digital Marketing Instructor, [www.sotirios-seridis.com](http://www.sotirios-seridis.com)

"Evergreen social is the way to go. The continuous expansion of the social media landscape has already led to increased audience fragmentation. Users are now jumping from platform to platform throughout the day while social algorithms are biased towards non-commercial content.

As a result, attention spans are sharply decreasing, allowing marketers very little room for meaningful engagement. Passive social media posting is no longer producing ROI for brands.

To counter these developments, companies will have to rely heavily on either paid advertising or 'discoverable' evergreen content hosted at indexable social media platforms, raising brand awareness by capitalising on consumer intent."



**Ming Johanson**, Mother of Unicorns & Social Nerd, [mingjohanson.com.au/scale](http://mingjohanson.com.au/scale)

"Social media in 2020 will influence more than just the way we shop. It will influence every human transaction from the careers we choose having a minimum requirement of social impact in a focus on being a force for good to the way we empower ourselves to be more in control of how we make, manage and transact on a day to day basis with money.

We are the most connected now to our external world and the rest of the planet then we ever have been in the entire history of humanity."



**Cheryl King**, Managing Director, markettiers MENA

"The renaissance of podcasts represents a strong opportunity for brands to harness their communities on social media as part of their overall promotional strategy.

Whilst this is far from a new medium, it is now in vogue, but brands entering the podcast sphere are entering a space where they are ahead of the curve. They are becoming publishers. And to maximise the value they need to show bravery and commitment to the long term."





**Aryeh Sternberg**, Lead Consultant - KENNA, Red Communications

"I think social media marketers need to start preparing for voice search. With the rise of different voice assistants and their increasing usage, brands need to be prepared with a voice focussed strategy. The way we speak versus the way we write are inherently different. We will need to write more conversationally in our posts. If we want our content to be found by voice search, we need to communicate in a way that optimises for this type of search."



**Cheska Teresa**, Group Strategy & Integration Director, Lion&Lion

"E-commerce on social will boom in the coming years, especially in mobile-first and emerging markets where consumers mainly use social to search for products. Instagram's new sales-driven feature is a great example of social's role in e-commerce. To drive sales on social, brands need to ensure they have an effective and mobile-friendly "online storefronts" that help consumers towards purchase coupled with brand activities and influencer engagement that can drive traffic."



**Manisha Seewal**, Group Chief Marketing Officer, Carro.sg

"With the advent of social media, the ways in which we reach our customers are evolving rapidly. Just a year ago, search used to comprise 95% of our spend while currently, search accounts for barely 60% and the rest is made up by social media. In today's environment, brands need to have a robust social media strategy, which includes generating engaging content and video. Emerging markets, however, paint a different, interesting landscape. Based on our presence in over 30 cities across Indonesia and Thailand, we observe that while customers are increasingly embracing digital touchpoints to discover new brands, traditional media still wins in these markets."

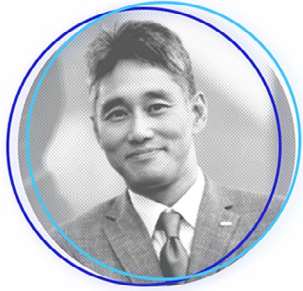


**Laura Prael**, Founder & Director, LEP Digital

"In 2020, more than ever, sparking curiosity through clever content is what will drive action and ROAS. What a company stands for and how they tell that story will become crucial to cut through. Successful marketing agencies are increasingly hiring copywriters to immerse themselves in the world of their customer to become the very fans that they want to attract. Why? Customers want to know that they are uniquely understood before they can develop trust. We need to speak their language and play on their terms if we expect consideration. Here's to the death of boring creative."







**Nobukazu Ochi**, CTO, **Daiko Advertising Inc.**

"User's voice is now have a big impact to brand formation. In addition, with the advance of technology, everything is connected on the network, and the target in marketing is shifting to services that instantly fulfill each customer's needs.

Every brand now has to optimize the way to approach with their customers to make sure they will impress them with unforgettable customer experiences. Daiko is implementing this "brand activation" through our strategy."



**Hitesh Rajwani**, CEO, **Social Samosa**

"We live in the age of minimal attention spans and consumers are exploring new avenues of Media consumption everyday. When it comes to Digital, Brands need to embrace the outside in strategy.

Follow the consumers where they are. Understand their behavior, triggers and derive actionable insights. And lastly focus on creating value basis these actionable insights.

One of the mantras which I recently learnt from a well known CMO in the Indian Circles ( Be the voice of the consumer, NOT the consumer)."



**Dr Dave Chaffey**, Digital Strategist and Co-founder of Digital Marketing Learning Platform **Smart Insights**

"Your business likely has favoured channels that support your inbound marketing by generating new website visits for customer acquisition. It's essential to have a sustainable source of high volume, high ROI visits, online leads, and sales that you can rely on!

This is the '70%' in the 70:20:10 rule for online customer acquisition. You need to monitor this source and protect these traffic sources. However, you likely won't be able to rely on them forever – digital changes fast."



**Francisco Rojas**, CEO **NEO Communications** and **NEO Magazine**

"I see the indexing of voice content through AI technology as one of the major trends. This, with the objective of increasing its efficiency in the near future. I also see a come back to the marketing basics, and influencer specialization.

Beyond followers influencers are going to focus on engagement and interaction with their audiences. Lastly, I believe software companies will offer greater depth on data analysis so brands can truly "humanize" and make sense of it and ultimately transform it into specific actions."





**Heidi Cohen**, Chief Content Officer of Actionable Marketing Guide and Managing Partner - Riverside Marketing Strategies [heidicohen.com](http://heidicohen.com)

"Before assessing your 2020 marketing strategy and plans, understand the underlying Seismic Marketing Shift disrupting the content, information and data ecosystem.

This Seismic Marketing Shift consists of the convergence of three concurrent trends: Voice-first, Marketing AI & Content Saturation.

These three trends remain undetected until use exceeds the tipping point acceptance by the public. So you compete now and into the future with any and all content, information and data to answer these three micro-moment dependent questions:

1. Give me the information I want and/or need (Includes personalized financial and health data);
2. Entertain me (Includes movies, television, music, books, and gaming); and
3. Help me to buy, go or do (Provides "near me" search).

To succeed in 2020 and beyond, marketers must focus on developing owned audiences to grow Share of Audience Attention (or SOAA)."



**Christina Garnett**, Strategist, ICUC

"As influencer marketing continues to gain traction, and Instagram and Facebook looking at removing likes, we are finally (hopefully) going to abandon vanity metrics and determine the real ROI of social media.

Look for:

- More trackable options and referral programs for influencer marketing
- a shift in Facebook's ads. If likes are removed, people will realize they need to jump into ads manager and create more strategic ads. Friends don't let friends boost content
- More and more ad spend is shifting to digital opportunities. You need to continue to test and optimize what works for your business."



# Your Influencer Marketing Will Go Small To Go Big

- **Conversations around influencer marketing have dropped by 42% year on year.**
- **Inversely, mentions of fake influencers are on the rise, driving over 9,000 engagements in the first half of the year.**



Conversations around **influencer marketing** are on the decrease.

Influencer marketing is a double-edged sword.

9% of consumers depend on influencer recommendations before making a purchase, which is why 61% of marketers increased influencer marketing spend in 2019.

However 38.5% of marketers say they still don't have a framework for measuring influencer campaign success. It's easy to burn money without a tangible ROI.

In 2020, we predict there will be a revolution of how marketers manage their influencer campaigns. Micro & nano

influencers (500 to 10,000 followers) will help mitigate the potential risks. These are influencers who have built smaller, more enthusiastic audiences. Not only do they help brands avoid the potential of fake influencers, but they often drive more authentic engagement.

2020 will see brands building networks of these smaller influencers, with more groups arising to manage them effectively.

## What does this mean for marketers?

When it comes to influencer marketing, success can be found in large numbers. Instead of one influencer with large reach, you can invest in 100 micro influencers for similar cost. You can:

- Focus on specific audiences.
- Improve your engagement.
- Minimize risk.
- Ultimately, spend less for potentially better returns.

Samsung's new #greendontcare campaign aimed to build a community of people to counteract the negativity of not owning an iPhone. Using a variety of types of influencers, it drove 1.2K mentions with 16.2K engagement within 1 month.

This tweet from Ben Soffer gained 5,000 engagements from his 7.4K followers. A micro influencer, Samsung was able to target a very specific audience— young people with an interest in meme-based content. They even supported the campaign with custom memes for their influencers and communities to share.

It was a great success, with 63% positive sentiment, with particular engagement from the younger generations. 82% of people that engaged with the hashtag were 18 to 34.

Wendy's also knows the power of micro influencers. Their summer campaign from July 2019 used around 50 influencers to celebrate lemonade in the park, the vast majority of which had under 30K followers.



Micro influencer marketing is a numbers game, so while each influencer didn't have a large audience, by working with a group of creators, the campaign was able to potentially reach 723K people within the month, engaging 20.1K of them.

2020 is the time to turn your **influencer marketing strategy** on its head. Think small to get big!



21. Digital Marketing Institute  
22. Talkwalker



# Expert Insights



**Joe Martin**, VP of Marketing at **CloudApp**

"I think martech is much more the future as we see influencer marketing possibly reaching a peak in authenticity with younger demographics. Brand who can find authentic voices from a user generated perspective and an actual user from an influencer perspective will be best off over those who look for one time hired guns at \$500k a pop for an Instagram post."



**Samantha Kelly**, Sprinkles #Twittermagic everywhere! Owner @WomensInspireIE, Board Member @Bitaireland, [tweetinggoddess.com](http://tweetinggoddess.com)

"I'm always saying it - people buy from people. And finally brands are realizing that they can't just sell to one big pot; they need to get others who are active and influential in communities to help them reach their audience. People buy from people they know, like and trust. And it's not just Instagram.

The micro influencer and nano influencers will finally get a piece of the pie, as brands start to see results."



**Neal Schaffer**, Author of "The Age of Influence" (HarperCollins, March, 2020), [NealSchaffer.com](http://NealSchaffer.com)

"In order to build trust in an age of declining organic reach and distrust of ads, more and more companies in 2020 will understand that social media is a place for collaboration - not just marketing - and will begin to think more strategically, long-term, and personalized in the relationships they will continue to build with influencers.

Influencer marketing will not just be seen as a campaign vehicle or a way to engage with consumers but also with other businesses, constituents, and supporters."



**Ron Jabal**, CEO of PAGEONE Group

“The inflated egos and megalomania of celebrity influencers and micro influencers will soon burst with the eventual demise of “likes” and “one-off” postings in social media platforms and will give rise to a more and better personal authentic conversations in brand building. This is through nano-influencers. Their stories are a wealth of untapped and unsaturated potential market which have not been exposed to brands. More often than not, the nano-influencers encourage offline conversations which is good for brands.”



**Melanie Spencer**, Managing Partner, Socialites

There’s nothing new about Influencers, KOLs and Ambassadors and in fact they’ve become a part of our social media wallpaper. However, there’s a new wave that’s taking hold across social. Influencer engagement is starting to wane – uh oh! How do we navigate this as marketers? We need to start tapping into the micros (otherwise known as Nano’s) - those who have a smaller following yet they authentically use the product or service and whom will truly encapsulate the brand personality.”



**Anvesha Poswalia**, Digital Marketing Lead, L’Oreal Professionnel & Declor

“Influencer marketing is increasingly moving towards greater transparency with brand associations & measurement of deeper metrics. Brands are extensively using social listening to understand if any brand associations are being faked & to measure the overall sentiment towards influencer associations. The right choice of the influencer plays a key role in driving the desired impact. He/she should have an image that is in line with the brand values & positioning. Hence, it is not just about the popularity of the influencer, but about the fitment of the individual for the brand objectives.”



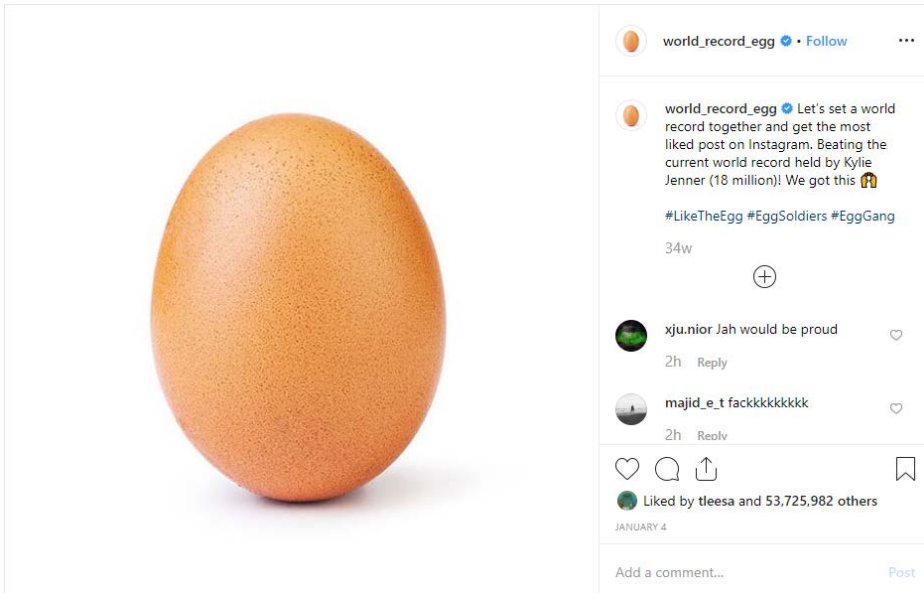
**Arturo Martínez**, Country Manager Mexico | TikTok (Bytedance Group)

“Influencer marketing has a pivotal role into more disruptive and engaging marketing strategies. Powerful matches between brand and influencer is fundamental to deliver more authentic and long term collaborations. Influencers need to feel part of the brand strategy and even accountable for their performance that will unlock more creativity and commitment.”



# You Will Invest In User-Generated Content

- 90% of purchasing decisions are led by user-generated content.<sup>23</sup>
- The most liked image on Instagram is of an egg.



In February 2019, a new Instagram star was born. The world record egg<sup>24</sup>. In a matter of days, that one picture gained over 53.7M likes, cracking the record of 18 million previously held by Kylie Jenner.

But it also marked a turning point. When the cult of celebrity influencers faded, to be replaced by content that was created by regular people. User-generated content

now generates 6.9 times the engagement than brand created content.<sup>25</sup>

It's authentic, cultivated, easily shared, cost effective, and created outside of the brand sphere.

Brands to build a sense of community within their consumer base. Millennials don't just buy into a product, but the experience it provides. Starbucks doesn't just sell coffee, but a lifestyle.

Create a community that your audience loves, and it will bring results.

80% of brands say that their community building efforts have resulted in increased traffic.<sup>26</sup>

23. Turn To Consumer Study  
24. Instagram  
25. Mavrck  
26. HubSpot

# What does this mean for marketers?

Now is the time to start building that community. Though it can't be built in a day, the sooner you get started, the better.

- Build a community. LinkedIn or Facebook groups are an ideal place to start, with the infrastructure in place to easily nurture an audience, with effective admin tools at hand.
- Incentivize. Though the opportunity to create may be incentive enough for some people, anything extra you can add to sweeten the deal could make all the difference. Product discounts, prizes and special events are minimal cost for what is discounted content.
- Make it shareable. Make it easy for your customers to share. In this visual world, consumers want items that will make great visuals. If your brand products look good, people will be more willing to use them in UGC.
- Plan a content strategy. There's no point in getting extra content from your users if you don't use it effectively. Share it on your channels, to bring the best content to the forefront of your audience. User-generated content is going to be big in 2020. Make it one of the most valuable investments (and also one of the most affordable) for your marketing strategy next year.

27. HubSpot



Starbucks are masters at making Instagrammable products. This tweet about their new reusable cups led to 240K engagements. From one piece of UGC.



**Lilach Bullock**, Professional Speaker, Lead Conversion Expert, Content Marketing & Social Media Specialist, [lilachbullock.com](http://lilachbullock.com)

"One social media trend that is definitely having a huge impact on users is user-generated content and its rising popularity. This massively changes the relationship between customers and brands, effectively turning customers into brand ambassadors and allowing for a much closer, much more intimate relationship between the two."



**Klime Mickovski**, Acting Head of Product/Head of Data & Insights - Digital at Sky News Arabia

"The number one short term commercial trend is monetizing UGC. I still don't think big brands/ companies have fully understood the trend behind UGC. The true opportunity in UGC is raw and honest content created by the average Joe like you and me, super powered by new cheap, advanced micro tech.

What UGC content has over any other content is true engagement and a lot more brand loyalists. This is due to raw, uncensored content accompanied by character and believe of the content creator itself."





**Tim Hanslow**, Head of Social and Community, **Preface Social Media**

"Decades of data leaks, product recalls and false advertising primed the world for real authentic user voices. The mega influencer movement rose from it and has begun to fall. UGC is becoming more and more critical for businesses to demonstrate social proof and a trustable voice. Influencers like brands are too big and broad. Consumers want and need to hear many voices to know which product to choose."



**Chris Strub**, Sought-after millennial Keynote Speaker. Uber driver w/an epic back story.

"User-generated content has long been a crucial piece of any savvy B2C marketer's creative arsenal -- but a gradual shift is afoot. For years, brands focused on collecting and authoritatively curating users' content, feeling a need to establish ownership. But as overall trust in brands has declined, savvy marketers are empowering their customers with opportunities to create their own content, to be distributed to their own networks -- cutting out the proverbial middle man. Looking ahead, success will be measured in conversations about the brand, not just with it."



**Anthony Khan**, Digital Transformation Specialist, Head of Digital at Julphar

"I strongly feel the area smart brand managers will focus on in 2020 when it comes to social media marketing is User Generated Content. TikTok is the biggest emerging platform on the planet right now and consists entirely of UGC.

These content creators are what we today would call micro-influencers. Look at the most viral content on the traditional social platforms like Facebook and Instagram. They're almost entirely made by the general population and not by agencies. This is what audiences want. By extension, this is what customers want too."



**Ana B. Pista**, Founder and President, **Ardent Communications Inc.**, and **DBrew Inc.**

"2020 will be a battle of influence on the social media sphere. The rise of the age of authenticity prompts brands and organizations to look for strategies that drive brand affinity and loyalty. As the authenticity of influencers continues to face heated scrutiny, audience generated contents (AGCs) will play a vital role in solidifying -- if not building -- brand and consumer relationship.

These contents mirror consumers journey and/or experience and authentically amplify the message that the brand wishes to convey to its audience. AGCs disrupt the traditional matrix of brand-consumer conversation."







**Shubho Sengupta**, Consultant

“Content marketers are realising they cannot create authentic, original content on tap. And with faster internet speeds, you’re either in or out - if you can’t create content fast, you might as well stay home.

Which is where UGC is plugging the gap - great content, esp regional, and thanks to faster internet, 24X7 delivery.”



**Noel Nuez**, Country Manager Spain & South America | [TikTok](#)

“The role that UGC will take to build GenZ-focused brands, it’s going to be increasingly predominant. Brands won’t be able to fully control what is being said or created around them.

However, they will be able to shape their creative and conjunctural framework as it relates to the content they would like to generate around their image.”

# The Biggest 2020 Trend You Need To Know

Throughout these social media trends there’s one trend that overshadows them all. Digital transformation builds in some of the trends we already spoke about—from AI integration to brand-building.

Digital transformation is the evolution of businesses through the use of new digital technologies. To maximize customer experience, facilitate new processes, and ultimately, improve company revenue. Digital transformation allows you to empower data-driven decisions through comprehensive gathering of data, and ensuring that information is behind all their actions.



**Jonny Bentwood**, Global Head of Data & Analytics, Golin

“The previous three years has seen a tipping point of the role of data within organisations. Previously data had been relegated to the geeks in the corner, but with advanced technologies, the realisation of AI, clustering and predictive technologies has seen firms evolve their view of data from a USP to and being a differentiator to pervasiveness and it being the new normal. But with this investment comes a cost.

The C-Suite are looking for a return on their investment and providing soft metrics will not be good enough – unless we can categorically link

At the start of 2019, 66% of businesses hadn’t started a digital transformation program. Over over half that number of businesses did not have a plan to start one before 2020.

what we have found using tech to increased revenue then money can be better spent elsewhere. Previous attempts to justify this via vanity metrics (such as impressions or reach) or bullsh\*t ones such as AVE do not do the trick. Instead technology needs to align with the customer journey and illustrate how smart use of data can show the movement of prospects from awareness to purchase.

This is available in silos but now we need to see this come together not just as an evaluation tool but as a planning one as well.”



# Methodology

All data and sources were identified using Talkwalker Analytics and Quick Search. Mentions of topics were gathered from a variety of media including news sites, social media channels, blogs, and forums.

Data was taken from the first 6 months of 2019. With some exceptions gathered using Quick Search, which collected from 13 months of back data from the time of production (Aug 2019).

Sentiment analysis, video analytics & image recognition are powered by the Talkwalker AI Engine. Sentiment analysis is performed with an average of 90% accuracy, with the ability to detect sarcasm and snarky comments. Images are compared to a database of over 30,000 brand logos, to help identify brand images in social media photos and videos.

Queries were used to identify the topics discussed. In some cases, these may have been improved using Boolean operators, to help remove false positives.



Now you know the trends that matter most in social media, what about your trends? How do you find what's trending in your industry? And how do you turn those trends into actions?

[Talkwalker's 2019 Campaign Playbook](#) is the solution. Showing you exactly how to create more brand engagement, identify influencers (including nanos), find exciting campaign ideas, and jump on the trends that matter most.

**talkwalker**

# Impact starts here.

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