



MAC Meeting, April 5, 2018

2018 Trends in Social Media

Social Updates



Facebook remains at the top of the pile with **2.07 billion worldwide monthly users, 1.37 billion daily users** and the most mature advertising environment and deep analytics

- This will be watched closely by experts and users due to recent backlash (March 2018)



Instagram, owned by Facebook, has **800 million global monthly users** and more than **500 million daily users** of its new Stories feature (doubled in 2017)



Twitter claims **330 million monthly active users** and remains a popular channel for distribution of news and political ideas



Snapchat has approximately **178 million daily active users** and maintains a loyal, devoted audience of primarily millennials

Chatbots may be the next generation of customer service – **Facebook and Twitter** are also great ways to remain in touch with your audiences



LinkedIn remains the top B2B platform that can be utilized to reach and market to prospective convention attendees

From the Experts

Social & eCommerce,



"I think we're only just beginning to fully take advantage of opportunities to **connect social media directly to sales**. Whether deploying chatbots on Facebook Messenger, leveraging buyable pins on Pinterest, or tapping into the power of **Instagram influencers**, social marketers will have more resources than ever in 2018 to create personalized and scalable campaigns that drive commerce and measurable business results."

Mitzi Emrich | Senior Digital Strategist
SIRIUS XM

🐦 "In 2018, the best companies will be investing in product-based experiences—and social amplifications of those experiences." -Neeraj Gunsagar

Instagram & Influencers,

"In 2018, **Instagram Stories will continue to dominate**. No surprise here: with over 250 million daily users of Instagram Stories, there is a significant amount of momentum behind this format and it's showing no signs of slowing down. I don't think anyone would be surprised if half of Instagram's users are using the Stories feature by the end of 2018. While the Stories format was originally invented by Snapchat, Instagram has seen massive success by replicating the functionality into their product—and it's paying off big-time. Users have been quick to adopt Stories into their consumption habits and, fortunately for Instagram, there is still plenty of real estate within their user base to allow for expansion of Stories."

Charlie Grinnell | Head of Social Media
ARITZIA

"2018 presents an interesting time where the **digital and physical worlds will really and truly collide**. With so many data points across digital platforms and physical interfaces, it's time to put the pieces together and really know our customers. It's a big challenge to wrangle all that data, but it enables us to communicate with people in the way that fits their lifestyle and their preferences. It also allows us to develop smarter social attribution models that don't stop with a simple click."

Alison Zarrella | Executive Director of Social Media & Content
THE VENETIAN AND THE PALAZZO



Social analytics & conversions,

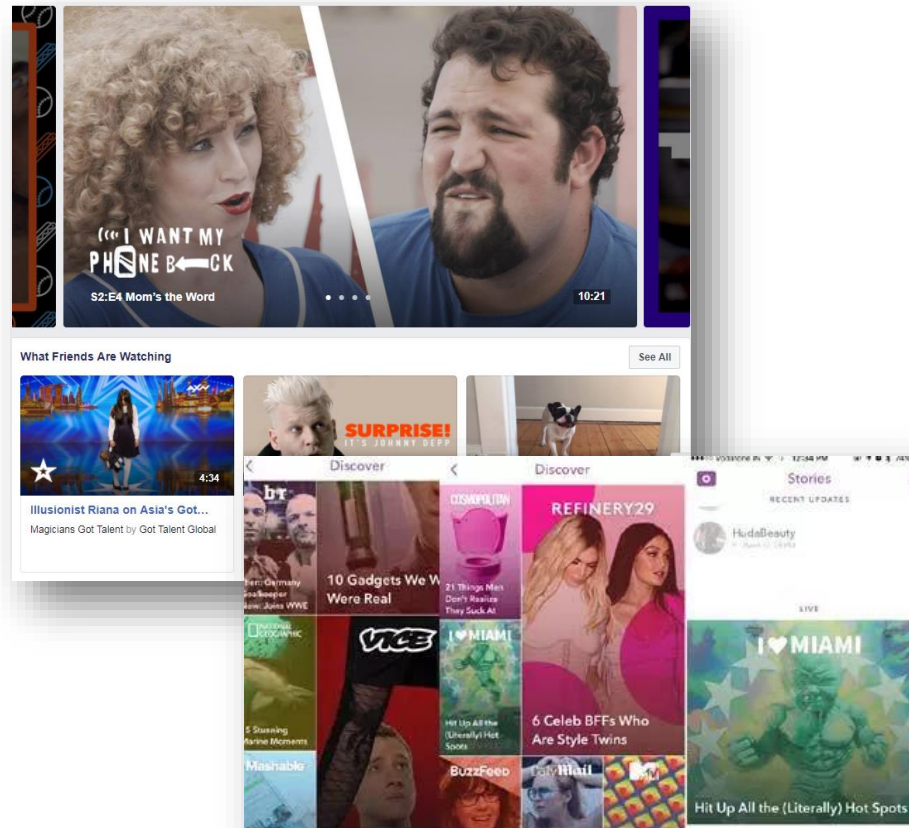
Even MORE Video Content

In 2017, digital advertising spend exceeded that of TV spend

- Social media platforms plan to capitalize on that in 2018 and continually develop more ways for people to discover episodic content and live video.

What to watch for:

- Facebook Watch
 - (U.S. 2018)
 - Currently in beta
- Snapchat Discover
- An increase in digital video data available
- Increasing options on Instagram and FB Stories



How to utilize video in 2018:

- Instagram & Snapchat Ads
 - Vertical video
- Episodic content on your blog or website
- Don't give up on LIVE Video just yet
- Utilize video in your advertising

Optimized Content in 2018

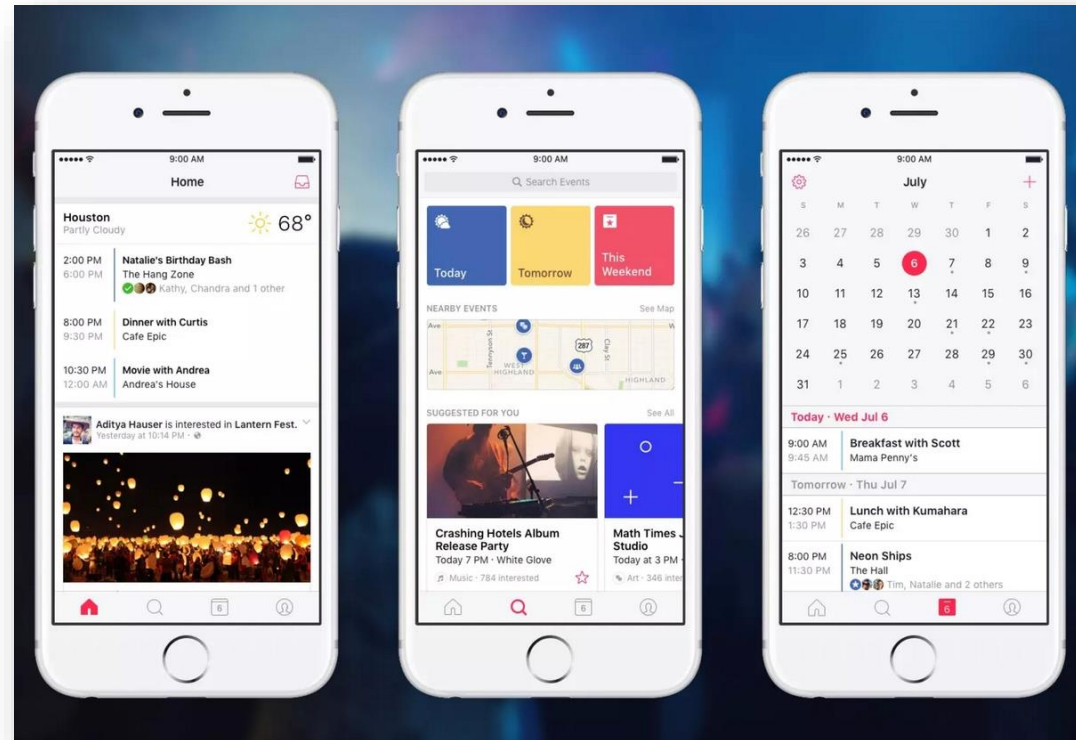
Organic is not dead, but you have to know where to find it

Where can you still see organic reach?

- Facebook Events
- Live Video/Streaming
- Highlighted Instagram Stories
- Shareable/Relevant content

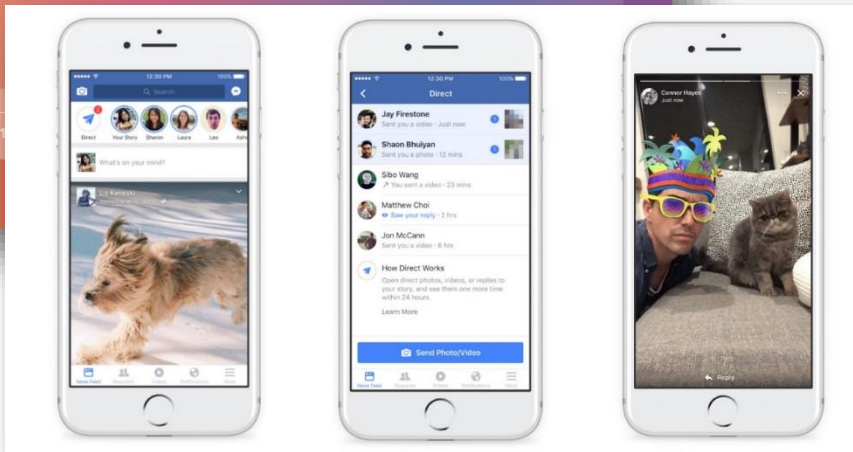
How you can capitalize in 2018

- Boost events instead of posts
- Go live on Instagram where the effort is currently 'more forgiving'
- Save your Instagram stories so you can look back on the metrics
- When people share your content, like your content etc. take time to engage back



Influencer Marketing & Instagram Stories

***Top Snapchat Influencers have now posted 2x more on Instagram than Snapchat**



What to watch for:

- eCommerce option within Instagram Stories
- 'Flashback' option (can post photos taken longer than 24 hours prior)
- Larger financial investments in respected influencers
- Instagram archive & saved stories

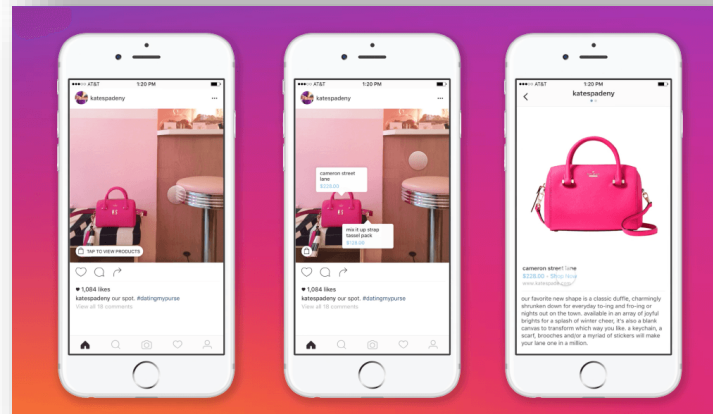
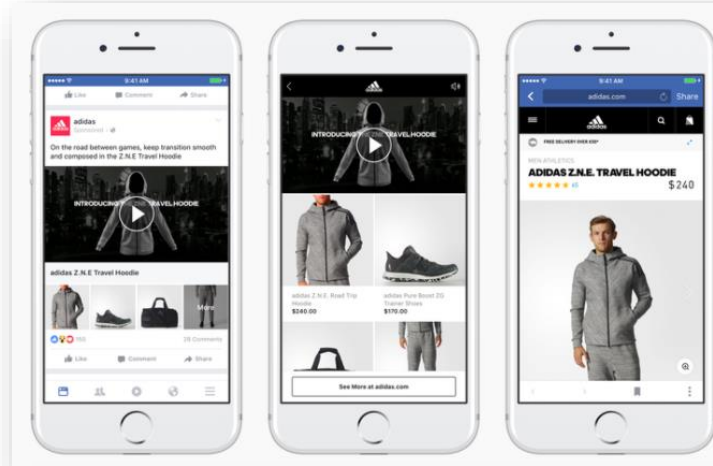
How to utilize in 2018:

- Be creative, stand out from the crowd with story ideas
- Find in-house influencers or brand advocates you already have
- Don't be afraid to show-off

The small business is now a focus for Facebook and Instagram – usability, customer service, ease of contact, ability to book

What to watch for:

- Chatbots, automatic responses (“away messages”)
- Online booking/buying via messenger
- Facebook Shoppable posts/collection ads

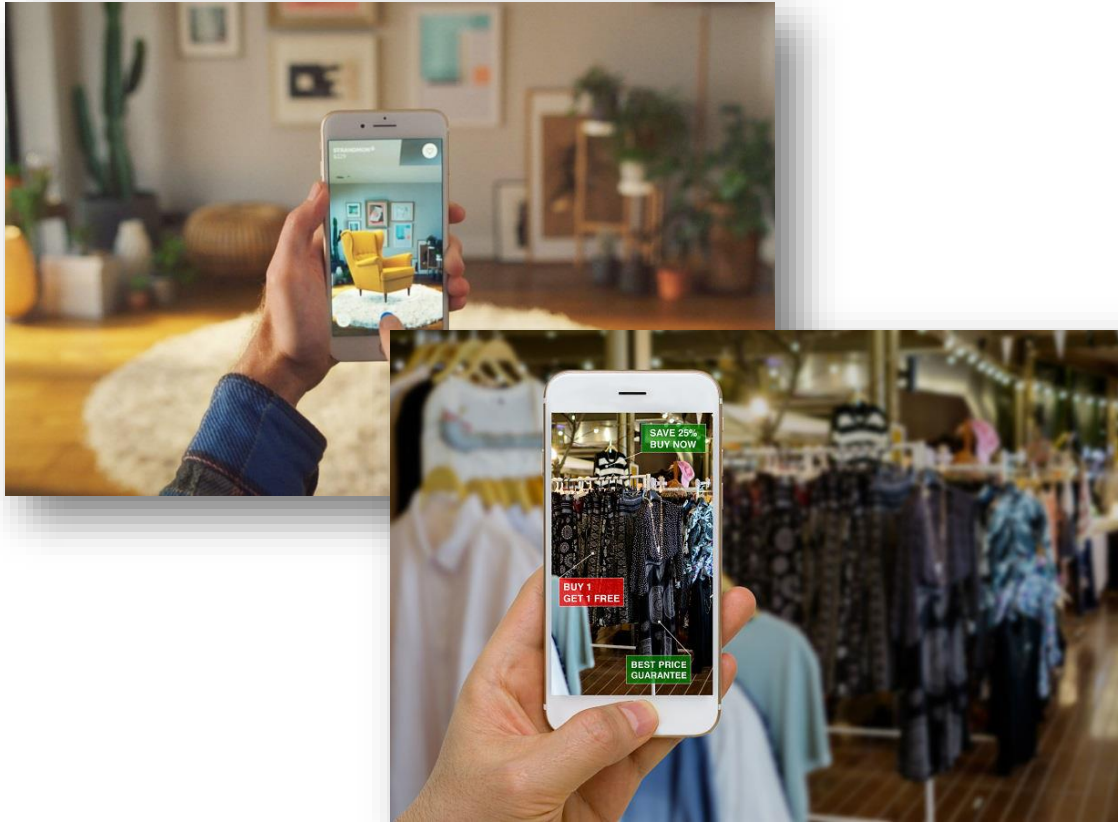


How to utilize in 2018:

- Make Instagram stories and posts linkable (directly to site/cart page)
- Conversion tracking (place pixels at end of funnel)
- Match your creative – be able to create short form video and canvas ads that will engage

What The Future Holds...

Artificial Intelligence, Bots, Automation...oh my!



- **What to watch for:**
 - AI within ecommerce/retail (AR Studio, Snapchat ART)
 - Chatbots as online customer service
 - VR as onsite activations (Facebook Spaces, Houseparty)
- **How to utilize in 2018**
 - Facebook Frame App & Snapchat geofilters
 - Dedicate internal time & effort into responding to consumers online even without automation
 - Get creative; think outside the box in the first half of 2018 to see how big you can go as the year ends. Create immersive experiences.

Thank you!



Questions?