

2016 Social Media Trends Impacting ISDs & ETs

1. Video

Content Marketing

- Educational
- Explainer
- Entertaining

Live Streaming

- Twitter - Periscope
- Facebook bringing feature to average internet users

2. Paid Exposure

3. Social Commerce

- ecommerce referrals increased 200% from 2014 to 2015
- “Buy” buttons on social media

4. Customer Service

- customer interaction

5. Marketing Automation

- Social Media Management

6. Facebook

- Still dominant
- Fastest growing demographic >55
- Others in “Big 7” - Twitter, Instagram, YouTube, Google+, LinkedIn, Pinterest

7. Search

- Switching to social media searches
- Tired of text heavy searches - seeking visual content (video/photo)

8. Mobile Marketing

- Mobile-friendly is a must!

9. Curation

- Twitter Moments
- Instagram Spotlight Compilations
- Facebook Sports Stadium

10. Social Media At Work

Facebook will launch Facebook at Work this year, which provides a familiar user experience to help make workers more productive. Facebook at Work has been in a private beta since last January and has already signed several large businesses.



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Succeed Using Social Media

1. Give People a Reason to Follow You
2. Offer Exclusive Discounts and Contests
3. Curate Content Created by Others
4. Encourage Engagement
5. Focus on Follower Interests
6. Know Your Audience
7. Create a Call to Action
8. Choose Social Networks Carefully
9. Be Active on Social Media
10. Optimize Your Social Network Profiles



“Contagious Content”

In its ebook, “Contagious Content: What People Share on Facebook and Why They Share It,” Marketo, a marketing automation software company, outlines seven functions of highly shared posts:

1. Give. People love free stuff. Utilize promotions, offers, giveaways, or contests;
2. Advise. These are tips and tricks that will help make your audience’s lives easier;
3. Warn. Scare tactics work. Use them;
4. Amuse. Be funny. Laughing disarms people and makes them more receptive;
5. Inspire. We’ve all seen those inspirational quotes in our feeds. Just avoid being cheesy;
6. Amaze. Show or tell them something unbelievable. Just make sure it’s real;
7. Unite. Bring your audience together. Give them a flag to wave.

“Brand Your Voice!”

*2016 Top Trend to Watch:
VIDEOS, VIDEOS, VIDEOS!*