

File name: social_advertising___4 social_media_trends_in_2022-_invest_ni (720p).mp4

Moderator questions in Bold, Respondents in Regular text.

KEY: Unable to decipher = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Declan Murtagh: The next trend that-, that we-, that we see happening is-, is a real emphasis on-, on social advertising and social media advertising, and I think we all know that organic reach is at its lowest ever point, unless your content is extremely viral, and that is whenever you post something on-, on Facebook or-, or maybe Instagram, and you have 10,000 followers, but maybe only 10%, or-, or even as low as 5 or 6% actually see that piece of content, due to various algorithms, due to saturated content, due to, you know, so many people posting on that platform. So, there's now going to be even more emphasis on-, on paying to get your content out there, in-, in front of your audience and-, and future audiences, and potential audiences, and so on, but we also see-, I'm going to reference a Hootsuite survey here, in terms of maybe smarter paid social advertising. Hootsuite did a survey of over 18,000 of their members and marketers, from numerous industries, numerous industry influencers, and-, and authorities, and so on, and they conducted many interviews, and they asked them how they planned to spend their social media budget, social media advertising budget over the next twelve months, and, as you can see, a lot of them are going to maintain the-, the spend on the-, the bigger platforms, like Instagram, Facebook, YouTube, and LinkedIn, but what you see is a shift, with-, with an increase in spend in-, in platforms that you may not have considered before, or you may not have put much, maybe, time and effort into, and this is globally, of course. So, things like Pinterest, Snapchat, Clubhouse, TikTok.

These-, these platforms were more marketer-driven spend, more than money, and-, why, you know, do they intend to do that? Well, let's maybe explore some of those reasons. And I think it's widely accepted, even though Facebook and Instagram are still considered to be the most effective social media platforms for building a brand awareness, for reaching business goals, and-, and so on-, so, I think that is still widely accepted, but there is this, sort of, shift towards advertising on-, on other platforms, and there are numerous studies, here one commissioned by TikTok, Snapchat, and-, and Pinterest, where they've found that consumers found that TikTok ads were-, were more inspiring and enjoyable than, you know, ads on other platforms. Snapchat also found that their ads reached more than-, that some TV ads, and they generated greater awareness, and more purchase intent across the funnel. And then Pinterest also found that they had a higher return on investment and cheaper conversion rates than ads on other social media networks. So, maybe that's playing some sort of influence as to why marketers are going to invest more in, maybe, these platforms this year than-, that across-, or increase their spend in these platforms than other platforms. Other potential reasons, less messaging fatigue on these-, on these platforms. You know, so, maybe they're not as saturated. So, Pinterest, and Snapchat, and TikTok are less saturated with-, with ads than the likes of Facebook, Instagram, Twitter, LinkedIn, or brands are maybe all advertising and saying the same things.

One thing about these platforms is that they really encourage advertisers to make content, and ads, that fit organically into the platform. So, we mentioned, you know, TikTok were-, were really pushing the-, the idea of, you know, 'Don't make ads,' you know, 'Make TikToks.' So-, and Pinterest also had a-, a campaign around, you know, 'Stop interrupting, and start inspiring.' You know, so in-, instead of interrupting somebody's viewing habits on social media with an ad, you know, blend it in and inspire them with an ad, and-, and Snapchat had something similar, in terms of-, you know, they were telling advertisers to be part of the conversation, rather than trying to start conversations, or trying to promote their products. There's a little bit of shift in terms of, you know, creating almost ads that are native to the platform, that don't look that ads, that-, that fit in with the content. You know, is that because consumers are-, are becoming wise to the-, to the themes of social advertising, or-, you know, I've heard lots of people say, 'Oh, I only see ads on Facebook now. Facebook's gone to the dogs,' and all these types of things, but maybe consumers are-, are catching on to that. Don't get me wrong, Facebook is still very effective, and I wouldn't, you know, put all my advertising spend from Facebook and-, and put it into these channels, but it's-, it's something that you may need to keep an eye on over the next twelve months or so.

Another element is it-, you know, are people holding brands to a higher standard when it comes to creativity? So, you know, are consumers, or are businesses, wanting, you know, more creativity from the ads, rather than, you know, an image and a bit of text and a button? Something to consider. Out of that report from Hootsuite, one of the key findings was that brands that want to stand out in 2022 will have to work harder to create ads that mirror and enrich the distinct experience offered by each social network. So, businesses essentially need to work harder with the creative element of their ads, rather than, you know, thinking about the return that they might get. So, they need to up their game, essentially. So, not only are-, are people looking at different platforms to explore with their social advertising this year, it's also going to become a bit more smarter, and maybe a little bit more sophisticated, potentially due to the fact that, you know, Google is planning to phase out cookie tracking by 2023, and I think we all know that Facebook is already unable to track Apple users, so iOS users, on the platform as well, due to the-, the latest iOS updates, which don't allow that. And what that basically means is that, you know, typically what Google had done, and other social platforms like Facebook and LinkedIn-, they have-, if you've visited various websites, you know, you could have a cookie planted in your browser by a-, like a Facebook, (mw 07.15), or the LinkedIn code snippet, and you've been remarketed to. So, if you've visited a website, you'll see, then, ads in the-, the, the news feed of the website that you've visited, and so on, and the same with Google.

You'll find, you know, you visited maybe some website, and it's followed you around the internet for a while, in-, in various advertising spaces, and so on. That whole cookie tracking is being phased out, and that's a privacy issue, and a-, a data protection issue that-, that these big tech companies are trying to phase out, because they're under pressure, and under various scrutiny, and so on. So, that's going to phase out. So, to counteract that, businesses, you know, are going to try and develop, you know, more data-driven strategies using, you know, metrics to really understand, like, user interests, preferences, behaviours, so-, and they're going to try and start to build a profile of their consumers, or their audience, or their customers. So, things like, you know, even as simple as age demographics, gender perhaps,

location, behaviours in terms of what they research online, you know, their interests, what else they're-, they're, they're engaged with, where do they prefer to see content? How do they prefer to see content? Is it a video format, an image format? So, they're really going to start to build these personas, because, you know, you won't be able-, you won't have the luxury of (inaudible 08.51), you know, remarketing to people who have been on your website. So, you'll have to start to build these customer profiles, or-, or audience personas. So, they're going to-, ads are going to become a bit more sophisticated and smarter over the next twelve months or so. Captions by www.takenote.co