

The top 5 Social Media Marketing Trends in 2024

Unleashing the Power of SMM in 2024



Introduction

Social Media Marketing is becoming more important than ever.

Social media marketing has become crucial for businesses aiming to stay competitive in today's digital market. Unlike traditional advertising, social media marketing allows companies to target specific demographics, interests, and behaviors, ensuring their ads are seen by the right people at the right time.

Social media has also become the primary destination for information, learning, engagement, shopping, and customer support.

In fact, for Gen Z, social media has even overtaken search engines as their go-to source of information.

In other words: You definitely want to use that mighty Marketing Machine to your advantage.

In this comprehensive guide, we will explore the strategies and techniques necessary to harness the power of social media marketing to sell smarter than everyone else.

So, lets get into it!



A staggering 90% of marketers were confident about their social media activities in 2024 yielding a positive ROI.

Source: HubSpot

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SECTION 01

UNDERSTANDING ADVERTISING GOALS

Social media advertising is the most powerful tool for businesses to connect with their target audiences and achieve tangible results.



**Increasing
Brand Awareness**



**Driving
Website Traffic**



**Generating
quality leads**

However, to truly utilize the full potential of social media ads, it is essential to understand which road will lead you down the right path to your individual goal.



UNDERSTANDING ADVERTISING GOALS

You can be the very best at the things you are doing and still get no customers... because no one knows you even exist in the first place!

One of the fundamental goals of social media marketing is to enhance brand visibility and recognition. Consistent exposure to your brand's messaging and visuals builds familiarity and trust, ultimately increasing your brand awareness.

Either use the organic way to get up on stage by creating content or use a little shortcut by throwing money at your social medias to force people to see your damn great content.

Some people will eventually think you are not too awful at what you're doing and stick with you. Don't worry, you won't be able to prevent it!

**Increasing
Brand
Awareness**



UNDERSTANDING ADVERTISING GOALS

This is important for you if you do have a good website or landing page. And by saying good, I mean really good.

Social Media Ads can serve as a gateway to direct traffic to your website or landing pages.

By strategically placing enticing ad content, compelling visuals, and clear-cut call-to-actions, you can get users to click through and explore your website further. This way of gaining traffic presents an opportunity to convert visitors into leads or even customers with your website.

You have to be able to completely rely on your website/landing page and your offers to do all the persuading needed for potential customers to buy from you.

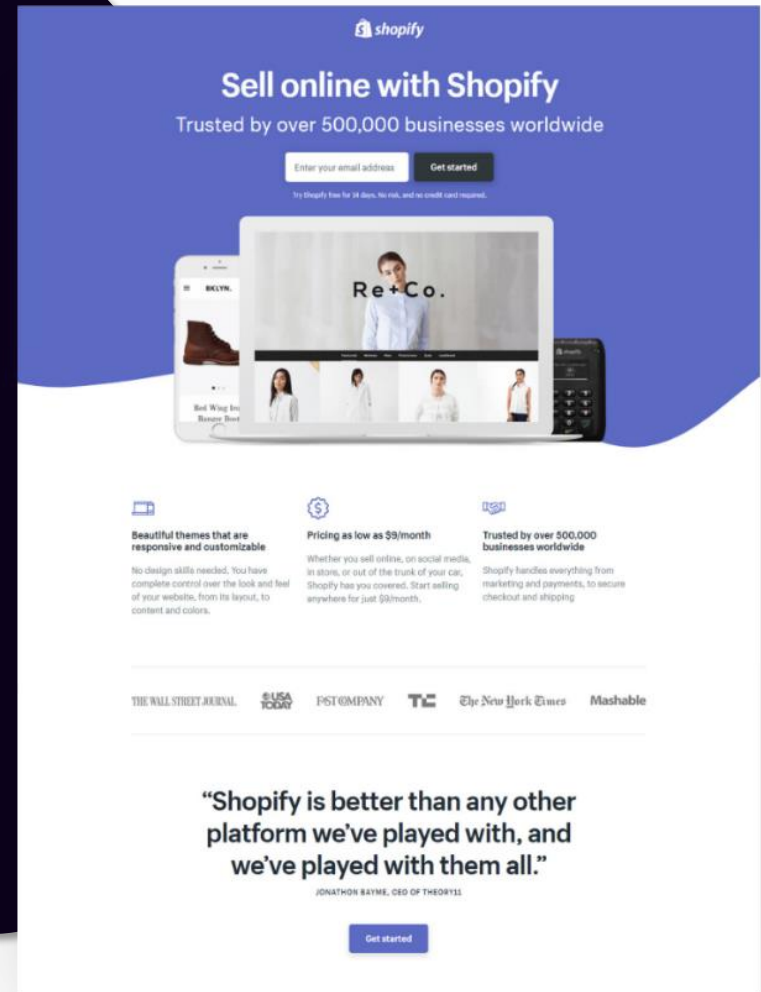
Driving
Website
Traffic



EXCURSUS:: LANDING PAGES

What defines a good landing page?

- Clean design, visually appealing
- Streamlined, with one main purpose (signing up, purchasing or downloading something)
- Fast and responsive web design
- Social proof, reviews, testimonials
- (Video-) Content to catch the visitor's attention



Source: Shopify

UNDERSTANDING ADVERTISING GOALS

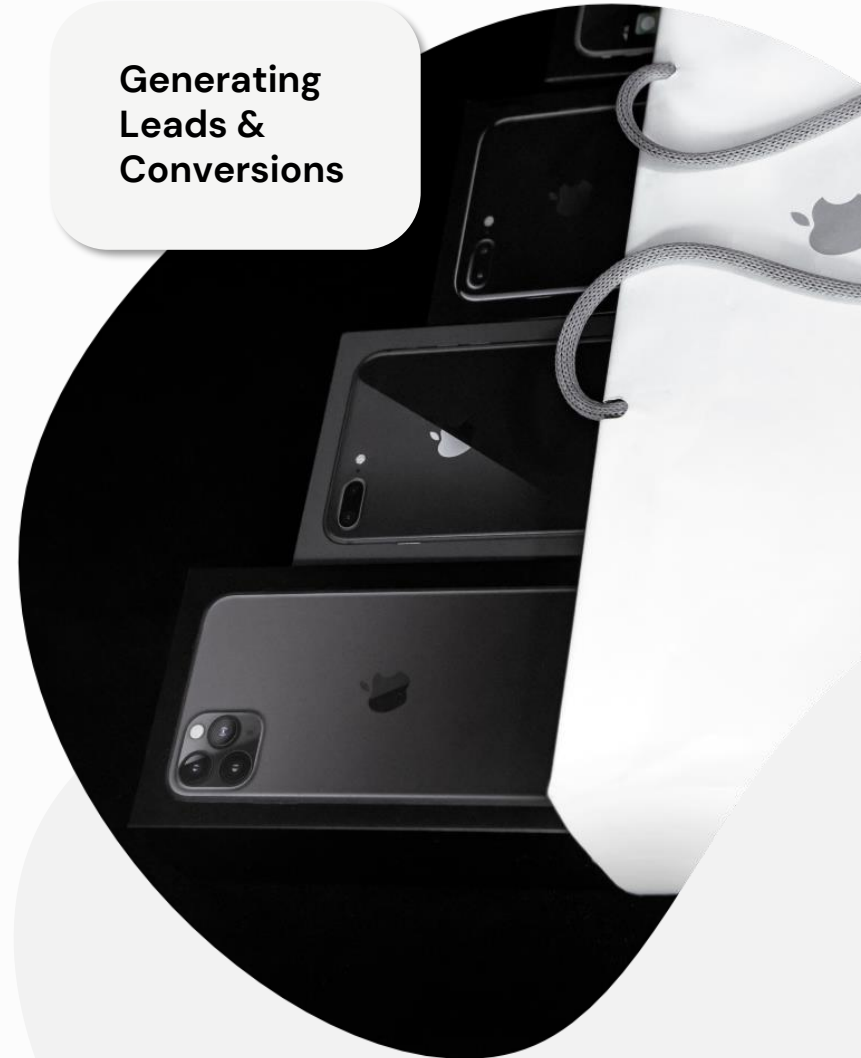
Have the best possible offer for your potential customers. Show and tell them that you understand what they really need.

Lead or conversion ads allow you to capture the attention of potential customers and encourage them to take specific actions, such as signing up for a newsletter, downloading a resource (like this pdf), or making a purchase.

By aligning your ad content with the needs and preferences of your target audience, you can effectively generate high-quality leads and increase your conversion rates.

An example of this could be a yoga studio offering a free trial along with flexible membership durations to accommodate for busy clients who don't want to commit to a big membership right away.

**Generating
Leads &
Conversions**



SECTION 02

TYPES OF ADS IN SOCIAL MEDIA

It is critical to understand the different types of ads and their purpose.

In today's day and age, attention has become the most valuable currency. If you want to win the battle for attention, you've got to know how to play the game.

One of the key aspects of a successful social media marketing strategy is the effective use of different types of ads.

This section is meant to bring everyone up to speed, so if you're already a marketing expert, you might want to jump to the catalysts or current trends section!

So, let's cover all the different types of ads you should know and could consider for your business in the next pages.



TYPES OF ADS IN SOCIAL MEDIA

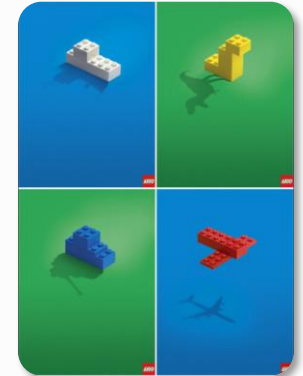
Image ads – Creating Eye-Catching Visuals

Image ads are a very popular and effective way to grab the attention of social media users. These ads typically consist of a compelling image accompanied by a concise and persuasive message.

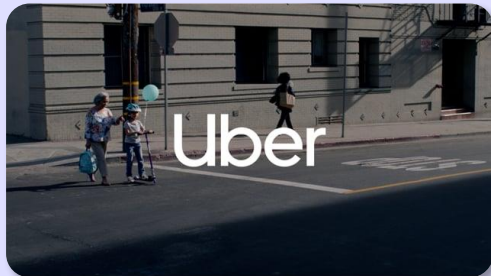
By utilizing high-quality visuals and appealing design elements, image ads effectively communicate your brand's message, evoke emotions, and generate interest among your target audience.



Source: Heinz



Source: Lego



<https://vimeo.com/439365715>

The first 3–5 seconds are the most important – create a catching hook!

Video ads – Engaging through dynamic content

Video ads have gained significant traction in recent years due to their ability to captivate audiences and convey complex messages in an engaging manner.

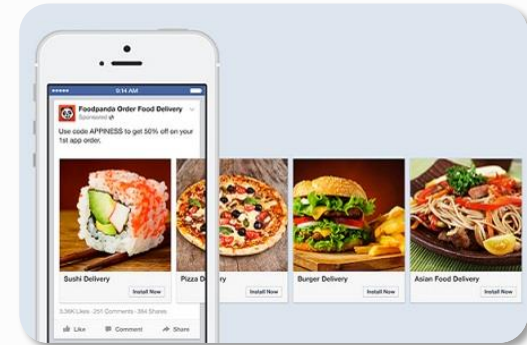
Whether it's a short promotional clip, a product demonstration, or a captivating storytelling video (*like the example video on the left*), video ads have the power to create a lasting impression and drive higher engagement.

Platforms like Facebook, Instagram, and YouTube offer a variety of video ad formats, including in-stream ads, pre-roll ads, and story ads, allowing you to tailor your video content to suit your marketing goals.

TYPES OF ADS IN SOCIAL MEDIA

Carousel ads – Showcasing multiple products

Carousel ads allow you to display multiple images or videos within a single ad unit. This format is particularly useful for showcasing a range of products, highlighting different features of a single product, or telling a compelling visual story.



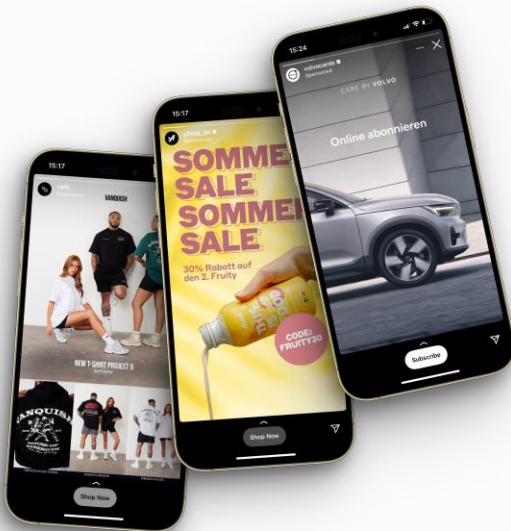
Source: Foodpanda

Story ads – Creating immersive and interactive experiences

Story ads, pioneered by platforms like Instagram and Snapchat, have become immensely popular for their immersive and interactive nature.

They appear in the form of short, full-screen vertical videos or images that seamlessly integrate into users' feed, which take up way more screen percentage than regular image ads for example.

Using features like interactive polls or swipe-up links, you can create a highly engaging ad experience that encourages users to interact with your brand.



EXCURSUS: INFLUENCER MARKETING

Depending on your niche, leveraging the power of influencer marketing could increase your sales a lot.

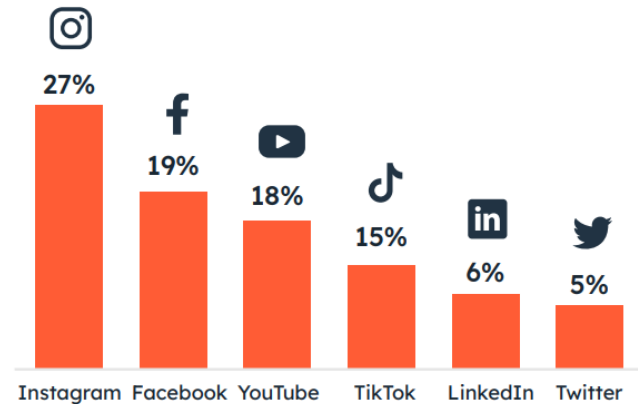
Influencer ads involve collaborating with popular social media influencers to promote your products or services to their dedicated audience.

Through their credibility and reach you can tap into their engaged followers and make sales just by word of mouth.

Sponsored posts, product reviews, or influencer-generated content are the most popular forms of influencer marketing.

You don't necessarily have to work with big and expensive creators. Take a look at whether smaller niche creators are more fitting to your marketing goals. These so-called micro-influencers are less expensive and could lead to long-term lucrative partnerships.

Which social media platform do influencer marketers plan to work with influencers/creators on the most in 2023?



Source: HubSpot

Influencer marketing is set to grow past approximately \$21.1 Billion in 2024, which makes it a huge market to tap into.

But it is critical to check if your brand values align with the influencers you want to work with!

<https://influencermarketinghub.com/influencer-marketing-benchmark-report>

SECTION 03

KEY SOCIAL MEDIA PLATFORMS FOR ADS

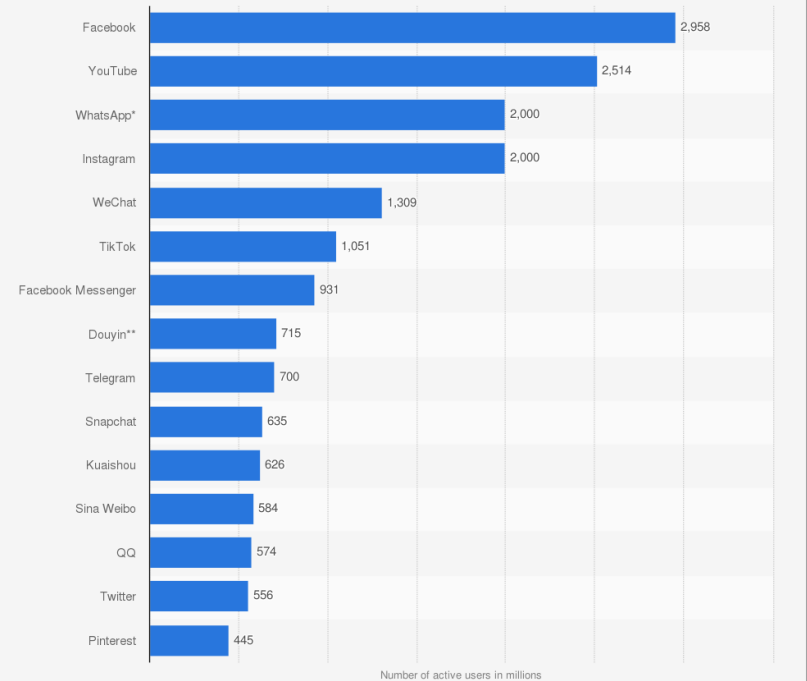
The platform(s) you choose for your marketing efforts will make or break your results.

Now, after understanding the goals and types of ads, which platform should you use to reach your ideal target group to maximise results?

Just going by popularity, Meta (Facebook & Instagram) has the biggest reach of any social media platform by far and would therefore be a logical choice. But it's also important to consider that platforms like TikTok are growing at a rapid pace and enjoy massive popularity amongst younger people.

Dive deeper into the use cases of the most important social medias in the following pages.

Most popular social networks worldwide as of January 2023, ranked by number of monthly active users (in millions)



Sources

We Are Social; DataReportal; Meltwater
© Statista 2023

Additional Information:

Worldwide; DataReportal; January 2023; social networks and messenger/chat app/voip included; figures for TikTok does

Source: Statista

KEY SOCIAL MEDIA PLATFORMS FOR ADS



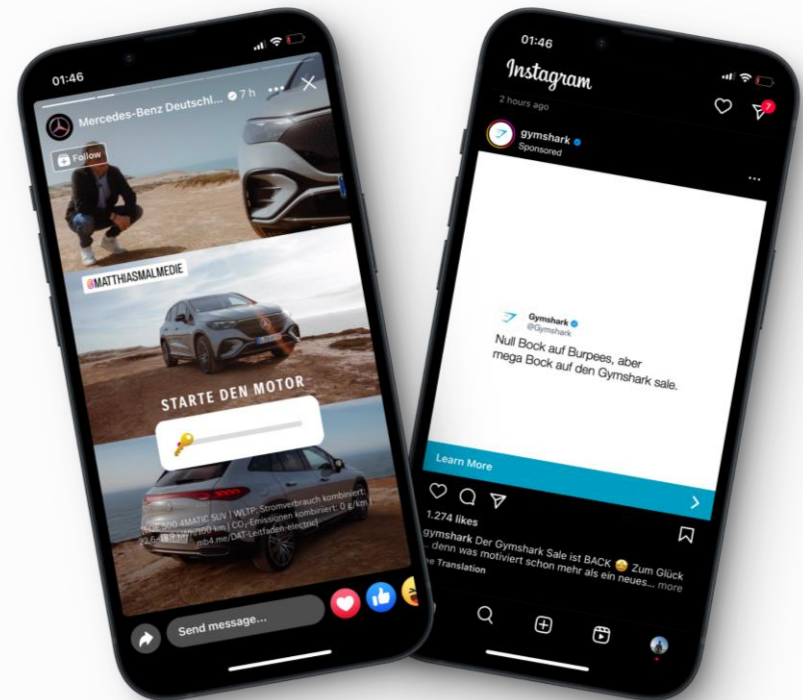
Meta is the golden standard of advertising platforms.

With over 2.8 billion monthly active users, Facebook provides unparalleled reach and targeting capabilities.

Its advanced algorithm allows you to precisely target the best audience to reach your ad-goal. The algorithm is powerful and smart enough to narrow down your audience by itself, based on demographics, interests, behaviours, and even specific interactions with your brand.

Facebook ads can appear in users' newsfeeds, sidebars, or within Facebook Messenger, giving you multiple touchpoints to engage potential customers.

Instagram is perfect for brands looking to target an overall younger audience with slightly different interests. Instagram's emphasis on aesthetics and visual storytelling allows you to showcase your products or services in a visually appealing and engaging way.



KEY SOCIAL MEDIA PLATFORMS FOR ADS

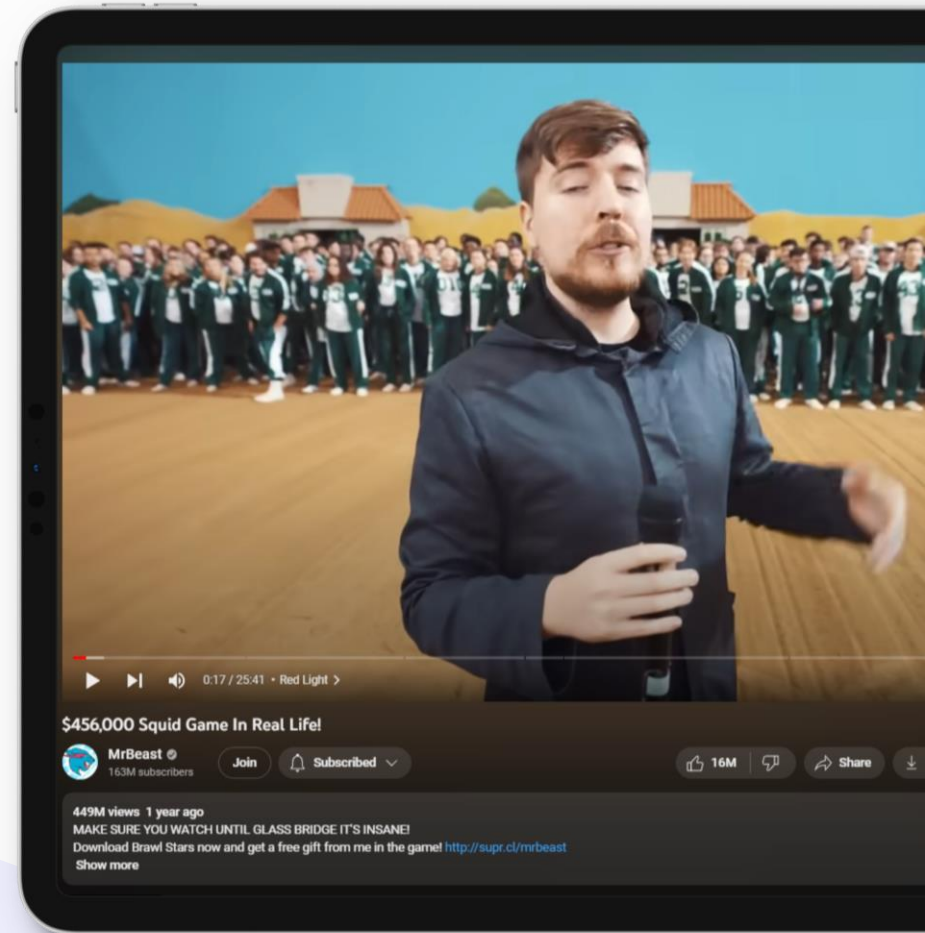


YouTube is the best platform for audience engagement and video ads.

As the world's second-largest search engine and a platform with over 2 billion logged-in monthly users, YouTube is a powerful medium for video advertising.

Skippable ads, non-skippable ads, and bumper ads allow advertisers to capture users' attention in-between their videos. YouTube ads are particularly effective for storytelling, product demonstrations, and influencer marketing.

A prime example for influencer marketing was the squid game video of MrBeast with over 400m views and a sponsorship by the mobile game Brawl Stars. You can imagine the amount of traffic they generated through this video alone.



<https://www.youtube.com/watch?v=Oe3GPeaITyg>

KEY SOCIAL MEDIA PLATFORMS FOR ADS

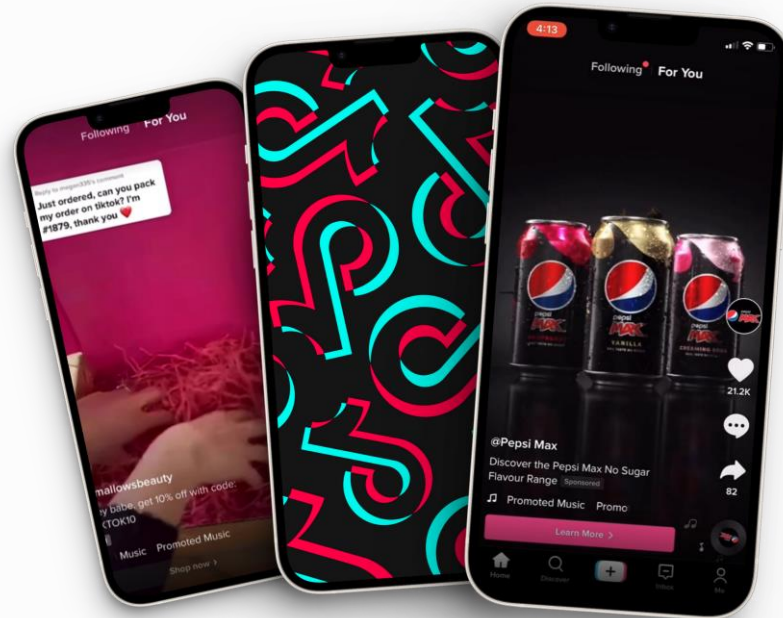


TikTok is the portal to young, trendy audiences and flashy short-form ads.

TikTok has gained massive popularity among younger demographics for its short-form video content and viral trends. TikTok offers a unique opportunity to reach and engage with Gen Z and millennial audiences.

TikTok ads can take the form of in-feed native video ads, branded effects, or hashtag challenges, allowing you to leverage the platform's trendiness, creativity, and entertainment value to capture the attention of a highly active and engaged user base.

Jumping on trends to promote your products or services can be much more effective than ads due to TikTok's viral algorithm.



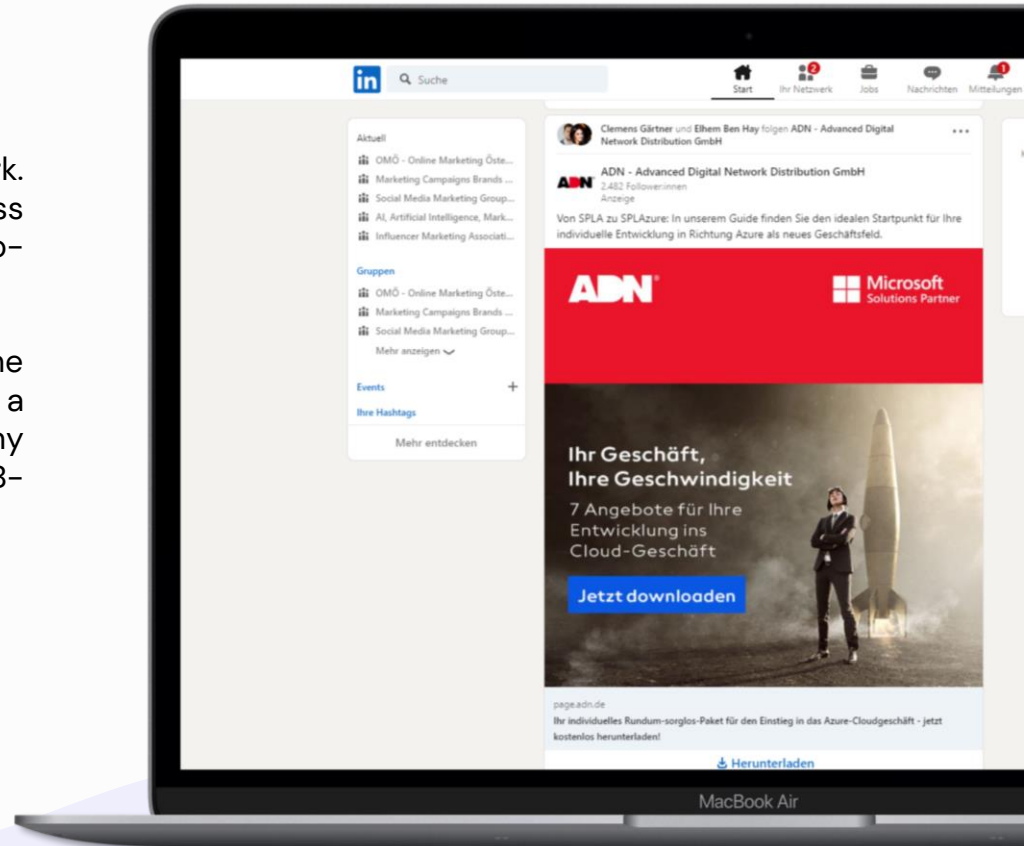
KEY SOCIAL MEDIA PLATFORMS FOR ADS



LinkedIn is the way to go for B2B Networking and professional Branding.

LinkedIn is known as the professional social network. With an audience primarily consisting of business owners, it's a huge social media for business-to-business (B2B) advertising, networking and recruiting.

Over 850 million members use LinkedIn. Although the LinkedIn algorithm is not as potent as Facebook's, a precise targeting based on industry, job title, company size, and more are critical options for B2B-Advertisement.



SECTION 04

SOCIAL MEDIA MARKETING CATALYSTS IN 2024

These are the differentiating factors for social media marketing as of right now.

If you read to this point, **congratulations**, your attention span is definitely better than most social media users.

There is a reason short form video content is on the rise on every social media platform.

We are also going to dive into online customer service, mobile friendly websites, dms for lead nurturing and creating synergies between ads and content.

CATALYST
CATALYST
CATALYST
CATALYST
CATALYST



SOCIAL MEDIA MARKETING CATALYSTS IN 2024

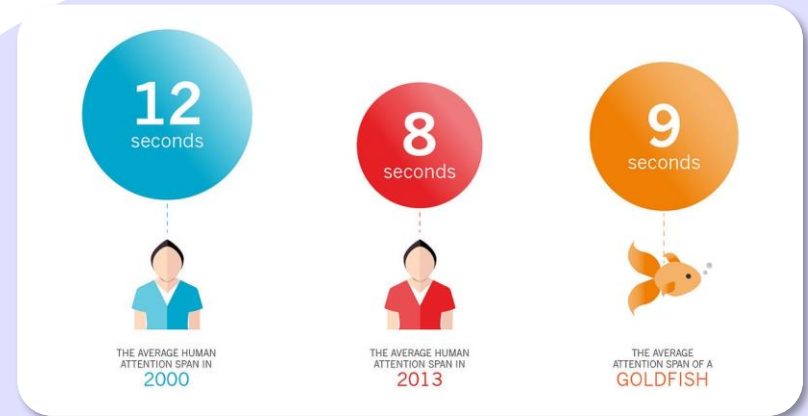
01 CATALYST
02 CATALYST
03 CATALYST
04 CATALYST
05 CATALYST

Short form video content

Short-form videos have taken the social media world by storm. You must capture attention in a matter of seconds in order to be successful in today's social media marketing.

TikTok and Instagram Reels have popularized this format. By incorporating short-form video content into your social media strategy, you can quickly reach significantly more users, than with long form video content or picture-posts.

Keep your videos entertaining, informative, and visually appealing with an attention-grabbing hook upfront to maximize the performance.



Source: Ashish Annachhatre, Medium

**Attention spans are dropping fast.
Think about breaking down your offer into
shorter forms or components.**

SOCIAL MEDIA MARKETING CATALYSTS IN 2024

Online customer service

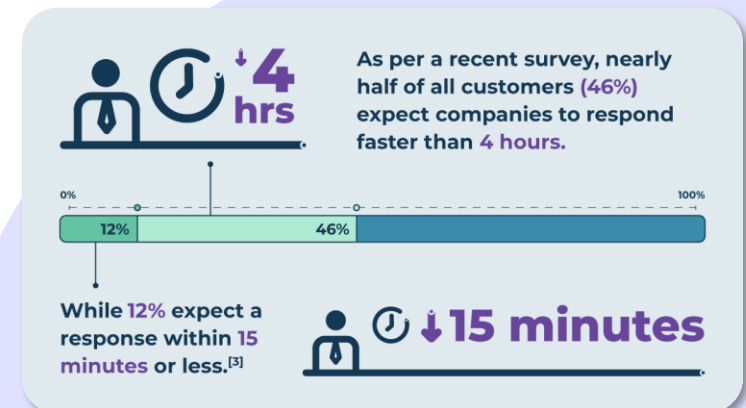
Exceptional customer service is a differentiator in today's competitive landscape. Social media platforms provide a direct line of communication with your audience, making it an ideal channel for online customer service.

Promptly respond to inquiries, comments, and messages, addressing customer concerns and provide helpful information.

By delivering outstanding customer service through social media, you can build trust, foster loyalty, and turn satisfied customers into brand advocates.

Take advantage of the opportunity to showcase your commitment to customer satisfaction and create a positive brand image.

01 CATALYST
02 CATALYST
03 CATALYST
04 CATALYST
05 CATALYST



<https://www.linkedin.com/pulse/customer-response-time-either-make-your-business-swim-sink/>



93% of customers are likely to make repeat purchases with companies that offer excellent customer service.

Source: HubSpot

SOCIAL MEDIA MARKETING CATALYSTS IN 2024

Mobile friendly website

As the majority of social media users access platforms via mobile devices, having a mobile-friendly website is no longer optional—it's essential.

A mobile-friendly website ensures that users can easily navigate and engage with your content on their smartphones or tablets. Optimize your website for mobile viewing, focusing on fast loading times, responsive design, and user-friendly interfaces.

A seamless mobile experience will not only enhance user satisfaction but also boost your chances of converting social media traffic into leads and customers.

01 CATALYST
02 CATALYST
03 CATALYST
04 CATALYST
05 CATALYST



<https://radar-design.de/responsive-webdesign-vorteile/>

Companies with mobile-optimized sites triple their chances of increasing mobile conversation rate to 5% or above.

Source: HubSpot

SOCIAL MEDIA MARKETING CATALYSTS IN 2024

Direct Messages for Lead Nurturing

DMs are not only useful to send friends and family your favourite memes. They allow you to engage in one-on-one conversations with potential customers.

Use this opportunity to answer questions and guide prospects through the sales funnel.

By nurturing leads through direct messages, you can establish rapport, address specific needs, and ultimately increase the likelihood of conversions.

A good service is one of the most important values in the eyes of a customer. As it should be for you!

- 01 CATALYST
- 02 CATALYST
- 03 CATALYST
- 04 CATALYST
- 05 CATALYST



80% of new leads never convert into sales due to lack of lead nurturing.

<https://www.invespcro.com/blog/lead-nurturing/>

SOCIAL MEDIA MARKETING CATALYSTS IN 2024

Creating Synergies between Ads and Content

To maximize the impact of your social media advertising, it will be very beneficial for you to create organic content that shows you as the expert.

Even if one of your ads doesn't directly convert a prospect into a lead or a customer, it still can be useful as brand awareness. A prospective customer will look up more information about you in advance, even if they may be already very interested in your offer and might already have the need for your service or product.

That's where your organic content comes in.

01 CATALYST
02 CATALYST
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05 CATALYST



CURRENT TRENDS

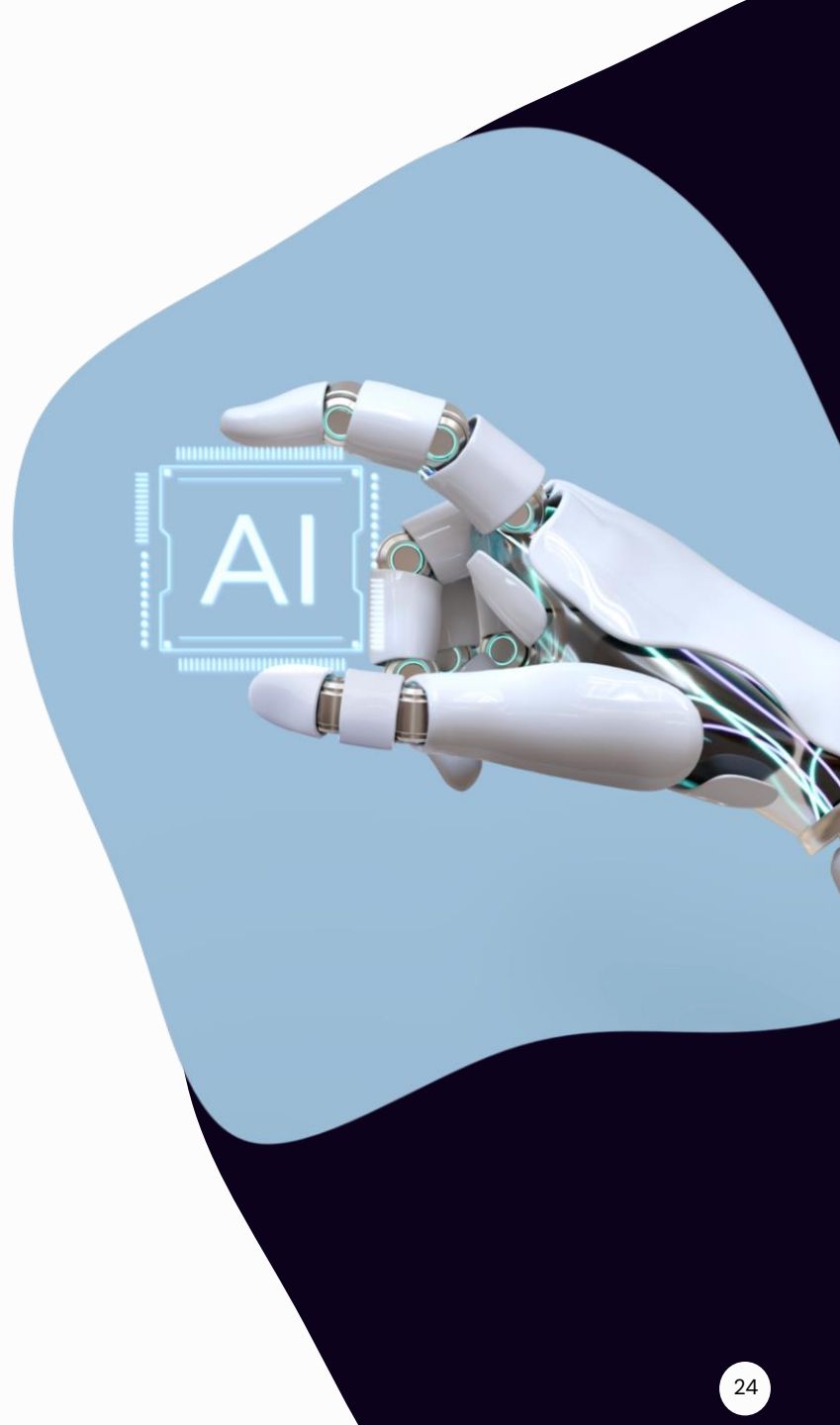
AI is taking the Social Media Marketing world by storm.

By now, you've most definitely heard of or even used ChatGPT. Since its inception in late 2022, there hasn't been a day without another „AI“-Tool being launched, with more or **less** utility for anybody.

But throughout the entirety of 2023 and into 2024, we now have certain tasks where artificial intelligence can support or even replace human work in a way you shouldn't miss if you want to have an edge in the business world!

We at Percival Media have identified 3 general trends – **engagement, convenience and personalization** – as well as use cases for AI in Marketing as of today.

Let's dive right in!



CURRENT TRENDS

Engagement is the one ingredient that can make your marketing explosive.

Virality on organic (non-paid) Social Media posts is an incredible boost to your business since attention can almost be seen as a currency in today's fast-paced world and the internet.

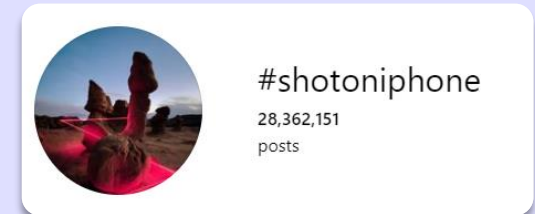
The best part is: Virtually every business can benefit from it, as positive impressions of your brand and community building, even through trends or entertainment, will have a long-term tangible impact on your sales.

But how?

One of the biggest trends in 2024: user-generated content, in short UGC. UGC stands for content (video, text, images) that have been created by users instead of companies themselves. The benefit: authenticity and automatic social proof! People tend to trust opinions and showcases from real people a lot more than the same message coming from branded content.

Additionally, promoting UGC turns your passive consumers in active and engaged contributors, and will associate themselves a lot more with your brand, which is crucial to increasing the amount of loyal customers for your business.

**A great example:
#shotoniphone by Apple**



Over 28 million posts with massive outreach that Apple didn't have to pay for at all!



Find a way to get people to engage with your products or start trends so that the internet mentions your brand!

<https://www.microsoft.com/en-us/us-partner-blog/2021/11/15/you-have-eight-seconds-differentiate-your-business-through-the-art-of-storytelling/>

<https://www.instagram.com/apple/>

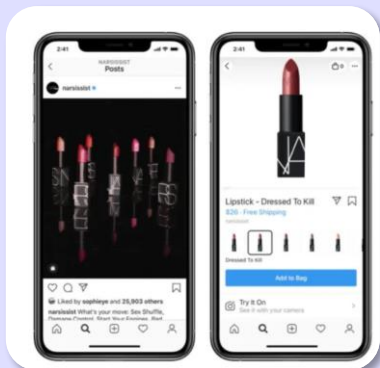
CURRENT TRENDS

People are getting lazier – just give them what they want.

Convenience of purchase is another trend we have observed becoming more prevalent in 2023. One way of achieving this is by skipping the steps between first contact and action-taking. Drop the tedious account creation process with a thousand different things to put in and keep it simple instead.

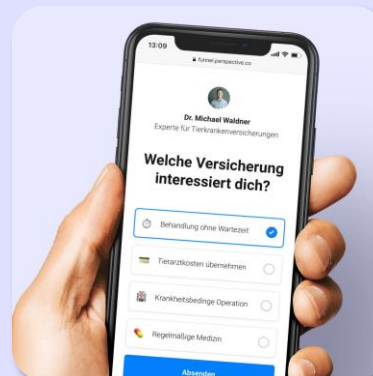
If you need an account for your website, then name and e-mail should be enough. Google account integration (using your google account to log in) is even better! Think about which steps in your customer journey are truly necessary, and which might only deter someone from making a purchase.

Examples:



Example of an e-commerce store selling makeup products straight from the Instagram app

<https://www.impactplus.com/blog/instagram-and-ar-what-you-need-to-know>



Example of a funnel by Perspective: A company with an innovative approach to interactive and simplistic „landing pages“

<https://www.perspective.co/>

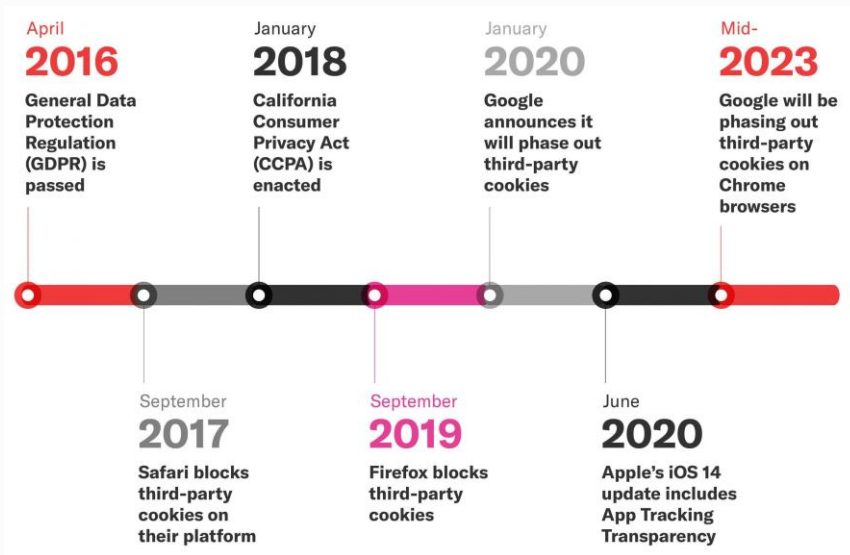
CURRENT TRENDS

Attention as a currency goes both ways – people want to feel taken care of.

Reacting quickly to requests is a surefire way to increase your sales in 2024. Studies* have shown that 93% of people are likely to make repeat purchases with companies that they consider to have an excellent customer service. Think chat bots and responses from a real person within a day at the latest!

Along with a fast response rate, personalization is also making a comeback, although it may be more organic than before.

Let me explain:



The „death“ of third party cookies

Third party cookies were the way to go in advertising for a long time. Essentially, these were ways for big platforms such as Facebook to track people throughout their entire browsing journey on other pages such as news sites or online shops.

With these types of cookies being phased out by the largest browsers until mid to late 2024, there is a big challenge on how to personalize advertising nowadays.

*<https://www.linkedin.com/pulse/customer-response-time-either-make-your-business-swim-sink/>

<https://feedvisor.com/resources/industry-news/third-party-cookies/>

CURRENT TRENDS

How to create a personalized advertising experience in a cookie-less world?

While Amazon and Google already have provided workaround solutions such as the Amazon Marketing Cloud or the Google Privacy Sandbox, we recommend you to go back to the basics first before delving deep into these kinds of methods.

What made YOU feel like a buying experience was tailored to you?

It's all in the **communication**, whether it is on Social Media, in a newsletter or on a web chat.



Pseudo-personalization

Use phrases based on readily available information, such as time or location based phrases.



ICP message

Make an ideal customer profile (ICP) and really think about what you would want to hear as a potential customer.



Real conversations

The best way is for you to directly talk with your audience! Take the time to properly respond to everything with thought.



copy.ai

CURRENT TRENDS

We need to talk about AI and how you can actually use it yourself.

There is a variety of AI tools out there for all kind of use cases, but to not get overwhelmed, we believe that businesses looking to implement AI for their marketing should focus on a tool and use case at a time. The most crucial use case in our opinion is copywriting.

As of January 2024, we personally would not really recommend you to replace the human component of – for instance – creating texts / copywriting. The best way to use AI right now is to consider it an assistant for your work.

DOs and DONTs of AI for marketing texts



- **Brainstorming** – give a lot of context of what it is you're trying to do and find ideas for literally anything (posts, ad texts, website articles or structures, you name it!).
- **Rewriting** – plug in your existing texts and what you would like to change about them (length, tone).
- **Feedback** – check for grammatical errors or for the impression your potential customer could have reading your text.



- **Copying the output** – for those who know, it will be obvious that you used an AI tool to create your text if you don't add any human touch!
- **Being non-specific** – after all, this is an AI, not a human who is aware of the context it is in. Describe a fictional job role for the AI (e.g. marketing expert) and explain what you want in as much detail as possible in order to prevent generic stuff that won't get you anywhere.



copy.ai

CURRENT TRENDS

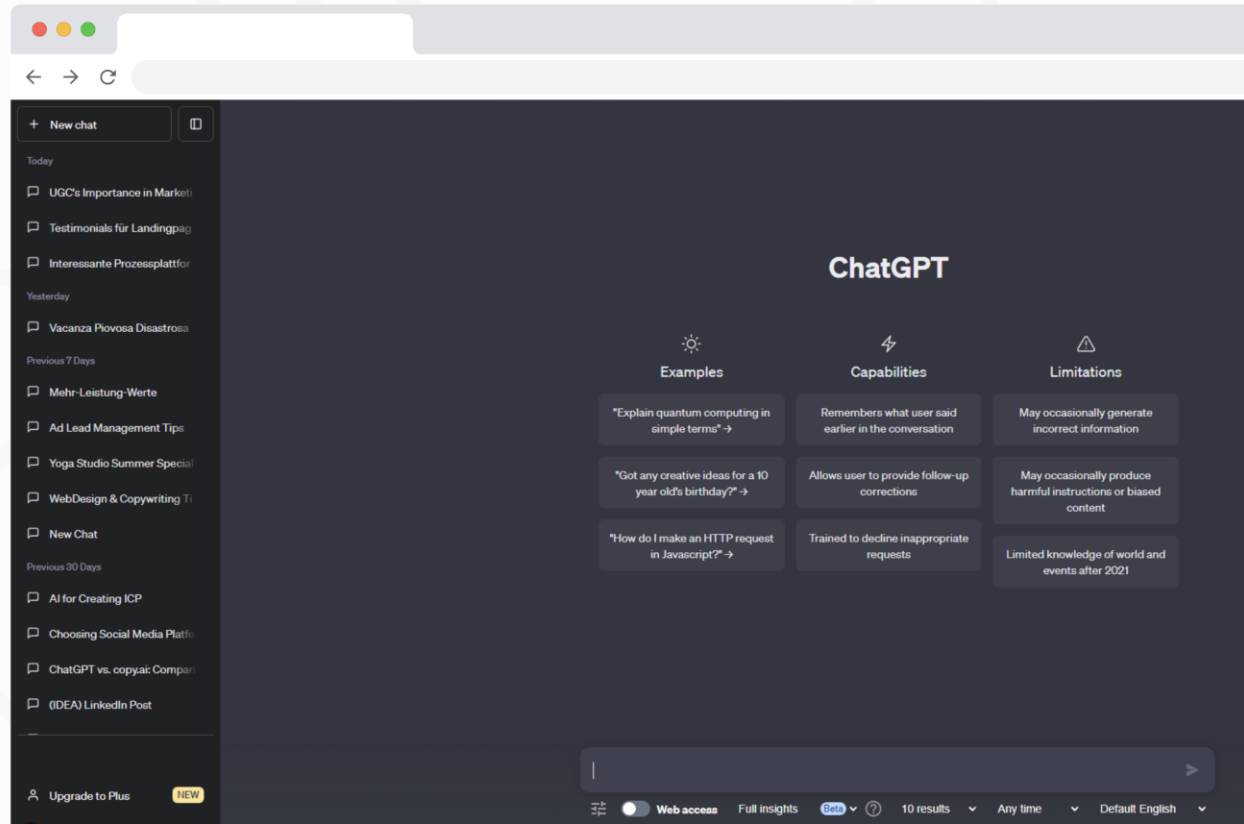
Which AI tools should you use?

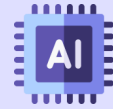
Two copywriting and text tools have caught our attention at Percival Media. These two are the classic ChatGPT and the more niche copy.ai. Both can be used for free, although they come with premium subscriptions for additional features.

Here's a quick showcase:

ChatGPT

- The first of its kind
- Universal application
- Lots of extensions and plugins for many different use cases (Web access, pre-written prompts etc.)
- Many tutorials available on the web





copy.ai

CURRENT TRENDS

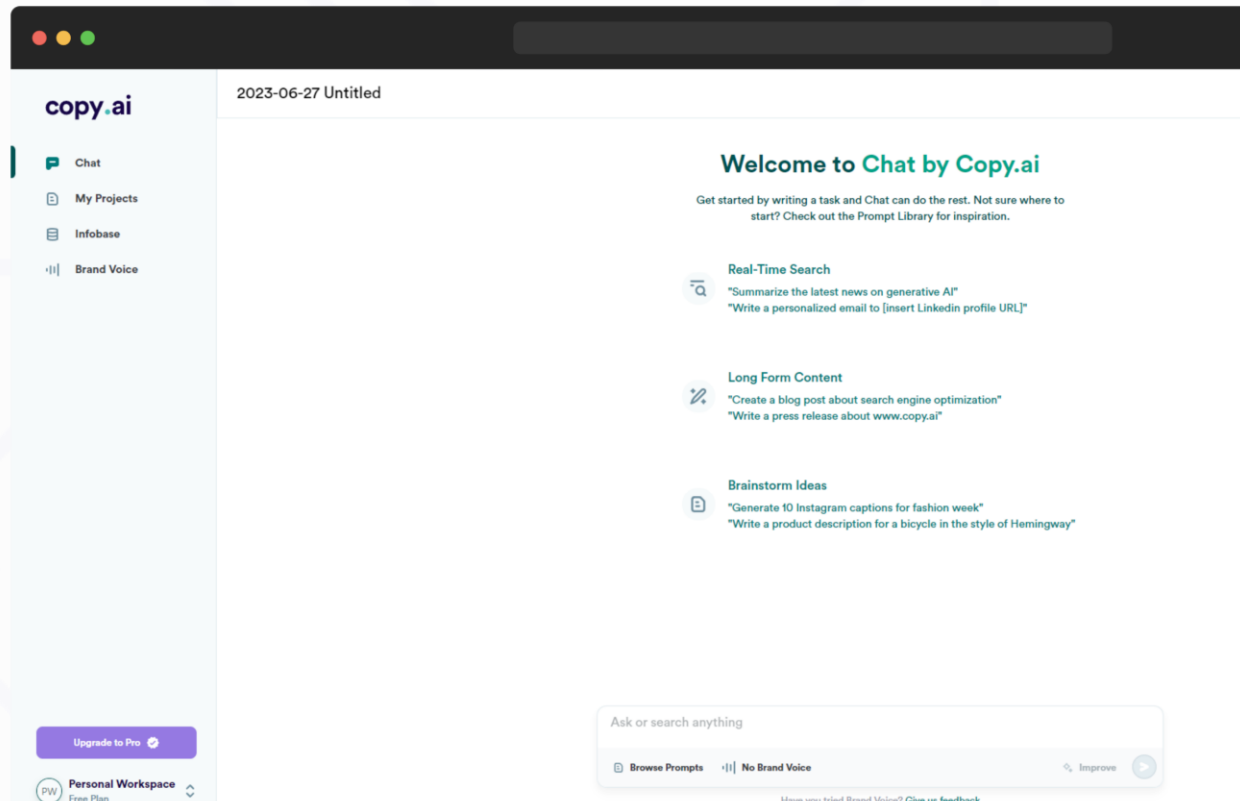
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Here's a quick showcase:

Copy.ai

- Specific marketing application
- Built-in web access without plugins
- Many pre-written prompts
- A bit more complex due to the specificity of the tool



OUR PREDICTIONS FOR SMM

AI-generated ads and designs are coming.

While we focused on the text aspect of artificial intelligence tools in this whitepaper, you should be on the lookout for the image counterpart. We believe that these tools are not quite ready to really replace proper ad and UI/UX designers, but they are getting very potent and can already serve as inspiration.

Let's go over some use cases and examples of generative image AI:

Assets and designs

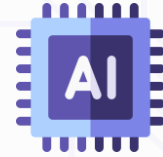


An example artwork for our company generated by leonardo.ai

Advertisements



Services like adcreative.ai for generated ads



CLOSING

More than ever before, good Social Media Marketing is essential to grow your business.

With your newly acquired knowledge about the world of marketing in 2024, it's time to take action.

Boot up ChatGPT (or your AI tool of choice), and brainstorm about your next innovative marketing idea! If you are just starting out with ads, then we would recommend image ads on Facebook and Instagram, but if you are looking to take your marketing to the top, then we advise you to start your Social Media Content journey today.

Start posting content and build a community to go along with your advertising efforts. Who knows, you might even start the next new viral trend on TikTok?

Icons and assets by:

<https://www.flaticon.com/free-icons/search>
<https://www.flaticon.com/free-icons/personalization>
<https://www.flaticon.com/free-icons/client>
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One last thing...



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