

Social Media Marketing Trends and Strategies for 2024

Social media continues to play an increasingly important role in marketing and sales for companies big and small across the globe. The platforms we use have kept us on our toes with new updates and features to assist in our social marketing efforts. 2023 was full of updates from our favorite social media platforms, setting the stage for a lively year for marketers in 2024.

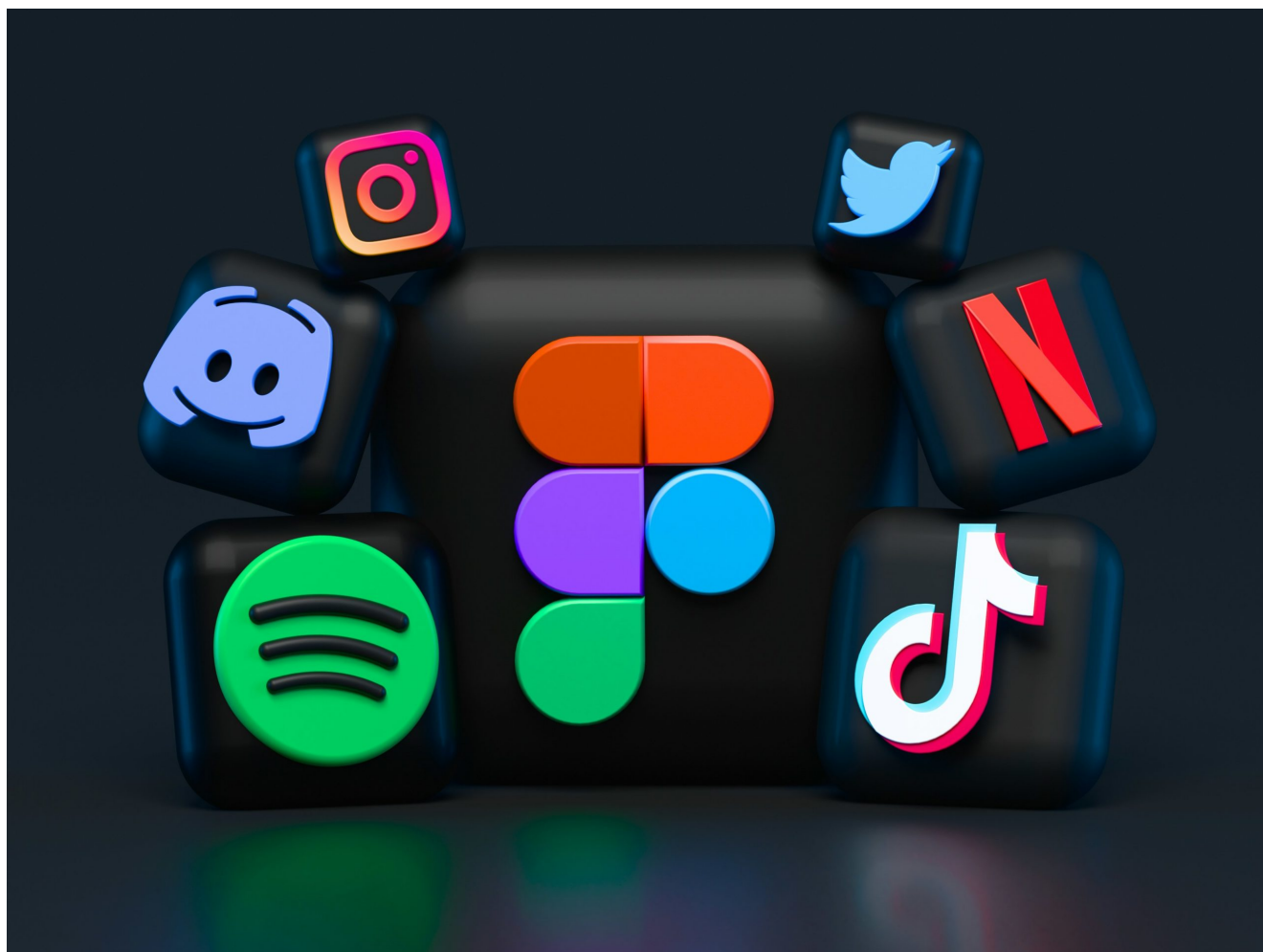


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Latest social media trends

1. AI tools and features

[AI in social media](#) is rapidly expanding, driving social platforms like Instagram, TikTok, and YouTube to integrate advanced features. Meta's launch of an AI-powered search bar on Instagram enhances user search experiences, signaling AI's growing influence on social media businesses. Chatbots are evolving to anticipate customer requirements and provide more precise answers. Additionally, AI tools may lead to significant enhancements and innovations in social media advertising.

2. Augmented reality

Augmented Reality (AR) is poised to grow, particularly in advertising and product promotion. Social networks are increasingly posting content that offers an AR experience. This trend is useful for brands as users can "try on" products virtually, making more informed purchasing decisions. AR is also popular at sporting events and various experiences like museums and galleries.

Snapchat and Meta lead in AR, teaming up with Amazon, adidas, Cartier, and 700+ brands. Expect more AR features in 2024 on social platforms, as marketers integrate AR into digital campaigns and ads.

Advantages of Using AR in Your 2024 Social Media Strategy:

- Personalized user experience
- Allows users to experience your product before purchase
- Encourages sharing and user-generated content

3. Social commerce is on the rise

Social commerce activity is high in Asian countries, and social platforms are continuing to implement social shopping

features in hopes that western audiences will follow suit. TikTok, YouTube, and Instagram are enhancing shopping experiences by integrating more features for businesses. For instance, TikTok Shop streamlines the customer journey by enabling direct purchases on the platform. This ease of transaction is as simple as adding a “Buy Now” button and starting live shopping streams.

Advantages of Social Commerce for Your Business in 2024:

- Enhanced and seamless customer experience
- Increased sales via mobile consumers
- Increased audience engagement and traffic

4. More variety in content types

We are witnessing a significant shift in content types. Platforms like Instagram are reviving the popularity of photo posts, while TikTok encourages both photo sharing and longer videos, including landscape mode. YouTube, despite promoting YouTube Shorts, continues to focus on long-form video content.

Advantages of Incorporating Different Styles of Content:

- Interactive, immersive, and more engaging
- Reaches more audiences
- Both off-the-cuff and polished videos and photos valued by algorithms

5. Livestreaming isn't going anywhere

Livestreaming is a strong trend in video content, allowing brands to engage with audiences in real-time. With significant growth expected in the online live streaming industry, brands can expand their digital presence effectively.

Advantages of Going Live:

- Authentic and interactive
- Inexpensive
- Creates high audience engagement

How to build a social media marketing strategy for your business

Marketing strategies vary across businesses and industries, but most brands can follow a similar process of research, planning, and deployment. Here's a comprehensive guide to building an effective [social media strategy](#):

Align SMM goals to your business objectives

Determine why having a social media presence is important for your business. Do you want to grow your audience, expand into new demographics, increase website traffic, or gain insight into audience metrics? Defining these goals will shape your strategy.

Define your target audience

Know your target customer's age range, professions, industries, interests, favorite platforms, income bracket, and what other brands they tend to follow.

Analyze your competition

Examine your competitors' social media usage to understand their successful strategies and shortcomings. While your online presence should be distinctive, recognizing effective

trends in similar brands' online presentations is crucial.

Audit your current strategy

Evaluate your marketing strategies to replicate successful methods or introduce new ones on social media. If performance is poor, collaborate with a social media consultant to identify areas for improvement.

Create a content calendar

Your content calendar should account for major holidays, industry events, and any other scheduled happenings that may inform your posts and your audience's behavior. Be prepared to respond to pertinent events at a moment's notice.

Understand social media analytics

Learn to interpret data points like engagement, reach, views, and impressions to track your performance and make necessary adjustments.

Best practices for social media marketing

- Maintain and optimize all social media accounts to appeal to the right audiences.
- Stay consistent and on-theme when posting content.
- Understand your audience and distinguish between your existing and target audiences.
- Interact with your audience regularly, responding to questions and comments.
- Focus on building a community by inviting audience interactions through contests, raffles, and polls.

- Use AI-powered [social media scheduling tools](#) to optimize your posting times and catch your intended audience.
- Ensure social media adds value to your existing business without relying too heavily on it for advertising or lead generation.

Final Thoughts

Social media marketing is always evolving. In 2024, staying updated on trends and best practices is crucial for brands to navigate effectively. Marketers can leverage AI, AR, social commerce, and diverse content to engage audiences. Building trust through inclusivity, authenticity, and transparency ensures sustained success in the digital age.