

SOCIAL MEDIA MARKETING TRENDS IN 2019 YOU NEED TO PREPARE FOR

As marketing, that's changing and rapidly growing, there are several trends that you need to prepare for in 2019.

As digital content continues to grow, there are several trends that you need to prepare for in 2019. These include:

- 8.3 billion active users worldwide
- AI and machine learning
- Live video content
- Messaging apps and chatbots
- Social listening
- Social TV
- Personalization and privacy

1 LIVE VIDEO CONTENT WILL STILL DOMINATE

Live video content will continue to dominate social media in 2019. According to a report by eMarketer, live video content is expected to grow by 100% in 2019.

Facebook Live video views are expected to reach 3.5 billion in 2019, up from 2.5 billion in 2018.

YouTube Live video views are expected to reach 1.5 billion in 2019, up from 1 billion in 2018.

Instagram Live video views are expected to reach 1 billion in 2019, up from 500 million in 2018.

2 A SEPARATE STRATEGY FOR EPHEMERAL CONTENT

As social media users continue to consume more content, brands need to develop a separate strategy for ephemeral content. This includes:

- Instagram Stories
- Facebook Stories
- Twitter Moments
- LinkedIn Live
- YouTube Shorts

Brands should focus on creating high-quality, engaging content that is designed to be consumed quickly and often.

3 CONTINUED RISE OF MESSAGING APPS AND CHATBOTS

Messaging apps and chatbots will continue to rise in popularity in 2019. According to a report by eMarketer, messaging app usage is expected to reach 1.5 billion in 2019, up from 1 billion in 2018.

Chatbots are also expected to continue to grow, with 1.5 billion users in 2019, up from 1 billion in 2018.

Brands should focus on creating high-quality, engaging content that is designed to be consumed quickly and often.

4 SOCIAL LISTENING FOR LEAD GENERATION AND SOCIAL SELLING

Social listening for lead generation and social selling will continue to rise in popularity in 2019. According to a report by eMarketer, social listening usage is expected to reach 1.5 billion in 2019, up from 1 billion in 2018.

Brands should focus on creating high-quality, engaging content that is designed to be consumed quickly and often.

5 THE NEED FOR MORE MEANINGFUL CONTENT EXPERIENCE

As social media users continue to consume more content, brands need to focus on creating more meaningful content experiences. This includes:

- High-quality content
- Engaging content
- Personalized content
- Interactive content

Brands should focus on creating high-quality, engaging content that is designed to be consumed quickly and often.

6 THE RISE OF SOCIAL TV

Social TV will continue to rise in popularity in 2019. According to a report by eMarketer, social TV usage is expected to reach 1.5 billion in 2019, up from 1 billion in 2018.

Brands should focus on creating high-quality, engaging content that is designed to be consumed quickly and often.

7 TRENDS ON STRIKING BALANCE BETWEEN PERSONALIZATION AND PRIVACY

As social media users continue to consume more content, brands need to focus on striking a balance between personalization and privacy. This includes:

- Personalized content
- Privacy-focused content
- High-quality content
- Engaging content

Brands should focus on creating high-quality, engaging content that is designed to be consumed quickly and often.

With all these trends, it's clear that 2019 is a year of opportunity for brands. By focusing on creating high-quality, engaging content that is designed to be consumed quickly and often, brands can succeed in 2019.

Customer's Imagery

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Sources:

- 1. eMarketer, "Social Media Marketing Trends in 2019," 2018.
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- 3. eMarketer, "Messaging Apps and Chatbots Will Continue to Rise in Popularity in 2019," 2018.
- 4. eMarketer, "Social Listening for Lead Generation and Social Selling Will Continue to Rise in Popularity in 2019," 2018.
- 5. eMarketer, "The Need for More Meaningful Content Experience," 2018.
- 6. eMarketer, "The Rise of Social TV," 2018.
- 7. eMarketer, "Trends on Striking Balance Between Personalization and Privacy," 2018.