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# Social Media Trends

## IN 2022

PRESENTED BY:



**BLOSSOM**

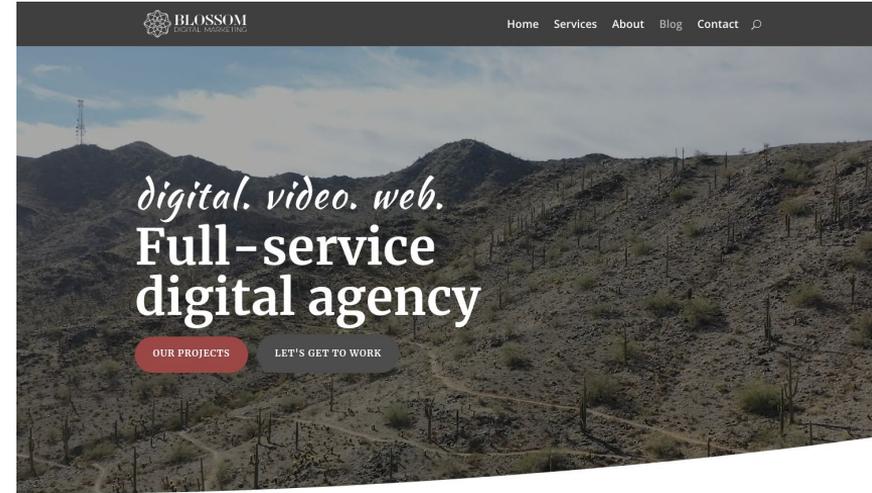
A DIVISION OF KRAMER MEDIA



# INTRODUCTION - WHO WE ARE

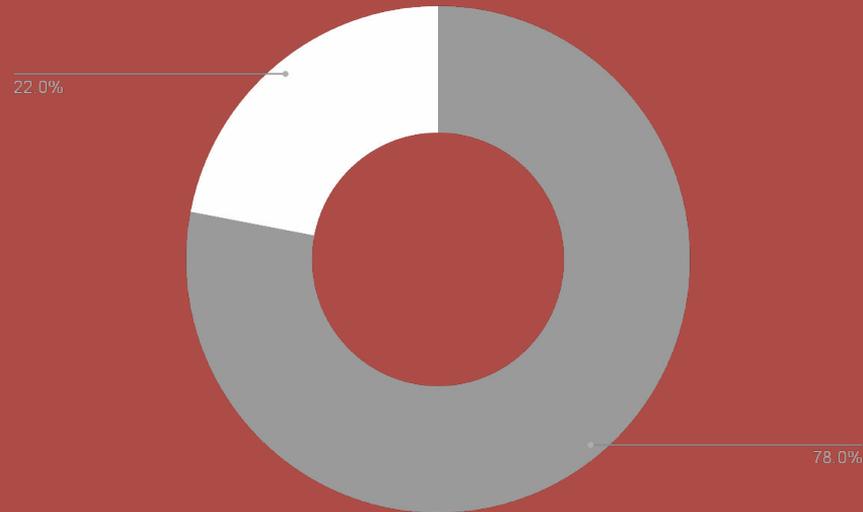
## Blossom Digital Marketing is a division of Kramer Media

- Publishes newspapers/ news websites in 8 markets in Arizona
- Family-owned business since 1962
- Blossom is newest division: 2017
- Provide social/digital marketing, video production and web design services for over 200 clients statewide.



**Why is social media important for my  
business or organization?**

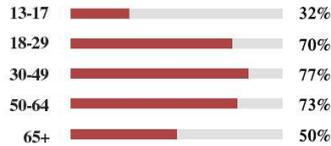
**78% of consumers are willing to buy from a company after having a positive experience with them on social**



# PLATFORM OVERVIEW 2022

## FACEBOOK DEMOGRAPHICS

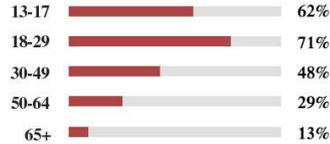
### AGE



Average daily user time:  
33 minutes

## INSTAGRAM DEMOGRAPHICS

### AGE



Average daily user time:  
29 minutes

## YOUTUBE DEMOGRAPHICS

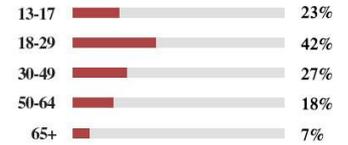
### AGE



Average daily user time:  
30 minutes

## TWITTER DEMOGRAPHICS

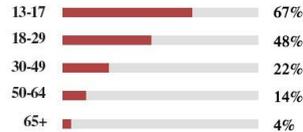
### AGE



Average daily user time:  
31 minutes

## TIKTOK DEMOGRAPHICS

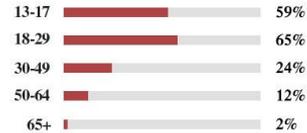
### AGE



Average daily user time:  
89 minutes

## SNAPCHAT DEMOGRAPHICS

### AGE



Average daily user time:  
25 minutes

# GETTING STARTED ON SOCIAL MEDIA

- Social media: not a one size fits all
  - Define your goals
  - Know your audience
  - Visual, organic, behind the scenes
- Facebook
  - Lead generation, brand awareness
- Instagram, TikTok,
  - Short visual content, direct selling
- YouTube
  - Longer visual content, storytelling



GETTING STARTED ON  OR 

**Need help getting started?**

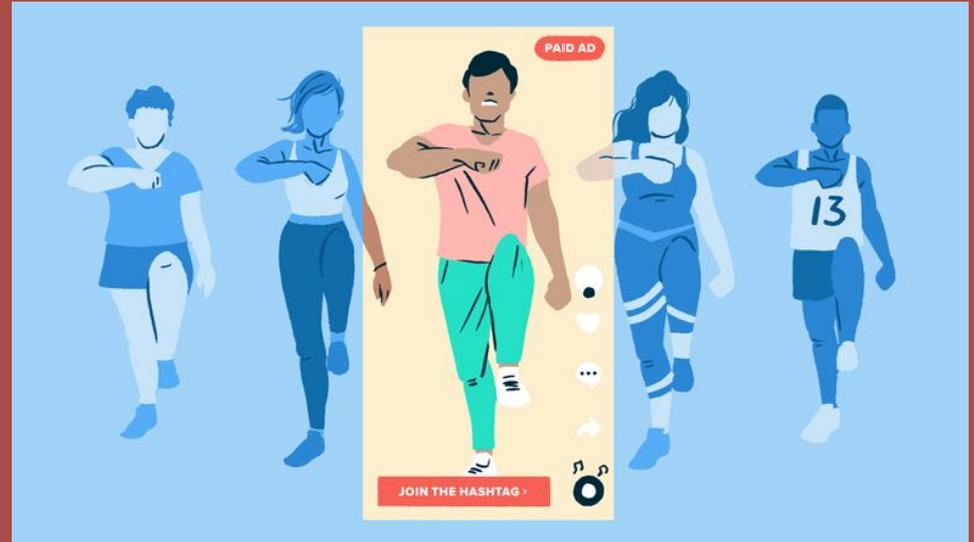


[www.BlossomMarketingAgency.com/GetStartedOnSocialMedia](http://www.BlossomMarketingAgency.com/GetStartedOnSocialMedia)

# PLATFORM SPOTLIGHT - TIKTOK

- Over 1 billion monthly active users
- Format: Short-Form Videos
- Over half of TikTok users buy products/services they see from brands on the platform

-AdWeek, 2022

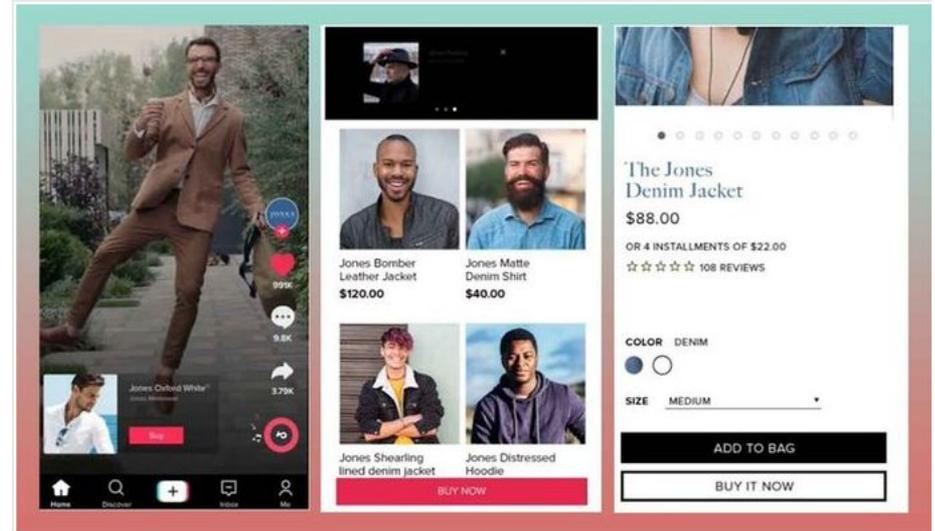


Sprout Social Illustration



# CURRENT TRENDS

- Social Commerce
  - Link products/inventory directly to social media account
  - Helps lengthen consumer engagement
- Social Media Customer Service
  - Interact with consumers whether their experience is good or bad



# PLATFORM SPOTLIGHT - INSTAGRAM

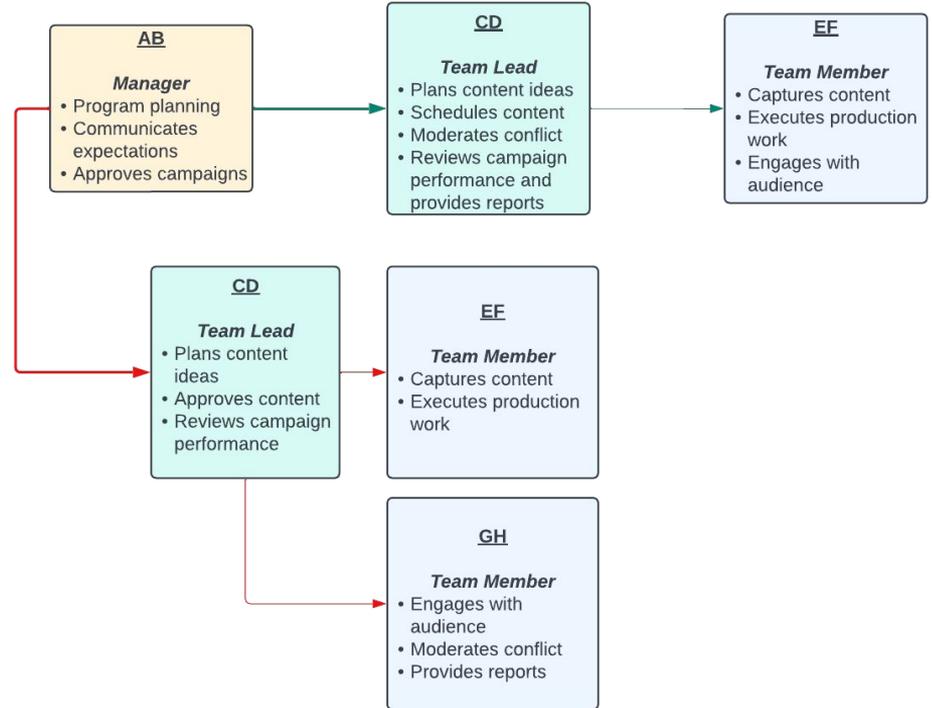
- Over 1.5 billion active users
- Formats:
  - Reels: Vertical, Short-Form Videos
  - Photos
- Latest trends: Growth of reels, shopping, songs on profile?



Sprout Social Illustration

# SOCIAL ACCOUNT MANAGEMENT - TEAM STRATEGY

- Divide & Conquer
  - Content Creation
  - Engagement
  - Moderation
  - Analysis & Reporting
- Define and document workflows
  - Workflow Chart
  - Community Management Playbook



# SOCIAL ACCOUNT MANAGEMENT - AUDIENCE STRATEGY

- Current Community
  - Evaluate your audience & the content they like to see
- Potential Community Members
  - Use demographic data, your own knowledge, and local resources to help you strategize reaching new community members



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## 4) Create and post engaging content

## 5) Tagging accounts and locations

# ENGAGEMENT

**What is social media engagement?**

# ENGAGEMENT

## What is social media engagement?

**Engagements** (likes, comments, shares, saves, etc.) are key to all social media platforms' algorithms.

# ENGAGEMENT - WHAT WE'RE SEEING

We took **8 of our clients** (in varying industries across central and northern AZ) and evaluated their most engaging posts on Facebook/Instagram over the last 6 months (April - Sept)

# ENGAGEMENT - WHAT WE'RE SEEING

These 8 businesses or nonprofits are located in rural Arizona: Casa Grande, Coolidge, Superior, Safford, Show Low and Snowflake.

Insurance agency, retail store, nonprofits, car dealerships and water conservation partnerships.

**Here are our key takeaways:**



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**Sprout Social Survey:** In 2022, **66% of consumers** report paying the most attention to short-form content.



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- **Local is key:** Almost two-thirds of the most engaging posts had a community member featured or showcased a humanizing element to the post.

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We wanted to share a special shoutout to a local #AZWaterHero, Ramiro! Ramiro is instrumental in...



Melissa and Kiva Insurance are committed to providing quality insurance products for individuals...



It's Friday and we are On the Road Again with Show Low Ford and today we came over to a newer...



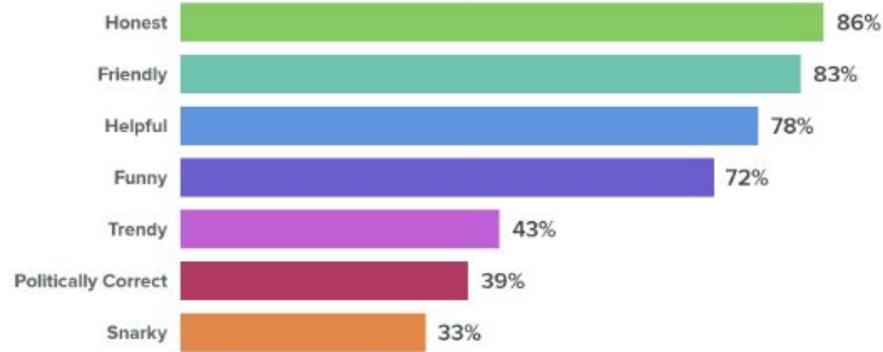
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- **Brand Authenticity:** Over 60% of the most engaging posts had tonality that showed the businesses' authenticity.

# ENGAGEMENT - WHAT WE'RE SEEING

## Behaviors Consumers Want From Brands on Social

Q2 2017



sproutsocial

[sproutsocial.com/index](http://sproutsocial.com/index)



BLOSSOM

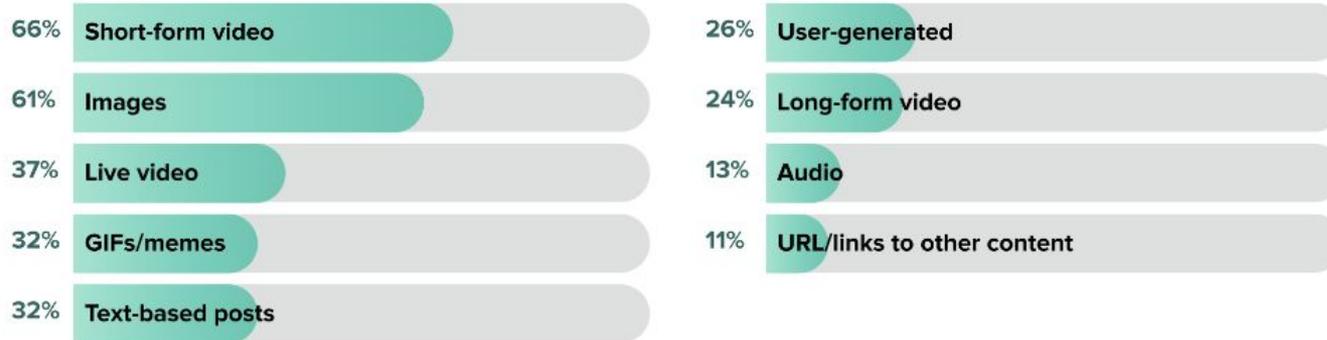
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- **Brand Authenticity:** Over 60% of the most engaging posts had tonality that showed the businesses' authenticity.
- **Talk, don't pitch!** Over 80% of these posts had a conversational tone, rather than a sales pitch!

# ENGAGEMENT - ACROSS THE INDUSTRY

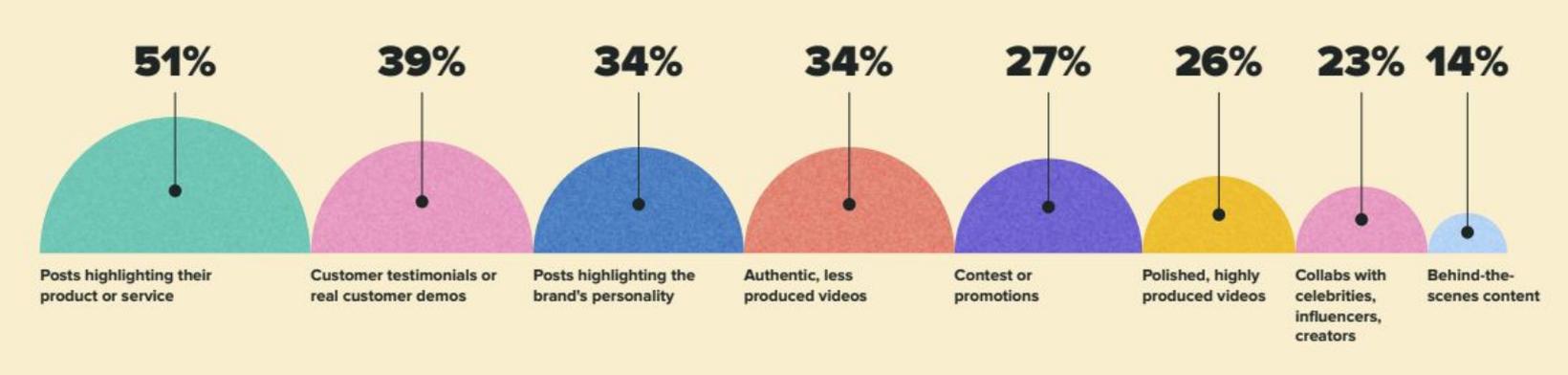
Now that we've taken a look at what's working for our clients, let's see what's working across the industry:

## The most engaging types of in-feed social content



# ENGAGEMENT - ACROSS THE COUNTRY

## Types of content consumers like to see on social media (2022)

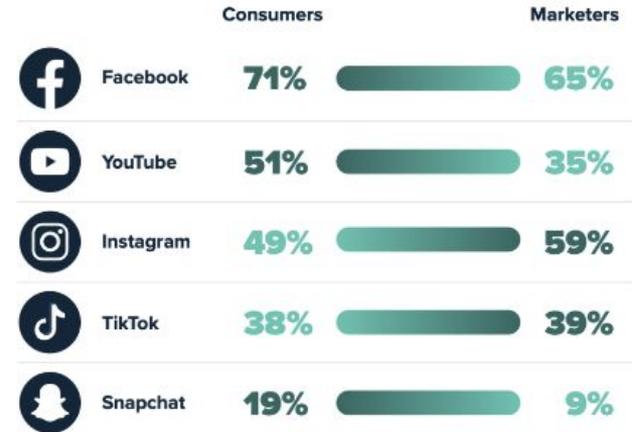


# ENGAGEMENT - ACROSS THE INDUSTRY

Which platforms do consumers & marketers plan on using over the next year?

What makes sense for your business or organization?

The top platforms consumers and brands anticipate using most in the next 12 months



# ENGAGEMENT - ACROSS THE INDUSTRY

## Authenticity in social media, in 3 steps:

- Understand your audience
- Be honest, empathetic and inclusive
- Listen and converse with your audience, and iterate where necessary

## What affects consumers' decision to pick a brand over a competitor

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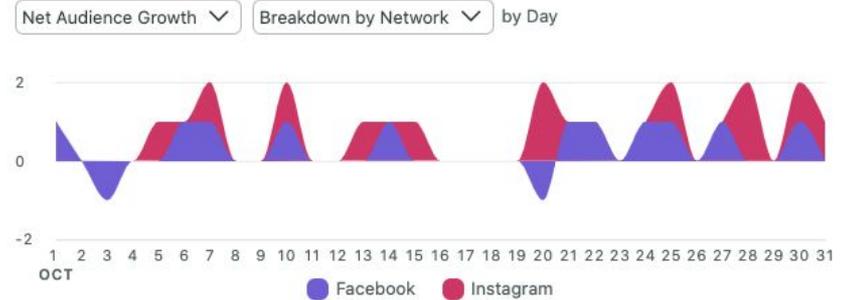
# KPIs - Key Performance Indicators

## How to view your data and analyze it for growth:

- Reach KPIs
  - Impressions
  - Reach
  - Audience Growth
- Engagement KPIs
  - Post Engagement
  - Clicks
  - Profile Visits

### Audience Growth

See how your audience grew during the reporting period.



Audience Metrics	Totals	% Change
<b>Total Net Audience Growth</b>	<b>21</b>	<b>↘ 12.5%</b>
Facebook Net Page Likes	9	↗ 80%
Instagram Net Follower Growth	12	↘ 36.8%

# CASE STUDY - #CGSAVESIT

- **Brand Reputation Management: Arizona Water Company <> City of Casa Grande**
  - Opportunity for improvement
- Goal: to improve brand image by sharing City participation
- Fire Station Resident Plant Nominations & Voting
- [Final Result](#)



# CASE STUDY - SHOW LOW FORD

- On the Road with Show Low Ford
  - Once a week/winter, Twice/month during summer
  - Traffic is best around Friday around 4:30 pm
  - Proven results
- Goal: to promote shopping local, brand awareness and sell Ford vehicles
- Great results with real sales
- [Final Result](#)



## On the Road with Show Low Ford - Pinetop Coffee House

5 weeks ago · 536 views



# TOOLS YOU CAN USE

- **Social Media Management:**

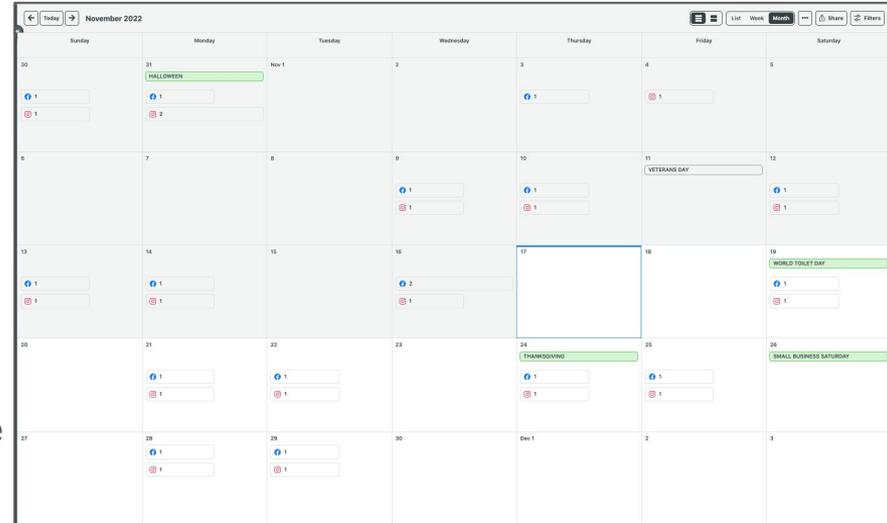
- Sprout
- HootSuite
- AgoraPulse
- Buffer
- Platform Management



# TOOLS YOU CAN USE

## These tools allow you to:

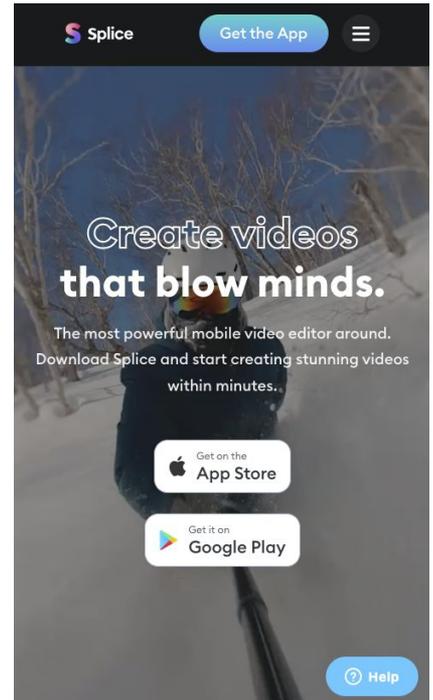
- Schedule Posts
  - Seasonal
  - Current Events
- Social Listening
  - Learn what the community thinks of the business or relevant topics
- Reporting
  - Comprehensive analysis across multiple platforms to get an overview of performance and engagement on social media



# TOOLS YOU CAN USE

- **Creating Short-Form Videos**

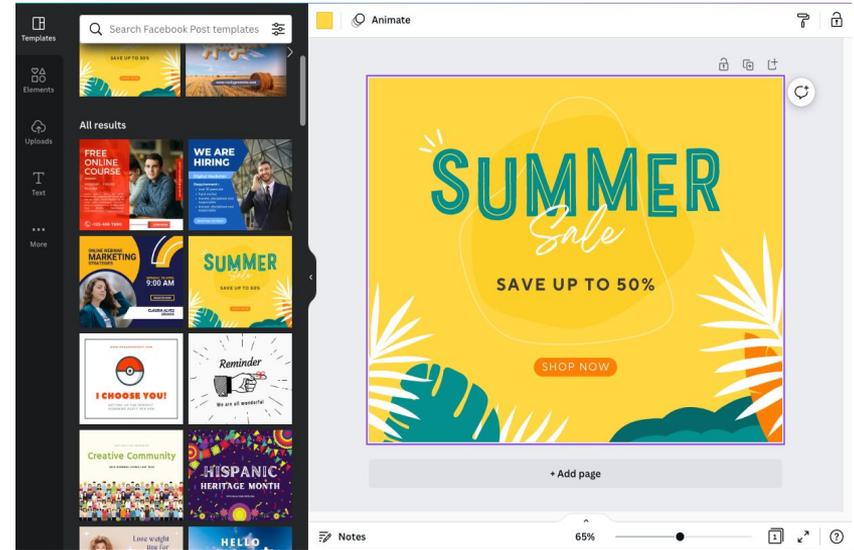
- Splice
- CapCut
- Captions



# FREE TOOLS YOU CAN USE

- **Post and Ad Design:**

- Canva
- Adobe Express
- Wave.Video



# FREE TOOLS YOU CAN USE

## With these tools, you can:

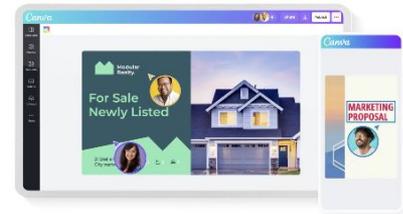
- Create exciting and engaging ads for different platforms
- Use free templates and customization to generate tailored messaging and relevant content



## What will you design today?

Canva makes it easy to create professional designs and to share or print them.

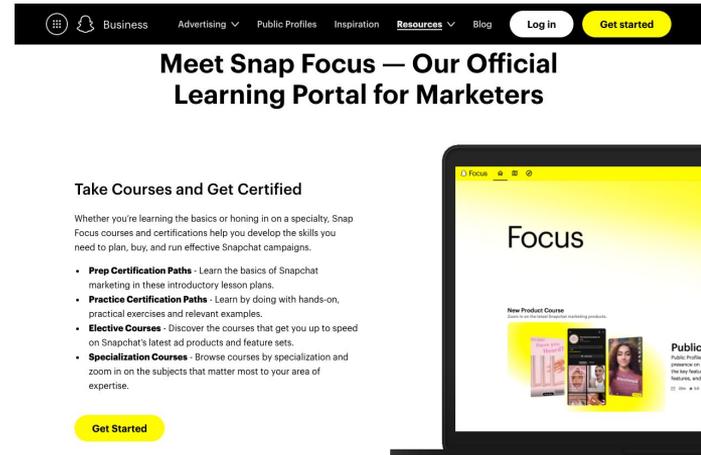
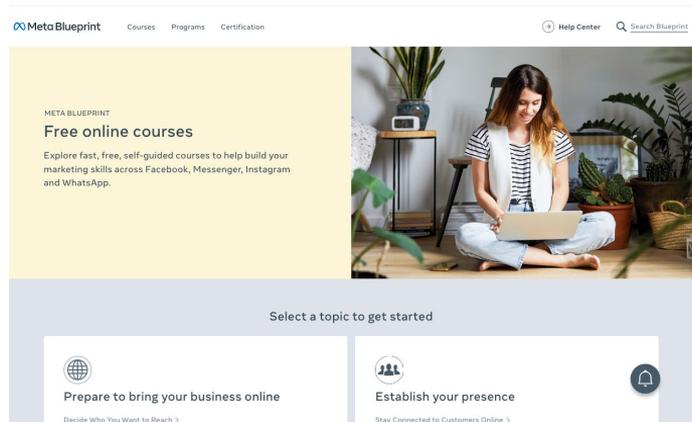
[Sign up for free](#)



# FREE TOOLS YOU CAN USE

- Social Platform Training

- Get Certified on Meta Blueprint (Facebook/Instagram) & Snapchat
- TikTok Academy



# FREE TOOLS YOU CAN USE

- Google Analytics: UA > GA4
  - Track website traffic, referral sources, location of users, build funnels, etc.



# WHAT WE OFFER

**We offer Social Media Content: Posting, Strategy, Management ... but also,**

- **Social Media Advertising:** ODC and Dstillery audiences on all platforms
- **Programmatic Display Advertising:** Geo-targeting, geo-fencing, re-targeting
- **Streaming TV Advertising:** Hulu, Peacock, ESPN+, Netflix
- **Search Engine Marketing:** Google Partner Agency
- **Video Production and Livestreams**
- **Website Design / Maintenance**
- **Cable TV Placement**

And, we're fun to work with!



HAPPY

**HOLIDAYS**

FROM

**BLOSSOM DIGITAL MARKETING**



INGRID

NICK

RACHEL

COLLIN

DAVID

MIKE

BRIAN

# THANK YOU!

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Presentation



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