

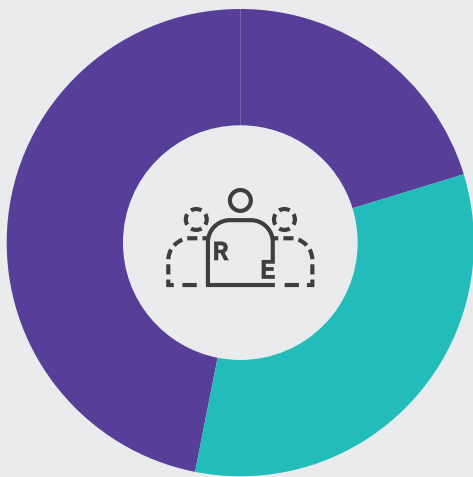
REPRISE Rethinking Now

SOCIAL MEDIA THE EVOLUTIONS YOU CAN'T MISS



MAIN EVOLUTIONS

YES, BUT...



- The rise of multi-networking : from an average of **6 to 8 social media accounts** per surfer. Emerging platforms like TikTok (previously Muisca.ly) are new players to watch closely. In Belgium, Facebook remains stagnant in terms of visits and worldwide we can expect growth from Instagram, and upcoming new advertising solutions on WhatsApp and Messenger.

..... SOCIAL CONSUMPTION

- We are more and more considering the benefits of a **social media detox**. Therefore, as a marketer it's important to prioritize your social media marketing goals and build up your presence with a lean mindset.

..... REGULATION & PRIVACY

GDPR directly affects all marketers, with commitments to:

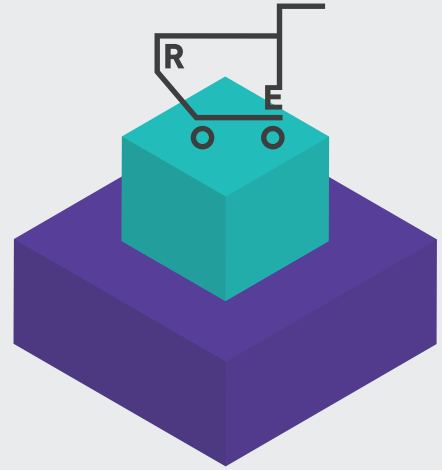
- data permission
- data access
- data focus



From a consumer perspective, transparency remains a key aspect even if many of them admit they haven't changed their behavior since GDPR became effective in May 2018. We assume consumers still want **relevant marketing**.

..... SOCIAL COMMERCE

Mastering social commerce in 2019 will be all about creating a more engaging online shopping experience on social media using your customer voice. **One swipe customer journeys are gaining traction** in the research and brand interaction stages, especially on Instagram and Facebook e.g.



Surprisingly, we see a certain **timidity coming from marketers.**

Today's most successful eCommerce brands are not only seeking to grab attention, but to join the conversation.

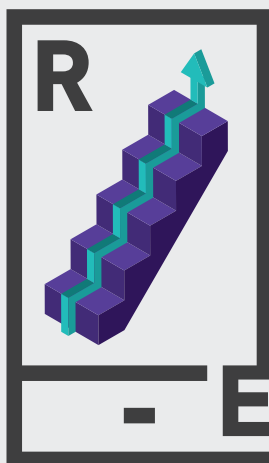
..... VIDEO CONSUMPTION

People spend 5x more time with video content compared to static content.

According to the latest surveys, 80% of the global internet traffic will be attributed to video by 2020. On social media, the **short, precise and mobile friendly video format** will take over like never before.

New players like QUIBI are preparing their arrival. These are new short format streaming series for smartphones straight from Hollywood, competing with Netflix.

Social media players are developing **long-form video platforms** like Instagram IGTV & Facebook Watch. In other words, lean-back behavior and active consumption of longer pieces of content will have to share the pie with on-the-go feed consumption.



Stories, stories, stories

The stories have to incorporate the **codes of the social media platforms.** Therefore, what makes stories successful?

- They have to be **fun**, engaging and easy to create
- They need to **integrate video**, text and images
- They have to be **authentic and aspirational**

They capitalize on a fundamental attribute of many millennials, the desire to share their own pics and videos

..... VERTICALITY

The vertical newsfeed consumption still has its place!

Instagram announced it was testing side-scrolling Feed View, similar to stories. But when they rolled out the test, the community thought it was a bug and rejected it as soon as it was live.

CONTACT US!

REPRISE

Do you want more information or to start a conversation with our team of social experts ?
It's very easy! Contact us at: belgium@reprisedigital.com