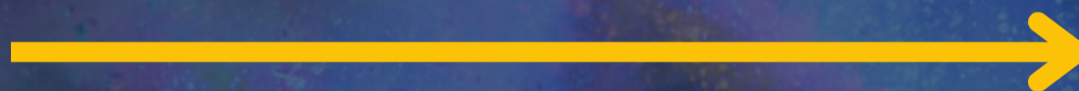


Social trends to watch!

November - December 2024

SWIPE



SMART
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Interactive and Shoppable Content

Trend Insights

With holiday shopping reaching a peak, platforms like Instagram, TikTok, and Facebook are optimizing shoppable features to make social commerce seamless. Users can now make purchases directly within the app, reducing the steps to conversion.

How to Leverage It -

Brands should focus on creating interactive, clickable content, like carousel ads, swipe-up stories, and live shopping events. The aim is to make holiday shopping more convenient and fun for users, driving higher engagement and sales. Experiment with interactive elements like polls, quizzes, and AR try-on features to enhance user engagement.

KEEP SWIPING →

AI-Driven Personalisation

Trend Insight

AI is allowing platforms to serve hyper-personalised content feeds, targeting users based on their behaviour and preferences. Expect to see more AI-powered recommendations, personalized ads, and even AI-generated images and copy tailored for individual users.

How to Leverage It -

Businesses can invest in AI-driven tools to tailor ads, messages, and content based on user interactions. Consider implementing AI chatbots for 24/7 customer support, especially during peak shopping times, to improve response times and customer satisfaction.

KEEP SWIPING →

Authentic Brand Transparency

Trend Insight

Consumers are becoming more conscious of their buying choices and are leaning towards brands that align with ethical values. Social media gives brands a platform to openly communicate their values, sustainability initiatives, and social impact.

How to Leverage It -

Showcase behind-the-scenes processes, share honest insights into sourcing, and use storytelling to highlight the positive impact of your brand. Transparency will foster trust, and this is especially important during the holiday season when spending spikes and consumers are more selective.

KEEP SWIPING →

Behind-the-Scenes (BTS) Content

Trend Insight

As brands strive to build trust and authenticity, sharing BTS content will make them more relatable. This trend is particularly effective for businesses aiming to cultivate a more personal connection with followers.

How to Leverage It -

Show the preparation for holiday campaigns, share glimpses of team celebrations, or highlight the daily life of your employees. BTS content on stories, Reels, and live sessions can give audiences an inside look, making them feel like part of your brand's journey.

KEEP SWIPING →

Short-Form Video Takes Centre Stage

Trend Insight

With platforms favouring short, high-energy videos, users' expectations for fast, engaging content are only growing. TikTok, Instagram Reels, and YouTube Shorts will continue to be powerful formats for sharing festive greetings, quick tutorials, and seasonal product demos.

How to Leverage It -

Focus on creating bite-sized content that is visually engaging and informative. Get creative with quick-hit holiday guides, countdowns, or product unboxing videos. Experiment with AR effects, festive filters, and background music to boost engagement and make your videos stand out.

KEEP SWIPING →

Influencer-Led Virtual Events

Trend Insight

Virtual events, hosted by popular influencers, allow brands to reach wider audiences in real-time.

These events offer opportunities for direct interaction and are particularly effective for product launches, Q&A sessions, and seasonal events.

How to Leverage It -

Partner with influencers to host a holiday-themed webinar, cooking class, or virtual shopping party where users can directly ask questions or explore products in a fun, engaging setting. These events create a festive atmosphere, providing an intimate experience that followers appreciate.

KEEP SWIPING →

User-Generated Content (UGC)

Trend Insight

UGC fosters trust and helps build authentic brand credibility. During the holiday season, people love sharing their experiences, creating a ripe opportunity for brands to leverage real-life testimonials and user reviews.

How to Leverage It -

Encourage your customers to post about your products by creating holiday-themed hashtags or offering incentives for sharing content. Repost user content on your channels as it not only strengthens community bonds but also acts as a powerful form of social proof.

KEEP SWIPING →

Localised Content for a Global Audience

Trend Insight

Localised targeting is proving effective in helping brands connect more personally with different communities. Social media algorithms are increasingly favouring region-specific content, allowing brands to tap into unique cultural nuances.

How to Leverage It -

Customise content to fit the specific regions or demographics you want to target. For instance, if you're a global brand, consider creating holiday posts in various languages or showcase localized promotions and products to cater to niche markets, which strengthens community ties and creates an inclusive holiday atmosphere.

KEEP SWIPING →

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Call us on - 0121 66 66 534
Or email us at - Sales@E4k.co
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