

# Keynote Presentation | [Social Media Management] Social Shift: Navigating 2024's Digital Marketing Trends in the Dynamic Social Landscape



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Regional Director, Sales, Asia  
Brandwatch



# Social Shift: Navigating 2024's Digital Marketing Trends in the Dynamic Social Landscape

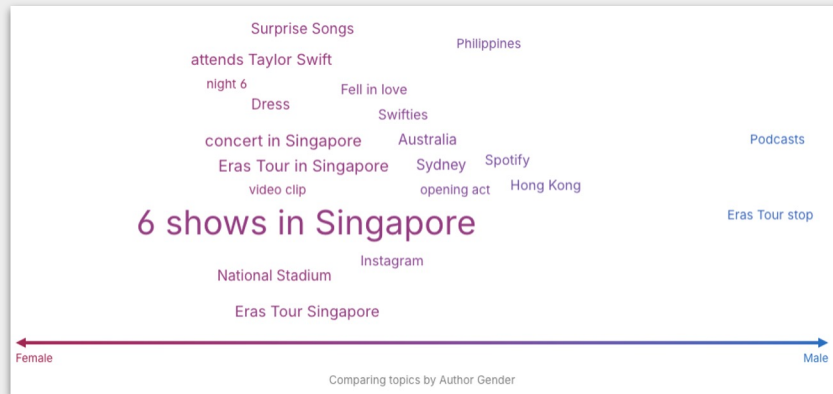
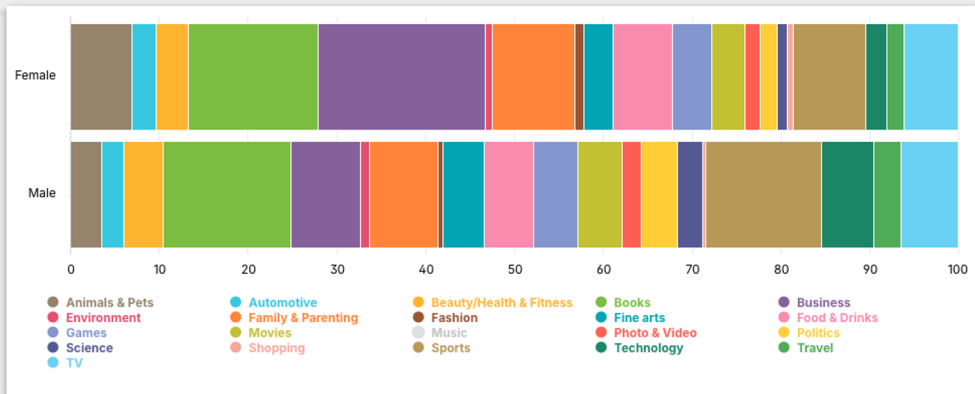
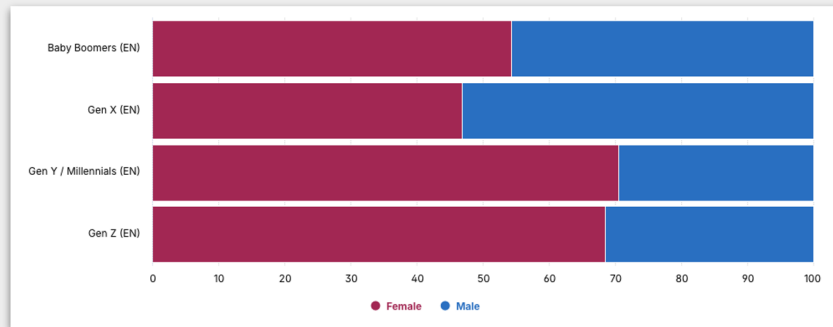
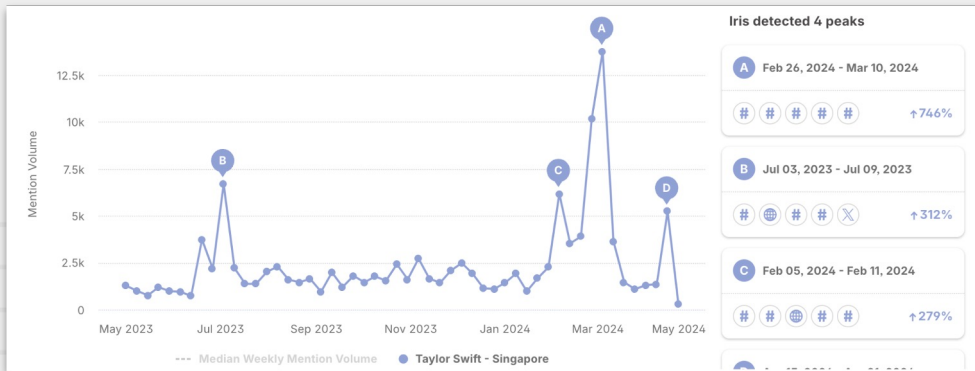


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# The Swift Effect



# Swifties in SG | Social mentions in last 365 days | Breaking down the demographics



# Brands coming into play

 **Mothership**  
@MothershipSG · Follow

Domino's S'pore gives free pizzas to those queuing for Taylor Swift concert tickets at SingPost outlets  
[bit.ly/3rh6jWI](https://bit.ly/3rh6jWI)



9:23 AM · Jul 7, 2023

624 Reply Copy link

**Domino's**

 **Mothership**  
@MothershipSG · Follow

UOB debit card applications in S'pore & Vietnam up 130% following Taylor Swift presale partnership [bit.ly/3PHD6hj](https://bit.ly/3PHD6hj)



1:14 PM · Jul 4, 2023

153 Reply Copy link

**UOB**



# Agenda

Let's dive into our Digital Marketing Trends 2024 report

REPORT

Digital Marketing Trends 2024



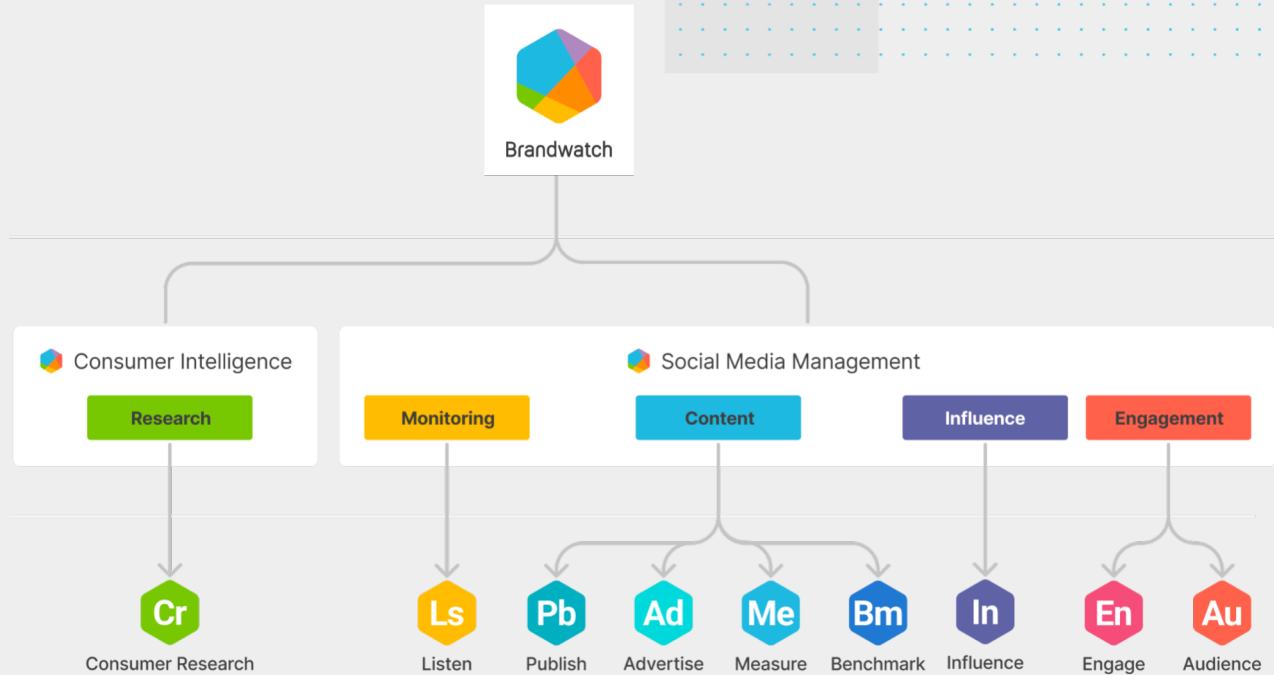
- **#1 Marketers harness the power of AI**
- **#2 Authenticity-driven marketing will thrive**
- **#3 Social media as the go-to search engine**
- **#4 Social commerce is set to explode**





# An all-in-one social suite for Marketers

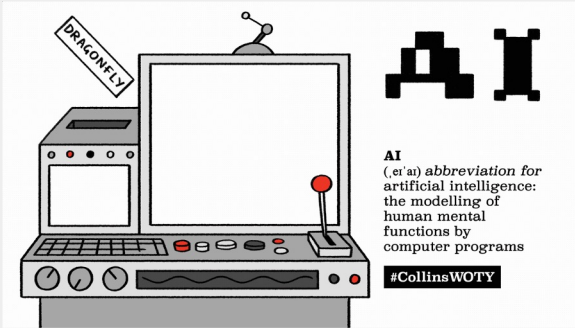
- Consumer Intelligence
- Social Media Management
- Influencer Marketing



**#1 Marketers will  
embrace and harness the  
power of AI** 



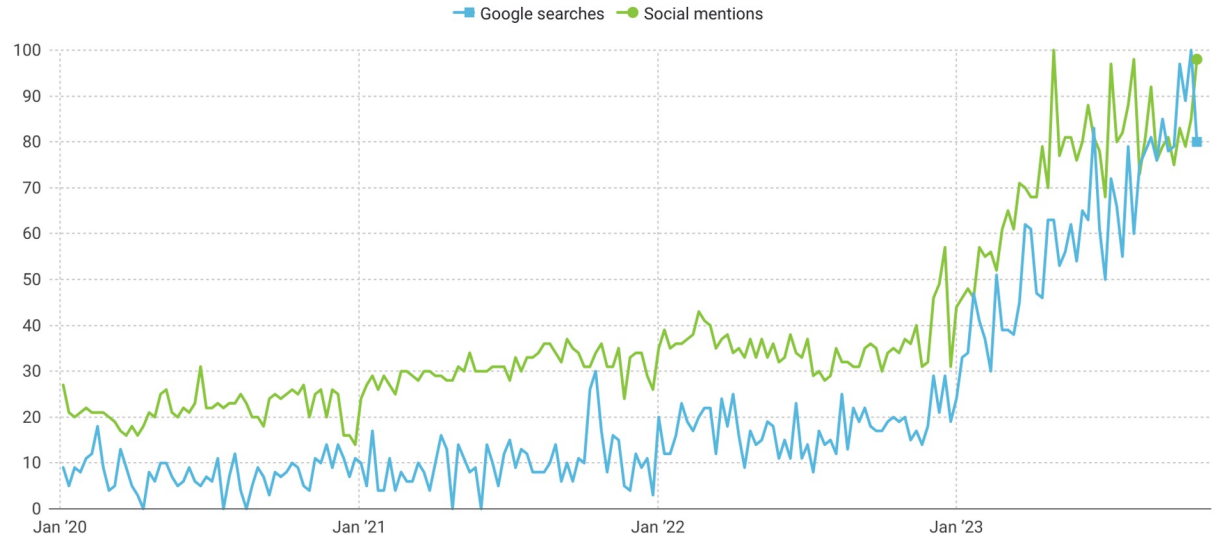
# AI is the Collins Word of the Year 2023



## The AI and marketing conversation has exploded in the last two years

Source: Google Trends, Brandwatch Consumer Research

Chart shows global Google search interest and volume of social mentions around the topic of AI and marketing. Data is indexed to 100 at its highest point. Data gathered from Google Trends as well as public posts on social media, blogs, forums, and review sites from Jan 1, 2020 - Oct 31, 2023.



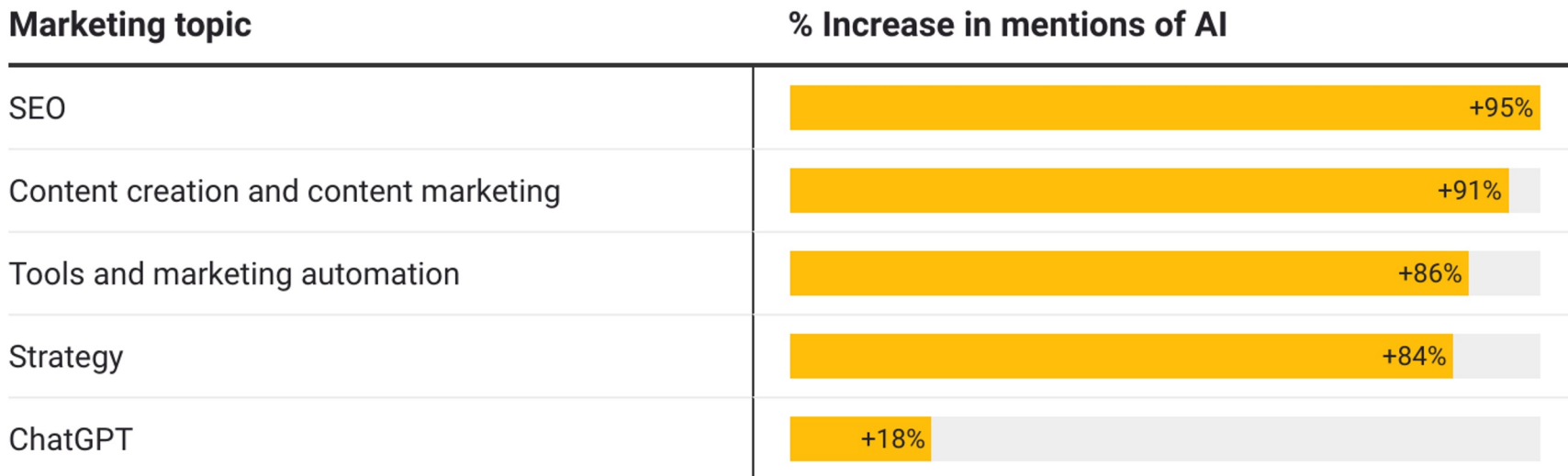
Powered by Brandwatch




# Marketers on X and Reddit discuss AI and marketing

Source: Brandwatch Consumer Research

The chart illustrates the rise in AI mentions in discussions related to five distinct marketing categories. Data gathered from public posts on social media, forums, blogs, and more between Apr 1 - Oct 1, 2023.





**The top 50 AI tools generated  
24 billion visits from September  
2022 and August 2023**

(Source: 2023 Study by Writerbuddy.ai)

# ● Navigating AI marketing challenges

**Copyright: Generative AI isn't regulated yet, and laws are inconsistent.**

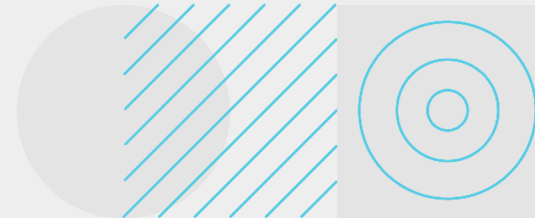
- In China, AI-generated images are considered as "original artwork."
- In the US, AI creations cannot be copyrighted.

**Lack of consent: The voices and images of real individuals are used without their permission.**

- Using celebrities and their likeness to sway consumers in a brand's direction
- May lead to personal and corporate reputation being at stake

**AI flaws: Design flaws and gaps in functionality**

- May cause customer frustration, impacting all aspects of the org from sales to brand image.

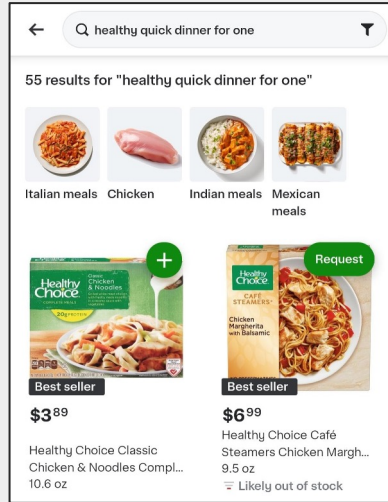


# Brands utilizing generative AI

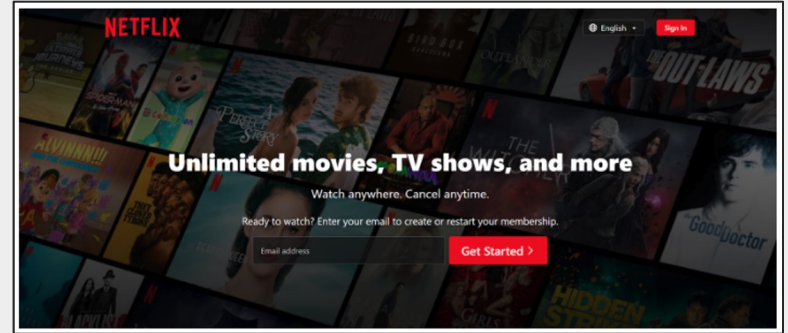
## AI voice cloning



## Ask Instacart



## Hyper-personalized recommendations with AI



# Meet Iris: Our AI-powered assistant

## AI-powered Writing Assistant

The screenshot shows a social media post from 'magic.burger' about 'Solo Dining Tables'. An AI writing assistant menu is overlaid on the right side of the post, offering various editing options.

**magic.burger** Introducing our new Solo Dining Tables! Enjoy your favorite vegetarian burgers in style, with a table just for you 🍽️  
#MagicBurgerSolo #VegetarianDelights #SoloDining

**Iris writing assistant**

- Generate post
- Fix spelling and grammar
- Improve writing
- Make text shorter
- Make text longer
- Suggest synonyms
- Suggest emojis

A screenshot of a direct message conversation. The message reads: "Hi there! We apologize for any inconvenience caused by the delay. Please DM us your flight information so we can help look into it for you. Thank you for flying with us!". Below the message, there is a reply prompt: "Write a Reply...".

## AI-powered Peak detection

The screenshot shows a tweet from James Parkison (@james\_bn\_parky) about 'neat burger'. A chart above the tweet shows a significant spike in mentions on March 8th, 2019, labeled with a 'B' in a circle. The tweet text is: "Just tried my first @neatBurger, loved it! Seeing less and less reasons to eat meat. #veganism #plantbased #thefuture".

**Nov 05, 2019**

Volume was 1274% higher than usual, driven by

- 3123 retweets of this Tweet
- 136 mentions sharing a link from [www.usatoday.com](http://www.usatoday.com)
- 91 retweets of this Tweet

**James Parkison** @james\_bn\_parky

Just tried my first @neatBurger, loved it! Seeing less and less reasons to eat meat. #veganism #plantbased #thefuture

Median Hourly Mention Volume | Vegan Burger

The dashboard displays social media metrics for Edison Hong (@edison.fitness89). It shows 32K total mentions and a line graph of mentions over time. An AI summary provides insights into trends related to environmental consciousness.

**Edison Hong** @edison.fitness89 • London Feb 20, 8:20 am

Total Mentions: 32k

We believe burgers should be delicious. We don't believe they have to be wrapped in #plastic.

Mentions

**AI summary** BETA

- Increased demand for environmentally conscious products and brands.
- Greater awareness and adoption of recycling practices, particularly with plastics and packaging.
- Move towards using sustainable materials in packaging and fashion, such as bamboo and organic cotton.
- More emphasis on reducing or eliminating environmental impact in manufacturing processes.
- Greater focus on energy efficiency and renewable energy sources in homes and businesses.

Powered by Iris & ChatGPT

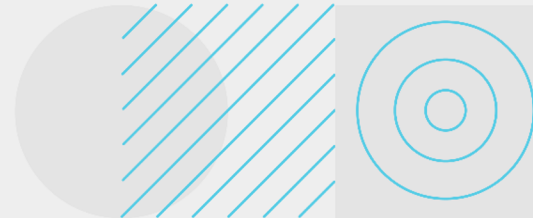
## AI-powered Insights summary



# ● So what can marketers take away from all of this?

**Like many other Marketing initiatives, AI should be approached in an iterative manner**

- **Improve and automate your Marketing operations**
  - Streamline your Social Media operations
  - Trends detection, surface insights etc.
  - Enhance your customer experience
- **While doing your due diligence to protect your brand**
  - Copyright infringement



A close-up photograph of a person's hands holding a black smartphone. The phone's screen is lit up, showing a social media interface with three tabs at the top: 'Following', 'For You', and a shield icon with 'COVID-19' below it. At the bottom of the screen, three navigation icons are visible: a home icon, a magnifying glass icon, and a camera icon. The person is wearing a white ribbed sweater. The background is softly blurred, showing a person's legs in blue jeans and a large, light-colored, textured object, possibly a piece of art or a large vase. A white text box is overlaid on the center of the image, containing the text '#2 Authenticity-driven marketing will thrive'.

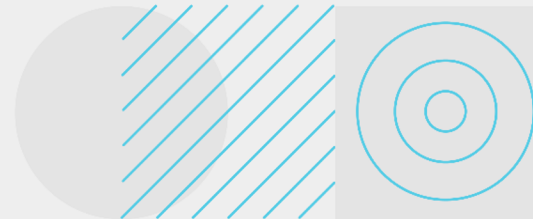
**#2 Authenticity-driven  
marketing will thrive**




- So, why is authenticity important?

**86% of consumers** consider a brand's authenticity when making a purchasing decision.

*(Source: zippia.com, 2023)*

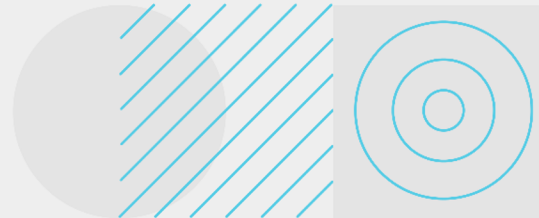




And while **80% of brands** think they deliver authentic content...

only **37% of consumers** actually agree.

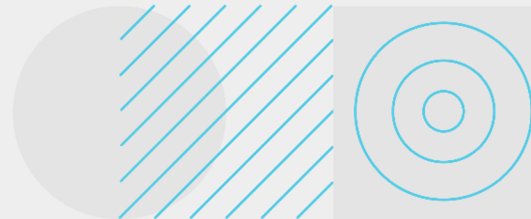
(Source: [gitnux.com](https://gitnux.com), 2023)





## ● How can you bridge this gap?

- **Listen to your consumers** to know what is important to them
- **Showcase your values** across every aspect of your brand.
- Implement authentic marketing with **human-driven efforts** into your content.
- **Consumers can spot inauthentic marketing** more than ever.



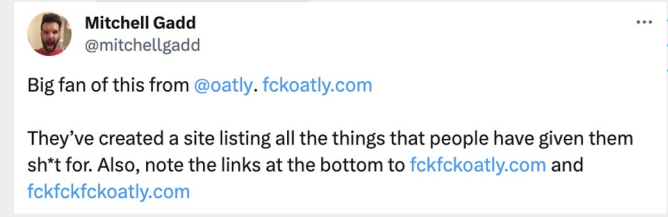
# Oatly

## *Oatly aren't scared to exhibit their criticisms*

The team behind the oat drink Oatly is as open as can be about ways the brand could improve.

In fact, the brand created a [dedicated website](#) to discuss times the brand has come under fire.

By acknowledging these commentators publicly, the brand's authenticity is skyrocketing.



# Ls Listen



Know what your audiences are talking about and identify content that resonates with them.



Watch for emerging trends and join the conversation before your competitors.

**Find order in chaos**

Q #plasticfree magic burger

Search for a brand (e.g. Apple)  
 Search for an issue (e.g. #GlobalWarming)  
 Search for a campaign (e.g. "Share a coke")  
 Search for an influencer(s) (e.g. @rihanna)  
 Search for a topic (e.g. Halloween)

**RECENT SEARCHES**

Magic Burger  
 Sustainability

**Author**

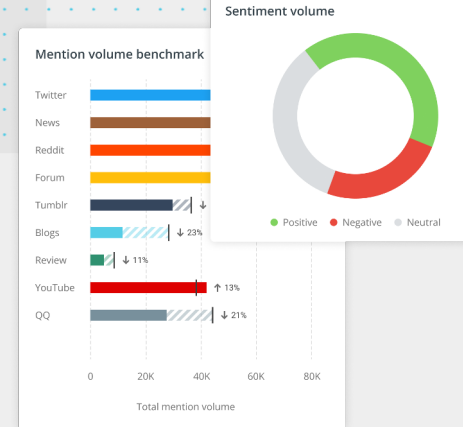
Rebecca James · @rebeccaj91

Tweets: 5060  
 Followers: 2013  
 Following: 453

**Post**

Location: London Likes: 25K  
 Language: English Impressions: 506K  
 Emotion: Surprise Retweets: 50K  
 Sentiment: Positive Replies: 406K  
 Reach: 506K

Mar 30, 12:00 pm  
 The team at Magic Burger's social media strategy is on point. Love this #plasticfree campaign 🍌🌱



# Bm Benchmark



Identify your strengths and weaknesses based on competitive intel



Learn competitors' best performing content for campaign inspiration

Compare Magic Burger vs Burger Point on Facebook, Instagram, Twitter, YouTube

**Brand overview**

BRAND	POSTS	FANS	FANS GROWTH	TOTAL ENGAGEMENT
Magic Burger	285 ▼ -28	315,4K ▲ 0,58%	0,58% ▼ -12,26%	19,13M ▼ -7,59%
Burger Point	273 ▼ -15	258,69K ▲ 0,68%	0,67% ▼ -97,87%	12,02M ▼ -13,69%
Baba's Burger	158 ▼ -2	687,48K ▲ 2,66%	2,63% ▼ -96,88%	2,74M ▲ 20,81%
Burger Masters	108 ▲ 16	156,07K ▲ 0,93%	0,92% ▲ 39,64%	2,56M ▲ 38,22%

**Content Summary**

**Magic Burger**

The main topics discussed in these social media posts were vegan, biodegradable lunchboxes, customer service, new beetroot burger launch. The top 5 hashtags from all these posts were: #magicburgerlove #healthys #lovecustomers #magicburger #veganlove

**Burger Point**

The main topics discussed in these social media posts were collaborations with local farmers, care for their employees, their most famous veggie burgers. The top 5 hashtags from all these posts were: #burgerjoint #burgerforasmile #veggielove #local #careformature

**Burger Masters**

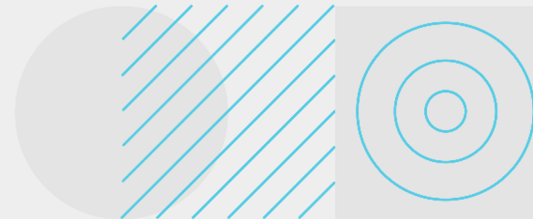
The main topics discussed in these social media posts were new dining venues, different dips they are offering, and their fresh ingredients. The top 5 hashtags from all these posts were: #burgermasters #burgerdips #freshingredients #barbecuesauce #grilledvegieburger


## ● Tips and takeaways

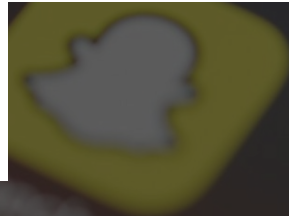
**Listen to your consumers to know what is important to them.**

**Use benchmarking tools to compare competitors.**

**Showcase your values with genuine testimonials & employee-generated content**



**#3 Social media will  
become the go-to search  
engine** 



# ● People increasingly turn to social media for research

**76% of consumers use social media to search for or to discover new products and brands.**

*(Source: TINT's State of Social & User-Generated Content 2023)*







# UGC is a priority

It's not just audiences recognizing the power of social content. Google itself has been increasingly surfacing social UGC in the top search positions.

Following on from its E-E-A-T update in December 2022, it prioritizes "experience"-focused content and rewards UGC with more visibility than ever before.

lemon glazed nail tutorial

Videos Images Shopping For beginners Acrylic News **Search by voice** BOOKS Maps Flights

About 10,500,000 results (0.34 seconds)

**Lemon Nail Art**

... And then with a nail art brush or the polish brush. And a bright yellow polish draw a circle shape ... More >

**YouTube**  
<https://www.youtube.com> · Nails By Jema

**Lemon Nail Art Tutorial - YouTube**

About featured snippets · Feedback

**Lemon8**  
<https://www.lemon8-app.com> · lemon8 · Laci Sundays

**Lemon Glazed Chrome Nails at Home**

Lemon Glazed Chrome Nails at Home · 1. After you've painted a base coat and cured, start with one layer of yellow gel polish. · 2. Use a non-wipe top coat and ...

**TikTok**  
<https://www.tiktok.com> · video

**Lemon Glazed Hailey Nails #vanillachrome ... - TikTok**

224.5K Likes, 457 Comments. TikTok video from Tiffany Abbigale Beauty (@tiffanyabbigalebeauty): "Lemon Glazed Hailey Nails ..."

TikTok · tiffanyabbigalebeauty · 20 Jul 2023



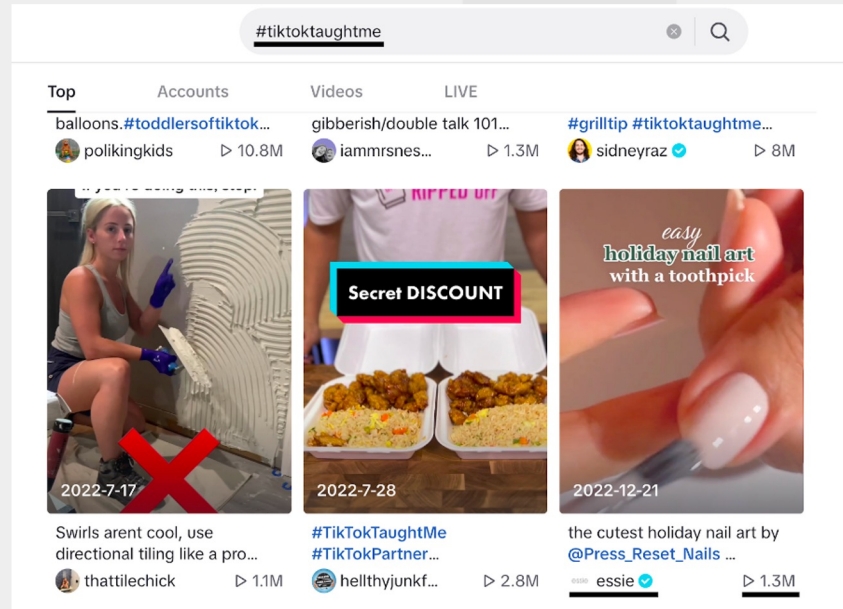
## Brand examples

# Essie

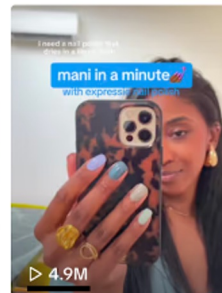
## Essie taps into TikTok search trends

The makeup brand Essie has been using the **#TikTokTaughtMe** hashtag to its advantage and has earned millions of views on its nail tutorial content as a result.

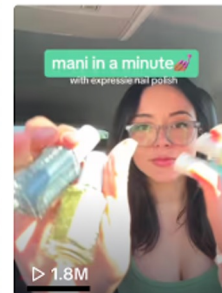
Essie also works with influencers to post user-generated tutorials, consistently driving millions of views.



\*adds glitter to everything...



paint your nails on the go...



paint and dry your nails i...



paint your nails on the go...



painting your nails has ne...


## ● Tips and takeaways

**Create social content that answers search questions**

**Prioritize user-generated content**

**Focus on creating practical and helpful multi-platform social content**



A close-up photograph of a person's hand holding a blue credit card. The hand is positioned over a laptop keyboard. In the background, a laptop screen displays a social media profile page with a profile picture and some text in Cyrillic. The overall scene suggests a digital transaction or online shopping process.

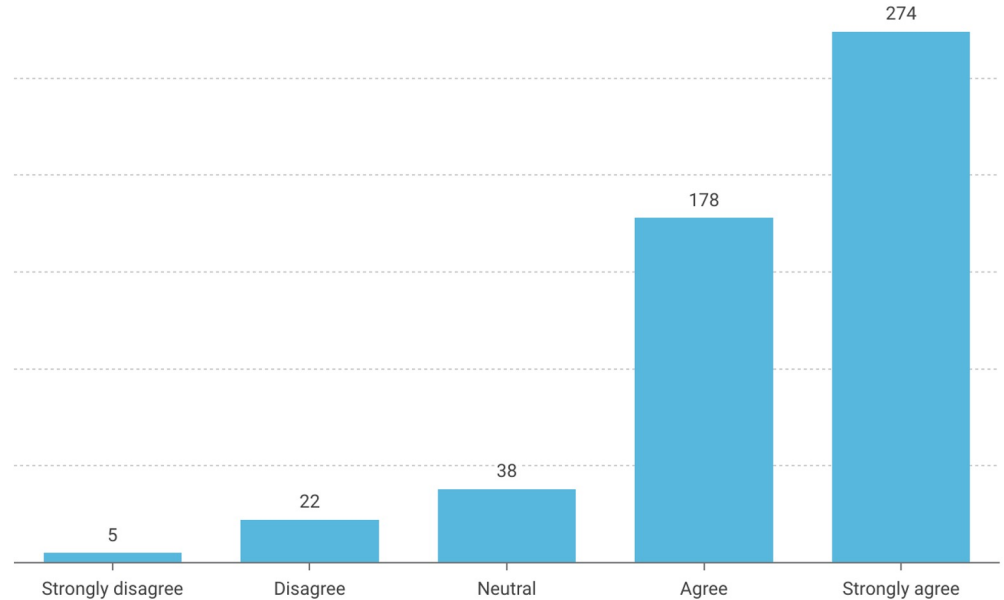
**#4 Social commerce is set to explode**

87% of  
marketers agree  
that budget will  
be an issue in  
2024

## Marketers agree that they will be asked to do more with less budget

Source: Brandwatch Survey

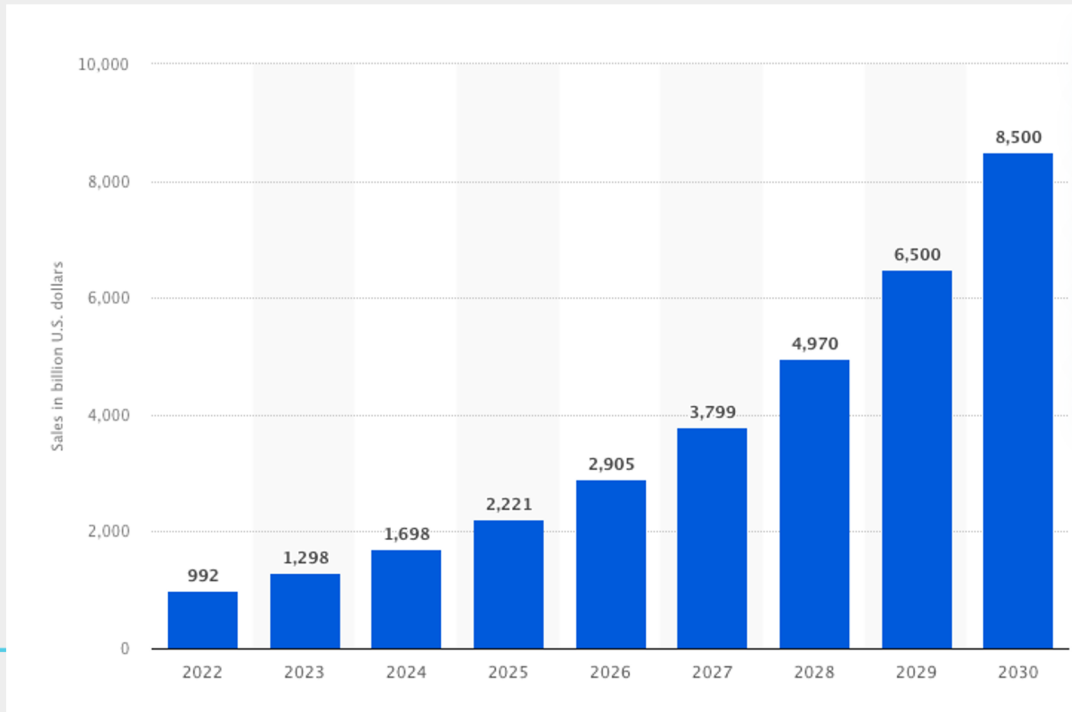
Chart shows data gathered from a Brandwatch survey answered by 517 marketers. The survey was sent to marketers in October 2023, asking which trends they think will dominate in 2024.



Powered by **Brandwatch**





# ● Value of Social Commerce sales worldwide





(Source: [statista.com](https://www.statista.com), 2023)

We're set to see  
a **30% increase**  
in social  
commerce  
sales next year



**So, how can you implement  
Social Commerce?**



A grayscale background image showing a person's hand holding a credit card over a laptop keyboard. The laptop screen displays a website with a person's profile. The text is overlaid on this image.

**“Businesses must optimize their social media profiles to offer seamless shopping experiences. This optimization encompasses shoppable posts and streamlined checkout processes.”**

**- Daniela González at Media.Monks**

(Source: Brandwatch Digital Marketing Trends Survey, 2023)



Brand examples

# Wyze

## **Wyze uses TikTok Shop to boost revenue**

This smart home company was able to generate **\$1.3 million in sales** with **TikTok Shop Ads** at an average cost per acquisition of \$5.95.

The campaign not only brought money for the brand but also for the creators they partnered with.

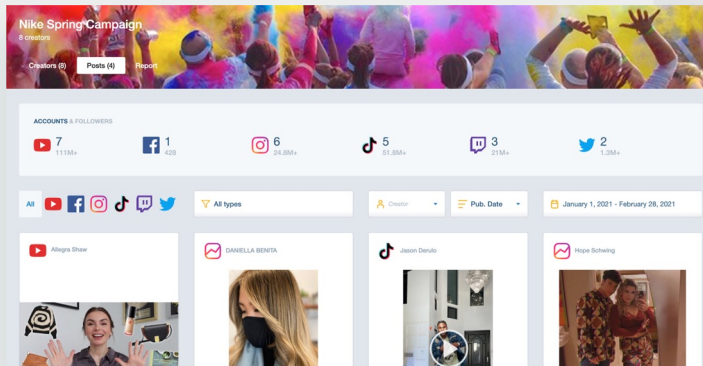


*"TikTok Shop Ads have been **paramount to our brand image** and true to our mission statement: we make great tech accessible to everyone. That's why we leverage the full TikTok Shop flywheel and **use ads to boost visibility of top Creator Affiliate Program content** from all creator demographics. Spark Ads even let us keep those posts attributed to the creator's own profile, boosting their reach and engagement. **This is a game-changer**, and the numbers speak for themselves. You just don't see results like this anywhere else."*

Jimmy Hadden  
Head of Social Commerce @ Wyze

# In Influence

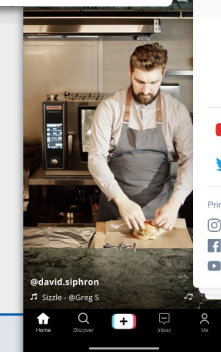
- + Discover new influencers with advanced search filters including TikTok Creator Marketplace.
- + Manage influencer relationships in your private CRM.
- + Manage campaign deliverables and automate post tracking.
- + Streamline campaign reporting across social platforms with our real-time dashboard.



Ester Bednářová

yesterday at 8:18 AM

@jenhs made contact with David Siphron today. He's excited to work with the brand! Sending over the contract now 🙌



**David Siphron**  
45 · M · ID 39829943  
France · Define Rate

8M+ · 89,988 · 2,094  
409,099 · 10,089 · 49,985

Primary audience

- F (40%), 18-24 (89%), US (23%)
- F (40%), 25-34 (68%), PL (89%)
- M (12%), 18-24 (57%), PL (89%)

Filters Clear filters Showing 3,039,741 influencers

Platform: Instagram, YouTube, TikTok

Age: 25, 34, >1%

Influencer: From, To

Gender: Any, Male, Female

Audience: >50%

Influencer: Any, Male

Sort by Engagements	Followers	Engagements	Engagement rate	25-34	Female
<b>BILLIE EILISH</b> @billieeilish	87,021,489	10,705,839	12.30%	25.26%	77.14%
<b>Ariana Grande</b> @arianagrande	243,761,677	8,175,934	3.35%	34.15%	79.39%
<b>harrystyles</b> @harrystyles	38,927,015	7,183,813	18.45%	29.35%	87.35%
<b>Kylie</b> ❤️ @kyliejenner	241,126,584	6,651,521	2.76%	36.91%	81.26%
<b>LISA</b> @lalalisa_m	54,070,056	6,291,694	11.64%	30.89%	81.11%
<b>J</b> @jennierubyjane	46,598,262	6,008,204	12.89%	29.73%	80.25%
<b>Tom Holland</b> @tomholland2013	44,804,327	5,512,273	12.30%	29.25%	68.29%
<b>Zendaya</b> @zendaya	97,917,214	5,169,867	5.28%	33.75%	78.42%



## ● Tips and takeaways

**Sell where your customers are**

**Leverage buying intent/signals & create seamless shopping experiences**

**Collaborate with influencers and use UGC to acknowledge your fans**





2024 Digital Marketing Trends

# Read the full report

Discover trends impacting digital marketing in 2024, including:

- How personalization is becoming more important than ever
- Why social listening is strengthening marketing strategies
- The importance of elevating creativity in content marketing
- How communities are redefining engagement strategies

REPORT

## Digital Marketing Trends 2024





Brandwatch

# Grow With Social



789 likes

By marketers, for marketers

♥ 921

♥ 667

💬 1003

Thank you

♥ 345