



# Trends Shaping 2014 Social

## Social Listening

2013: **22%** of marketers used social listening strategies

2014: **24%** plan to do so

Only **31%** feel their social listening strategies are effective



### Effect on Marketers

Brands interacting directly with consumers.

### Effect on Users

Brands listening and understanding consumer queries to respond more efficiently and effectively.

## Social Advertising



2013: **57%** of Marketers used social ads

2014: Another **23%** plan to start

### Effect on Marketers

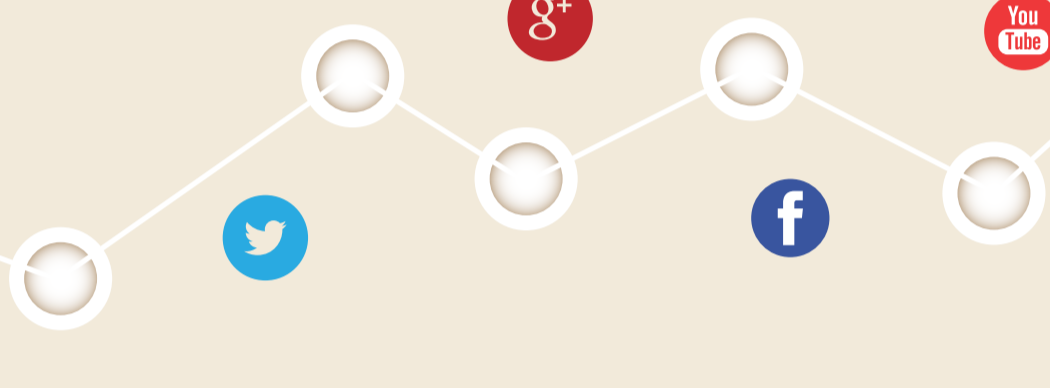
Cost effective and simple way for brands to engage customers.

### Effect on Users

More than just posts - sponsored stories, etc.

## Data-driven Marketing

Social big data can help brands market in a smarter way.



### Effect on Marketers

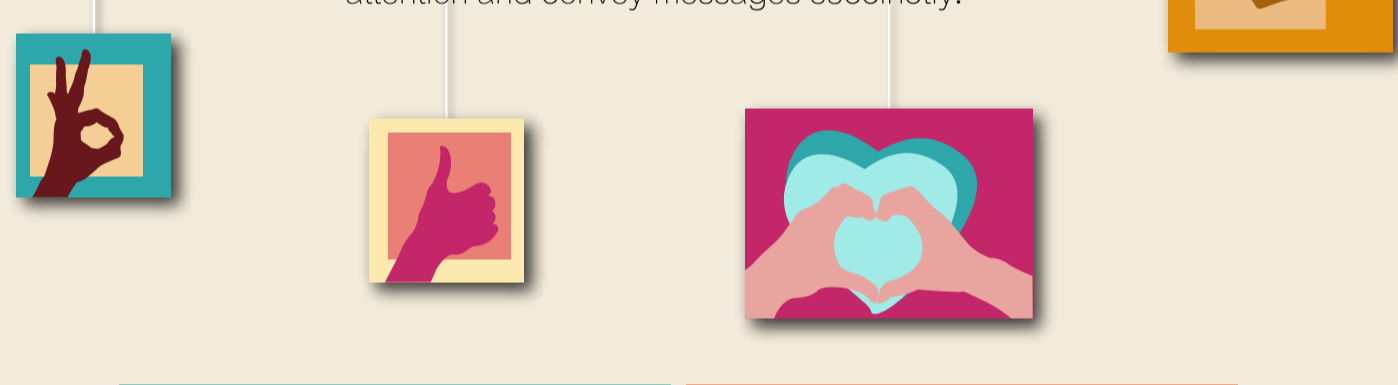
Identifying opportunities and advantages.

### Effect on Users

Access to interesting and relevant content, not just ads.

## Pictures are Excellent Marketing Tool

People are busy. Pictures and graphics draw attention and convey messages succinctly.



### Effect on Marketers

Create innovative ways to draw attention - graphic ads, catchy banners, images, infographs, etc.

### Effect on Users

Receiving more info as quick as possible.

## Integration with Business

2014: More integration between business and social media.

**78%** have a dedicated social media team, only

**26%** approach social media holistically.



### Effect on Marketers

Connecting social data with other enterprise sources to deliver results.

### Effect on Users

Social engagement will become more rewarding.

## Social Data is the Future of Relationship Intelligence

Big data from social platforms, campaigns and consumer engagement will provide insights into behaviour.



### Effect on Marketers

Focusing on unique campaigns and bringing original content to audiences.

### Effect on Users

Social listening to consumer views will become more and more important.

## Linking Online and Offline for Customer Engagement



Brands need to use both online and offline strategies to effectively reach audiences.

### Effect on Marketers

Integration of multiple strategies to deliver the right message.

### Effect on Users

Multi-channels of information flow.