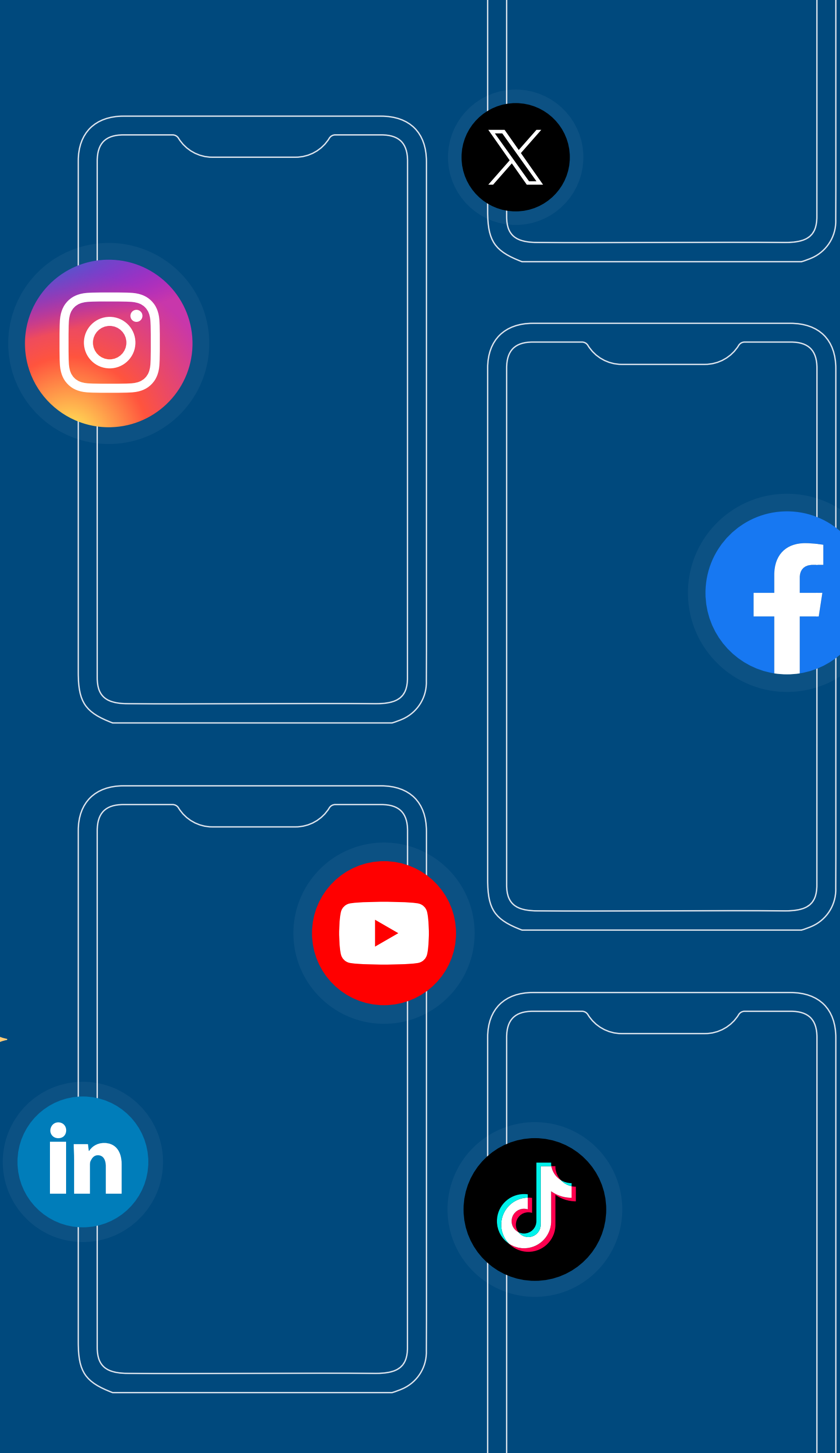


Global Social Media Trends Report

A look into how people engage across social media platforms personally and professionally.

2024



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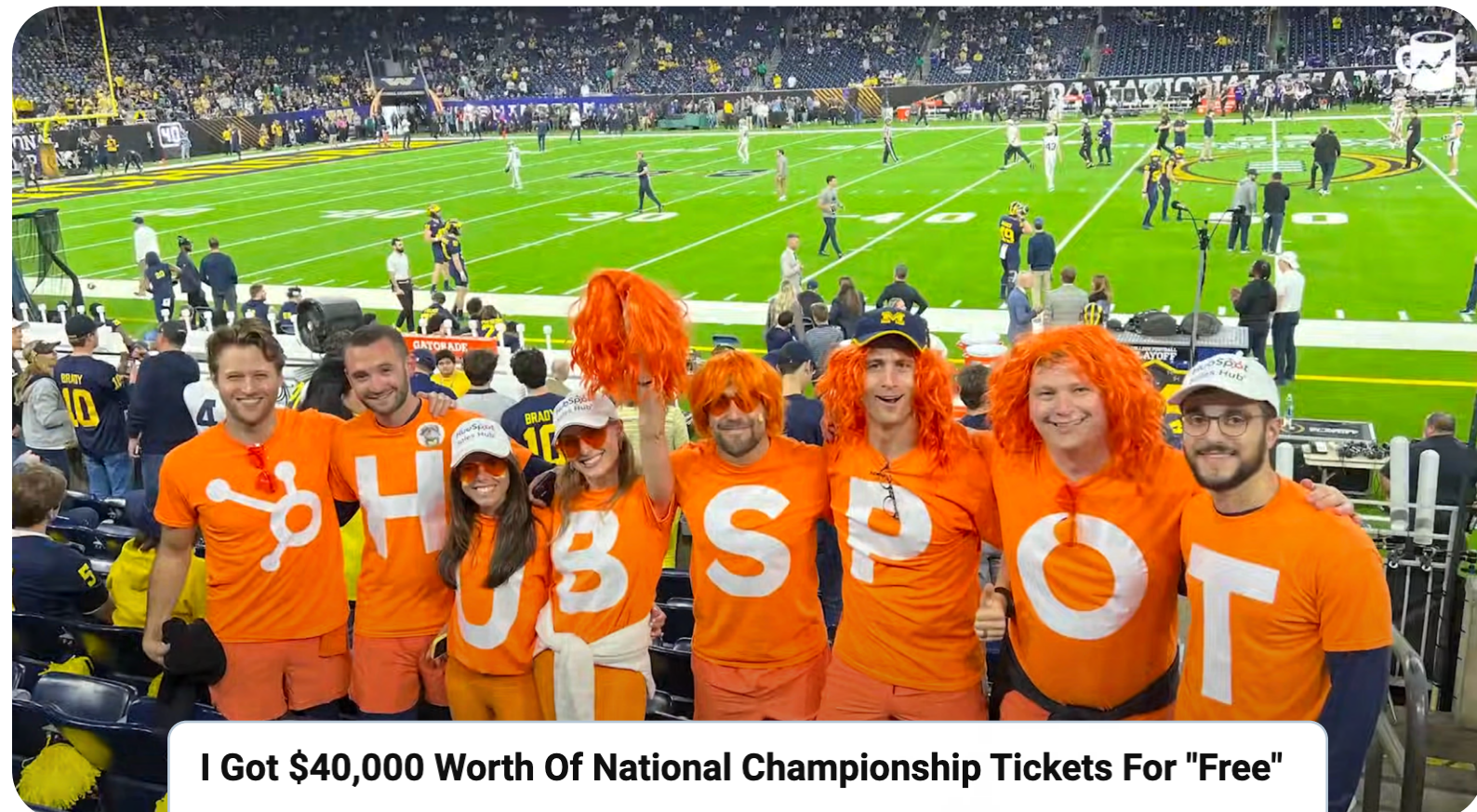
FOREWORD

Keep it real and jump on it



BRYNA CORCORAN

Director of Global Brand Social Media,
HubSpot



Social media has transformed into our main method of communication. We're living in a social-first, video-forward landscape, and every generation is "perpetually online" (just check your screen time reports). In the recent past, the professional journey of learning something new or finding a new product started with a Google search. And personally, sharing a funny meme or new restaurant between friends happened via text. Now, people go right to social media for everything. They look to their favorite creators first for inspiration, advice, and recommendations.

The digital landscape is bustling, but crowded. **Brands need to break the mold to stand out.**

This past year at HubSpot, we pulled off one of the most [creative social marketing campaigns of my career](#) in partnership with Alex Lieberman, co-founder at Morning Brew. Instead of paying for an ad at the NCAA Football Championship, Alex challenged any brand to sponsor him and his friends to attend the game in a prime TV spot, wearing costumes as a "walking billboard". He predicted they'd get better results promoting the brand to his 500K+ social followers, Morning Brew's audience of over 2M, and NCAAF fans. With four days to make it happen, we went for it, scrambling to get approvals (and shirts) together in time. The result? Millions of organic brand impressions and buzz for months. Like The Sugarhill Gang says, sometimes you've just got to jump on it.

Today's consumers want to support brands they can connect with and believe in. To find out this year's trends and expectations for social, we surveyed over 1,500 brand social media marketers. We're seeing that the content that gets the most engagement is authentic and elicits an emotional response. In a time when content is more accessible to create with AI, the most original, personalized, valuable posts are winning.

INTRODUCTION

It's a creator's world, we're just scrolling in it

This year, YouTube surpassed Facebook and Instagram in popularity among social audiences. And based on our recent consumer trends survey, around 1 in 5 people consider themselves creators. More and more, people look to their friends and trusted influencers on social media to guide their decisions, whether that decision is professional, like which AI email assistant to use, or personal, like which electric car to buy.

Recently, tech YouTuber [Marques Brownlee](#), (who Morning Brew recently pointed out has more subscribers than the New York Times, Washington Post, Wall Street Journal, and USA Today combined) [reviewed a new electric vehicle](#) and called it “the worst car he’d ever reviewed.” Since the video came out, it’s garnered more than 4M views, and [the company’s stock has dropped by 50%](#). The power of the creator economy is incredibly strong. As consumers shop directly through social media, their decisions are being funneled through the influencers they follow and the communities they’re part of.

To help support brands’ social media strategy in the year ahead, we surveyed 1,500+ social media marketers around the world in January 2024. Here are the findings from our research along with social campaign examples from leading brands, insights from social media experts, and actionable strategies.





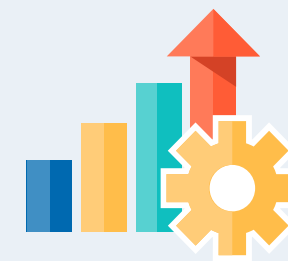
Connect with your community & uncover the business value of social

Get to know your audience deeply and publish social content from the same place you build campaigns and capture customer data. With keyword monitoring and automation, you can take the most manual, tedious parts of social off your team's hands.



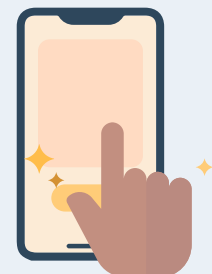
Come up with fresh, new ideas for social media.

Brainstorm with our content idea generator or ask ChatSpot which posts and channels are performing best.



Simplify and automate social media management.

Cut down on manual social media tasks and spend more time connecting with your community.



Build and publish social media campaigns in minutes.

Create and share engaging social media content with our AI social caption generator and content scheduling tools.



Report on social media marketing ROI with out-of-the-box and custom reports.

Empower your team with accessible analytics and social media reporting tools that surface the metrics you care about.

[Try HubSpot Social Media Tools](#)

PLATFORMS

Top social media platforms in 2024

This year, YouTube took over as the most effective social media platform for brands — growing by 79% year over year and overtaking juggernauts Instagram and Facebook. While short-form video continues to deliver strong ROI, long-form videos and ongoing YouTube series are becoming more sustainable mediums for growth.

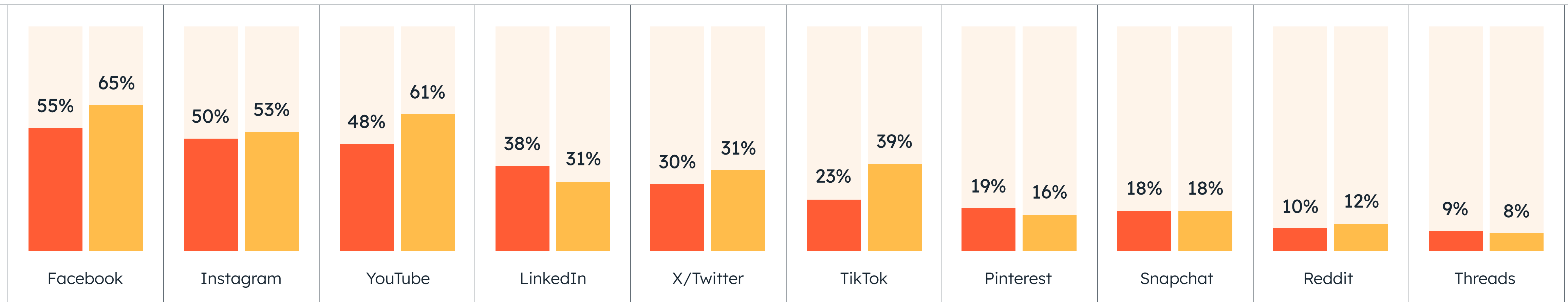
YouTube has emerged as one of the top places for consumer engagement, gaining interest in parallel to the rise in popularity of creators. Where audiences go, brands go, too. And today, they're on YouTube and TikTok.

Over the past few years, Twitter/X has lost interest, but Threads hasn't exactly grown to replace it yet. In addition to being active on the platforms listed here, about one in five social media marketers report using Pinterest and Snapchat, and about one in ten use Reddit and Threads.

As social platforms gain and lose favor, brands need to be agile when it comes to social media, particularly for channels that they depend on for revenue. In the U.S., there's a [growing political movement to ban TikTok](#) — so social media marketers need to be prepared with a plan to pivot if that happens.

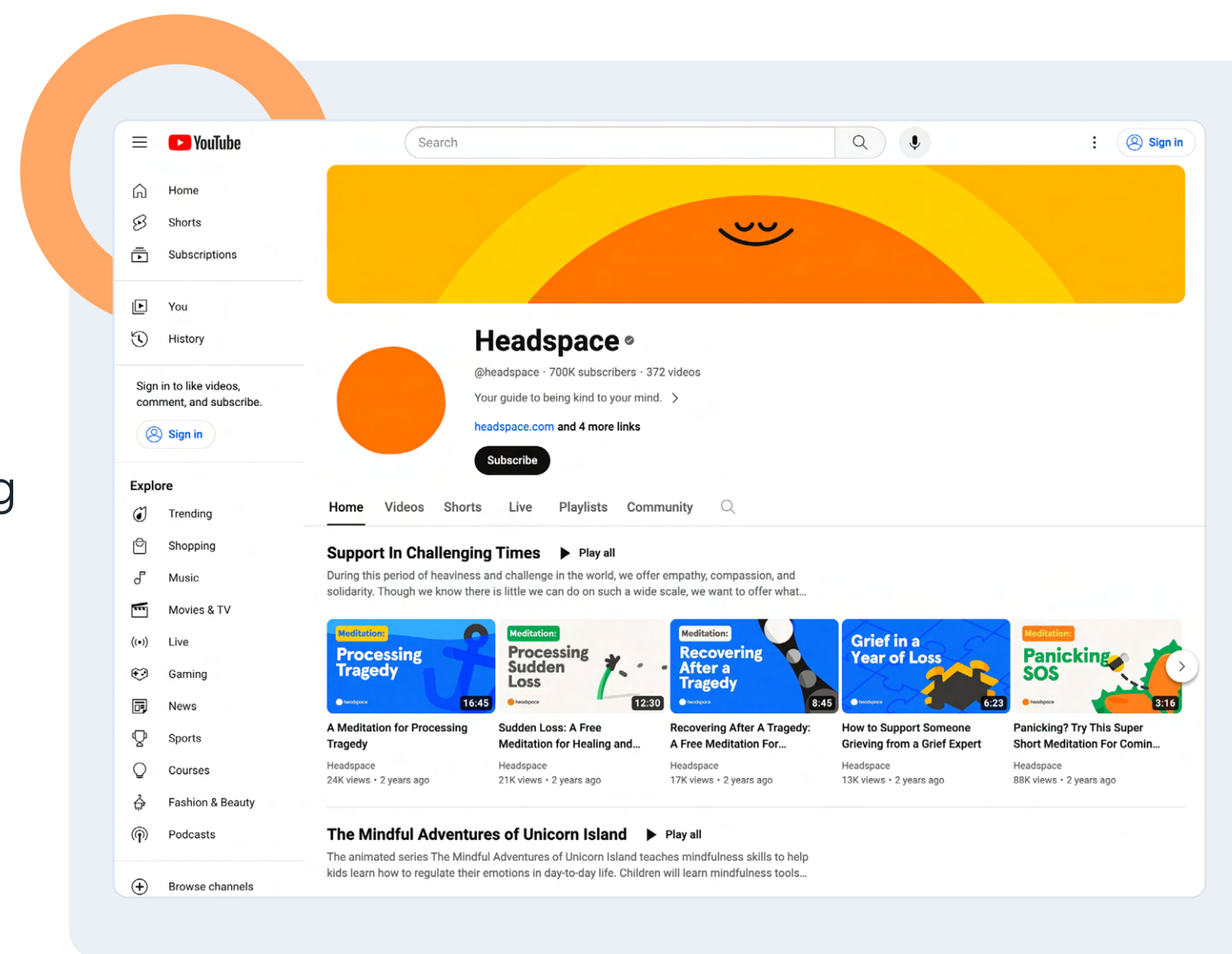
Which social platforms does your brand use (top 10)?

● B2B ● B2C



ROI follows engagement, and marketers feel that YouTube, Instagram, and Facebook all have the best audience participation on social. Companies are investing in their own media brands and building content specific to each format.

For example, the [Headspace YouTube channel](#) has almost 700K subscribers, and the team uses playlists to target different audiences.

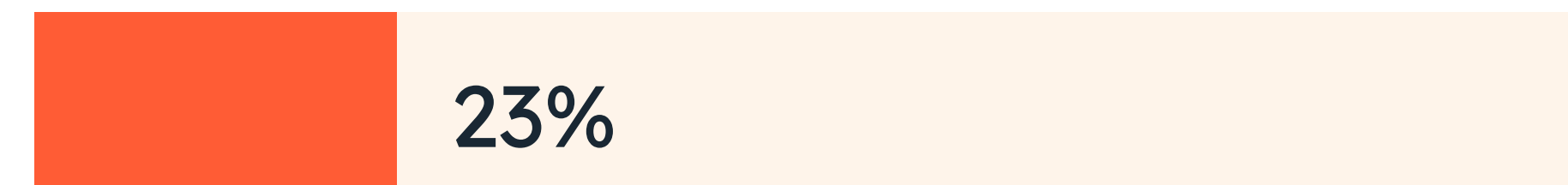


On their page, you'll find "The Mindful Adventures of Unicorn Island" for kids and "Get Some Sleep" for those who need help getting rest. They've partnered with Star Wars on a themed kids playlist, and have curated meditation and music collections for studying, focus, emergencies, and other challenging life situations.

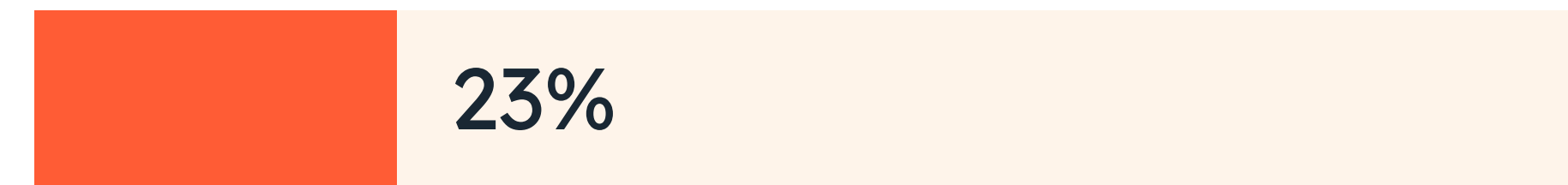
By catering to all the different types of people seeking out meditation, then further guiding visitors by what they're trying to solve, Headspace is strengthening their community and providing a safe, comforting space online for their users.

Which platform has the most engagement for your brand?

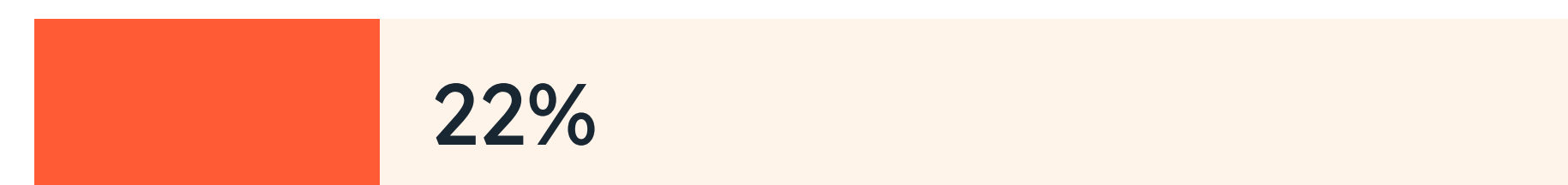
YouTube



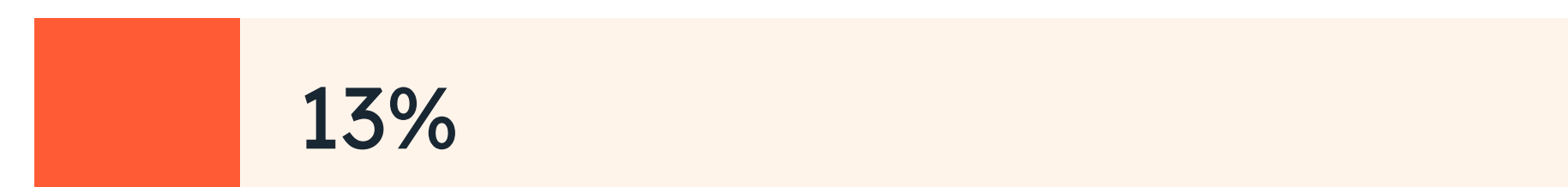
Instagram



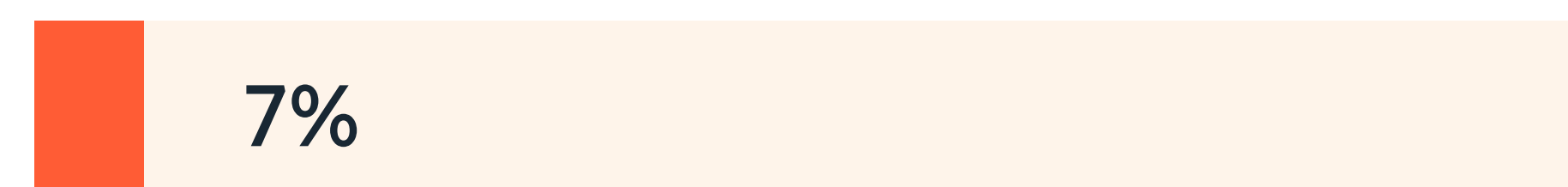
Facebook



TikTok



X/Twitter

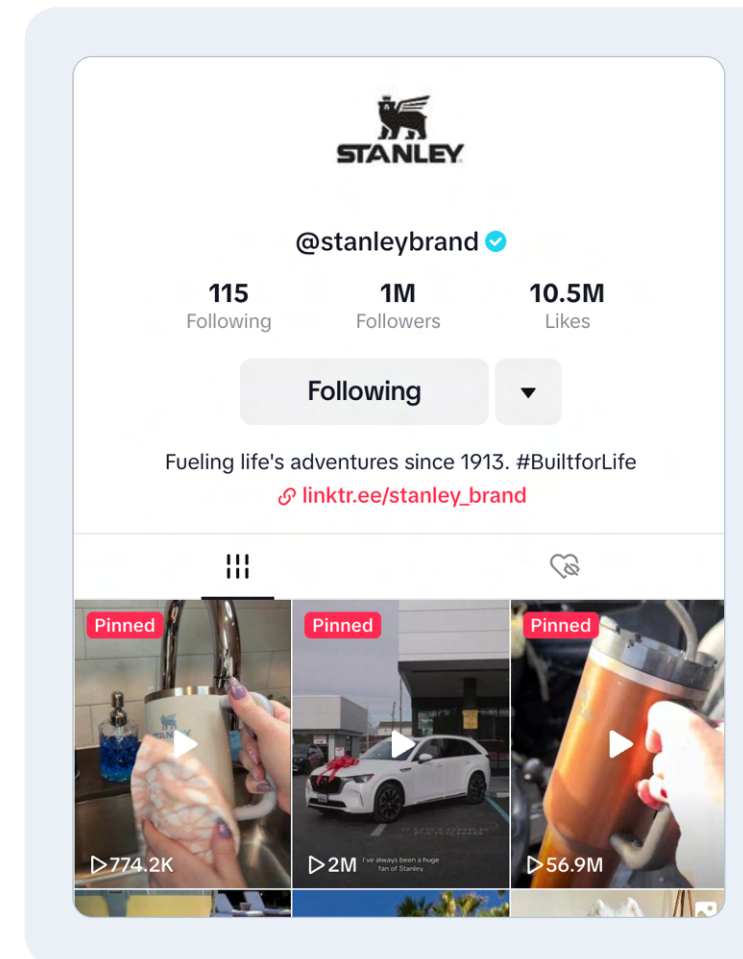


Kickstart your brand's YouTube marketing strategy with a step-by-step guide →

GOALS, CHALLENGES, AND OPPORTUNITIES

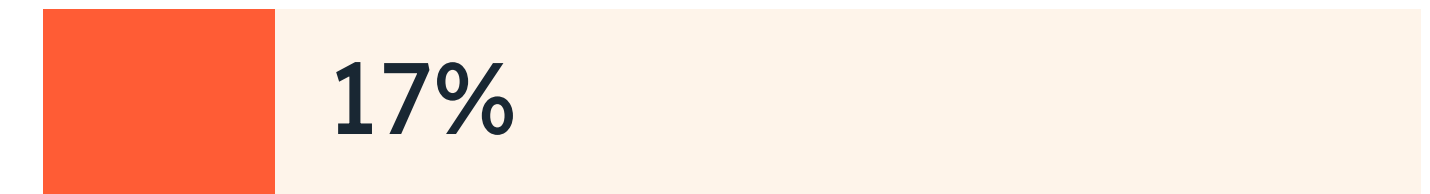
Where, when, & how brands are investing in social

Strategic social media marketing can turn brands into household names or 10X sales overnight. This past year, user-driven social media content brought Stanley, a 100+ year-old brand, into the spotlight, seemingly out of nowhere. Three women creators, Ashley LeSueur, Taylor Cannon, and Lindley Hutchinson helped [convince the Stanley team to pivot](#) from campaigns geared towards male outdoor enthusiasts to busy women that wanted sturdy, high-quality products, like their followers. They ran a test and sold 5,000 units within days, proving the potential and getting the Stanley marketing team on board. By marketing to a new audience, embracing an emerging user base, and leaning into a new way of shopping, [Stanley grew from a steady \\$70M in annual revenue to an explosive \\$750M](#) in just a few years.

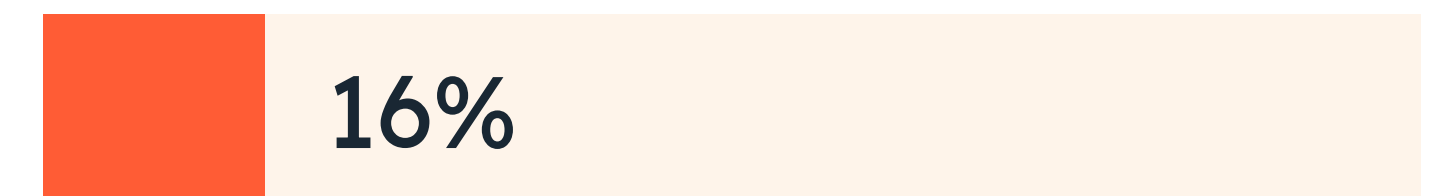


What are the biggest social media challenges you expect to face in 2024 (top 6)?

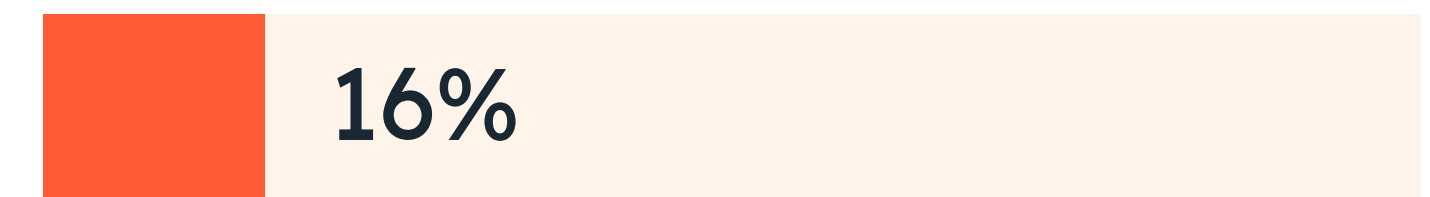
Creating engaging content



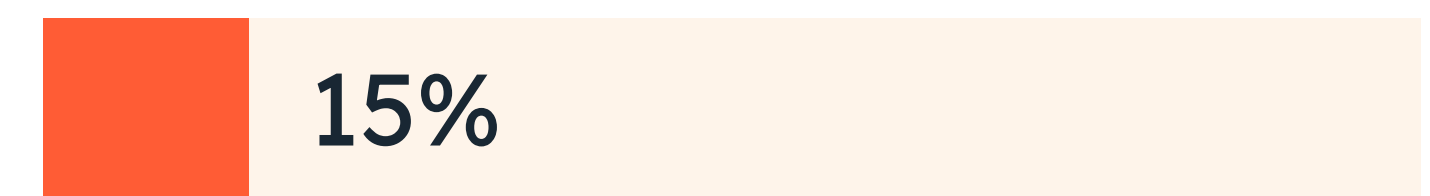
Keeping up with features and algorithm updates



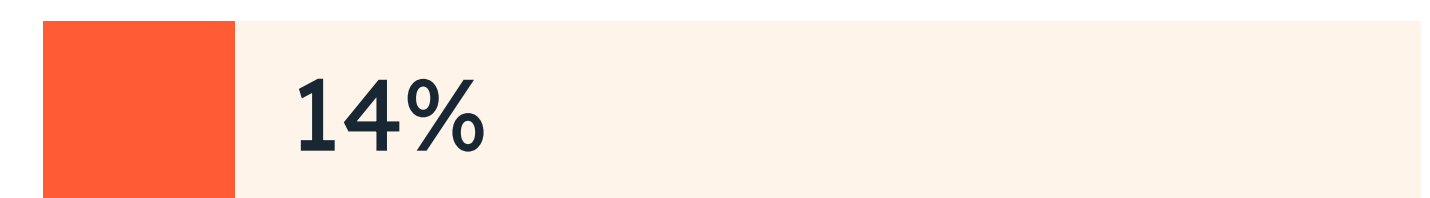
Finding ideas for new content



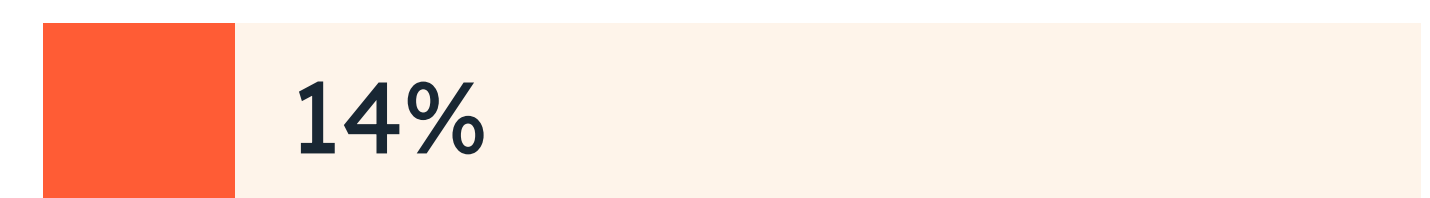
Reaching your target audience



Creating content that generates leads



Keeping up with new trends



82%

of social media marketers report that social media marketing was effective for their brand in 2023.

Some of the fundamental challenges of social media marketing remain year after year, like the task of creating engaging content. This year, marketers are looking to keep up with algorithm and feature updates and find new ideas for content, and they're a bit less interested in directly generating leads from social media than they were last year. In a time where budgets are tight and every marketing dollar needs to show value, nearly 60% of social media marketers find it somewhat or very easy to tie social media campaigns to business outcomes, but almost 20% find it somewhat or very hard.

What does “success” look like for a social media marketing campaign?

[Solo Stove and Snoop Dogg’s partnership](#) stirred up a debate among marketers. While the catchy campaign “I’m done with smoke. I’m going smokeless.” earned itself a spot in AdWeek’s “[Top 40 Ads of 2023](#)” and drove billions of media impressions, but many wondered — what about sales? Others countered, is revenue the right goal for a brand awareness campaign?

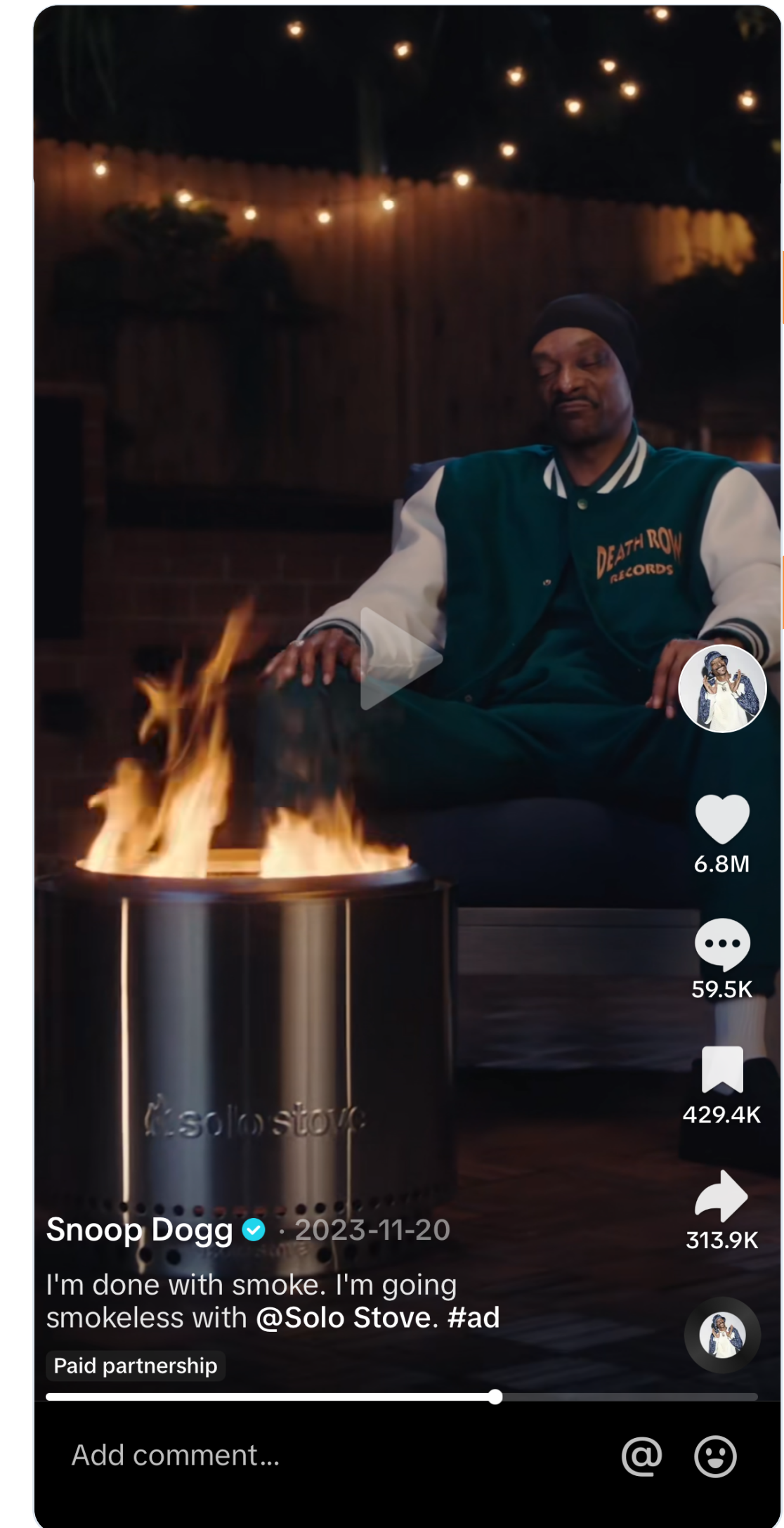
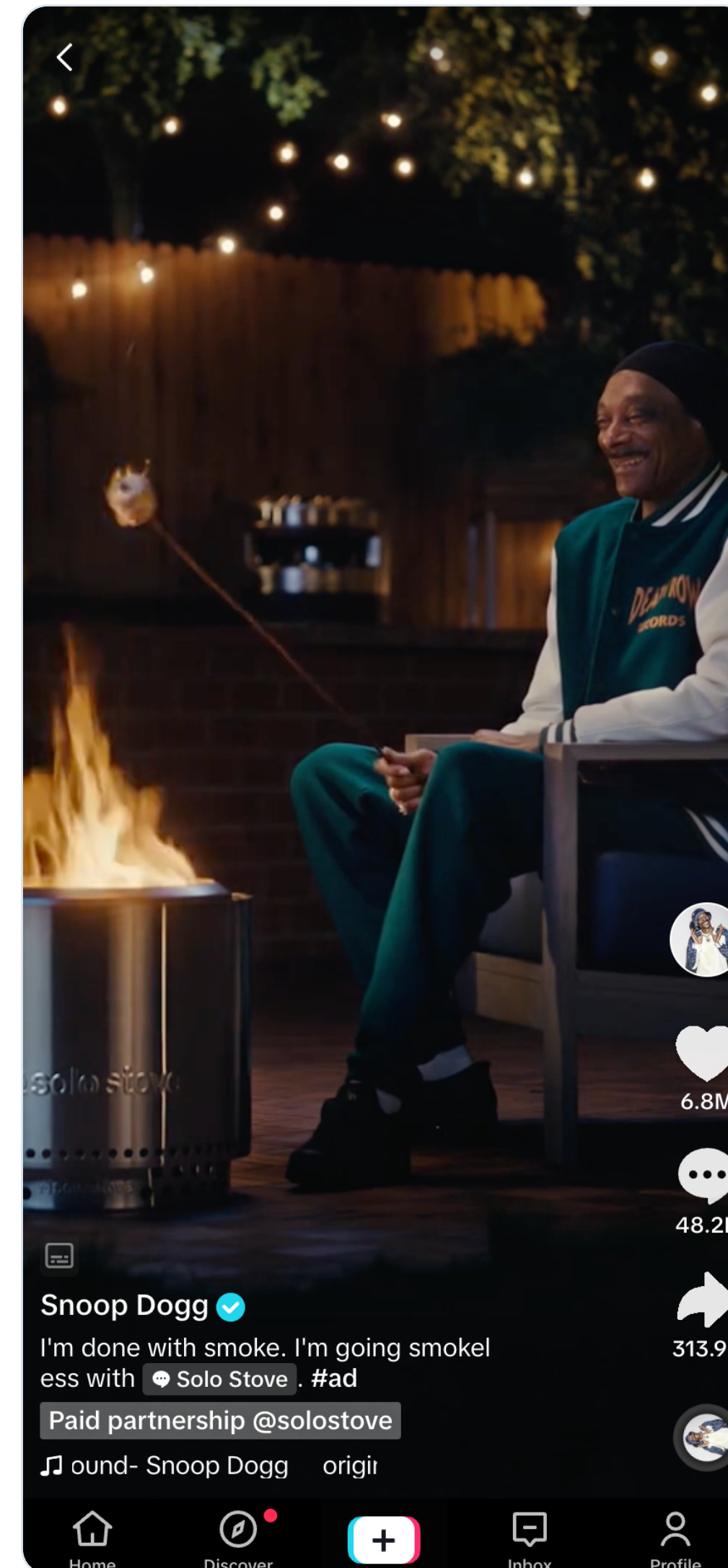
Measuring the impact of social media campaigns relies on:

- 1 Setting a clear goal.
- 2 Measuring the metrics that most align with the goal.
- 3 Gathering and analyzing brand sentiment data, revenue data, and customer data for a set amount of time following the campaign.

For brands starting out with creator partnerships and investing in creative social media campaigns, try an iterative approach. Test a pilot campaign with a smaller budget and audience, then roll out a larger campaign using the results.



[Learn how the experts measure social media marketing ROI →](#)



Opportunities for brands to revitalize their social channels in 2024

Social media has taken over as consumers' preferred way to search and shop. Both B2B and B2C brands are paying for ads on social, where they can easily track sales and optimize messaging based on real-time data. According to social media marketers, YouTube and Facebook have the best audience targeting tools for brands.

And in 2024, eight in ten social media marketers plan to use AI tools in their social strategy. The main ways they intend to use AI are to create social content faster and create content that's more tailored to their target audience.

86%

of social media marketers said that social search is important to their overall social strategy.

68%

of social media marketers report that their company buys paid ads on social media.

80%

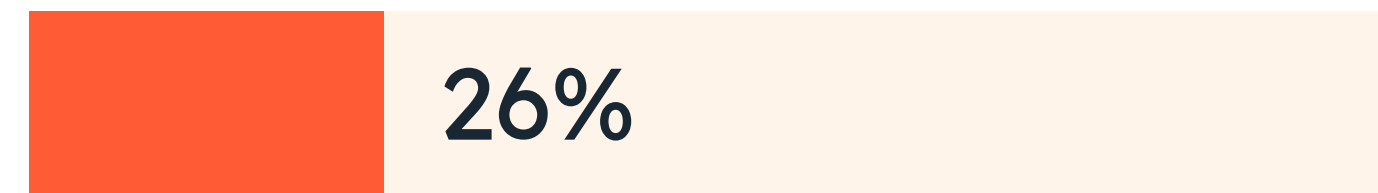
of social media marketers plan to use AI tools in their social strategy in 2024.

Which social media advertising platform has the best audience targeting tools (top 5)?

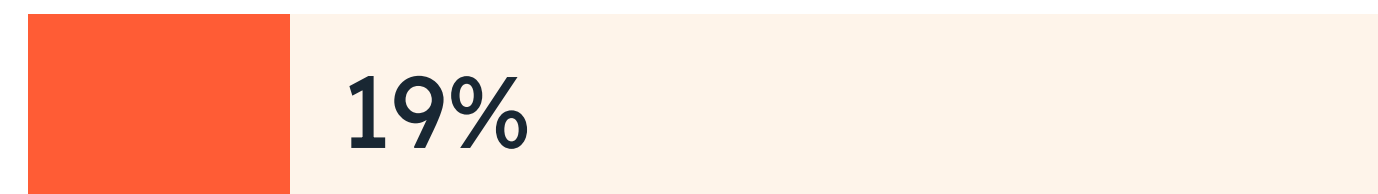
YouTube



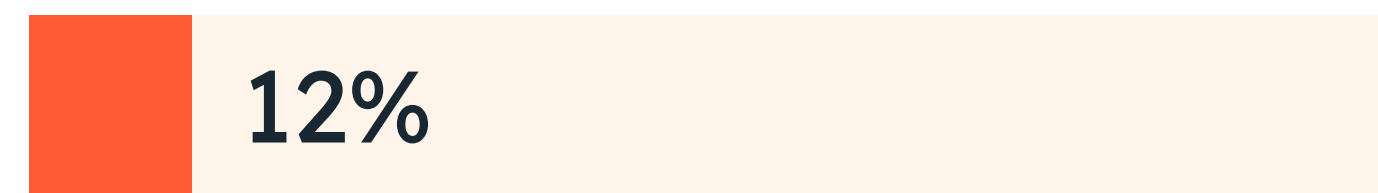
Facebook



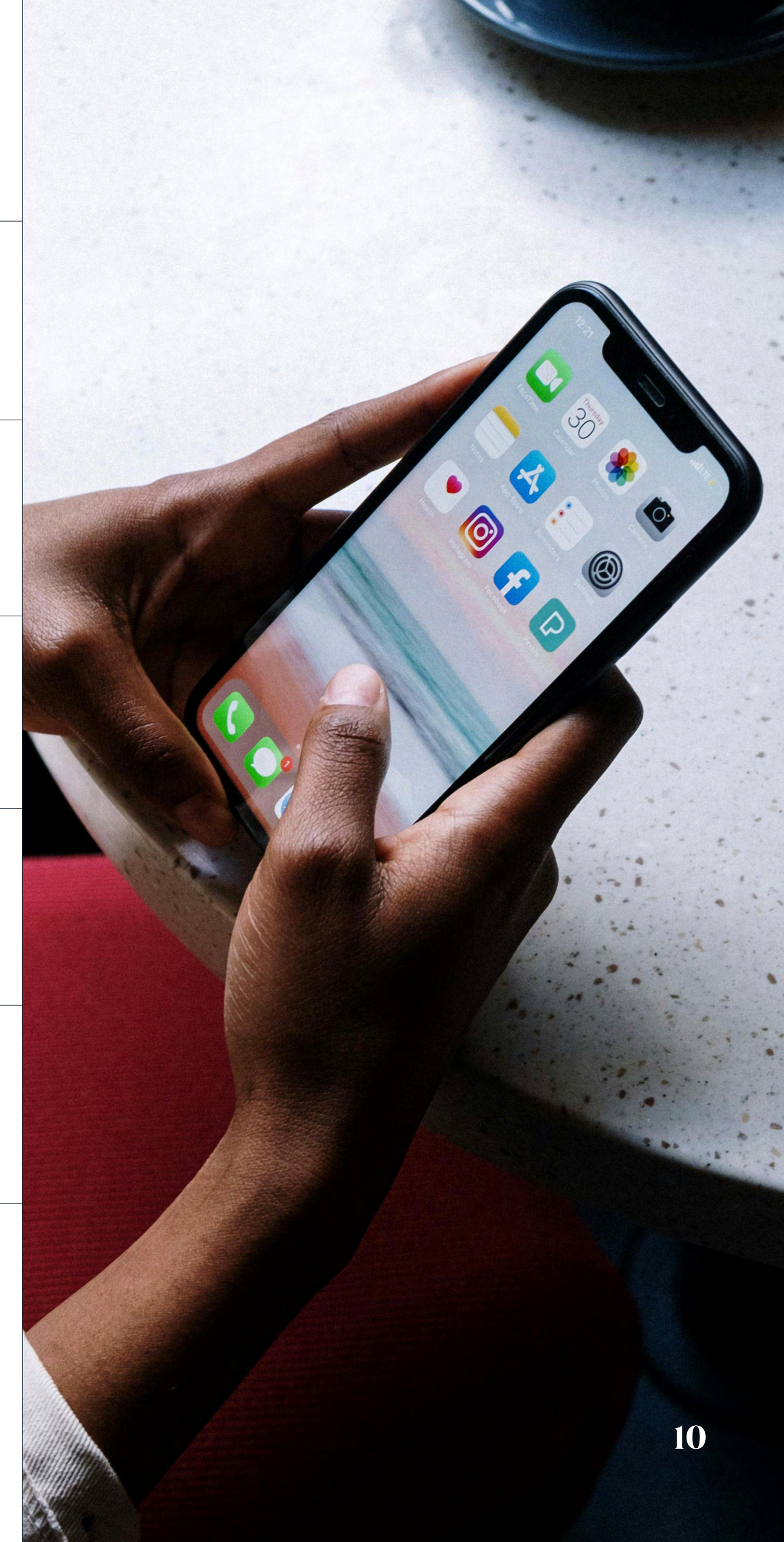
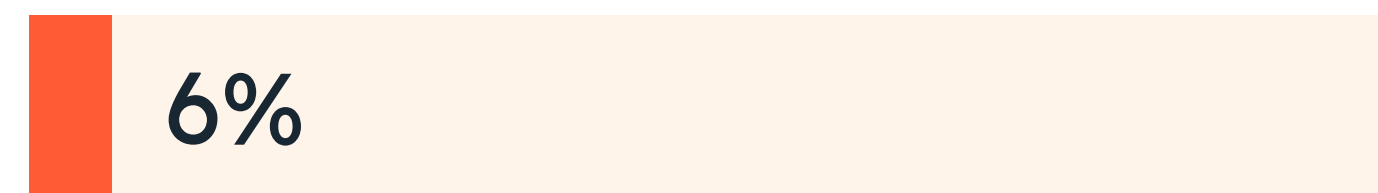
Instagram



TikTok





X/Twitter







Social media marketing goals in 2023 vs. 2024

	2023	2024
1	Increasing engagement	Increasing brand awareness + reaching new audiences
2	Increasing brand awareness + reaching new audiences	Driving traffic to your website
3	Growing your community or following on social media	Increasing overall revenue + sales
4	Driving traffic to your website	Getting a better understanding of your customers and their needs
5	Increasing overall revenue + sales	Fostering relationships with your customers and increasing brand loyalty

Best times to post on social by channel

 YouTube **6-9 PM**
 Instagram **12-3 PM or 6-9 PM**

 Facebook **12-3 PM**
 TikTok **6-9 PM**

 X/Twitter **12-3 PM**
 LinkedIn **3-6 PM**



B2B vs. B2C social media strategy differences

Last year, 78% of B2B marketers felt that social media marketing was effective for their brand, compared to 84% of B2C marketers. The social platform with the best ROI for B2B marketers was Facebook, but for B2C marketers it was YouTube. And B2B marketers reported seeing the most engagement on Instagram, whereas B2C teams said YouTube.

B2C marketers are more likely to use paid ads on social media, with 72% reporting their brand invests in social ads, versus 59% of B2B marketers. This year, we predict that B2B brands will take even more inspiration from B2C brands, playing into the blurring lines between scrolling and shopping.



Which social media platforms does your company use?

	B2B	B2C
1	Facebook	Facebook
2	Instagram	YouTube
3	YouTube	Instagram
4	LinkedIn	TikTok
5	X/Twitter	X/Twitter



Emotional and creative ads used to feel taboo for B2B. I'm excited to see that more and more companies are realizing why rational isn't always the only lane.



Yael Miller

Director of Content & Creative Marketing,
monday.com

STRATEGY

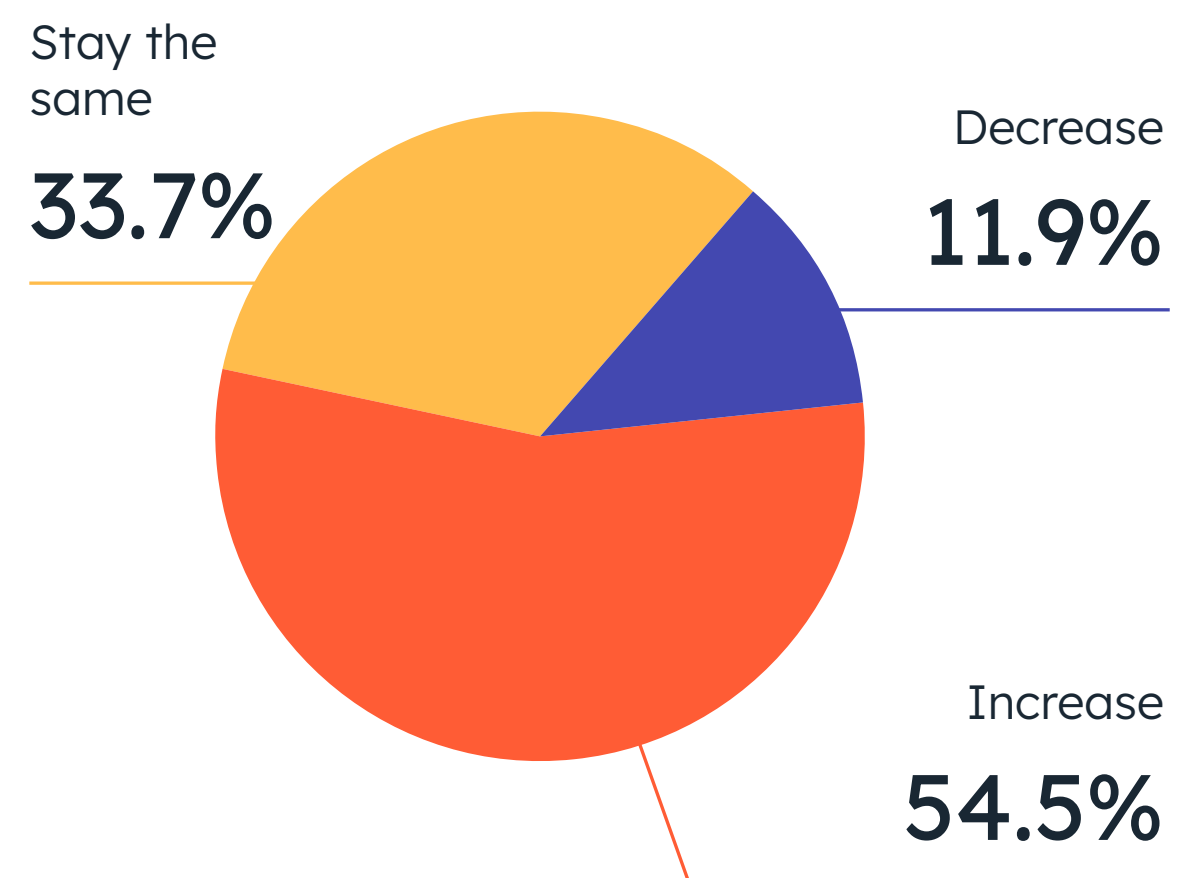
Social media marketing budgets and metrics

More than 80% of surveyed social media marketers said their social efforts were successful in 2023, and 89% of respondents said they expect their social media budget to stay the same or increase in 2024. In the [HubSpot State of Marketing Report](#), two of the top five channels resulting in ROI were on social media — social media shopping and paid social media ads.

How is your social media budget allocated? (From managers+)



How do you expect your social media marketing budget to change in 2024?



With a rising demand for lean growth channels, brands are turning to social for measurable, scalable sales

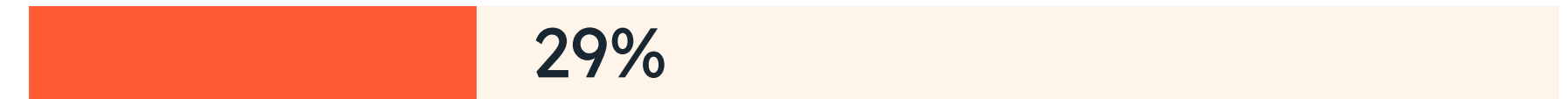
On marketing teams, this year's overarching goals include driving revenue and sales, improving brand awareness, reaching new audiences, and increasing engagement. These translate pretty closely to what social media teams are looking at to determine success. Social media is becoming even more of an integral part of go-to-market (GTM) strategy, showing up as an influence in sales, marketing, and service processes.

As many industries, particularly tech, have experienced a slowdown over the past few years, companies are looking to double down on the strategies they know will deliver, like social media, and find ways to execute them more efficiently.

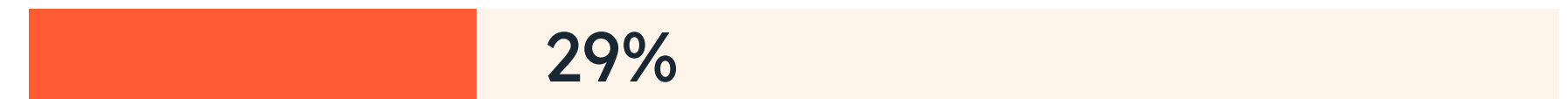


What are the primary metrics you use to measure social media marketing success?

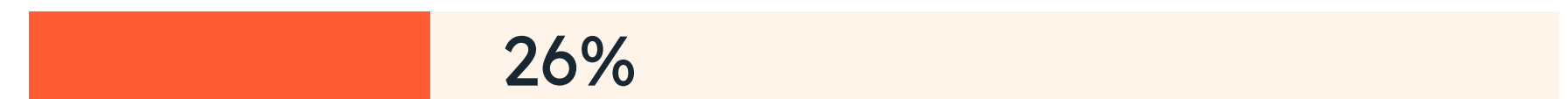
Overall sales/revenue



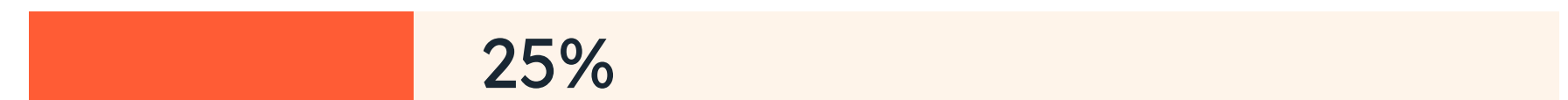
Traffic to your website



Impressions/views



Sales directly within social media platforms



Likes/comments



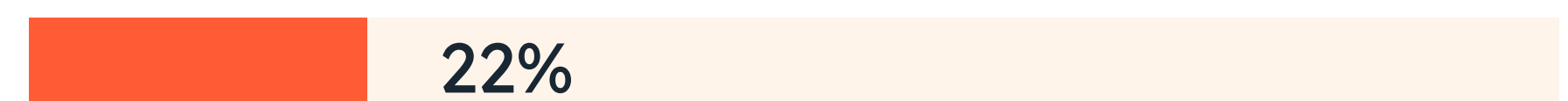
Brand sentiment



Lead generation



Brand mentions/hashtags



SOCIAL TREND #1

Brands taking big creative swings are seeing the payoff, big time

The Super Bowl is like the Oscars for marketers and advertisers. We live for the ads, the conversations, and the creativity — and we take note of the brands that commit to the bit. But many companies are realizing that they don't need to wait for the big game to develop rich media channels like long-form video series and podcasts and build loyalty with their audiences through art and creative content.

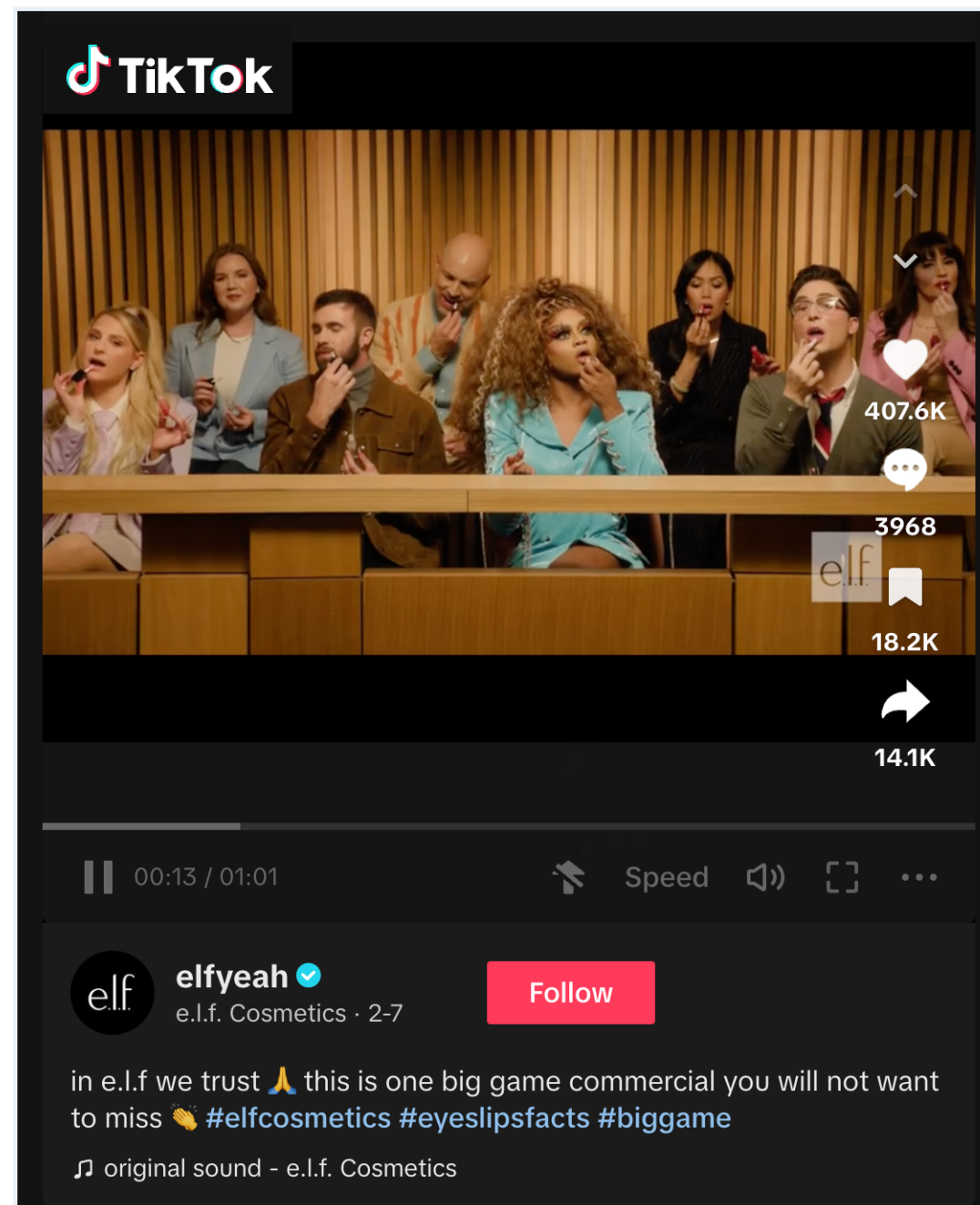


Key stats

- ✓ **95%** of marketers rate long-form videos as having average or high ROI.
- ✓ **96%** of marketers rate interviews, podcasts, and expert discussions as having average or high ROI.
- ✓ **96%** of marketers rate ephemeral, temporary content like IG stories and polls as having average or high ROI.
- ✓ **96%** of marketers rate virtual reality (VR) + augmented reality (AR) content as having average or high ROI.

Brand spotlight

e.l.f cosmetics brought together some of the hottest celebs and influencers for a [social ad that mimicked the style of the popular show “Jury Duty”](#), generating millions of views. Their social strategy is reactive, influencer-heavy, and aligns with their target audience — makeup junkies.



Actionable tips

[e.l.f has grown on social media](#) by knowing their audience. It’s how they gained traction as an affordable, but well-made, makeup brand notorious for being one of the best options to grab from a drug store. They run challenges, partner with makeup artists, and have even invested in their own original music for a new TikTok dance.

To win with big creative campaigns:

- 1 Clearly identify not just your target audience, but how they engage online and what they care about.
- 2 Build a process for executing on creative ideas (within brand guidelines) — FAST.
- 3 Set the right goals for brand campaigns and measure success accordingly.



We are where Gen Z is, and we don’t just show up, we show up bold...We are very good at looking for signals and jumping in — we don’t wait, we don’t dwell, we don’t have a lot of red tape.



EKTA CHOPRA
Chief Digital Officer, e.l.f

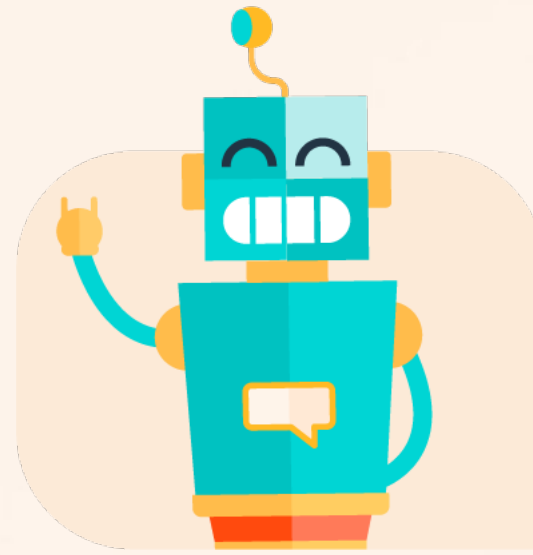


Explore our favorite creative marketing campaigns of 2023 →

SOCIAL TREND #2

Social media marketers are using AI tools to create more effective content

AI tools have quickly become some of marketers' favorite things, helping them work smarter and find more time for creativity. And marketers who say their social media strategy was effective in 2023 are 185% more likely to use generative AI tools to make social media content.



Key stats

- ✓ **71%** of social media marketers use AI tools.
- ✓ **71%** of marketers using generative AI to create content said it performed better than content made without AI.
- ✓ **87%** of social media marketers say using AI tools will be crucial to a successful social media strategy in 2024.
- ✓ **64%** of marketers are concerned that creating content with generative AI can harm their brand's reputation.

Brand spotlight

Databox tries to be at the forefront of every new business strategy and trend. CEO Pete Caputa encourages the team to experiment with different solutions and try out different marketing and sales tactics. They're completely data-driven, seeing what's effective and what their audience wants, and AI helps them get more content out there that they can test and iterate on. For Databox, LinkedIn has been a strong channel for engagement, so they came up with a way to scale.



We've started using ChatGPT to help our team members write posts for LinkedIn. Writing isn't easy for everyone, of course. Plus, English is a second language for many of our team members. So, we built a process to help. Generative AI is only as good as your prompts, so we developed a few for our needs.



PETE CAPUTA
CEO, Databox

Actionable tips

The most popular ways social media marketers are using generative AI are:

- 1 Getting ideas + inspiration
- 2 Writing copy
- 3 Repurposing content by adapting it to a different audience, format, and tone

When it comes to specific types of content, AI is most commonly used to help social media marketers create images, build short and long-form videos, and automatically add captions to videos. Brand marketing and sales teams can see how AI tools can make it easier for individuals to turn their thoughts and perspectives into content that they can easily share with their audience. Developing creators within a brand can be far more effective than posting from the brand page alone.

Empower your team within approved brand guidelines and following an [AI policy](#) to protect your brand reputation and maintain quality service and marketing.



Try these 190 ChatGPT prompts for marketers →

SOCIAL TREND #3

Consumers have fully embraced social media shopping

Social media shopping is up almost 40% year over year and almost half of Gen Zers and Millennials report buying a product directly on social in the past three months. TikTok plans to [grow the TikTok Shop in the U.S. alone to \\$17.5B](#) in 2024, and savvy brands are jumping aboard the social commerce gravy train.

Marketers feel that Instagram, TikTok, Facebook, and YouTube offer the highest ROI for social selling and have the best audience targeting tools, but they are navigating consumer concerns around trust and need to build strong relationships with their customers and social followers.

One way to build more trust with online shoppers is to keep up diligently with social commerce. Seven in 10 brands surveyed have an employee who is responsible for social commerce activities, like maintaining the social shop, providing customer service through DMs, and engaging with shoppers. By taking this off the plate of the social media manager, customers get a better experience, and the brand can reach even wider audiences.

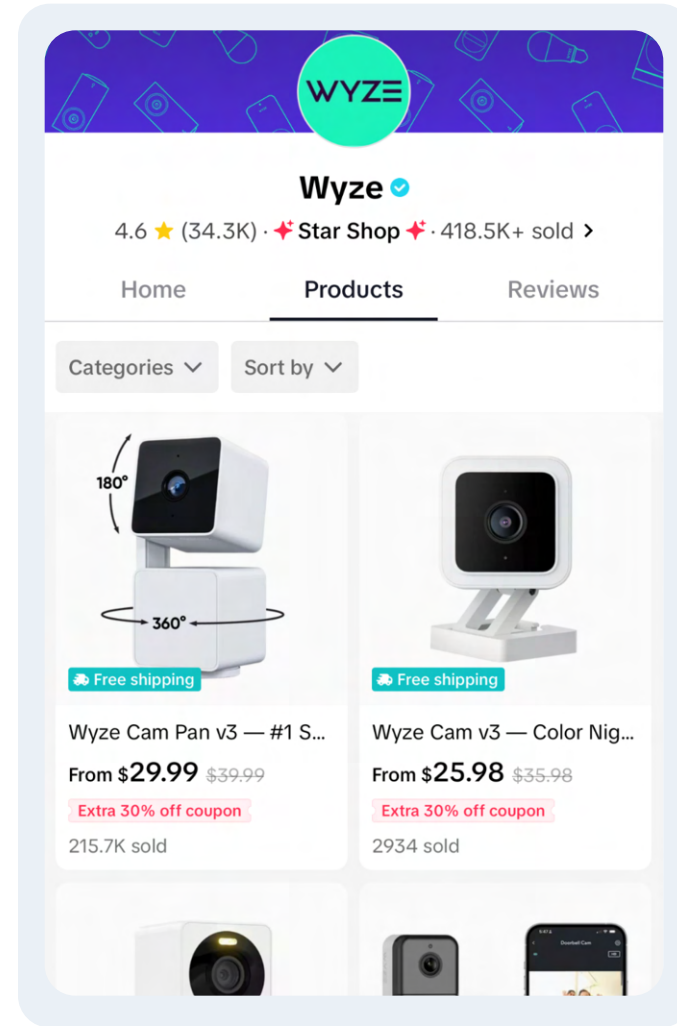


Key stats

- ✓ **1 in 4** social media users bought a product directly within social media apps in the past 3 months.
- ✓ **84%** of social media marketers predict that in 2024, consumers will buy products from brands directly in social media apps more often than from third-party websites and from brand's websites.
- ✓ **52%** of social media marketers use social media to sell products directly within social media apps.
- ✓ **7 in 10** social media marketers say they have an employee responsible for managing social commerce.

Brand spotlight

The TikTok Shop brings reviews and social proof directly into the purchasing experience. For Wyze, a smart camera startup founded by YouTuber Dave Crosby and partners, [selling their products on the TikTok Shop](#) and leveraging user-generated content on social has helped them reach over \$1M in creator affiliate sales, with one video alone driving \$100K in revenue.



We've only been on TikTok Shop for a few months, this feels like 'internet shopping in the late 90s' huge. We've been blown away by early results. Content-led commerce looks like the next paradigm shift in online shopping with TikTok leading the way as the next big e-commerce platform in the US.

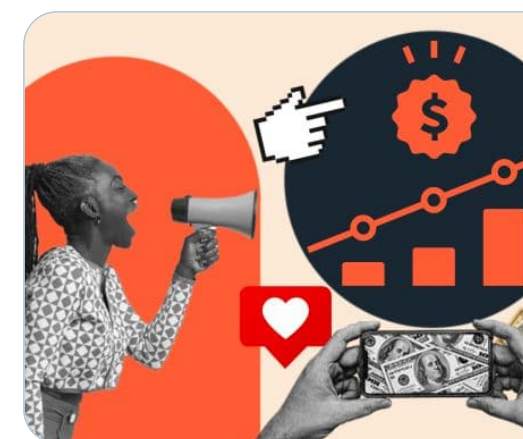


**YUN ZHAN, DAVE CROSBY,
AND DONGSHENG SONG**
Cofounders, Wyze

Actionable tips

In response to changes in how consumers interact on social media, brands need to adopt a few key strategies.

- 1 Analyze your audience and the most engaged segments on different social platforms
- 2 Optimize social media content for search.
- 3 Invest in creator or influencer partnerships, and develop internal employee personas.
- 4 Set up and improve on social media shop pages and product listings.
- 5 Combine organic content with paid advertisements that test out messaging and imagery.



See what brands need to know about social shopping & social ads →

When to use paid vs. organic content on social media

Paid social

- ✓ Launching a new product or service
- ✓ Testing out new messaging
- ✓ Promoting an influencer partnership
- ✓ Generating leads or retargeting customers

Organic social

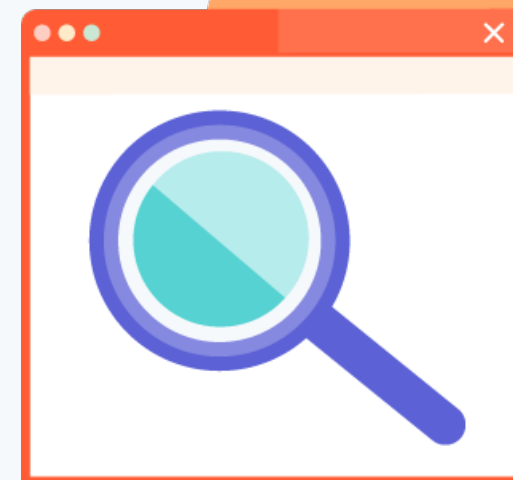
- ✓ Educating your audience on a new concept
- ✓ Showing behind-the-scenes clips
- ✓ Building brand awareness
- ✓ Engaging your followers with funny/relatable posts

SOCIAL TREND #4

Consumers primarily do research via social media and video, not search engines

Today, one in four consumers prefer searching for brands on social media platforms over search engines, and 22% say they search via social more often than search engines, which is up 47% from early last year. And almost a third of Gen Zers and Millennials are already using AI chatbots for everyday research. Consumers want to do their own poking around and spend some time getting to understand exactly what they need before paying for a new subscription or product.

The brand research and product discovery process is now closely linked to influencer reviews, brand videos, and which product is the most searchable and easiest to buy.

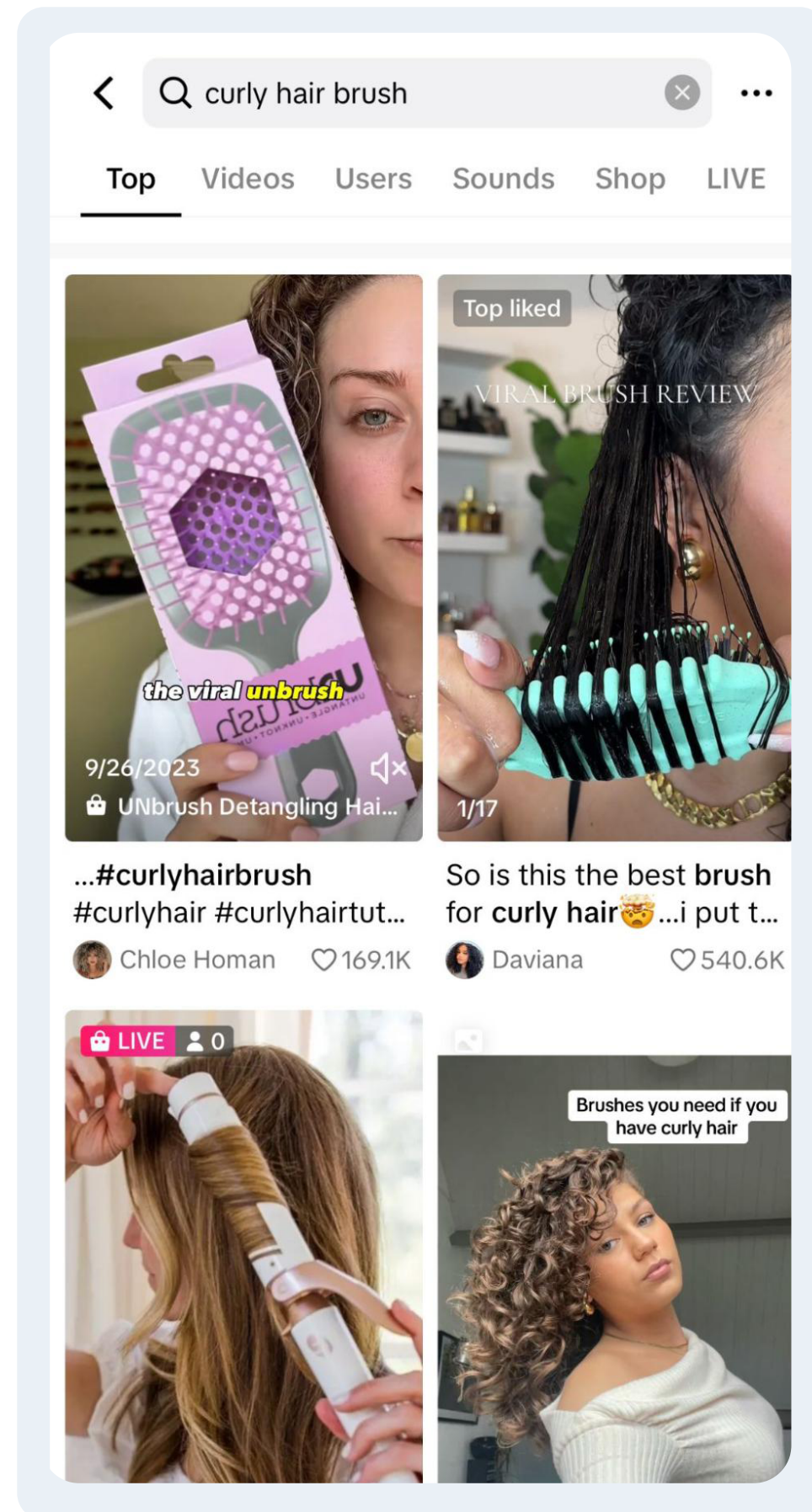
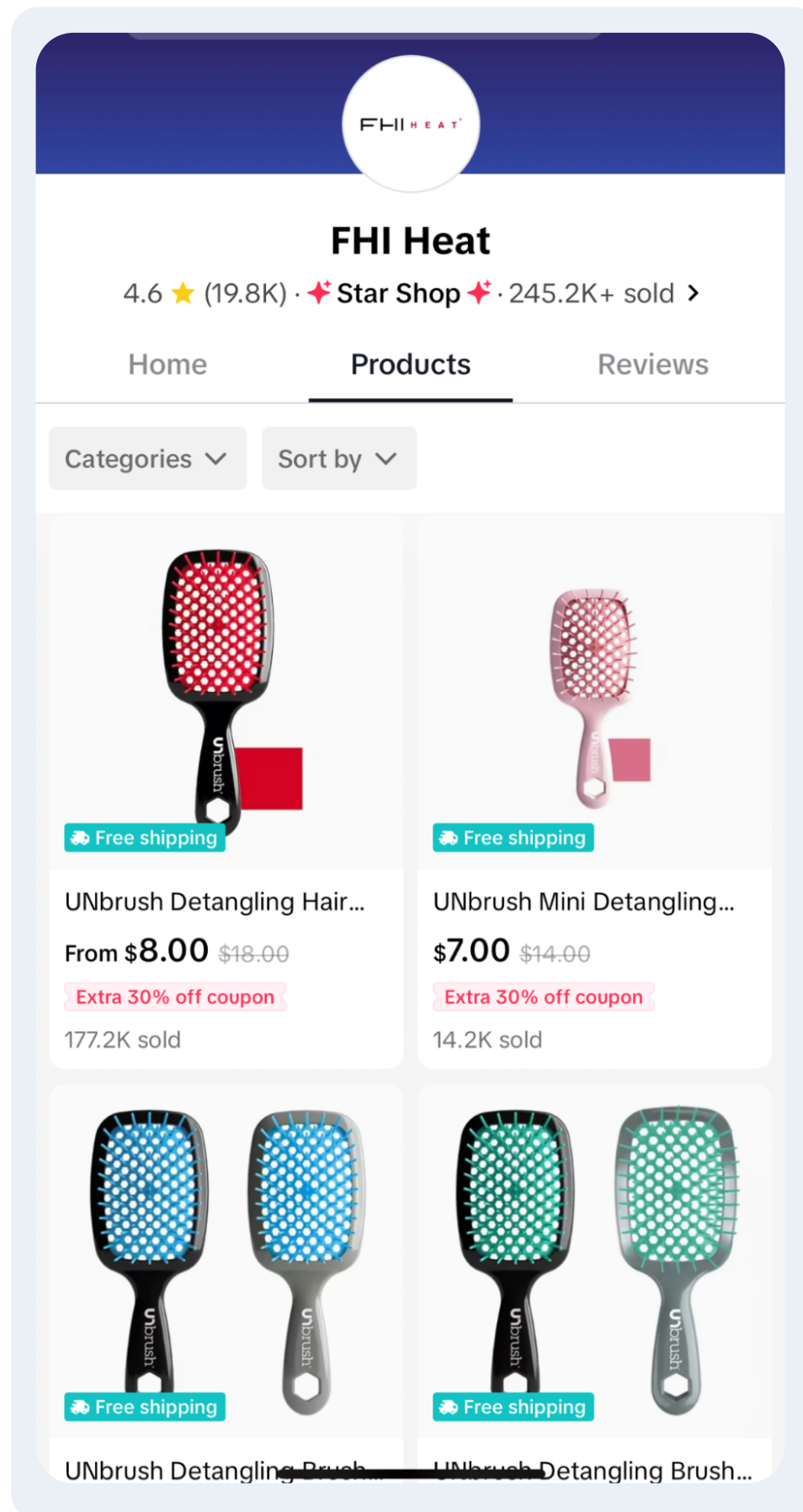


Key stats

- ✓ **87%** of social media marketers say consumers will search for brands on social more than on search engines in 2024.
- ✓ **86%** of social media marketers say social search is important to their overall social media marketing strategy.
- ✓ **17%** of consumers use AI chatbots to search for answers online.
- ✓ **21%** of consumers prefer to use social media to find answers to what they're looking for.

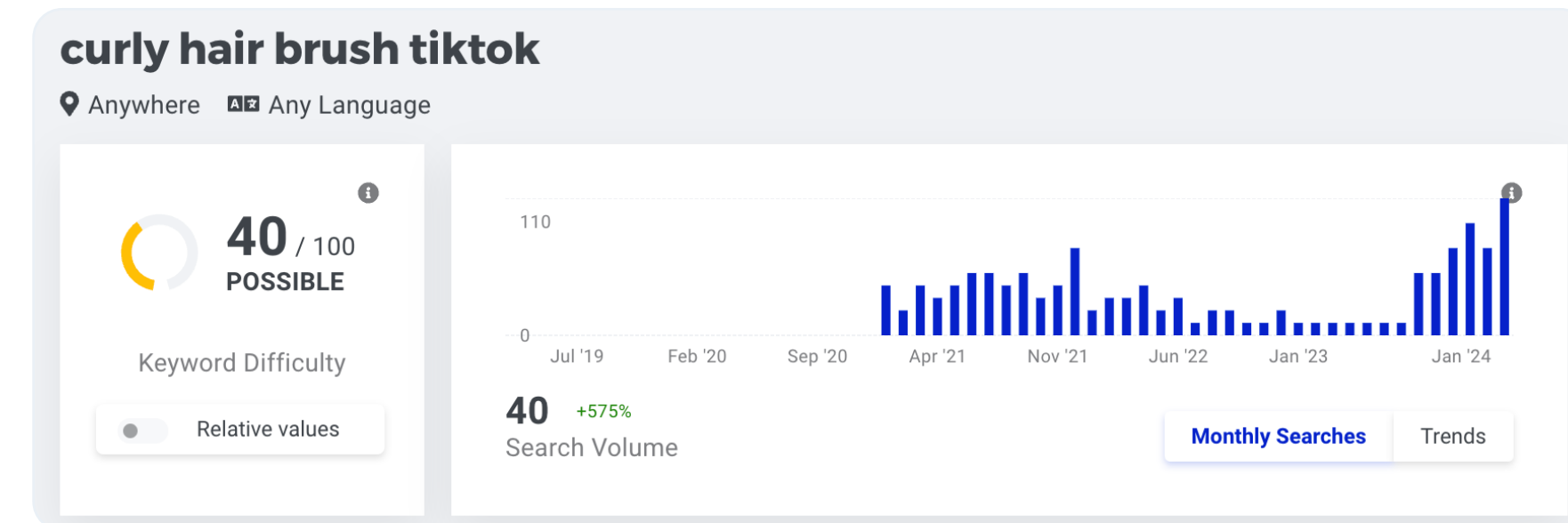
Brand spotlight

FHI Heat, maker of the viral “Unbrush” is nailing their TikTok search strategy, with video reviews from influencers appearing first when a user searches for “curly hair brush”. Potential customers can search their almost 20K reviews for specifics like their curl pattern and feel confident in the brand’s 4.6-star rating from nearly 250K sales.



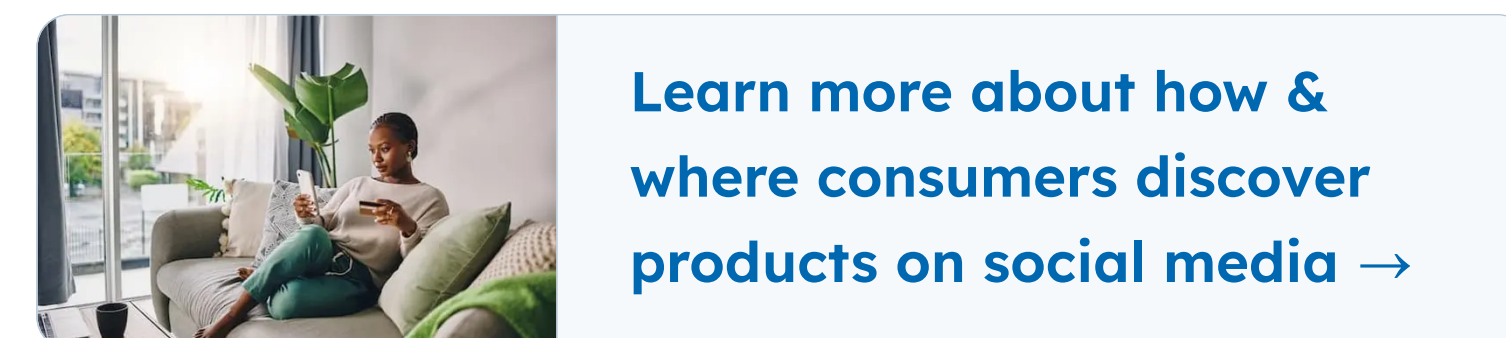
Actionable tips

Here’s what a typical consumer discovery journey looks like today.



- 1 Search social media for a problem or even jump right to the solution, like “curly hair brush.”
- 2 Watch reviews or instructional videos about the product or tool.
- 3 Make a purchase right from TikTok, Instagram, YouTube, or Facebook.

Make sure that you know what your audience is looking for, your digital shopping experience is seamless for potential customers, and your brand reputation speaks for itself.



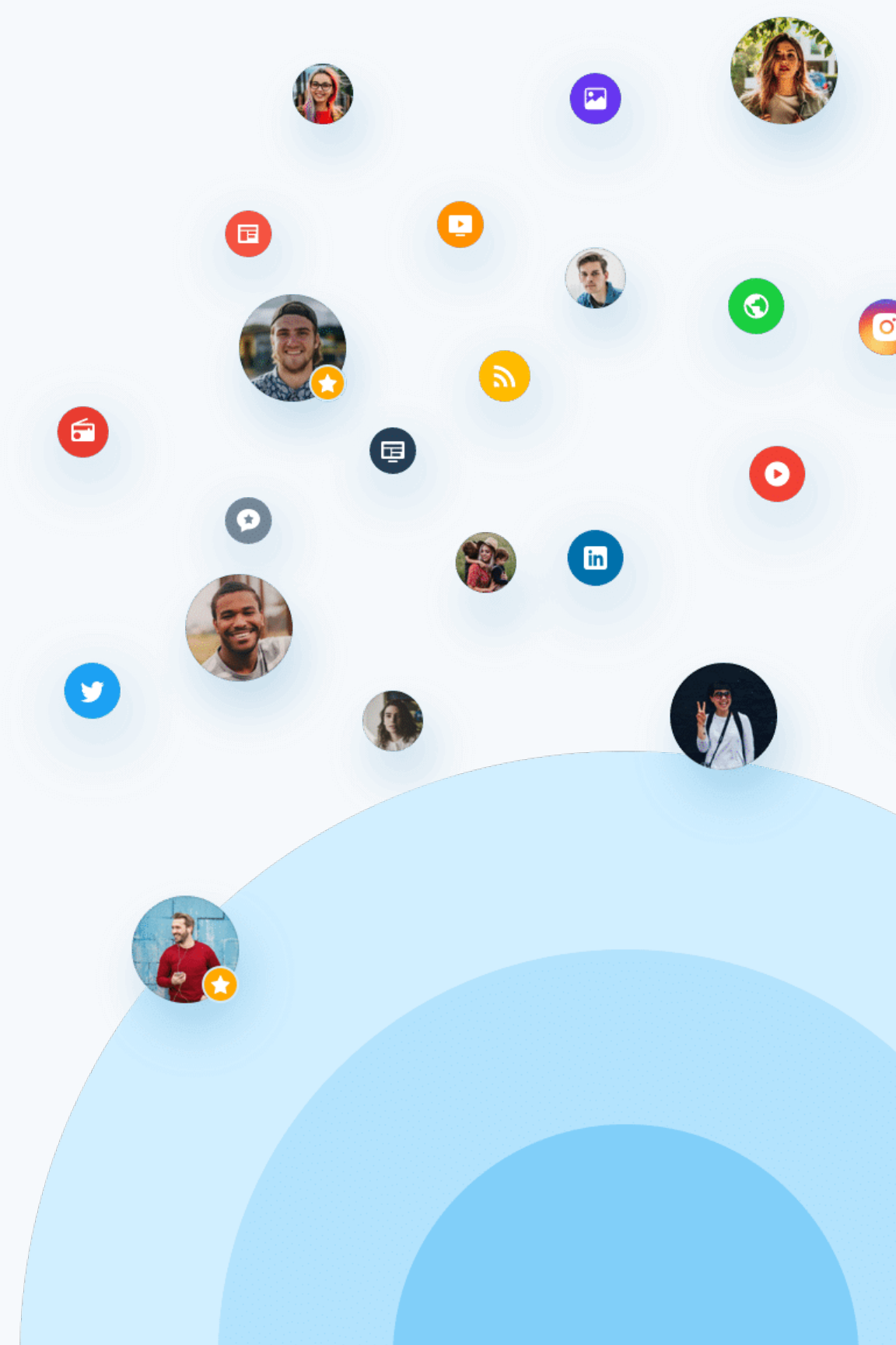
SOCIAL TREND #5

Fostering active brand social media communities is driving engagement and loyalty



Social media marketing has long become the norm for the vast majority of industries, both consumer-focused B2C and business-focused B2B brands alike. Now that it has become an expectation for consumers to be able to follow their favorite brands on social media, the bar has definitely risen. Our data has shown that consumers are expecting more engagement and support on social media than ever before.

Building an online community isn't the same as just posting on social media. The expectation for social media marketers in 2024 is to become much more involved, meaning less posting just to appear "active on socials," and more meaningful, reciprocal, community-focused interactions.



Key stats

- ✓ **86%** of social media marketers say building an active online community is crucial to a successful social media strategy in 2024.
- ✓ **27%** of social media users actively participate in an online community, shooting up to 40% among Gen Z/Millennials.
Consumer Trends 2024 Survey
- ✓ **60%** of social media marketers say their company invests in building communities and has a dedicated community manager.
- ✓ **63%** of social media marketers who build social media communities will increase their investment in 2024, while 33% will keep it the same.

Benefits of social media communities

Sometimes it can be difficult to communicate those benefits to higher-ups, especially when you're trying to advocate for more investment into community management.

The top benefits of building a social media community are increasing brand awareness (24%), promoting engagement (21%), strengthening connections between customers (21%), increasing brand loyalty (20%), and fostering trust between your brand and customers (19%). The data is crystal clear. Brands are investing in that extra work by having a dedicated community manager because they are seeing the short-term and long-term benefits in doing so.

Our data has found that community management becomes even more essential for brands who are targeting Gen Z & Millennials; this generation is even more active in online communities. And even if you're targeting an older audience, you can be sure that the Gen Z and Millennials will soon be entering this age bracket. So, thinking ahead can never hurt!

Actionable tips

Community management might often be confounded with social media management, but there are some subtle distinctions between the two. While the roles can be quite different, many smaller businesses often have one person doing both. In companies with separate social media managers and community managers, they often interact and work together to reach their separate goals.

Social media manager

- ✓ Posts on behalf of the brand
- ✓ In charge of the overall social strategy; creates and scheduling content
- ✓ Most interested in KPIs related to brand visibility and audience building

Community manager

- ✓ Posts as a brand ambassador under their own social handles
- ✓ Answers customer questions, helps to solve problems; launches and moderates community discussions
- ✓ Most interested in KPIs related to brand engagement and interactions



Tips for advocating for the benefits of community management to your boss

- ✓ Show them what competitors are doing. If a competitor is doing a great job of fostering their social community, you're in danger by not doing so. Show concrete examples from competitors to add pressure and prove it's working.
- ✓ Survey your social media audience. Sometimes, asking directly is the easiest way to grow. It's probable that your audience wants more meaningful interactions on social, and they're expecting more from brands.
- ✓ Look for tools that make community management easier. Time is precious, and it can be difficult to justify the investment in something new. However, social media management tools like Mention can cut down on manual, repetitive tasks by up to 90%.
- ✓ Get them to read this report! Numbers don't lie, and it's hard to ignore the benefits of investing in community management — especially when reputable brands have the data to prove it.



Reach your brand's potential online with Mention

Soak up audience conversations online and plan out hyper-relevant campaigns with smarter social media analytics. Engage your audience more organically and grow your brand where it counts.

Analyze your competition

See what people are saying about your competition online and stay ahead of the game.

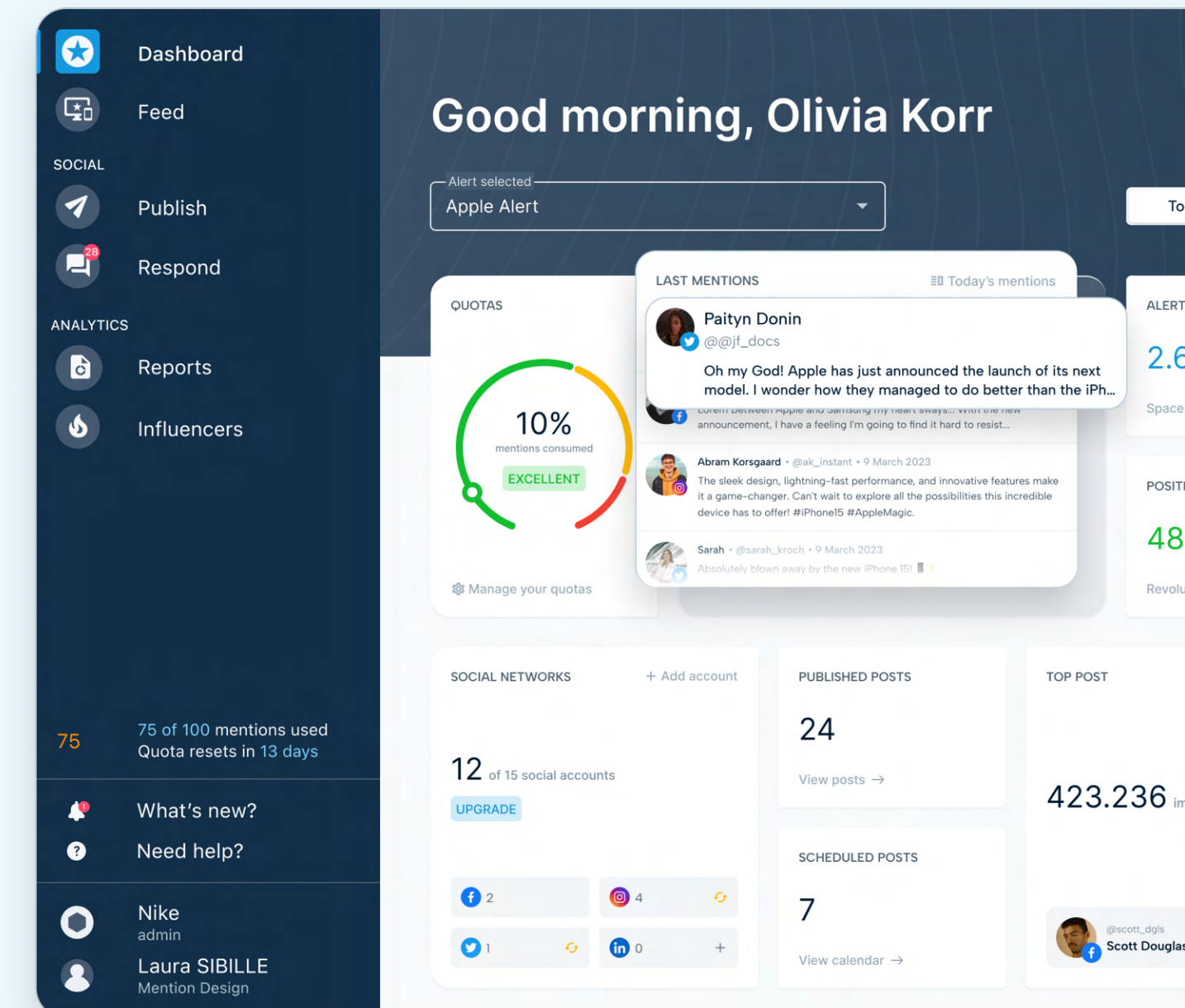
Manage your brand reputation

Aggregate brand mentions and analyze how consumers perceive your brand, then respond right away when needed.

Pilot social channels and new strategies

Test out new audiences, platforms, and channels with agile marketing tools and reporting.

Try it now



SOCIAL TREND #6

Social media teams see the highest ROI on YouTube, Facebook, Instagram, and TikTok

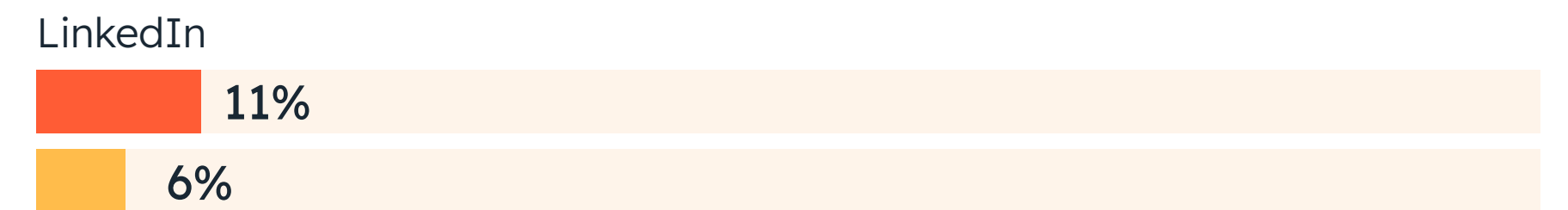
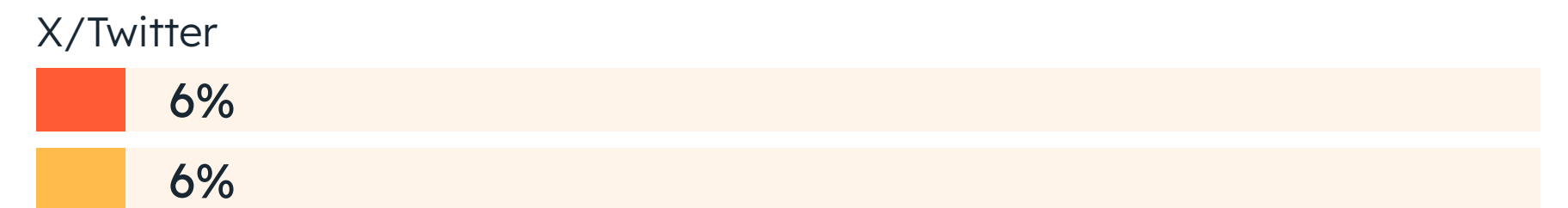
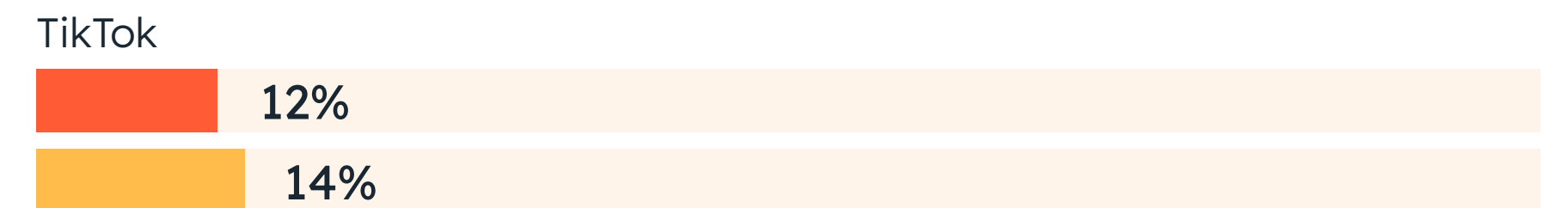
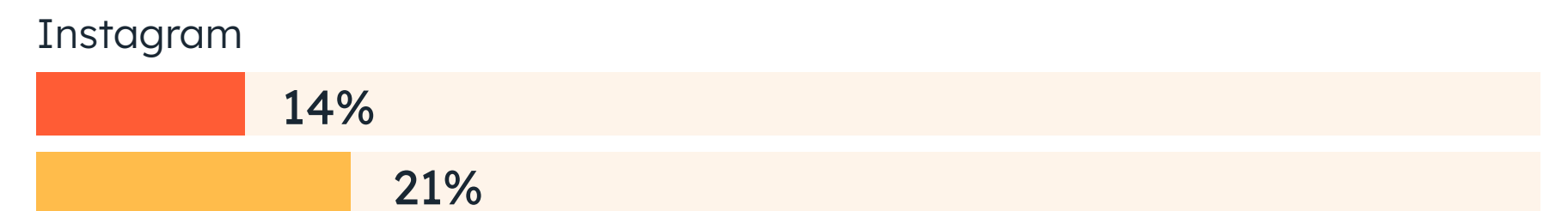
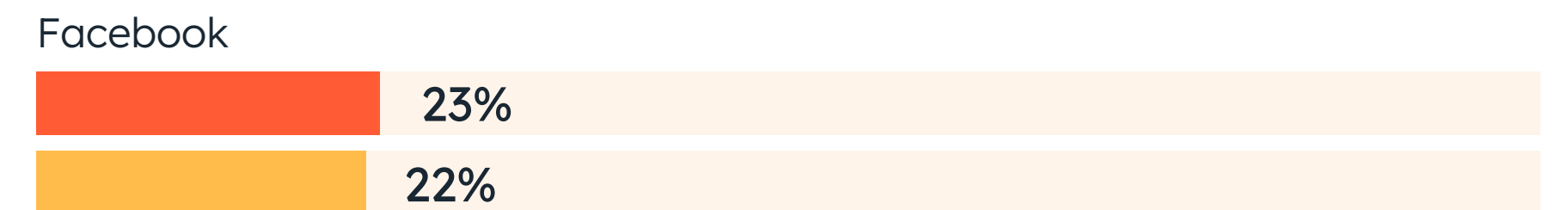
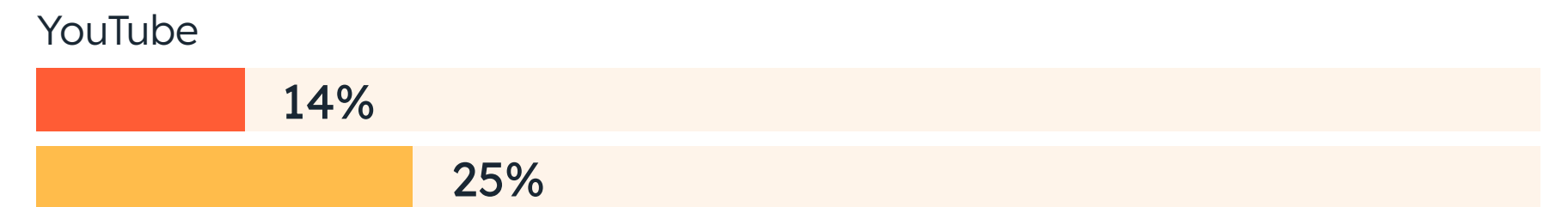
Audiences looking for specific products or tips online are extremely high-intent. They're almost ready to make a decision and want to get to know a few of the main options before signing up. Social media marketers are finding that the most popular platforms also have the highest return on investment, and they're seeing that this year, YouTube, Instagram, Facebook, and TikTok offer the best value for the time and money spent.



Key stats

Which social platform offers the highest ROI (top 5)?

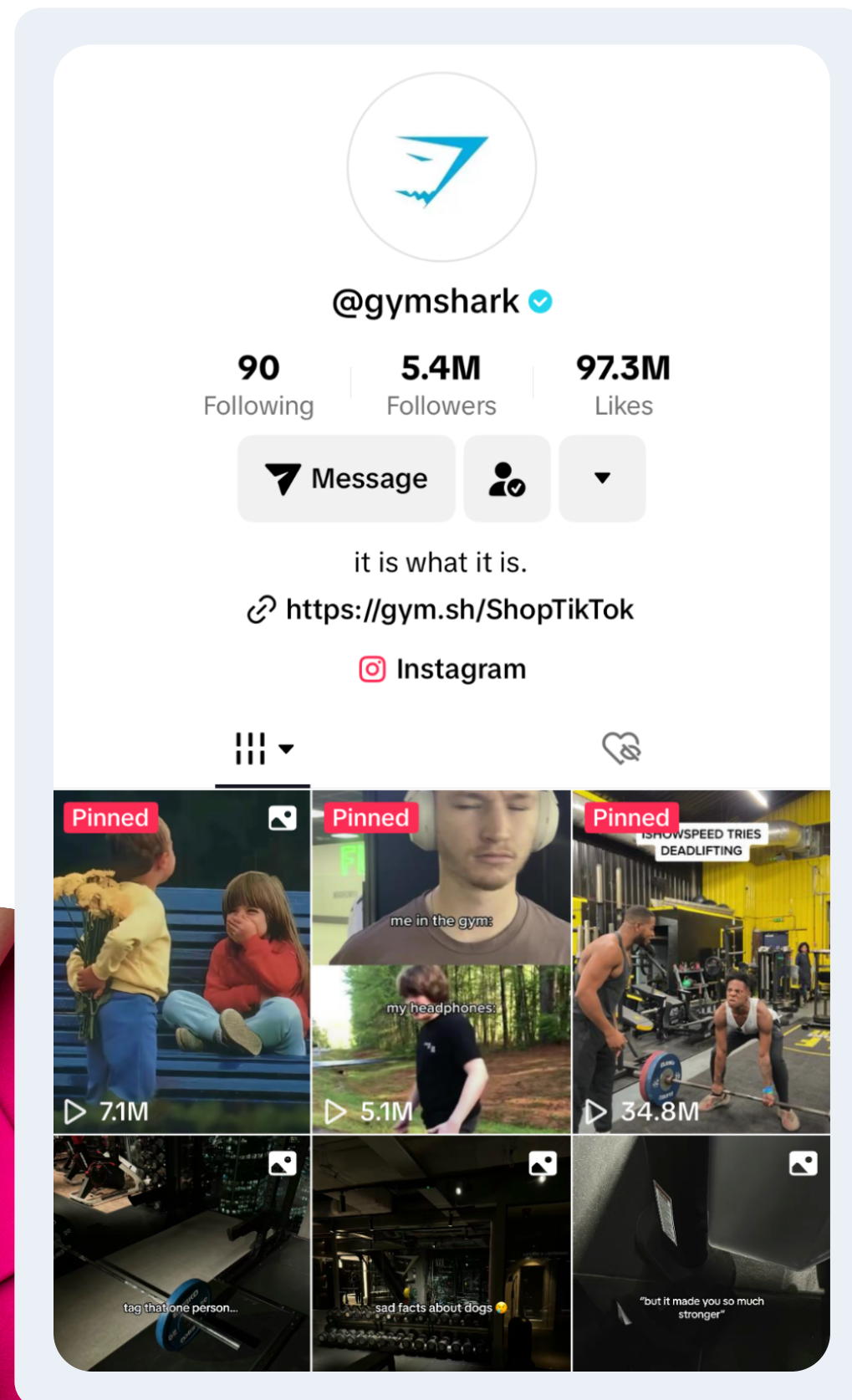
● 2023 ● 2024



Brand spotlight

Gymshark has grown to a \$1B business, largely thanks to social media strategy. CEO Ben Francis invested in influencer marketing from the start of their business, helping them raise brand awareness exponentially through trusted partnerships and custom collections.

Now, Gymshark has a thriving TikTok audience of over 5M and an entire marketing strategy dedicated to guiding their audience to “shop TikTok looks”.

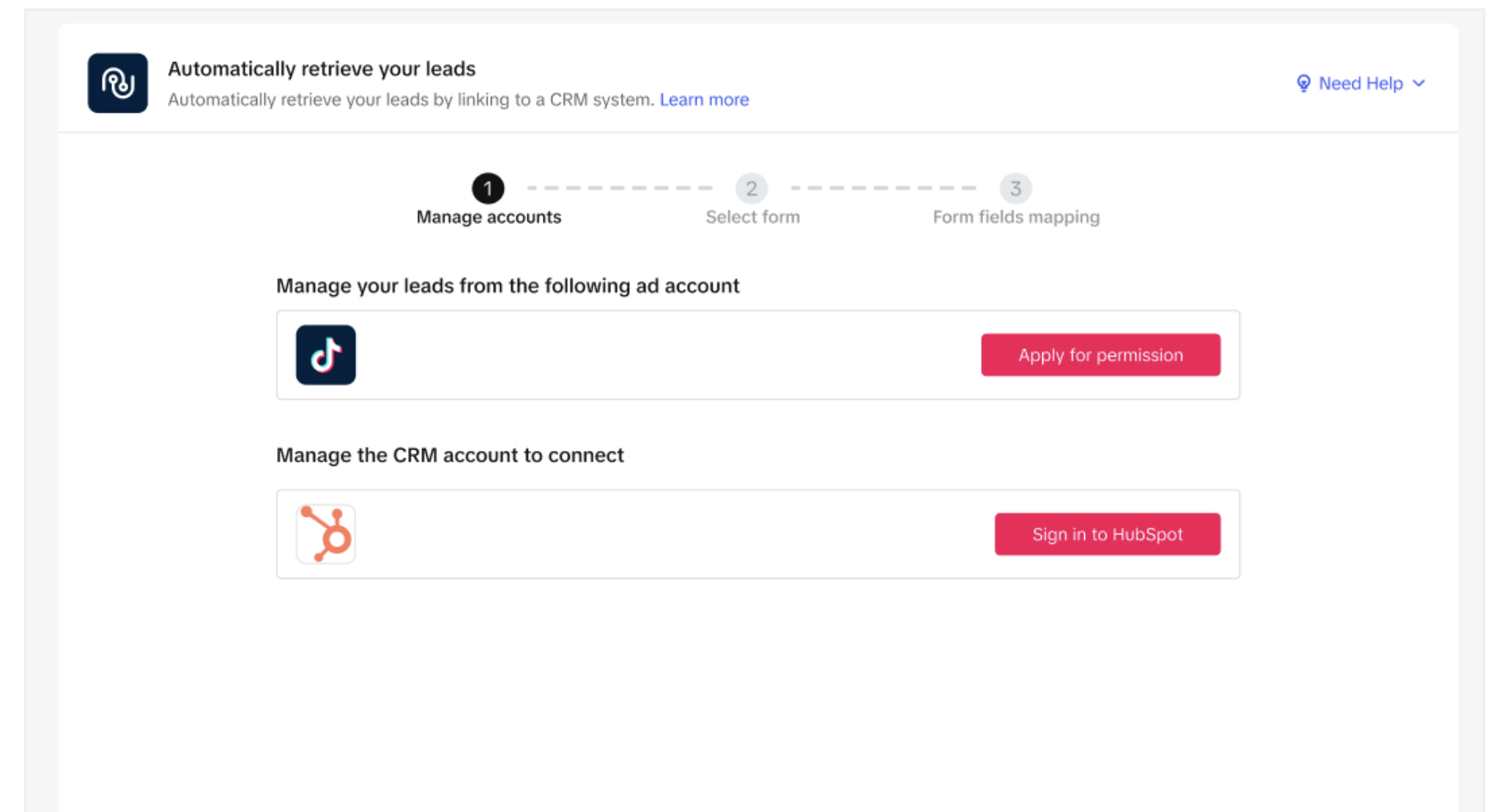


Actionable tips

See where your audiences are most active online and direct your efforts there, using both organic and paid content. Analyze your audience more easily using AI-powered CRM tools like ChatSpot that accept inputs of plain-language questions, like “Where did most of my social media traffic come from last quarter?” and make data interpretation simple.

Using the HubSpot integration with TikTok, brands can even:

- 1 Capture TikTok leads in the HubSpot CRM in real-time.
- 2 Connect TikTok to HubSpot in under 10 minutes, without using code.
- 3 Immediately reach out to new leads from TikTok when they're most open to chatting.



SOCIAL TREND #7

Short-form video keeps on keepin' on delivering ROI and engagement

Of all the content formats, short-form video has been consistently effective for social media marketers over the past few years. Short-form video lends itself to jumping on trends and aiming for a goal of engagement, not sales or revenue.

Our recent consumer trends survey found that consumers say the content formats they enjoy most are images or photos, short-form videos, live videos or live streams, and long-form videos.

Brands can take a varied approach to social video and use each format for the content types that match best.



Key stats

- ✓ **36%** of social media marketers say short-form video offers the highest ROI, the highest of any format.
- ✓ **One-third** of social media marketers plan to invest more in short-form video than any other content format this year.
- ✓ **Short-form video** is the most popular content format among Gen Z, Millennials, and Gen X.
- ✓ **43%** of social media marketers plan to try short-form videos for the first time in 2024.

Brand spotlight

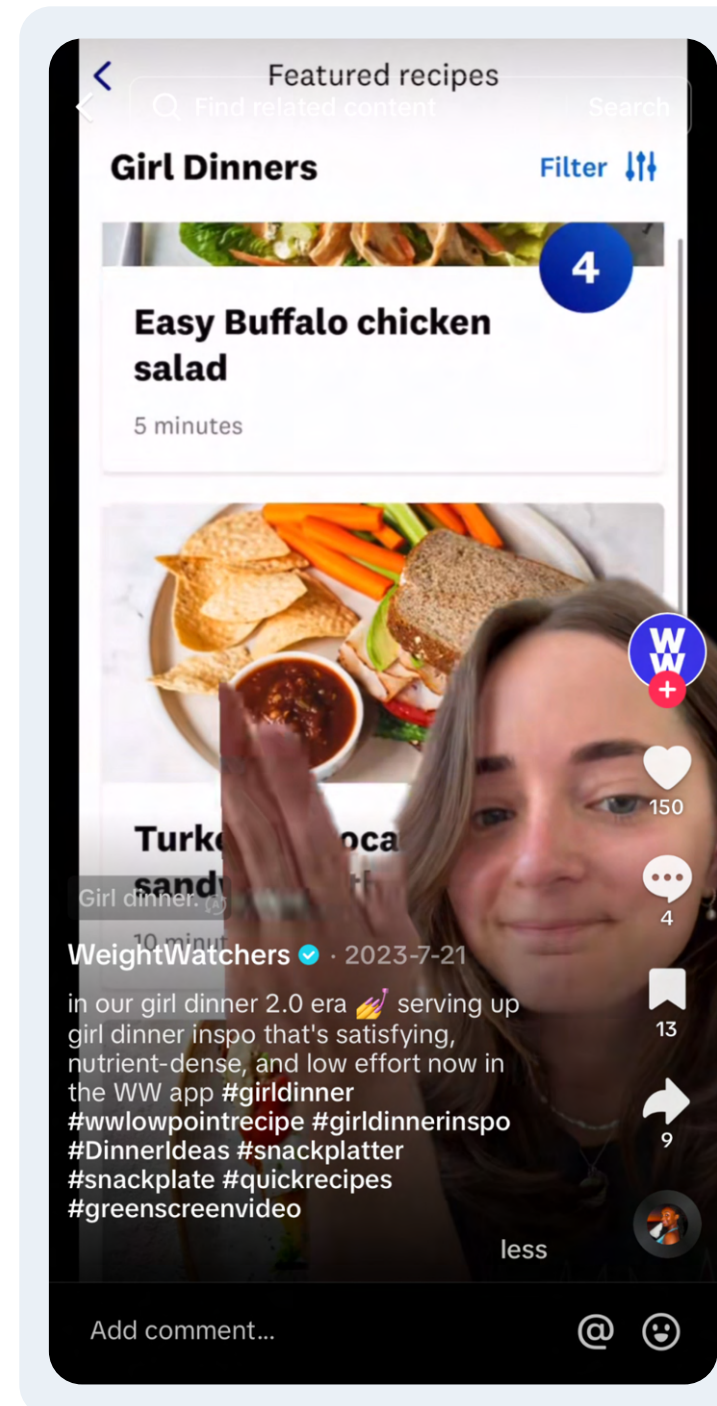
The team at WeightWatchers has been engaging their audience with short-form video and seeing tons of love from their users. They're putting out [quick recipe videos on YouTube Shorts](#) and participating in viral trends like #girl dinner on TikTok.



Do great things, do them fast, and remove barriers to getting them done. Our team quickly hopped on the #GirlDinner TikTok trend and pulled together a collection featured front and center in the WW app of the best, easy, low-effort dinners. No new photoshoot, no complex process, no major approvals, no hoops to jump through. **You miss 100% of the trends you don't hop on...that make absolute sense for your brand.**



MELANIE COHN RABINO
Head of Global Brand Marketing,
WeightWatchers



Transform your social strategy with short-form video →



Actionable tips

In 2024, making a short or long-form video and posting across Instagram, YouTube, Facebook, and Instagram without changing it won't work. Social media audiences can sniff out inauthentic content that doesn't make sense for the channel, and they'll quickly scroll past.

Where to use different types of social media video content

Video type	Video length	Suggested platform(s)
Tutorials	3-5 minutes	YouTube
Product review	1-10+ minutes	Instagram Reels, TikTok, YouTube Shorts
Product announcement	Under 1 minute	Instagram, Facebook, YouTube ads
Behind the scenes video	1-3 minutes	Instagram Reels, TikTok
Live webinar or panel	30+ minutes	YouTube, LinkedIn Live
Clips from events or podcasts	1-3 minutes	Instagram Reels, TikTok, LinkedIn, YouTube Shorts

SOCIAL TREND #8

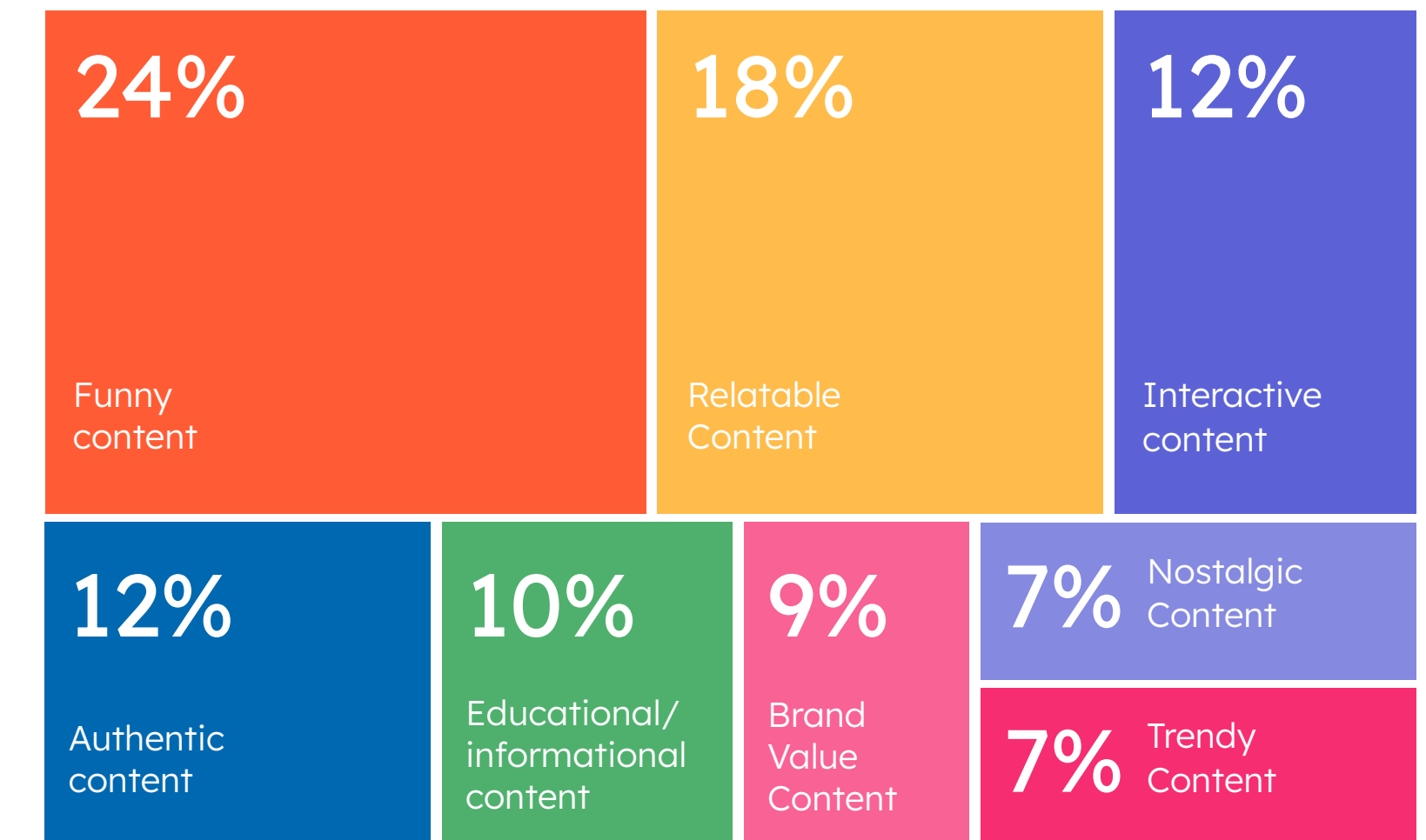
Audiences are connecting with relatable, authentic content that shows brand values

There's an opportunity to stand out on social media by showing what makes your brand unique and making authentic, relatable content. Just around 63% of consumers say the content they see from brands is authentic or relatable, and only 59% say it's tailored to their interests. Around 95% of marketers plan to continue or increase their investment in relatable, authentic content and content that reflects their brand's values in 2024 — indicating early results that this type of content is connecting with audiences.

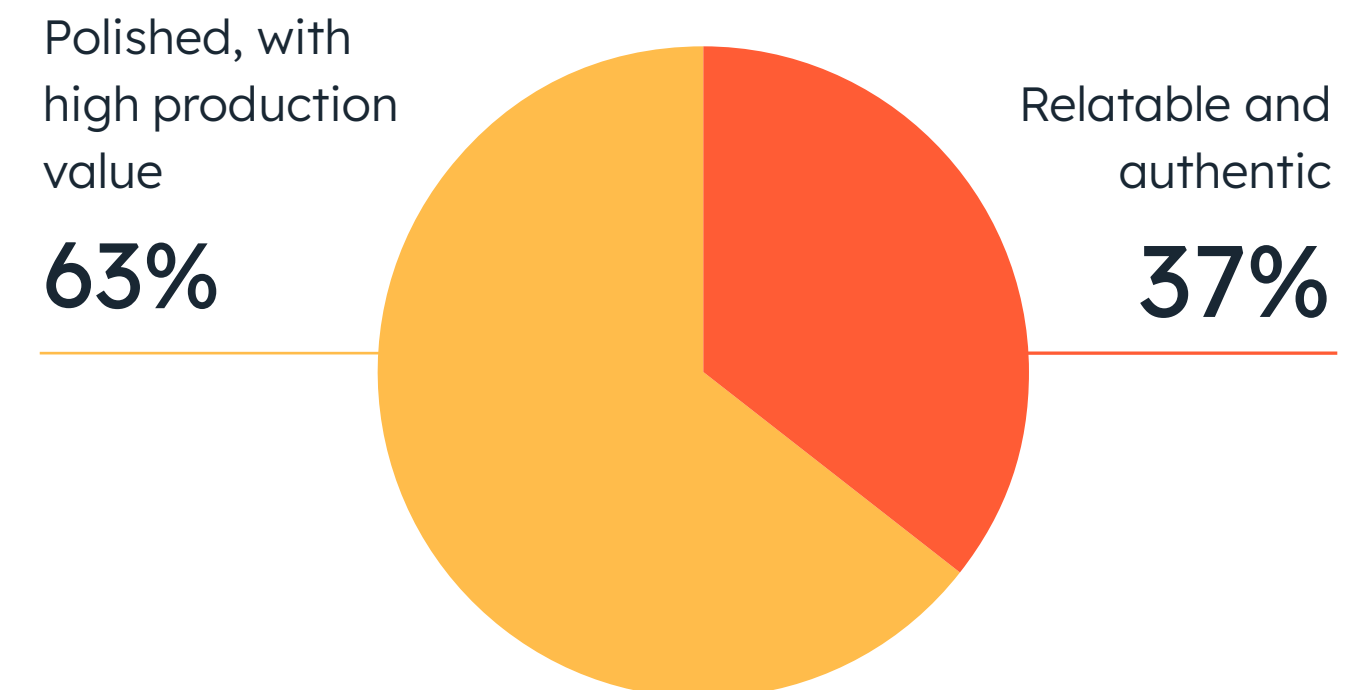


Key stats

Which type of social media content has resulted in the biggest ROI for your brand?

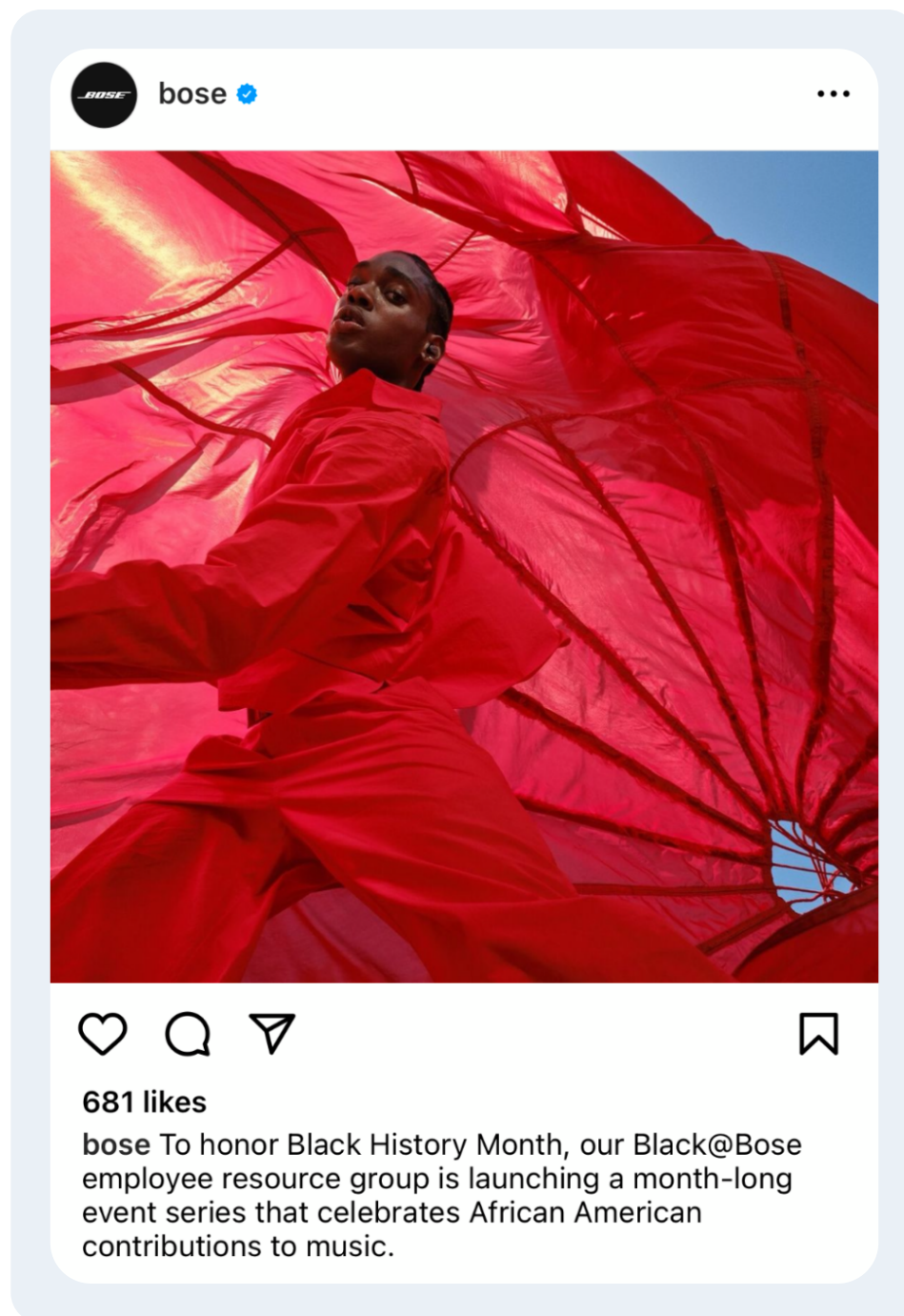


Which of these is more important in brand social media content? (Customer perspective)



Brand spotlight

The team at Bose is committed to supporting underrepresented groups in the music industry and using their platform to amplify the voices of creators and their own employees. They [share publicly about how they're investing in employee resource groups \(ERGs\)](#) and ongoing efforts to make the space more accessible and fair to all.



Actionable tips

If brands are going to talk the talk, they need to walk the walk. Influential consumers will be the first to call brands out if they post about International Women's Day, for example, but don't have a maternal leave policy. Those kinds of contradictions won't fly with today's audiences, and they won't just have a negative reaction individually, but share their feelings with their entire network.

To grow as a beloved brand, open a dialogue with your audience and set clear, but flexible guidelines for your social team to show off your brand personality while maintaining your trustworthy reputation.

Since the very beginning, we've proudly worn our [HubSpot culture code](#) on our sleeve and led with transparency — take a peek inside to see what we're about.



Talking about your product isn't enough anymore. Brands must tap into their universal truth and what their product unlocks for the consumer. Take YETI for example. Their universal truth is that the right gear can help you stay out longer, travel farther, and live harder—that's why their social media content focuses on all of the adventures that are possible when you're equipped with the right tools.



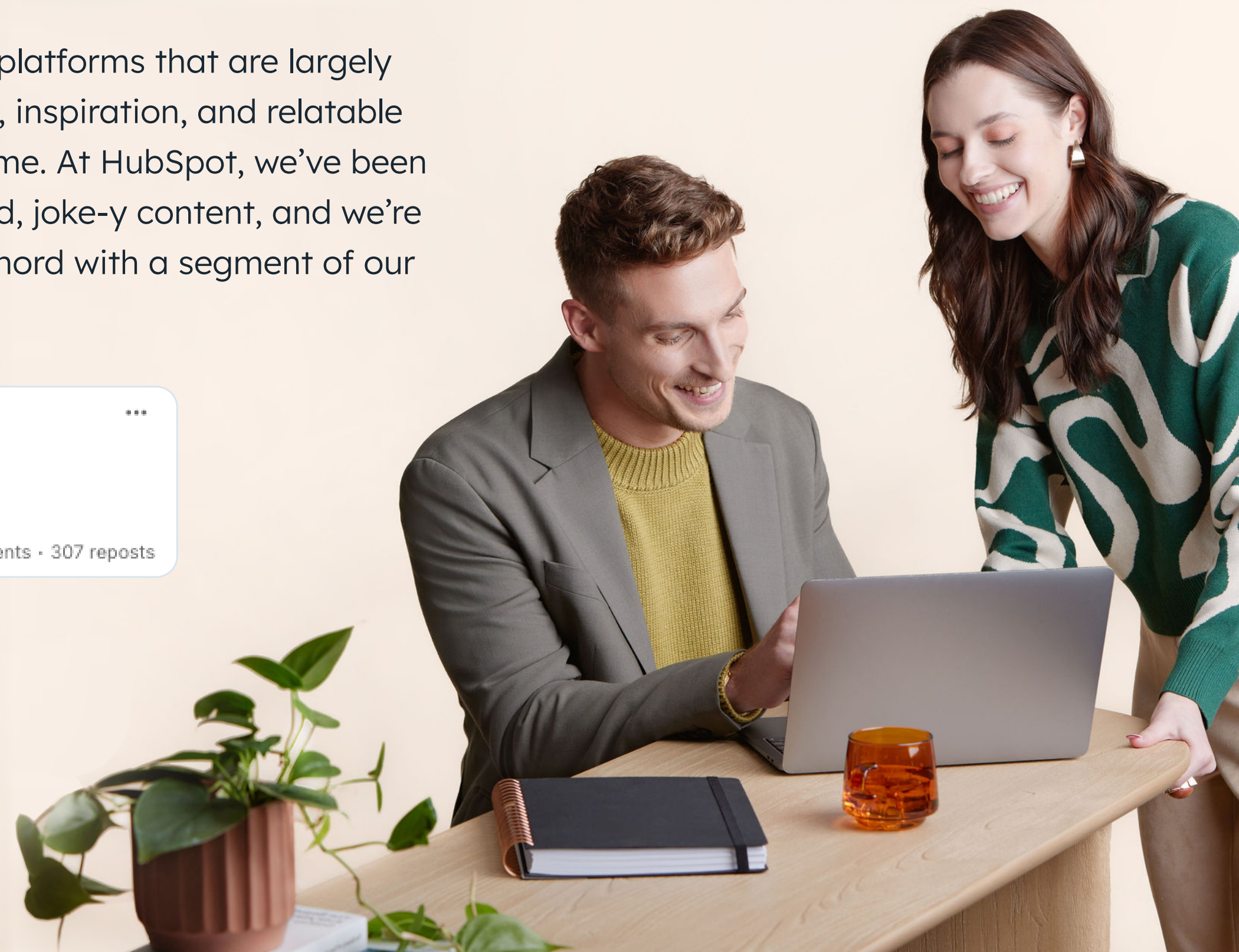
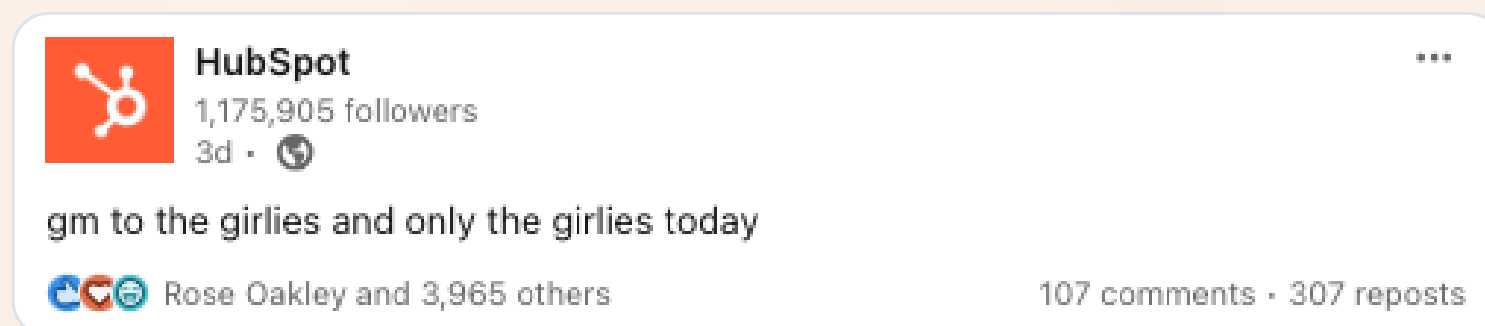
RACHEL KARTEN

Social Media Expert & Consultant

SOCIAL TREND #9

Mememes and funny posts are outperforming highly-produced, product-focused content

Turns out the hard sell doesn't work great on platforms that are largely made up of people looking for entertainment, inspiration, and relatable content. But silly little jokes? Those are welcome. At HubSpot, we've been testing out some more humorous, meme-filled, joke-y content, and we're seeing tons of engagement. We've struck a chord with a segment of our audience, and they want more.

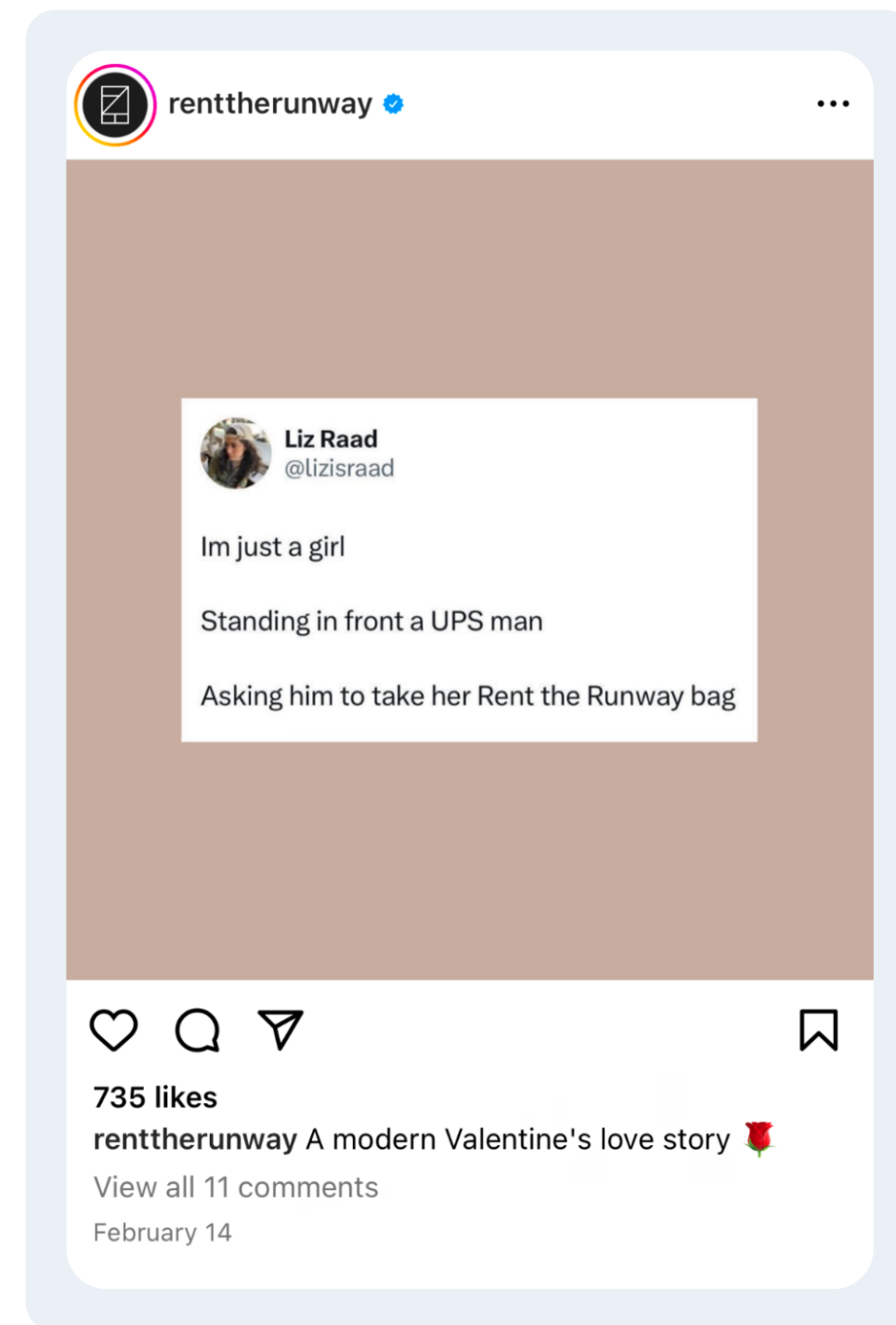


Key stats

- ✓ **24%** of marketers say that funny content has resulted in the biggest ROI this year.
- ✓ **94%** of marketers rate memes as having average or high ROI.
- ✓ **92%** of marketers plan to continue or increase their investment in memes in 2024.
- ✓ **97%** of marketers plan to continue or increase their investment in funny content in 2024.

Brand spotlight

Rent the Runway knows their crowd — and their customers certainly know their rom-coms. Their Instagram page is a healthy mix of killer looks, fashion inspo, and [memes like this one](#), inspired by a devastatingly romantic line from the Julia Roberts and Hugh Grant classic, Notting Hill. RTR keeps it relatable and funny, going heavier on the inspiration and light on the sales.



Actionable tips

Want to be funny on social media? It's not as easy as it looks. Consider sending your [social media team to an improv comedy class or workshop](#) — they'll learn:

- ✓ How to take creative risks
- ✓ Ways to get out of their comfort zone
- ✓ The art of taking a comedic leap

As a brand, the best way to bolster connections with your audience using humor is to use social listening to keep tabs on what's making your audience laugh, make observations, and experiment often. And give your social team the resources they need to move quickly and make bold choices when appropriate.



SOCIAL TREND #10

Having a strong brand identity and voice on social, and promoting individual creators' voices, is becoming more important



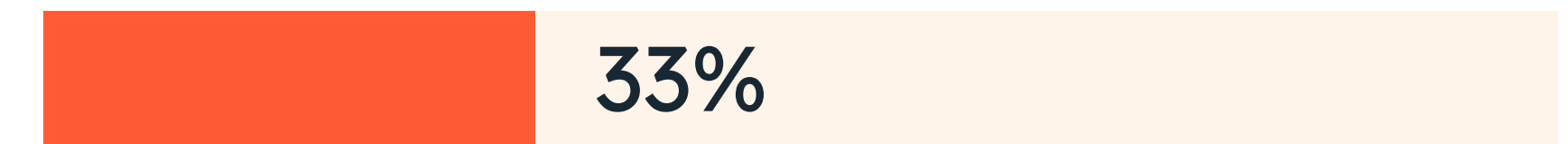
One in four marketers say their main goal for social media in 2024 is to increase brand awareness and reach new audiences, and this is the top reason brands are partnering with creators and influencers, too. Marketers are also interested in improving brand sentiment and improving customer relationships and loyalty by aligning themselves with respected creators.

To do this, social teams will need to establish a recognizable brand identity and partner with influencers that match their brand vibe and values.

Key stats

What are the primary goals of working with influencers (top 6)?

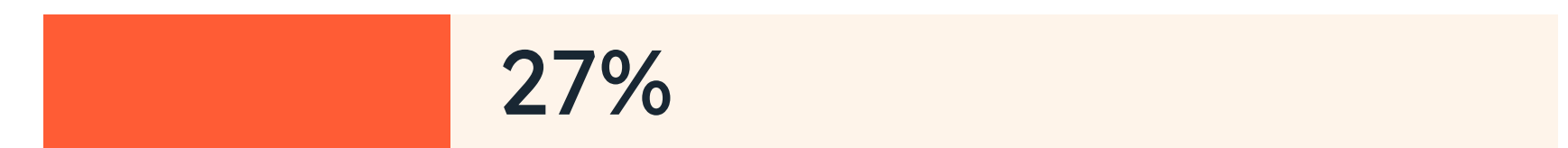
Increase brand awareness/reach new audiences



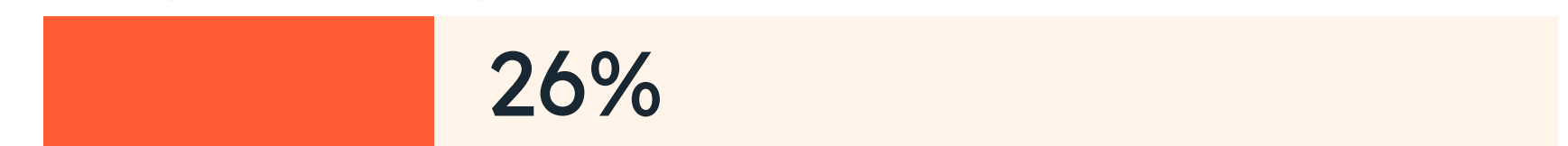
Improve brand reputation



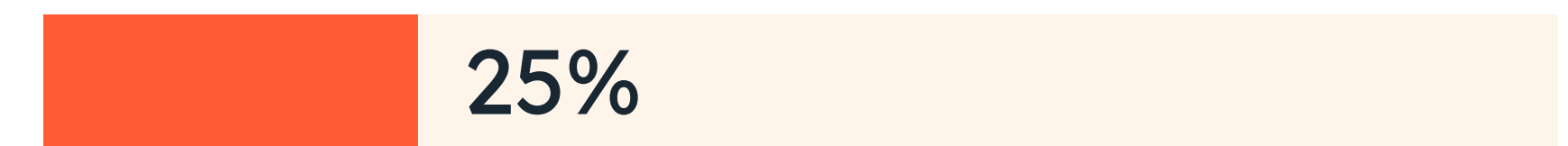
Increase revenue/sales



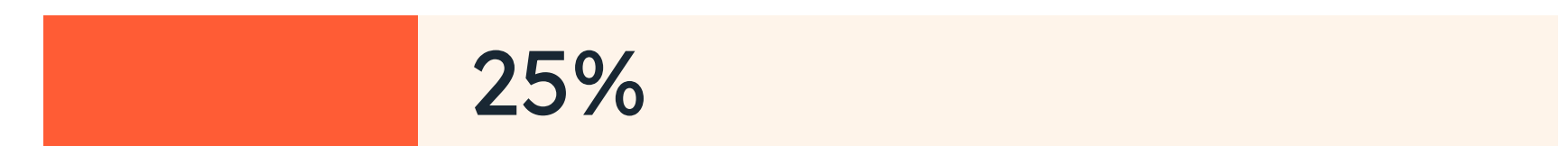
Grow your community/following on social media



Increase engagement



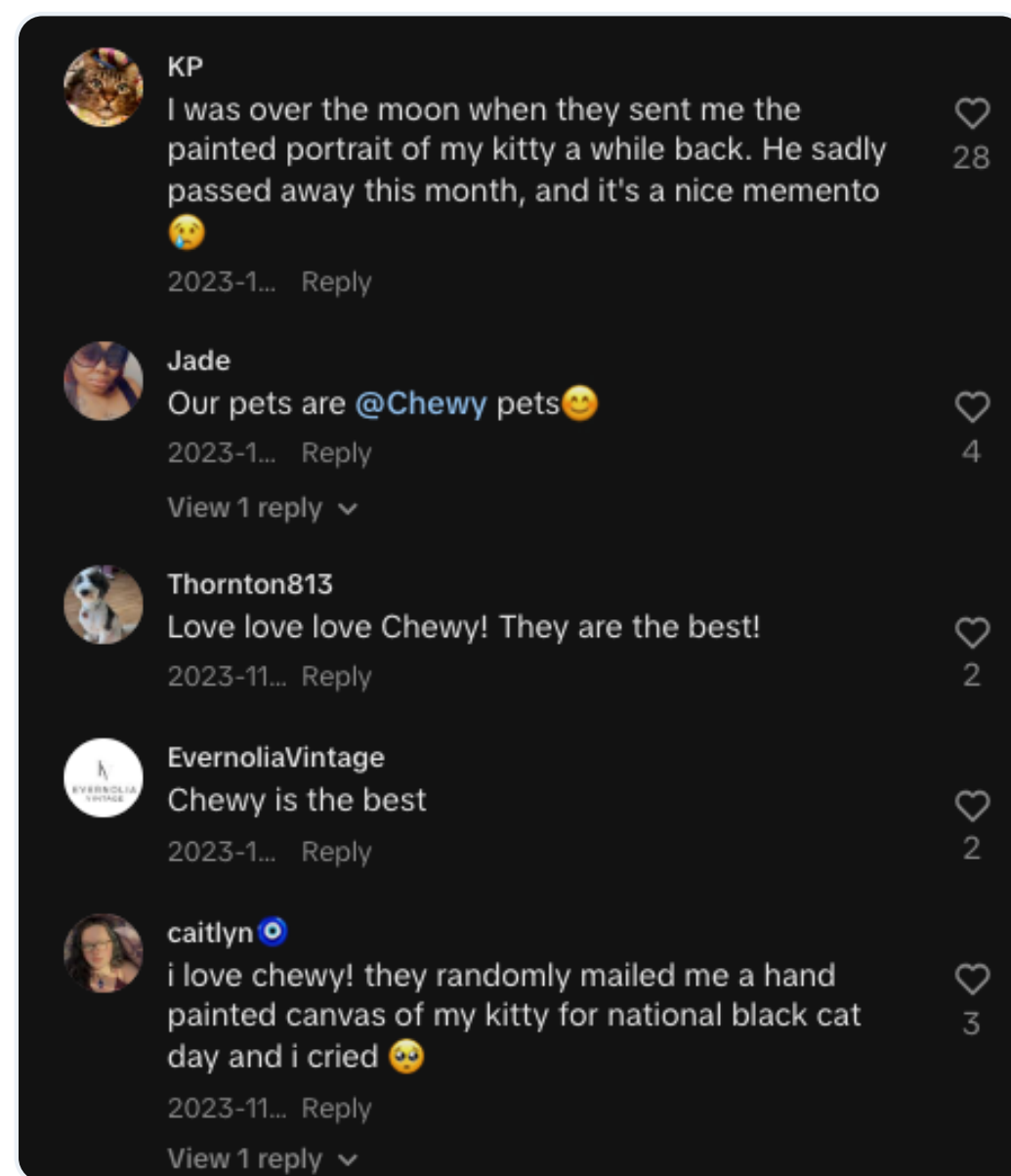
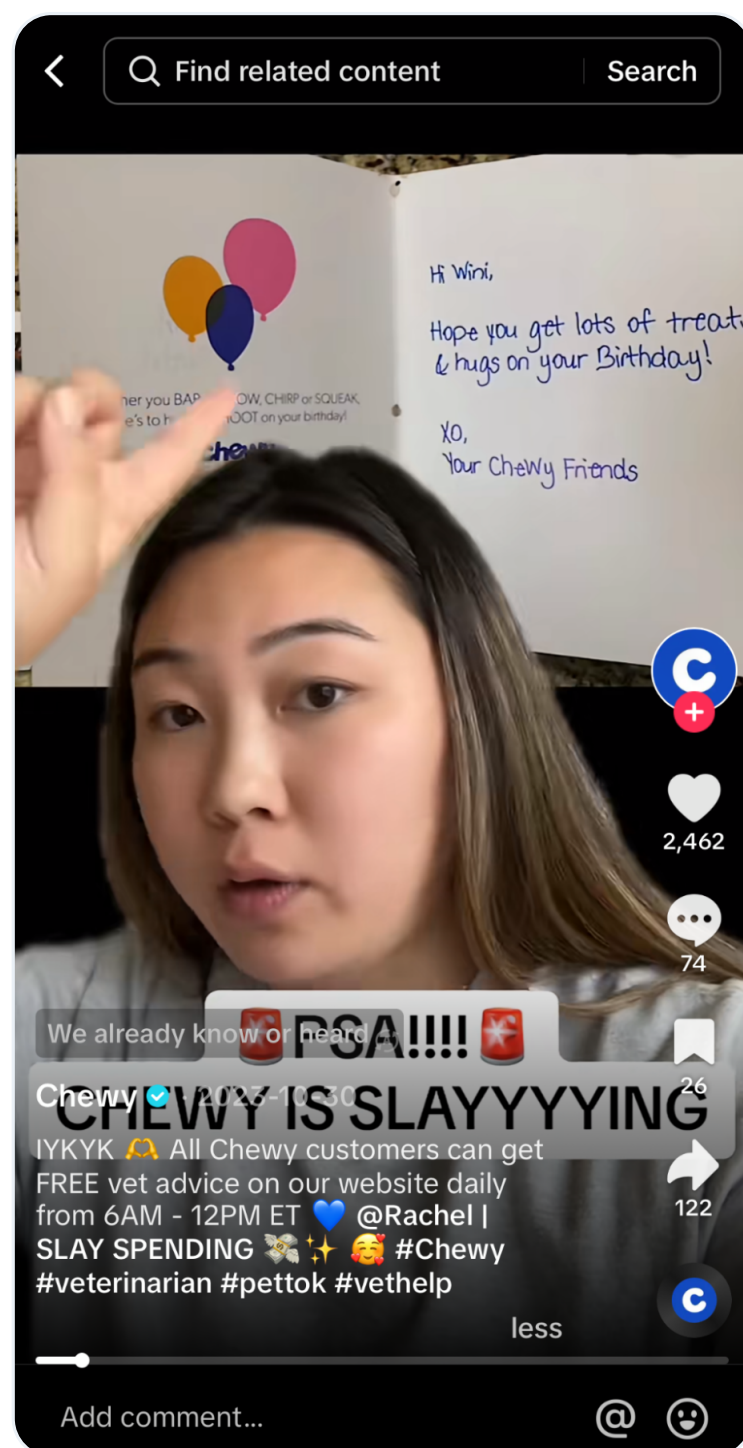
Advertise products/services



Brand spotlight

Chewy has made a name for themselves as the pet people who truly care about their customers' pets. They've gone viral many times on TikTok when [pet owners whose furry friends have passed away receive a handwritten note](#) and a painted portrait of their buddy. The little things go a long way in a social-first world and can lead to thousands of new brand advocates from each video.

Chewy shares user-generated content (UGC) and partners with creators and fans like [@Rachhhyl](#), a smart spending influencer, to share their free vet services with new audiences.



Actionable tips

When seeking out influencers, look to your network of existing brand advocates first. Then, evaluate partnerships based on alignment with your brand values, campaign goals, and potential impact.

When working with influencers, the best relationships are long-lasting, mutually beneficial, and rooted in respect.

How do you determine which creators to partner with on social media (top 5)?

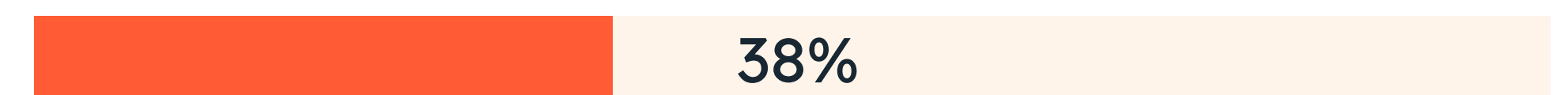
The quality of their content



Their aesthetic/branding



Their follower/subscriber count



Their alignment with your company's values



Their expertise in your particular industry



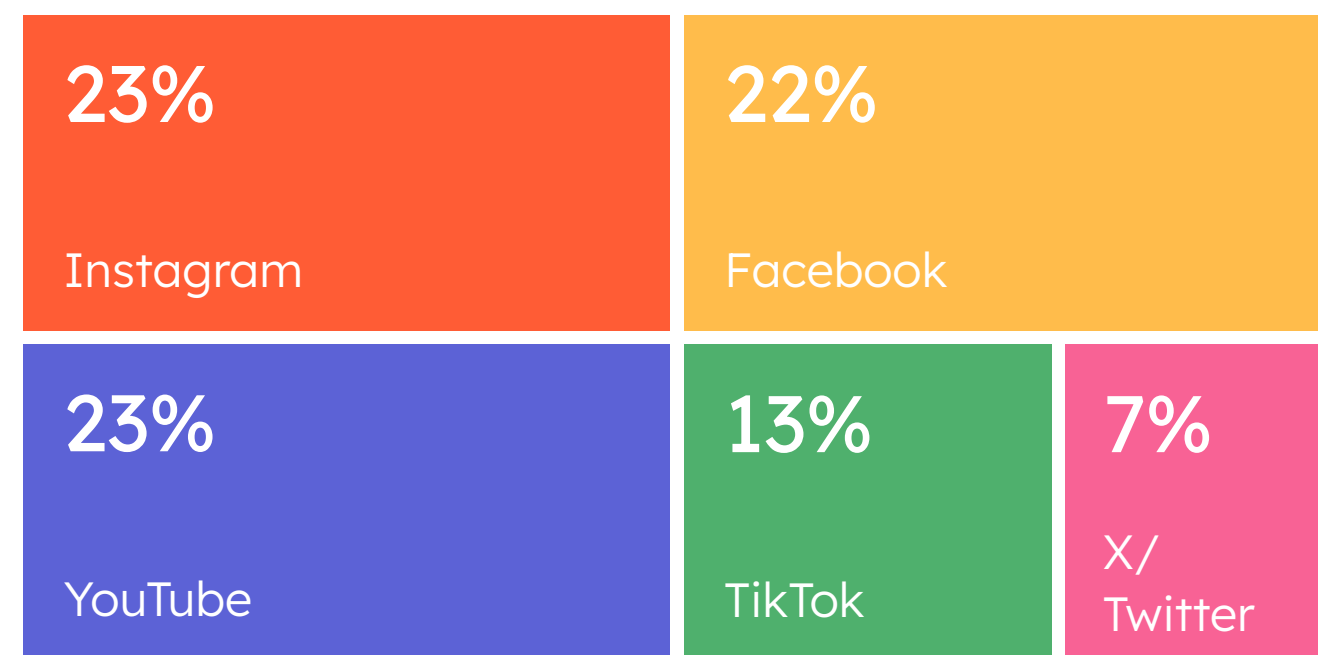
Get the guide to working with influencers →

CLOSING

Predictions for the future of social media marketing

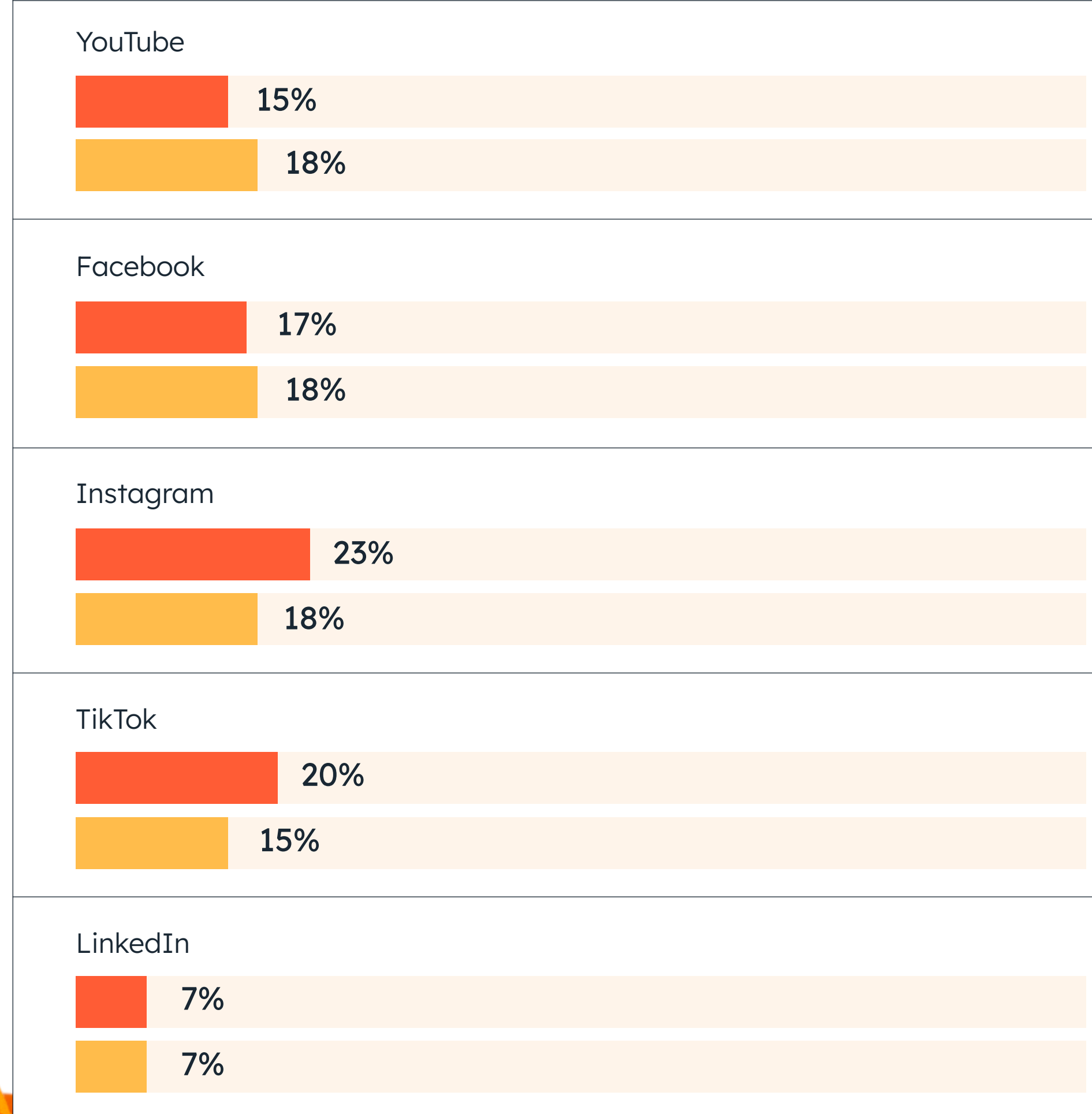
In the year ahead, social media marketers plan to invest the most in YouTube, Facebook, Instagram, and TikTok, and they'll create more funny, relatable, behind-the-scenes content. Across industries, brands are seeing strong results from investing in social and recognize that **social media is extremely important to business growth**.

Where does your brand plan to invest the most on social media in 2024?



Which platform offers brands the biggest opportunity to grow their audience this year?

● 2023 ● 2024



Here are the top ten ways social media pros believe their strategy will change this year + tips to get ahead of the curve

#1

Using AI tools in social media marketing strategy will become more important.

Get ahead →

Invest in AI policies, training, and tools.

#4

Creating content tailored to the interests and needs of your audience will become more important.

Get ahead →

Create AI workflows to repurpose content for different segments of your audience.

#2

Using data to drive social media marketing strategy will become more important.

Get ahead →

Build out easy-to-read social dashboards or reports that help your team quickly get results & make decisions.

#5

Creating content that reflects brand values will become more important.

Get ahead →

Develop a brand guide for working with influencers and creators that outlines your brand mission, vision, and values.

#3

Marketers will need to plan ahead in case they have to pivot their social media marketing strategy due to major world events.

Get ahead →

Have an action plan in place with your brand's point of view (POV) on events like the election. Consumers want to know your brand values, so be prepared to share your leaders' perspectives if that's something your audience cares about.

#6

Brands will need to better understand their target audiences.

Get ahead →

Gather data on your audience, conduct focus groups or user interviews, and frequently analyze audience feedback. Align marketing, sales, and service teams and share knowledge between departments.

#9

Brands will prioritize making authentic and relatable content.

Get ahead →

Throw out your “social media marketing” playbook and reimagine how you measure success on social. This will give social teams more freedom to experiment with new content types and test them out with enough leeway.

#7

Social media teams will need to tailor the tone of their content to fit the unique voice of each social media platform.

Get ahead →

Set up AI guidelines for refreshing content for different platforms, or partner with different creators based on the channel.

#10

Brands will need to sell products directly in social apps.

Get ahead →

Set up shop on your most active social media platforms and designate a team member to handle optimization, customer service, and ongoing social shop marketing.

#8

Working with small influencers (1K-100K followers) will become a better investment than working with larger influencers (over 100K followers).

Get ahead →

Identify micro influencers in your space, whether your brand is B2B or B2C, and begin outreach ahead of your next campaign.



On social media, the only limitations your team should have are your imaginations. Try a big, creative campaign and dig in to how it impacts your brand, then try again, and again. We can't wait to see what you create.

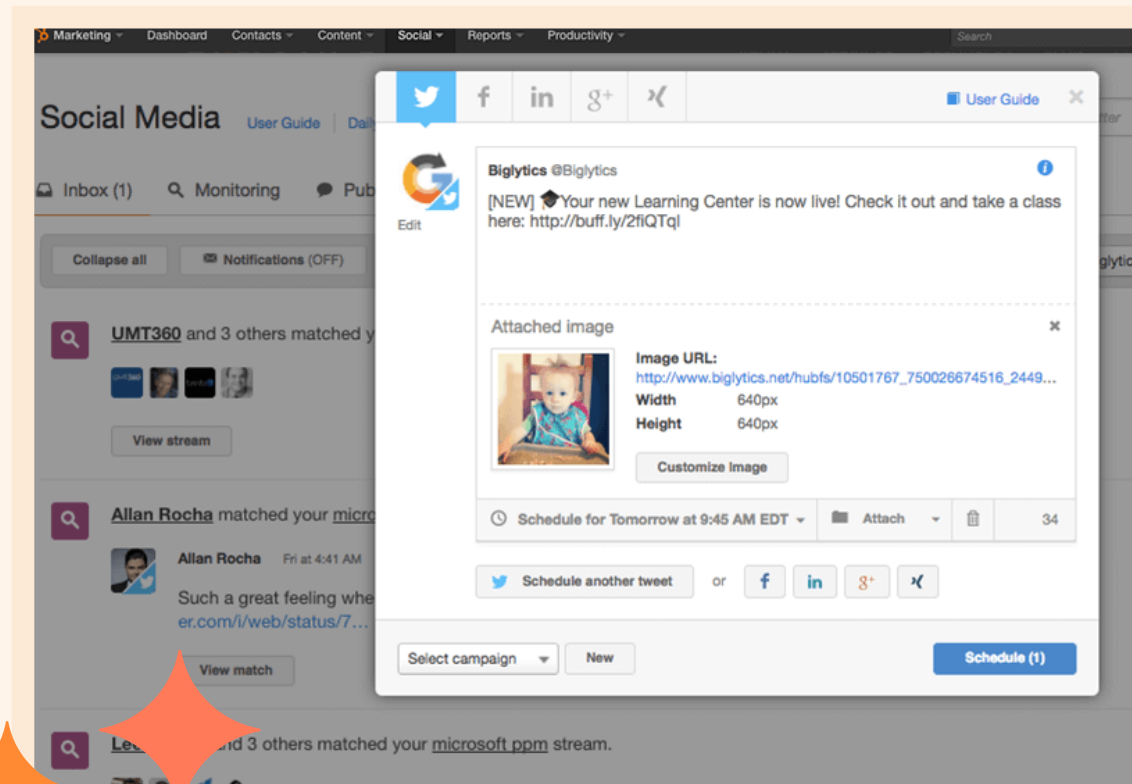


Connect with your audience and prove business value

Prioritize social media interactions and never miss mentions from your most loyal brand advocates with HubSpot's smart social media tools.

- Build and publish social media campaigns with ease, using our AI-powered social post generator.
- Monitor social mentions automatically with streams based on certain keywords.
- Report on social media marketing ROI and set up custom social reports and dashboards.
- See how social media impacts your larger marketing campaigns and strategy.

Get a demo



Capture all conversations on Social Media

Identify all conversations in real time about your brand, market, or competitors on the web and social networks

Brand management

Understand and improve your brand's reputation online by easily identifying everything that's being said about it on the web and social media

Competitive analysis

Monitor and strengthen your market position by tracking every move your competitors make

Market research

Identify movements in your market and stay relevant to your audience by anticipating the emergence of new technologies, regulatory changes or consumer behavior

Crisis Management

Manage and reduce the effects of a brand crisis by identifying it at an early stage and interacting with those who are fuelling it

Try Mention for free



HubSpot

Methodology

We surveyed 1,500+ social media marketers in Australia, Canada, Colombia, France, Germany, Japan, Mexico, the Netherlands, Sweden, Singapore, the UK, and the U.S. in January 2024 to gain the insights for this report.

Report created in collaboration with CXD Studio.

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