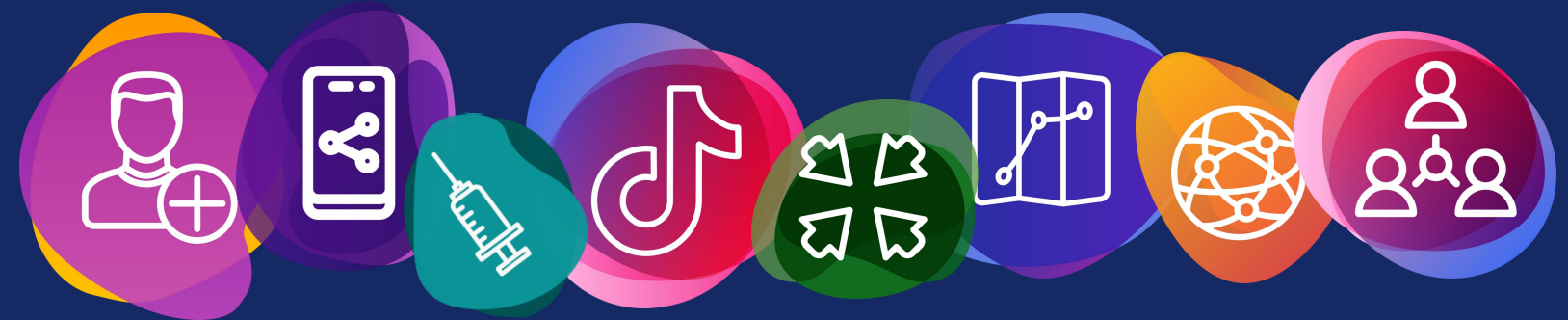





Welcome to...

Social Media Trends 2022



Leveraging TikTok, Social Selling and
Omnichannel Engagement for B2B and
B2C Brands

The background of the slide is a dark blue color with a pattern of light blue, stylized icebergs and ice chunks scattered across it. The icebergs are of various shapes and sizes, some with sharp edges and others more rounded. The text "Icebreaker Questions" is centered in the middle of the slide in a white, sans-serif font.

Icebreaker Questions

POLL#1

Does your company have a TikTok account?

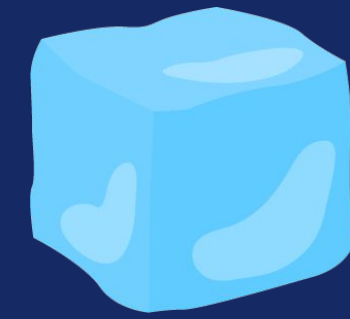
POLL#2

Are you planning on using a social media management system in 2022?

POLL#3

How many social media platforms does your company use?

PLEASE LOOK TO THE POLL ON SCREEN TO PARTICIPATE





We will be sending you the slides +
the recording within 48 hrs





Questions?
Put them in the Q&A box.



Agenda



1. Introduction
2. Overview of the Social Media Trends Report
3. Discussion of Three Topics:
 - a. Tiktok
 - b. Social Selling
 - c. Omnichannel Engagement
4. Live Q&A (Pop your questions in the Q&A box!)



Host and Moderator



Ben Jeffries

CEO & Co-Founder of
Influencer.com



Panelists



Lisa Targett

Chief Revenue Officer at
TRIBE



Dan Knowlton

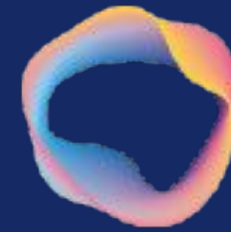
CMO & Co-Founder of
Knowlton



Katy Leeson

Managing Director of
Social Chain





1. TikTok will take over social media, leaving other platforms to adapt.



2. Social ads will develop, as cookies get crunched



3. Social selling will simplify the customer journey



4. Post-pandemic content will shape up to consumer needs



5. Omnichannel engagement will change the way consumers engage with social media



6. Maturing influencer marketing will finally come of age



7. Brands will lead in social media decentralisation



8. Metaverses will be the next consumer connection

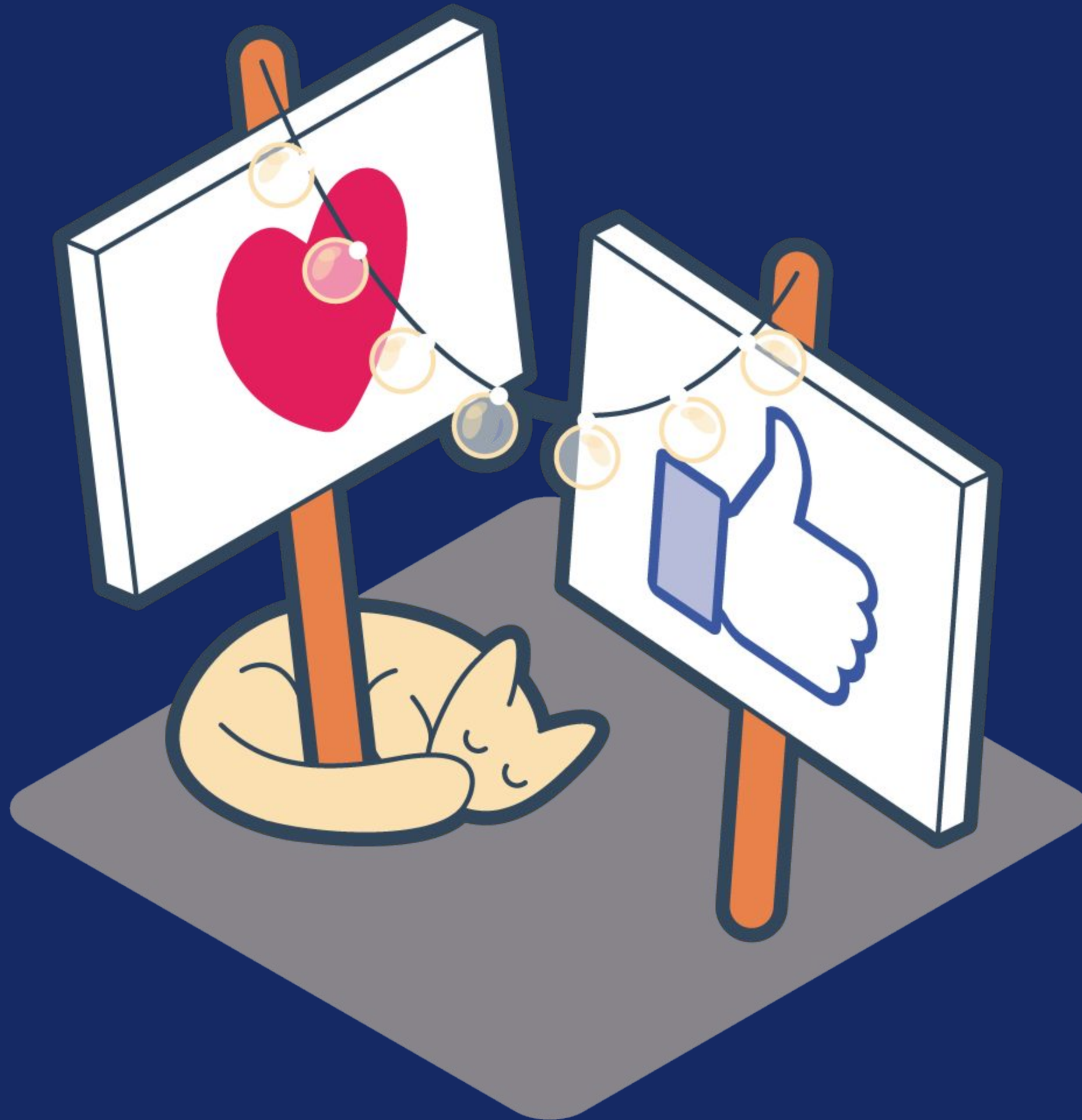


9. Brand inclusivity will be brand critical

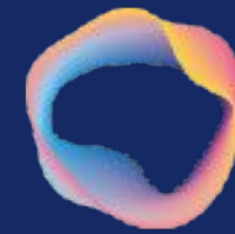


10. Communities will develop, and take control

Discussion Time!



HubSpot



Talkwalker



HubSpot Talkwalker

2022
**Social
Media
Trends**

How to drive **success** in
the accelerated age of
the **'now'** consumer



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