

SOCIAL MEDIA TRENDS 2022

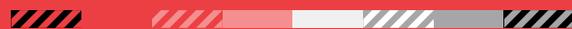
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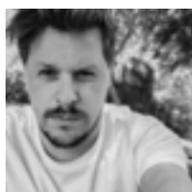


LIKE ANOTHER 2020, BUT VERTICALLY CARVED OUT



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In all fairness, 2021 kept us marketers and consumers entertained, to say the least. It will position itself in the history books as the breakout year into the new normal, but heavily dominated by variants and volatility. Hence why the new year will still carry around a 2020 stamp. Another year in a post-Pandemic flywheel effect but with a strong vertical slur of new developments and sub-trends coming to surface.

From a social marketing POV we based this on 3 shifts: a pandemic-led transformation in the field of tech and platforms, the prioritisation of omni-channel strategies, and brands' next steps into humanisation. On the backdrop of those shifts we've outlined 7 social-led trends that will impact marketing over the next 12 months.

Aside from being social-first, the following trends in this document also have another characteristic in common. They're all shaped and designed to capitalise on deeper intent

and attention. A distinctive move towards containing dwell time and buying power within a single experience or platform.

Without predicting the future, 2022 will be (or at least has the contours to become) the year of:

TikTok's further expansion as a social mainstay and trends incubator, the imminent **social commerce** breakthrough, **social audio's** move forward, the growing relevance of **social communities**, the inevitable shift towards experience underpinned by the **metaverse**, the increasing value of **creators**, and the cross-funnel capacities of **influencers**.

We kept it digestible and easy on the jargon. But the bottom line is hopefully clear. We're off to an exciting year in social.

Enjoy the reading.

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TIKTOK MADE ME DO IT

The dazzling influence over content, storytelling, creators and commerce

What we've seen

TikTok daily use has skyrocketed in 2021 and the platform is now casting a shadow over the big names.

In September 2021, TikTok proudly announced through a blog post that **1 billion** people used the platform every month (yes - that's one in seven-and-a-half people worldwide). Resulting in countless amount of short-form videos of basically everything: from dancing challenges to satisfying clips of drawing to educational content about beauty, etc.

What made TikTok so popular and gain traction in the past two years is without a doubt the democratisation of storytelling and how one can use TikTok features to create short videos with no editing background. But additionally, the platform **algorithm** is somehow different than other social media platforms in the sense that it relies on '**authority ranking**'. Reading how much influence and authority you have in your vertical. When done right, TikTok content could generate thousands of views

even if you have only a few followers. Its AI-powered algorithm will boost your content towards users that crave similar content through the 'For You Page' (the discovery section of the app) - even if the content looks amateurish.

Today, Tiktok is forcing its new competitors to adapt to the threat: Instagram, owned by Meta, has declared that it's no longer a photo-sharing app and heavily promotes the use of Reels - a copycat of short-form content born on TikTok. Ironically, Reels content is now far more discoverable than traditional content and the California-based platform even made clear that posting watermarked TikTok content will be less discoverable on Instagram. Also, according to a report by App Annie, TikTok has now beat YouTube's average watch time for Android users in the US despite only allowing for short-form content.

<https://techcrunch.com/2020/02/17/leveraging-tiktok-for-growth>

<https://newsroom.tiktok.com/en-us/1-billion-people-on-tiktok>

3

TikTok became the first app not owned by Meta (formerly Facebook) to reach **3 billion downloads globally**

46

TikTok grew its **monthly active users by 46% in less than 6 months** - from 689 MAUs in July to more than 1 billion in December 2021

Why it matters in 2022

TikTok's astronomic growth will undoubtedly continue to impact social media communication in several ways:

CONTENT & STORYTELLING

Authentic, unfiltered, democratised and entertaining content will continue to gain traction on social media under the influence of TikTok. With the attention span decreasing year over year, the use of **'micro-content'** that grasps attention quickly will be key in 2022, as well as the use of looping videos, remixing, supers or voice-overs, music and punchline at the end of the content.

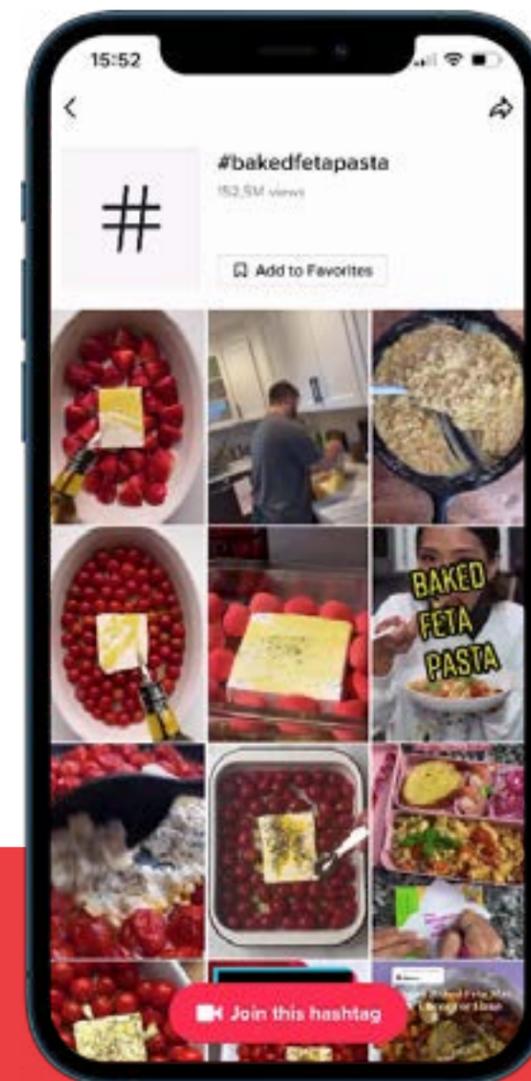
CONTENT CREATORS

As a consequence of TikTok's growth over the last two years, the notion of influencer has evolved, moving from somebody with huge following and sometimes questionable reach to somebody that achieves great reach without having specifically loads of followers. In the new social media distribution economy, **authority and reach will overwrite followers and the traditional notion of engagement.**

COMMERCE

From cosmetics to consumer goods to clothing, cultural trends on TikTok has organically helped many advertisers to sell more, sometimes even outsell: think of Maybelline mascara, Zara legging jeans or even **feta cheese** that was nowhere to be found in many countries following the **#BakedFetaPasta** recipe that popped up on TikTok during the first months of the pandemic and took the world by storm.

But to accelerate commerce on the platform, TikTok has introduced **TikTok Shopping** as a suite of solutions, features, and tools that give businesses the opportunity to tap into the power of integrated commerce. This includes storefronts on brand pages, tagged products and livestream shopping events that is set to roll out globally and will boost commerce activations on the platform.



SELL ME MORE

The new opportunities
of Social Commerce

What we've seen

A boost of developments and audience adoption can kickstart a Social Commerce breakthrough in 22

Social Commerce is no longer a novelty thing. It has been around for years, bolstered by Asian super apps, accelerated by the pandemic and better mobile and connectivity logistics. Further building on the backdrop of physical restrictions, tighter consumer expectations and the leap towards experience, brands are prompted to activate a channel that drives sales and offers its clientele additional avenues for discovery and personalised service, without leaving the app. Social networks clearly understood this and introduced numerous shopping features throughout 2021, most notably: product tagged posts and social storefronts. Over time the public has become more acclimated to the concept, algorithms have gotten smarter and use cases have bubbled up.

Hence why it's safe to assume that in 2022, we'll see businesses of different sizes supercharge their commerce activities, with social as the key interface. How? By tapping from the continuous stream of technological innovations, unified experience solutions and system integrations (let's face it, which network doesn't have a deal with Shopify yet?).

A few caveats though. The landscape is a bit unbalanced right now. In the US, where a native checkout is available in Facebook and Instagram's social shops, success stories are piling up. And in Asia, where super apps have been standardised to a way of living, physical and digital experiences are seamlessly connected. The rest of world - with Europe on the forefront - is still waiting for an integrated A-to-Z shopping solution.

As ease and functionality are top of mind for the mobile-centric consumer, a good social commerce strategy is one without too many detours to external pages. The interesting news: big social holdings - Meta and Bytedance in particular - have been trialing in-platform commerce tools,

pivoting towards a WeChat-esque model, born out of the desire for a social sharing, dwelling and transactional platform. The building blocks are there, it's just a matter of waiting for a global rollout and integration timeline.

What we've seen

Not just a bottom funnel play

For a clear understanding, winning at social commerce doesn't happen by just implementing an in-app checkout and watching basket value increase. Brands that want to up their commerce game will need to streamline an interlocked brand and sales strategy touching every stage of the user journey. Why? Consider a massive increase of competition in the social space due to the scarcity of first-party data. And most importantly, the end-user is leveraging social for wider research to support decision making more than ever before, while still looking for a fair amount of entertainment.

That's why it's important for advertisers to underpin the "social" aspect in social commerce. The end-user will still spread their brand affinity and consideration across different touchpoints. But the more you can centralise these steps into a single experience, the better.

Looking at the new year, social commerce gradually moved for a bottom-funnel

eCommerce outbreak towards an hour-glass model, across stages: from awareness over consideration to sales and nurturing re-purchasing and loyalty.

And this approach matters and makes sense. For the simple reason that brands need to rely on a model that can generate demand and move warm audiences to advanced cross and up-selling segments. Just focusing on brand or sales only would be a missed opportunity.

Omni-presence
on social pays off

53.2%

Of global internet users aged 16-24 use social as a primary source for product research

Source: Hootsuite & We Are Social, 2021

Why it matters in 2022

Getting social commerce right

Every business is unique. Different price-points, consumer complexity and seasonality can influence the striking power in the online field. Aside from the solid core foundation we laid out in previous pages, here are four considerations we would like to bring forward for a successful and enhanced social-commerce strategy in 2022.

Curated audience management. Having additional commerce surfaces like social shops will unlock more signals to track and use for retargeting and lookalike modelling (view product, add to cart). These behaviours are pure gold for future activations and repeat purchases and thus require sufficient care.

Viral and experience commerce. Don't underestimate the impact of impulse moments and realtime buying opportunities. Try leveraging micro-influencers through live-streaming events, deeper engaging video formats, gamification, offering social-only LTEs or crossovers to virtual experiences.

Experiment, but respect platform DNA. While it may look as if the big social players rolled out the same shoppable formats on their network, they still cater to different demographics and needs. Hence why advertisers should trial the best fit(s) for commerce. Combining is definitely recommended, mimicking the same strategy is not.

Integrate as much as possible. Social commerce shouldn't be managed as a standalone activity. It can be connected to conversational interfaces to improve CS and 2-way dialogues. It can also be leveraged as a valuable barometer for product inventory management and to trial, promotions influencer or cross-creator collaborations.

<https://techcrunch.com/2020/02/17/leveraging-tiktok-for-growth/>

<https://newsroom.tiktok.com/en-us/1-billion-people-on-tiktok>

THE POWER OF AUDIO

How sound and music have elevated social content

What we've seen

Clubhouse has accelerated the adoption of audio content, but not only

As we highlighted in our previous Trends report, audio content has made its way into our homes through the likes of Clubhouse, Apple and Spotify. On one hand, Clubhouse taught us that a standalone social audio app hosting live impromptu conversations isn't built for the ages, as for the different audio clones that were initiated mid-2021.

On the other hand, podcasts continue to gain traction and provide consumers with valuable and entertaining long-form content, as social feeds become more and more saturated.

As reported by Brandwatch Bulletin, the number of people tuning in to podcast is only increasing, showing that the audio market has potential to grow over time.

And podcasts also have the potential to influence consumers habits, as 78% of

podcast listeners told Sortlist that they would be influenced by audio content in their purchase journey. On top of this, 29% of respondents told they're listening to podcast content related to their hobbies which makes place to a new promised land for targeting niche segments.

Lastly, audio is not only synonymous with live content or podcast, but also to music. Initiated by TikTok and then cloned by Instagram, short-form video content is often associated with songs that have the power of turning video into global trends.

In October 2021, TikTok has announced they introduced 6 new certified sound partners who can help brands build sound-on strategies on the platform. Which comes on top of the existing 150,000 royalty-free tracks library sourced from emerging artists and music houses.

<https://www.sortlist.fr/blog/etude-contenu-audio-2021/>

<https://newsroom.tiktok.com/en-us/helping-brands-unlock-the-power-of-music-and-sound-on-tiktok>

78

Percent of podcast listeners told Sortlist that they would be influenced by audio content in their purchase journey.

65

Percent of TikTokers would prefer to see videos from brands featuring popular or trending songs on TikTok

Why it matters in 2022

Sponsored podcasts represent a juicy opportunity to attract new customers

Podcast content is slowly on its way to overpass radio content, especially for younger generations of listeners. For marketers, sponsored podcasts represent a new way of reaching 18-44 with valuable, longer and entertaining content at a time where ads have a hard time to break through in crowded social feeds overtaken by short-form content. Moreover, podcasts are mostly sought out by people who are already interested in a niche.

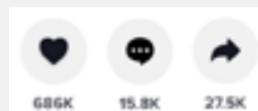
Tapping into viral music hits on platforms such as TikTok will bring more credit and attention

With an increasing amount of customers preferring content from brands that features original sounds or viral hits, the next best performing content recipe will make music central as it has an halo-effect on cultural relevancy and brand love.

Case

CHEVROLET - MY TRUCK by BRELAND

Chevrolet made its first appearance on social video app TikTok with a rebooted version of "My Truck," the hit song by hip-hop performer Breland. By enlisting hip-hop artist Breland to appear in a music video on TikTok, Chevrolet aims to reach Generation Z, which is the most multiethnic demographic group in U.S. history. Breland's song "My Truck" is similar to Lil Nas X's "Old Town Road" in showing broad appeal as a "country trap" song that mixes country-western and hip-hop genres. Breland said in the press release that Chevy appreciates that truck enthusiasts are getting younger and more diverse, an insight that also inspired the song, showcasing their creativity, but underscoring the meaning behind it.



THE REBIRTH OF SOCIAL COMMUNITIES

What we've seen

Social media communities offer opportunities to provide added value to their members

Approximately 10 years ago, social communities were considered as digital marketing Holy Grails. By that time, social platforms organic reach was still double-digit and few were the marketers that had to invest media to reach their customers. If you were a brand with an active community (read with a large chunk of followers), it is more likely that your page engagement and interactions were extremely high.

Fast forward to 2021: organic reach is capped at its all-time low, page engagement hardly takes off despite smart content marketing plans, and media investment is becoming a no-brainer if you want to reach specific audience segments. Even if you owned a large community in the 2010s, today's organic reach is preventing you to address more than 1-5% of your followers (exception occurs).

As a result of these drastic changes in social distribution algorithms, more and more

social communities were forsaken for the benefit of niche paid media targeting tactics, which ultimately and ironically proved to perform better. This is mainly explained by the fact that many brands were competing to attract customers into their communities with the likes of many Like Ads, easy contests or rewards, and unconsciously attracted a large number of 'fans' but that had in the end very little connection with the brand. Paid media targeting offered then the opportunity to reconquest those qualitative customers and keep them engaged within the brand comms.

Although, social communities still reach far in many ways and provide added value to their members in a crowded, mistrusted and sometimes anxious social media environment. While communities may not be the answer to every short-term business objective, they can surely help in the long run and therefore act as a great addition to your digital marketing strategy.

Why it matters in 2022

Investing in building social communities can benefit brands in several ways

1

Insights into customers' preferences and needs

By listening and analyzing customer conversations or frequent themes within social communities, brands can understand what their customers preferences are and what their current and future needs are.

2

Increase in customer retention and loyalty

The most powerful sales increases come from communities where customer retention/loyalty is the goal and helping existing customers to succeed better the focus.

3

Improvement of reputation and thought leadership

If members of the community are satisfied with what the brand/product do, it's likely that they will share their praises with the rest of the community and beyond.

4

Decrease support costs

In good customer communities, customers interact with one another, and questions get answered by other community members. Customer communities can lead to cheaper costs in support but also in up-selling, generating new contacts, etc.

5

Collaborative way of working & crowd-sourcing

Public communities can be used for collaboration if they are properly designed for it and enable you to identify and involve the members in a mutually beneficial way. In some cases, community feedback and close customer/fan relationships can contribute to product and services improvement or additional engineering.

Why it matters in 2022

Emerging platforms are offering communities new ways to exist



Twitch (owned by Amazon) is where millions of people come together live every day to chat, interact and make their own entertainment, together. Streamers can enjoy anything from games, music, talk shows, sports, travel & outdoors,

chat, food & drink or special events. In terms of scale, Twitch had 140M unique monthly visitors and 9.5M active streamers in 2021. Daily active users spend an average of 95mins on Twitch.



Voice communication and multimedia platform designed for instant messaging among digital communities. Discord is used by everyone from local hiking clubs to art communities to study groups, talking for upwards of 4 hours per day on the platform. From exclusive sales to giveaways

to customer service, Discord servers can benefit brands in many ways. In terms of scale, Discord had over 250M registered users and over 150M monthly active users, active in 19M servers weekly. Discord also has a partner program in which brands can create their own servers.



(Swedish for 'strive': to make great efforts to achieve or obtain) defined itself as the social network for athletes. Its sophisticated fitness application tracks running and

cycling activities and delivers performance metrics and individual data. In terms of scale, Strava reports 76M users and 1B activities uploaded in the last 13 months.

Case

BURBERRY - S/S 2021 Show

Burberry became the first luxury brand to livestream its 2020/2021 fashion show on Twitch. In the context of UK strict health measures in Sept. 2020, Burberry live streamed its fashion show on the platform and had several viewpoints into the same window and 4 guest speakers commenting the show in real time, which was a first for a luxury brand and gained a lot of good PR.



ENTER: METAVERSE

More than an escape route from reality

What we've seen

The groundwork has been laid

In 2021, we sat front-row during the metaverse's first real moments. Travis Scott's Fortnite show made headlines, brands minted NFTs and released collaborative portfolios. And then there was Facebook (well, Meta), committing a large chunk of its R&D dollars to this space. And it makes sense. The metaverse has a community DNA and is inherently social. 2022 is destined to be a pivotal metaverse year, building on untethered infrastructure and personalised entertainment value. It's a must for brands: from PR stunts to break the internet to hosting a compact walled virtual hangout for super-fans.

To avoid drowning in the swamp of buzzwords: the metaverse is the convergence between digital and physical. A centrepiece in the shift to web3 with a crucial role for software and hardware (phones, smart devices and headsets). It's not an actual network you can hit up with a URL but expansion of what experience strongholds such as Facebook, Snap, Roblox and Discord are already offering: AR, VR, blockchain gaming etc.

And yes, gaming is leading the popularity of the metaverse, but it goes further than that. The metaverse is a cluster of

entertainment, an immersive engagement and community vehicle that combines music, art, education, work (from home), fashion and crafts. And why is it that interesting? Because the foundation is sharing among users, social at its core.

Unsurprisingly, it's a golden path to reach Gen Z, but, slowly a broader audience is finding its way to this frictionless altered reality where you can jump from one place to another and engage in multiple ways.

For brands it's an opportunity to showcase expansive creativity and perception at different levels. They can offer additional real estate to fans. Think of a virtual restaurant or store. They can monetise efforts by hosting exclusive sales or LTEs (yes, a digital canvas is also art). Or, there's always a route to line up influential movers and shakers and activate. If Lil' Nas X isn't available, surely another musician can do a branded show on Roblox.

But, most importantly, the metaverse is a needed return to community building that surpasses the traditional Q&A approach. It's a way to connect with people and show off expertise or offering opportunities in a genuinely fun and authentic way.

What we've seen

The metaverse unlocks new business opportunities (and organisational challenges)

In December 2021, high-end fashion brand Balenciaga announced the instalment of its dedicated metaverse business unit. A PR-led initiative but, it definitely illustrates the impact and potential of the metaverse.

Transformational effects like these are similar to the times when eCom and social broke through and brands redesigned their workforce. For most advertisers metaverse activities will be implemented into the wider digital teams, and rightfully so.

The metaverse isn't about single transactions. It's part of an enhanced digital ecosystem encompassing brand, commerce and community. This is why a tight organisation is a must and all actors in the organisation need to be on the same page: the metaverse is not a flash in the pan.

Balenciaga Steps Into the Metaverse With New Business Unit

Tasked with exploring commerce and marking opportunities in web3.

Aside from alignment, realism is also a requirement. Future-thinking brands need to be open for teething problems, allow trial and error, and keep experimenting with the available technology and decentralisation breakthroughs.



What we've seen

A primer for brands exploring the metaverse

New spaces, same brand

Shifting to the metaverse isn't a mandate to act different and act cooler than you should. Maintaining the brand's identity and voice, remaining recognisable and respecting every other marketing fundamental is strongly recommended.

Co-creation vs ownership

Be cautious about the open source aspect of the metaverse when co-creating or cross-brand collaborating with the aim to sell. For now, IP ownership in the metaverse can be a grey zone and it's easy to get sucked into a bad PR story when copyrights aren't respected.

Take it slow

Don't go immediately XXL with full-on gaming experiences. Focus on little things along the way. Joining Discord to create a server for loyalty based purposes or carefully minting a branded NFT can be already a valuable always on tactic.

Portability

Right now collectibles and digital items are very much platform-centric, but there isn't a unified platform yet. So, before investing heavily into digital assets, consider that these items can't be used across mediums. Choosing your battles on which platform you focus is key. A strong promotion apparatus through social is also essential.

Case

Nike & RTFKT

The endless blank canvas that defines the metaverse sparked off a slipstream of limited editions and collectibles, especially in the fashion category. The audience's taste for ownership and exclusivity fast-tracked the NFT movement and supercharged the first metaverse heavy hitters.

RTFKT, a collective of Minecraft-adepts and fully born on the blockchain, generated a sensational amount of buzz around the promotion and sales of their digital sneakers, inspiring the likes of Gary V and Andreessen-Horowitz to inject capital into the company.

This allowed RTFKT to further develop digital assets, host eSport events, collaborate and lock down celebrity endorsements - Jay-Z is a believer. Eventually, Nike bought the outfit as part of their digital transformation plans.



CULTURE CREATORS

How social media becomes
the fabric of new cultural trends

What we've seen

Social media has the power of being the fabric of new cultural trends

The last years of social media monitoring have made clear that the field is favourable to culture shaping. On one hand, more and more people flock to social media for entertainment, information, conversations or commerce - and they spend a lot of time doing so (various sources report an average use of social media of more than 140 mins per day). And on the other hand, the reigns of storytelling have been taken by the most digitalised generation ever while social media algorithmic updates have the power of making viral virtually any kind of random content.

From Lil Nas X breaking through as a globally known rapper to brands selling out products just because of a few words dropped on TikTok (see next slides), cultural

trends seem to have found a solid bedrock on social media. We tried to deconstruct what the recipe of cultural trends was but truth to be told is that these happen naturally and unpredictably - although recurrent ingredients seem to be authentic and organic (as opposed to carefully planned and scripted calendar moments). In addition, audio/music could impact positively the process of trend shaping as well as the use of content creators.

What we've seen a lot over the past year is that social media cultural trends almost always emerge from a human stand point, which questions about the place of the community, customers, but also content creators in advertisers communication plan in the new year.

Why it matter in 2022

Brands should shift their focus from planned to reactive content to embrace culture

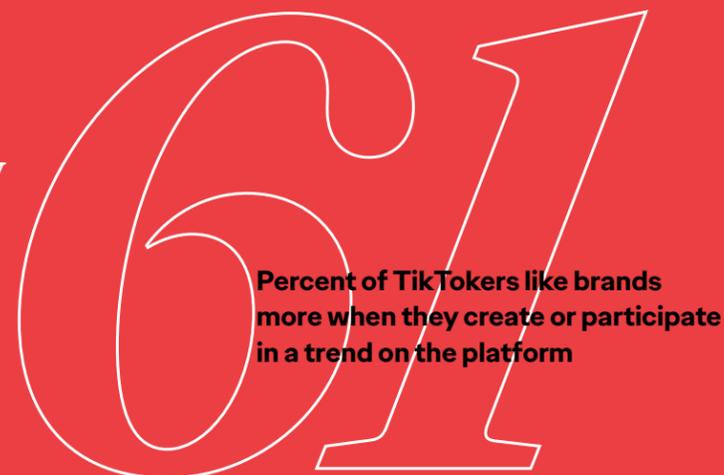
Undeniably, the very few brands creating culture or the ones capitalising on cultural trends have and will benefit from brand love over time. According to Sofia Hernandez, Head of N.A. Business Marketing at TikTok: "Our community invites brands to lean into and participate in trends, to connect through conversations and co-create, all of which builds advocacy and ultimately drives purchases."

Our global influence team came to the same conclusion in their 'Influencer Trends You Should Care About in 2022': culture can't be planned and there is a pressing need for brands to think about engaging with and

beyond their communities in a different manner. Instead of planning content across the whole year and strategically choosing calendar moments, marketers should rethink the newsroom model and how fast they are able to jump on trends and create relevant content. In a very few cases this could be done internally, but most of the time it will require strong agency partnerships and content creators collaborations.

Shifting to a prominent reactive approach won't happen overnight, but brands that start the journey earlier will benefit from the power of social-native cultural trends and ultimately improve top-of-the-funnel metrics and bottom-line.

When brands participate or embrace the language of TikTok, the community embraces them



Case

EOS

Earlier in the summer 2021, TikToker Carly Joy posted a TikTok video praising eos Shea Better Shave Cream as the "secret to avoiding razor bumps and achieving what she called a "smooth-ass hooaha" (slang for vagina). The video went viral with more than 18 millions views and counting. Joy added the product is an "absolute blessing" when shaving the problematic bikini line—an area prone to razor bumps and irritation post-shaving. As a result, eos has launched a limited-edition "Bless your F#@%ING Cooch" Shave Cream which had sold out in minutes.



SUPERCHARGING INFLUENCE

Coming of age & keeping up pace

What we've seen

The question is no longer if you should partner with influencers, but how

During the past year, we've seen good influencer content bubble up, moving away from bland endorsements to authentic storytelling. The state of influencer marketing in 2022 looks very interesting. Platforms and tech are better equipped for co-creation, and within influence relevant sub-trends and cultural facets are breaking out. On the other hand, there will be more critical eyes on the actual value of these activations. Because, even in a meta society, ROI is still a thing.

A few trend reports ago, we name-dropped Lil Miquela, the virtual influencer attracted millions with her ephemeral lifestyle posts on social. The gimmick of back then is (a part of) marketing's big bet in 22.

The metaverse is inseparable from virtual assets and personalities. Yet, the trend goes beyond sales and marketing. Virtual influencers can also address the ins and outs of real life. Angie, a "digital girl next door", is such an example. She's currently grossing a giant fanbase on Douyin where she's highlighting cultural barriers.

Adding to this, the metaverse will unlock more democracy as users will be able to play along and (co-)create. It's more than just watching a livestream, the metaverse implies that brands will have to deal with a new reality and change their game-plan. Influencers - virtual ones and humans - are essential to facilitate this transition.

This 'imperfect' virtual influencer is challenging beauty standards in China



Why it matters in 2022

What else is there?

A large chunk of dwell time and engagement will happen in the virtual realm, but influence's coming of age will also live across other domains. Think of influence as a vehicle for more inclusive brand building. Or a bigger participation in eCommerce and even influencer-led B2B marketing.

Inclusive influence equals better results. If social is a mirror for society, brands need to embody this through their IGC. In the last 2 years social users discovered an alarming pay disparity among influencers. As an example: black, female or disabled profiles were badly underpaid or just offered exposure. Same for LGBTQ+ influencers.

All moral considerations disregarded, this completely undermines the premise of brand efficiency. More than ever equality matters to consumers. And these consumers see through the brands that just try to check the boxes (e.g. diverse casting or piggybacking on specific themes).

An inclusive brand identity is a continuous process that revolves around auditing, educating, and unpacking a strategy from the inside out. Over time, this can generate a stronger level of consumer trust, persuasion and eventually commercial value.

Experience is the new eComm. Propped up by dynamic video formats, driven by entertainment-led marketing.

Data across different studies tells us there's a correlation between video view rate and purchases. While on the other hand, consumers are more likely to act when brands provide an experience, taking them on a journey that goes beyond a static product post.

This is where influencers come into play, and why it matters for marketers to double up on this pillar. Higher conversion rates and click-through volume aside, prioritising qualitative video-based metrics will help advertisers to better understand the true ROI within influence and its potential in the commerce ecosystem.

In 2022, we'll most likely see an increase of experience-driven IGC across livestream and video formats, whether or not including product tags and checkout options.

Influence has reshaped B2B marketing and employee advocacy. Marketers are liable to forget that it's not about business-to-business, but rather business-to-human. Another influence sub-trend to emerge in '22.

B2B is traditionally segregated into its own substrate. But, B2B decision making can be just as irrational as in consumer marketing, and thus live across social, amplified through influential profiles.

In terms of influencer marketing, there are still some distinctions between

selling consumer goods and business acquisitions. When selling spirits or clothing, you need tastemakers. But when you're selling to businesses, your marketing needs reputable experts.

Operating from the inside-out is a good start. Looking within the own organisation and lining up employees as experts and

advocates can help establishing a solid basis for B2B influence.

Another building block is unlocking the playing field. B2B comms shouldn't be limited to just LinkedIn but can move across different digital touchpoints (video-first platforms, podcasts).

Why it matters in 2022

More than just organic TikTok play: influence works best when integrated into the wider mix

With all these avenues and opportunities becoming available within the influence sphere, marketers are getting nervous about justifying bigger budgets. Luckily, the days of guessing about the impact of IGC are over. The metrics are solid and the ROI is measurable. Looking at case studies across the network, it's clear that influencer marketing is most profitable when baked into wider marketing strategies.

By integrating with paid, for example, and testing against traditional ads, it's easier

to unpack how influencer-led creatives impact the bottom layer of the funnel. At Ogilvy, we've found that for every channel that influence is added to, the potential to increase ROI by up to 30% is introduced.

And finally, by ensuring influencer briefs work within the wider campaign plan, and that the content is set up to be trackable, advertisers can more effectively manage production budgets and assess ROI against true business results.

TAKE AWAYS

By now it's hopefully clear that the set of trends that will shape 2022 is more than just a plethora of buzzwords. The new year has all the characteristics - from tech developments to audience readiness - to become a pivotal twelve months for the wider marketing segment, with social as a catalyst to drive growth and change.

TikTok made me do it

All eyes (and definitely big budgets) will be on the network's shift forward to deeper verticality and a stronger foothold in the space of content, storytelling creators and commerce.

Sell me more

Within the Social Commerce sphere a fair amount of new opportunities will inspire a more globally spread breakthrough, with social shops, deeper cross-funnel expansion and seamless experiences at the forefront.

The power of audio

Sonic branding and audio are destined to grow throughout the new year. Podcasts can unlock broader opportunities across the user journey while trending songs can bring forward a bigger power dynamic in content creation.

The rebirth of social communities

Also in the new year the power shift is moving back to the user. Brands need to understand how properly managed communities can have an halo effect on overall efficiency. From a customer view over support cost control to triggering creativity and collaboration.

Enter the metaverse

Social will be a crucial connection point in navigating users into/through digital and virtual experiences. Advertisers on their end will have more chances to connect brand play with commerce and next level content.

Culture creators

Social is no longer the vehicle to amplify trends, it's where trends are born. For brands it's essential to understand of the DNA they're leveraging and think reactive rather than just planned.

Supercharging influence

Influencers will have a prominent space in the manual. We'll see influencer marketing expand across different fields, more tangible ways to measure impact, a stronger emphasis on inclusivity and more tentacles for commercial value creation.

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