

# THE FUTURE OF SOCIAL MEDIA

As more marketers are using social media to promote their products and services, what do you think this marketing platform has left to offer in the future?

## SOCIAL MEDIA IS MATURING

When social media was first introduced, it created such a splash among early adopters. Now, it is an important part of an individual user's and a marketer's life. However, that importance goes beyond the fact that it is something new, but rather because it has proven its worth. This is how social media has matured and grown in value to the marketing world and to society in general.

Social media has undergone a few significant changes. While it used to be a platform for anything viral, it has now become a platform for meaningful engagement. Now, companies need to ensure that they not only have a Facebook account, but that they are also active in it while engaging their followers by posting informative, relevant content.

Consumers now use social media to engage with their favorite brands. They use it to relay their message to the companies and to fellow consumers.

## SOCIAL MEDIA MAKES DATA EVEN MORE VALUABLE

It is expected that companies will be keener on connecting with their customers to turn them into loyal buyers. To do that, they need to use proximity data, purchase history, search history, and social media posts, among others, to create a message that will push a potential customer to go to the store or to click through to the website without bothering that customer.

The root concept here is “connection.” By combining customer information with the impact of social media, you can create a more personal interaction with prospects in real time.

You can resolve customer complaints or answer customer queries faster because of all the information that you can get your hands on via customer relationship management. Soon enough, it may be possible for you to walk by your favorite local restaurant and get a tweet about an offer on their specials.

## **MARKETING PROGRAMS WILL IMPROVE**

Social media will become a more central component to content-based marketing programs.

Brands will become mobile-friendly because of how most consumers will rely on their mobile devices to access the web and search for products and services. But the change lies in the customers’ expectations of what social

media can do for them.

Social media will be used more than just a tool to communicate and promote your offers to the customers. It will become an effective tool to engage and create loyal customers out of your social media followers and fans. This makes social marketing the heart of your marketing plan, not just an afterthought. Instead of hard selling, try talking to your customers through social media and find out what they need, what they really think of your offers, and what they expect from your brand.

## **IT'S ALL GOING MOBILE**

Mobile is going to dominate over desktop when it comes to accessing the Internet. In fact, it's starting to show now. But it is more than just using tablets and smartphones connected to cars. Your car dashboard will have a built-in touchscreen browser, a technology that you can now find in Tesla Model S, the first of its kind of vehicular mobile Internet.

Then there's wearable technology, such as Google Glass, that revolutionizes connectivity. Google has just announced adding more sales channels for their wearable product, which might be soon enough before major eyewear brands will also get their hands on this technology.

As a result, you need to make your content and social media platforms mobile-friendly. This means creating shorter text content, introducing tappable elements, and using video to improve mobile user experience. Try to include more visual elements to the mix.

## CONTENT MARKETING WILL DEVELOP FURTHER

Content marketing is important as it is as a tool used by marketers to reach customers and improve website rankings. But the ability to create and post content used to be a problem among marketers.

Technology has helped deal with this challenge by introducing sleeker, cheaper, and user-friendly content management systems. CMS has made it easier to publish social content to promote their brands.

You can expect better technologies to possibly automate content creation.

While expecting these possible changes to social media, make sure that you are prepared to adapt to the trend. Get ahead of your competitors by allocating more budget to both social and mobile marketing strategies today. This will help you hone the necessary skills and ability to find effective social programs. You should try to perfect your monitoring, reviewing, and implementation processes for your social marketing efforts, too.

Marketers now expect social marketing to be the central component of their marketing efforts.