

20 Social Media and Digital Marketing Trends for 2020

Are you looking to make 2020 your best year in business yet? Realtors, mortgage lenders, and just about any entrepreneur or business owner should understand and adopt these 20 social media marketing trends for 2020 – and beyond.

- **It's all about video. No, really!**
According to one prominent study, 82% of all online content consumed will be video by 2022!
- **Social listening**
Make an effort to listen to your audience online with questions, polls, surveys, focus groups, and more. They'll love you for it!
- **Social communities are invaluable**
Facebook groups are back. It's far easier and faster to build a community when the group is about something more than just you.
- **Get personal**
People will do business because they like and trust YOU.
- **Segmentation is key**
The internet is too big and too crowded for you to try to direct your marketing towards everybody and expect to see results.
- **Location, location, geo-targeting location**
Location targeting is essential in 2020 with geo-targeting and check-in tools, especially for real estate!
- **Influencers go nano**
Focus on smaller influencers who dominate a micro-niche. Think of it as depth over breadth of influence.
- **Here comes the social backlash**
You'll want to pay a lot closer attention to your disclosures, privacy policies, etc. as you market online this year.
- **Instagram no-like**
At some point in 2020, you'll be able to see how many likes your post has, but others won't be able to.
- **Drop the "vanity metrics"**
Getting rid of like counters is part of a broader movement to reduce "vanity metrics" across social media platforms.
- **Ephemeral (like Stories) is in**
Social media content that shows up for a limited duration will be more popular than ever in 2020, especially Instagram Stories.
- **Customer service via social media**
In 2020, consumers want information, answers and help NOW. Automation like chatbots and autoresponders will play a big part in the customer experience via social media.
- **Virtual Reality is real**
Virtual Reality has been on the horizon for years now, and will take a shift in 2020 as Facebook rolls out their Horizon, a social virtual reality world.
- **And Augmented Reality is already here**
All of those filters, image manipulators, emoticon creators, and other interactive apps are part of the AR takeover.
- **User-generated and employee-generated content**
Testimonials, insights, stories, and other content from your clients, partners, and even employees are seen as far more authentic and demonstrates social proof.
- **Re-discovering privacy**
"The future is private," as Mark Zuckerberg says. For that reason, he united Facebook Messenger, Instagram, and WhatsApp, and private messaging apps now have 5 billion monthly active users!
- **Trust is timeless**
Trust is still the #1 most valuable commodity there is!
- **Go with video for your ads**
If you really want to maximize the effectiveness of your ads in 2020, go with video – not just a post with an image or graphic. Speaking of which, give YouTube ads a try!
- **Consumers want meaningful content**
Your audience wants content that impacts their lives, so look to solve problems, offer solid information, help, and provide value.
- **You don't need fancy – just effective**
Instead of looking for the next big shortcut or get-rich-quick tool, utilize the 6 fundamental pillars of online marketing, first.

Integrate these into your marketing system, and I promise that you'll see terrific results!

-Your friend,

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Let's talk about your marketing!
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