

**SOCIAL  
MEDIA**

20

**MARKETING**

**TRENDS**

24

the global indie insights

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**KURIO**  
THE SOCIAL MEDIA AGENCY



# FOREWORD

“In a world leaning on AI more every day, the good news here is that for consistent content that builds real brand love, humanness is still the most necessary ingredient.” –Dora Beilin, Senior Social Strategist, Barrett Hofherr

Having compiled these social media trends reports every year since 2012, I can’t recall a bigger shift than this one by generative AI. And it shook the world so swiftly! Our last edition didn’t point it out at all, as the interviews were done days before the launch of ChatGPT – which arguably has had the biggest impact of all the gen-AI tools.

For social media marketing, it will offer revolutions, evolutions, and everything in-between. The following 100+ pages will help you navigate those. And many other things, non-AI-related, too.

This report will give you insights by 23 of the world’s leading independent agencies. This report has been born out of the need to hear it from the indies, too. After all, their insights are many a times way more accurate than what the huge holding companies can offer – indies see the grassroots details, and they need not be so political in their answers.

Whether indie or not, the job of trends forecaster isn’t easy. That is why we want to send our warmest thanks to all the 33 experts who shared their insights. Thank you, on behalf of the whole creative community.

Gautam Reghunath, the Co-founder & CEO of Talented from India, sums it nicely: “For marketers in 2024, the game plan involves treading social waters with incomplete intel, and course-correcting as we go. Old-school marketers might see this as a big red flag. But a social first marketer knows that real growth and potential virality only happen in between those decisions. These marketers will be out there making moves, staying ahead of the curve, while the rest are stuck on slide 43 of the strategy deck.”

We hope that you boldly set sail towards the unpredictable.

And let this report guide you on the journey.

Godspeed for 2024!

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The world's leading independent agencies network. With over 1,200 agencies in 115 countries, thenetworkone is uniquely suited to find you the right agency partner in whichever market you need. Our best-in-class agencies can provide advertising, PR, media, digital, events, branding and design, B2B and B2C solutions, plus anything else you might require.

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An award-winning social-first creative agency. We are operating at the intersection of creative & data, content & media buying – using proprietary tools and frameworks. We aim for thought-leadership – publishing various annual whitepapers with partners such as Cannes Lions and thenetworkone. “



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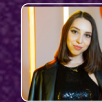
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# EXECUTIVE SUMMARY

## 10 trends for social media marketing

We interviewed experts from 23 of the world's leading independent agencies. Their insights can be summarized in the following ten points.

1. The emergence of UAIGC
2. Personalized content breakthrough
3. Virtual influencers go mainstream
4. B2B becomes B2C
5. UGC strikes back
6. Social media mgmt renaissance
7. Analytics over influencer followers
8. Peak short-form video
9. Going communal with creators
10. Truth re-defined



# METHODOLOGY

The insights were gathered by interviewing 33 social media marketing experts from 23 award-winning independent agencies, chosen from the 12000+ strong list of agencies in thenetworkone. The respondents are all part of the world's leading independent network, thenetworkone, hailing from countries as diverse as China, USA, India, UAE, Indonesia, UK, Germany, Chile, Lithuania and South Korea. The interviews were done in December 2023.

All the respondents are using social media to help their clients do better communications, marketing, and eventually, business. They don't work with any particular social media platform or service-provider, thus their insights come from an objective point-of-view. Coming from not only different countries, but also different types of agencies, their answers offer a 360 view of social media marketing for the upcoming year.



# TOP 10 TRENDS FOR SOCIAL MEDIA MARKETING



## TREND #1 The emergence of U&AIGC

Generative AI is here to stay – both for brands and consumers. This means that in 2024 the good ol’ UGC will get a revamp, kudos to gen-AI. As the tools become ever more mainstream, it offer a new venue for fans to remix their favorite brands. How? Who knows. And this calls for flexibility on brands’ side.

“AI is now enabling creators to reinterpret their favorite brands through their own perspective. For example, Instagram user @AI\_ClothingDaily reimagined Nike shoes through surreal AI visions that people actually wanted to purchase. And when the Nike x Tiffany Co. collaboration underwhelmed the community, fans took to AI to concept the possibilities of what it could have been instead. This new wave of imagination could be a driving force in social feeds in 2024. – – Generative AI is changing our expectations on social. Imaginations are running wild, and brands will need to ask themselves if they’re also willing to stretch themselves. 2024 will bring an interesting tension between brand storytelling and imagination forward as brands look to reevaluate how they show up. Not only will brands have to look at what they create, they also have to look at the how and be willing to loosen the reins of stringent brand guidelines to allow for flexibility instead of further tightening their guidelines.” **Sarah Yim, Strategy Director, Zulu Alpha Kilo**

“As generative AI continues to advance and become more democratized, 2024 will see brands, consumers, and marketers use these tools to level up their creativity and even act as co-pilots in the creative process. – – What we really should be watching out for is brands/creators who use AI to help deepen conversations with fans by giving them the tools to experiment and drive new lanes of storytelling. Grime’s invitation to let fans use AI to create music using her likeness is an example of this.” **Deshé M. Gully, Associate Strategist, Day One Agency**

“I believe that this [gen-AI] technology will generate transformations in social media, not for brands, but for ordinary users and content creators, who will be able to level the playing field through these tools. Another change that follows from this is that digital communities will have more tools than ever to appropriate and play with styles, icons, and references from recognized intellectual properties, such as filters that transform you into Mortal Kombat characters, a personal favorite I must admit. – – For this reason, brands that are not willing to make themselves available to their users (in the way they choose), face a difficult landscape as a result of this transformation.” **Pedro Rojas, Social Media Manager, Inbrax**



## TREND #2 Personalized content breakthrough

There hasn't been a year with trends reports not highlighting personalization of social content. Low and behold, it is finally here! Thanks to generative AI.

“Social media is already heavily influenced by gen-AI. Today, it's more than likely that most agency output involves some bits of gen-AI in its process of conception. As consumers, we don't fully recognize its influence yet - outside of the easy-to-spot, creatively exaggerated activations that go viral every other day. But the truth also is that most of these gen-AI trends seem to run out of novelty in about a couple of weeks. Once we move past the visual shock value of these creatives in time, and ethical considerations aside, I think a rational prediction is for gen-AI to become the key to finally unlocking meaningful personalized content.” **Gautam Reghunath, Co-founder & CEO, Talented**

“Generative AI will play a crucial role in creating highly personalized content tailored to individual user preferences. This technology can analyze vast amounts of data to understand consumer behavior, allowing marketers to generate content that resonates with specific demographics. In the Chinese market, where personalization is highly valued, generative AI can help create culturally relevant and appealing content.” **James Hebbert, Managing Director, Hylink UK**

“In a huge leap forward, 2024 stands poised to witness a radical transformation in pharmaceutical marketing on social media, driven by the dynamic powers of generative AI. This isn't just a step towards advanced automation; it's a groundbreaking shift towards deeply personalized, empathetic patient engagement, marking a new epoch in healthcare communication.”

**Sharlene Jenner, Vice President - Director of Engagement Strategy, Abelson Taylor**

“--Then, there's the whole new game that is being played in the field of Personalized Video Content and Automated Content. AI is quickly generating tailor-made videos suited to individual audience demographics. Agencies, production houses, and creatives are increasingly relying on AI Voiceovers, AI Editors, AI Music, AI Scripting, etc. This allows creative teams more thinking time and leeway to create video content.” **Shantesh S Row, Creative Director, Liwa**



## TREND #3 Virtual influencers go mainstream

The influencer game is changing with virtual stars. They offer brands the chance to craft perfect brand ambassadors, especially with the help of AI. But there lies a question: will virtual ones form deep and long-lasting bonds with real audiences?

“As we step into 2024, the social media landscape is experiencing a dynamic shift, driven by a confluence of evolving trends across channels, culture, and behavior. - - [One of the most important trends is the] Rise of virtual influencers: AI-powered virtual influencers could play a significant role in promoting brands and engaging with consumers in the metaverse.” **Dhruv Gaur, Digital Planning Lead, Medulla**

“We already feel a massive shift in how brand and influencer synergy transformed into a long-term partnership rather than just a one-time collaboration. - - Also, Generative AI takes part – there are some signs of virtual influencers, aka digital characters created by AI and acting as an influencer online, gaining more popularity and fascination.” **Aurelija Plioplytė, Head of Digital & Social, Not Perfect**

“The rise of virtual influencers and computer-generated imagery (CGI) characters is expected to continue. These digital creations provide brands with complete control over the content and messaging, although they may raise questions of authenticity. Virtual influencers are particularly appealing in industries like fashion and beauty.” **James Hebbert, Managing Director, Hylink UK**

“We are already seeing the rise of virtual influencers. Expect this to keep rising. Lil Miquel – a virtual influencer with millions of followers – had already collaborated with Calvin Klein, Dior, and Prada. So yes, the virtual has become the real.” **Shantesh S Row, Creative Director, Liwa**



## TREND #4 B2B becomes B2C

Business-to-business may have been lagging behind when it comes to leveraging social. But in 2024 it is catching up. Fast. B2B companies will greatly benefit from the lessons B2C ones have to offer. It is H2H, after all.

“Those born between 1996 and 2012, now constitute 64% of business buyers today. And yet, while younger generations are becoming more prominent in the workplace as decision makers, many marketers have not yet acknowledged the generational shift in B2B marketing. In the last few years, brands have made strides in B2C marketing to cater to this new generation. They’ve carefully considered the channels to best reach them, and they’ve tailored the content they create to their specific platform behaviors. The question is, have brands done enough to pivot their B2B marketing? – Like the world of B2C marketing, B2B needs to evolve how they speak to consumers if they want to cultivate growth. B2B marketers will need to reinvent how they approach their audiences and move away from seeing them through their “work persona”. Instead of addressing them as someone who makes decisions on behalf of a business, brands need to see these audiences from a wider angle if they want to build their brand and create rapport. – Similar principles from B2C marketing need to be applied if brands want to build and nurture these audience relationships.” **Sarah Yim, Strategy Director, Zulu Alpha Kilo**

“Social media is not only about entertainment, but is seen as a prime source of information for many and becomes the first step in the [B2B] sales funnel no matter where the sales are being finalized.” **Sylwia Rytel, Social Media Supervisor, 180heartbeats + JUNG v MATT**

“In this regard, audiovisual will continue to stand as a key content format in B2B through short-form videos, which are already widespread in B2C. In an environment where the amount of information that decision-makers receive is massive, it is essential to be concise and dynamic to capture attention.” **Alex Casanovas, Digital Director, Atrevia**

“Since B2B social media is usually globally understood as just LinkedIn communication, it is super interesting that there is more of the business buzz going on on TikTok – as businesses that orient especially in business solutions, digital tools, and products target more and more industry on TikTok, as they speak on how to help other businesses grow.” **Aurelija Plioplytė, Head of Digital & Social, Not Perfect**

“The most noticeable trend in B2B social media marketing right now is the rise of authentic storytelling. B2B brands are ditching the stiff corporate speak and embracing narratives that resonate on a human level. It’s no longer just about stats and figures; it’s about the people behind the business and the stories that make the company tick – branded content & sometimes even branded entertainment. B2B marketing also typically tends to be given a lot more time and patience than B2C, so that makes this trend potentially very effective.” **Gautam Reghunath, Co-founder & CEO, Talented**



## TREND #5 UGC strikes back

User generated content was all the rage in the early days of social media marketing. Then it got a bit forgotten among CPMs, influencer strategies and live streams. Now, UGC is back with a bang, offering brands a way to nail authenticity and community vibes in their campaigns.

“As we head into 2024, the power of User-Generated Content (UGC) in social media marketing is becoming undeniable. Take the viral TikTok video of a woman sharing the aftermath of her car catching fire, but what stands out is her Stanley cup, intact and still with ice in it. Now, the real game-changer here was Stanley’s quick response. The president of the company stitched the video in less than 24 hours, not only offering to replace her cup but also her car itself. This move wasn’t just about fixing a problem; it was about showing they genuinely care. And guess what? People noticed. The response was overwhelmingly positive, with tons of comments and a noticeable spike in customer interest. This story exemplifies the direction social media marketing is headed in 2024. It’s not just about creating content; it’s about being responsive and engaging with the content created by consumers. UGC like this is a goldmine for brands – it’s authentic, it resonates with audiences, and it provides real insights into consumer experiences. A strategy that not only enhances brand credibility but also fosters a deeper connection with the audience.” **Daiana Khaidargaliyeva, Account Manager, Osaka Labs**

“What we’ll see more of is paid UGC, a rising phenomenon where customers – not influencers or professional creators – will be incentivized by brands to talk about a product, in exchange for monetary rewards, free products, discounts, or exclusive content.”

**Francesca Trevisan, Strategist, Different**

“Customer care – in which the brand comes forward and enters the conversation (e.g. interacts with the user on their channel or leaves a comment) – will become more frequent, as it’s a great tool to scan for UGC creators that can later be used in communication. This will also highlight that the brand is open and does not take itself too seriously which is something we all want to avoid.” **Sylwia Rytel, Social Media Supervisor, 180heartbeats + JUNG v MATT**

“With influencer content reaching saturation, our feeds across platforms are becoming increasingly dominated with #paid content and affiliate marketing links. While influencers were once trusted and reliable sources of information, consumers are tired of seeing a sea of sponsored content and are turning elsewhere. In fact, nearly 90% of consumers no longer trust influencers and are turning to UGC instead.” **Sarah Yim, Strategy Director, Zulu Alpha Kilo**



## TREND #6 Social media mgmt renaissance

A huge shift is happening in social media marketing. It is happening on the tables, screens and sheets of social media managers. The generative AI is reshaping the way we work. Let's embrace the rebirth – and make the most of it.

“Generative AI will be the death of repetitive tasks. It might seem like a small thing compared to the potential and high expectations of AI, but this will be the core change that will start a new era in social media marketing. – All the time spent scheduling posts, desk social listening, data processing, responding to inquiries, or extensive graphic design work will be saved through AI optimization, which will free up human resources for more strategic and creative activities. The access to instant insights and the automation of creative templates (copywriting and design) will give marketers the mental space to focus on the most valuable asset humanity can add to this field: creativity.” **Oana Oprea, Head of Digital Planning, Jam Session Agency**

“By simply helping with ideation and content creation, AI will allow communicators to spend more time on relationships with stakeholders and audiences and invest more into creative processes and quality content that holds high relevance.”

**Stefanie Söhnchen, Vice President Digital, PIABO Communications**

“For all the talk and column inches written about Generative AI in 2023, when it comes to social media in 2024 it is going to be a blockbuster year of constant evolution. Constant evolution in the quality and capability of AI on one hand and marketers on the other hand defining and evolving the role that AI will play in helping them identify, create, and deliver actual value to the work they undertake.”

**Trevor Crossman, CX and Digital Transformation Director, The Hallway**

“As we look towards 2024, generative AI is definitely going to shake things up in all things social. What's really exciting here is the impact on content production. With AI, we're talking about creating and tweaking content at a pace and scale we've never seen before. This is huge because it means we can boost our content creation capabilities using the same resources, cutting down on both time and costs. – With that in mind, I think it's really important to strike a balance where AI meets human creativity. We don't want our content to feel too robotic or dystopian, we still want our content grounded and genuine. We are looking at a collaborative future where AI and human creativity work hand in hand to produce content that's both cool, efficient, and authentic.”

**Daiana Khaidargaliyeva, Account Manager, Osaka Labs**



## Trend #7 Analytics over influencer followers

It's not just about followers anymore. Well, maybe it hasn't been for a while, thanks to the rise of the micro influencers. But AI will give ever more nuanced approaches to influencer selection. Brands are digging deeper, valuing real engagement and shared values for meaningful partnerships.

"AI represents the opportunity to surface key influencers that resonate with the brand's audience through the lens of analytics and not a Media or PR one, which is often based on audience size alone." **Trevor Crossman, CX and Digital Transformation Director, The Hallway**

"Artificial intelligence will play a significant role in influencer marketing, assisting brands in identifying the most suitable influencers for their campaigns. Advanced analytics and machine learning algorithms will assess engagement patterns, audience demographics, and authenticity, ensuring a data-driven approach to influencer selection." **James Hebbert, Managing Director, Hylink UK**

"In 2024, we will see influencer marketing in pharma evolve into a more strategic, data-driven approach. -- Most likely, there will be a prioritization of analytics over follower counts, with AI aiding in selecting influencers who align with brand values and audience needs." **Sharlene Jenner, Vice President - Director of Engagement Strategy, Abelson Taylor**

"There will be a continuously increasing interest in brands engaging niche influencers, focusing their marketing efforts to target specific audiences. Looking at the number of followers will be less important in assessing the potential success of an influencer partnership. Instead, brands will look at metrics like influencer profile's affinity with the brand and how they are seen as experts in the field." **Kei Obusan, Insights Director, Radarr**



## Trend #8 Peak short-form video

We've all seen the tiktokification of all the channels. The super-dynamic, attention-grabbing, jump-cut-studded aesthetic has also infiltrated other forms of entertainment. But every action has a reaction. 2024 will see the saturation of short-form – and the first signs of the rise of something totally different.

“Last year, every platform seemed to blend into each other—all optimized for algorithmically driven, short-form content. The shift to short-form video / quick-hit endorphin hits became a meme of sorts. – – But in 2024 we'll have run out of runway to capture attention... and this year we'll see the pendulum swing back towards intention. We'll see brands start to experiment with longer-form storytelling, perhaps even a shift back to physical media, and move further away from cheap “viral” hacks.” **Deshé M. Gully, Associate Strategist, Day One Agency**

“We're going old-school and bringing text-based content back. In 2023, we saw a dip in X's usage following Elon's rebrand of 'the bird app', but it's stabilized, showing we still have an appetite for something other than scrollable video. The jury's still out on Threads, but Meta's investment suggests they're banking on words, too. – – Between

this, Gen-Z's love of a photo dump, and engagement moving out of public view (see Instagram's Broadcast Channels), it feels like lots of us are suffering from entertainment fatigue and craving the 'social' part of 'social media' again.” **Amy Bottrill, Social Account Director, Launch**

“[In channel-related trends, we'll see] Text-only posts resurgence: Despite the dominance of visual content, text-only posts are making a comeback, particularly on Twitter. Instagram is pushing Threads.” **Dhruv Gaur, Digital Planning Lead, Medulla**



## Trend #9 Going communal with creators

There's a shift towards nurturing real communities with creators, focusing on long-term storytelling. It's all about collaborating for genuine, value-driven stories.

"One of the most important trends of influencer marketing will be "Communal success". In 2024, anyone will have the openness & power to be an influencer, no matter the size of the community. What should they do in order to make it on FYP? Not to impress with an extravagant lifestyle or viral trends, but to bring highly relevant and informational content from their area of expertise or interest." **Oana Oprea, Head of Digital Planning, Jam Session Agency**

"In these changing times, brands will need to adapt to the new dynamic of the influencer landscape and reinvent their influencer playbooks. Be it for driving reach, creating social-first content, or creative partnerships, this new era will see brands collaborate with their partners to create community-first content." **Sarah Yim, Strategy Director, Zulu Alpha Kilo**

"In its infancy, influencer marketing served as an antidote to polished advertising, injecting a dose of humanity into an otherwise perfected and impersonal landscape. Influencers invited us in, showcasing their homes, pets, and loved ones. The connection felt more akin to genuine friendship than a sales pitch. However, as influencers influenced, and sponsored posts proliferated, this dynamic took a noticeable turn. What was once 'real' and 'personal' began to feel 'staged' and 'transactional'. A collective 'it's not me, it's you' moment ensued, echoed in the most recent Australia Talks survey, whereby, a mere 3% of Australians expressed trust in social media influencers. So, who will take the 'hot people's' job? Brace for a mosaic of influences, with a diverse array of talent - chefs, artists, skaters, nail technicians - reshaping cultural preferences. Adidas' global Originals work and Troy Sivan's Tsu Lange Yor launches provide an early glimpse into this paradigm shift." **Olivia Hussey, Strategic Planner, The Hallway**



## Trend #10 Truth re-defined

The rise of AI-generated content is challenging traditional ideas of authenticity. In 2024, will our default be that an IG Story is real or will the default be fake? Does it matter? Everyone will be recalibrating their approach to truth.

“With how oversaturated social has become with ads and branded media, plus the inevitable rise of deep fakes, consumers are losing trust in the social landscape and their fast-moving feeds. As such they are going to seek out more intimate channels to engage with creators like newsletters, group chats, and even IRL events.”

**Deshé M. Gully, Associate Strategist, Day One Agency**

“Whether it’s orchestrating CGI PR stunts, like the Maybelline mascara wand or Patagonia jacket, crafting convincing deep fakes, as seen with Donald Trump and Tupac Shakur, or political astroturfing, generative AI possesses the ability to create ‘all the spectacle, all the drama, and all effects’, without the real-world constraints. As the 2024 United States presidential election looms large, AI takes on a whole new level of importance. Will it be used as a force of good, cutting through the misinformation, or will it take on a more sinister role, distorting reality? Time will tell. Let the pageantry begin!”

**Olivia Hussey, Strategic Planner, The Hallway**

“We’ll all (hopefully) benefit from superhuman efficiency and productivity, but growing concerns about ethics and safety aren’t going anywhere anytime soon, so this technology will also force brands to redefine ‘authenticity’ online. As AI-generated content becomes ubiquitous, and sophisticated tools are available and accessible to all, we’ll have no choice but to push our human creativity even further. – – And all this to worry about during a year stacked with elections across the globe, where AI will be deployed to spread misinformation and propaganda across social channels – interfering not just with our feeds, but with democracy, too. I’d be lying if I said I wasn’t nervous!” **Amy Bottrill, Social Account Director, Launch**



# THE INTERVIEWS



# 180HEARTBEATS + JUNG V MATT



**Sylwia Rytel,  
Social Media  
Supervisor**

"There is no reason why brands shouldn't fight to be on top search lists on socials instead of Google, as this is the real place where users are."

## 180HEARTBEATS + JUNG V MATT (PL)

180heartbeats + JUNG v MATT is an independent interactive agency, established in Warsaw in 2007. Creativity, independence, and faith in the power of innovation are amongst the greatest values, driving the agency. Our mission is: creating brand excitement and partnering with brands that want to make a change.



## How do you think generative AI is going to shape social media marketing in 2024?

The majority of social media users have already come in contact with AI, so using it in the form of generated images or voiceovers is a natural step forward. However, we may face an overload of such content in 2024 when all the brands jump on this trend, which will build resentment in users. Moreover, as authenticity has been key, AI-generated influencers will not take on with the brands, they will be seen as planted and forced without the most important - relationship with the audience.

AI has a great potential to boost creativity and optimize work time when used with the right prompts, but it needs to be used alongside our know-how for best results. Generating first ideas, that can be bigger and bolder, then transferring them and aligning them into whole strategies can be our way forward from now on.

## Where is influencer marketing headed in 2024?

Using creators' platforms lately will have been presented more as a touch-point to the whole integrated marketing strategy than a separate, additional activation. They are here to increase impact and add credibility to the messaging, which is crucial among current media clutter. Due to this we will see more influencer-forward marketing where their presence is in the center - users do not use social media to follow brands but to get engaging & relatable content. More creators takeovers, more creators collaborations and the right balance between big names with micro and nano influencers which will be orchestrated in a series of interactions to build up the hype. Influencers' content will start to intertwine with the brand's one as we will be looking into long-term partnerships. It's all about right matches - influencers' audience with the brand's audience to make sure that right people are targeted to ensure quality reach and sales.



## What do you see as the most interesting trend for social media in B2B marketing?

Because of various target audiences being present on social media, we will see that some of the regular B2B content is getting transformed into B2C. Social media is not only about entertainment, but is seen as a prime source of information for many and becomes the first step in the sales funnel no matter where the sales are being finalized. Due to this shift more influencers and experts (also from inside the company) will be asked to collaborate and create assets. Well-crafted content based on the knowledge gathered from comments and DM's left by actual product users will build a base that can be later used in other marketing activities. No matter whom we are talking to, we are still building a brand's image.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

Social media in 2024 will be fully about information and interaction. For years we have been searching for answers on YouTube, but now we add TikTok and Instagram to the mix especially when it comes to recommendations. Best restaurants in town, how-to's to math quizzes or in-depth essays - everything is there presented by content creators in snackable form. There is no reason why brands shouldn't fight to be on top search lists on socials instead of Google, as this is the real place where users are. Creating content in this way, that is both informative (but not boring!) and entertaining is key to building awareness. Customer care where the brand comes forward and enters the conversation (ex. interacts with the user on their channel or leaves a comment) will become more frequent as it's a great tool to scan for UGC creators that can later be used in communication. This will also highlight that the brand is open and does not take itself too seriously which is something we all want to avoid.

When it comes to metrics we will look more into engagement (especially shares in videos) than usual awareness, it'll be key to resonate with the audience and not only reach them.



# ABELSON TAYLOR



**Sharlene Jenner,  
Vice President -  
Director of  
Engagement  
Strategy**

“In 2024, an emerging trend for B2B marketers on social media will be the use of AI to enhance storytelling and narrative building. This shift will see AI not just as a data tool but as a means to humanize brand stories, especially in sectors with complex products and services.”

## **Abelson Taylor (USA)**

Abelson Taylor is a healthcare and wellness marketing agency that delivers a return on imagination. From strategy to insights to creative to tech, we're imaginative in all the ways that influence market behaviors and delivers what matters for our clients: improving health and wellbeing while providing tangible, measurable market results that grow your brand.



## How do you think generative AI is going to shape social media marketing in 2024?

In a huge leap forward, 2024 stands poised to witness a radical transformation in pharmaceutical marketing on social media, driven by the dynamic powers of generative AI. This isn't just a step towards advanced automation; it's a groundbreaking shift towards deeply personalized, empathetic patient engagement, marking a new epoch in healthcare communication.

### Key impacts we may see from AI:

**Personalization:** AI-crafted content for specific health needs, enhanced patient education and engagement.

**Social Listening & Analytics:** AI-provided insights into audience needs and the competitive landscape, guiding social media strategies.

**Influencer Partnerships:** AI-identified key health influencers and professionals for effective collaboration and product promotion.

**Content Accessibility:** AI-created accessible content for diverse audiences, including disability-friendly options.

**Virtual Health Assistants:** AI integrated into social platforms, offering health support and management, like medication reminders and health tips.

In essence, AI in social media marketing is set to offer unprecedented personalization and patient-centered care, heralding a new era in pharmaceutical interaction.

## Where is influencer marketing headed in 2024?

In 2024, we will see influencer marketing in pharma evolve into a more strategic, data-driven approach. It will focus on creating ethical, effective connections with audiences, moving beyond mere reach to foster meaningful engagement.

Pharma brands will increasingly use influencers to communicate with both patients and HCPs, employing different strategies for each group. Patient messaging will be conveyed by advocates and celebrity doctors, while HCPs will focus on academic insights from key opinion leaders.

Most likely, there will be a prioritization of analytics over follower counts, with AI aiding in selecting influencers who align with brand values and audience needs. Co-created content will rise, combining brand and influencer efforts to ensure authenticity and regulatory compliance.

Engagement will become the core focus, with real-time monitoring to adapt strategies and foster genuine community interactions. The need for authenticity and audience relevance within the regulatory framework of pharma will drive this shift towards more impactful influencer marketing.



## What do you see as the most interesting trend for social media in B2B marketing?

In 2024, 'AI-Driven Behavioral Analytics' on social media will emerge as a pivotal trend in B2B marketing. Imagine going beyond mere clicks and likes to deeply understand the behavior patterns of business audiences. This AI-led insight will unveil the intricacies of business personas as never before.

Marketers will leverage AI to decode how businesses engage with content – analyzing not just engagement patterns but also the underlying sentiments. It's like having a crystal ball, revealing what content drives clicks and why, allowing the creation of hyper-personalized strategies that truly speak to the audience and smoothly guide them through the sales funnel.

Think of platforms like Tagger as the new allies in B2B influencer marketing. They'll focus on pinpointing the right key opinion leaders, especially for healthcare professional audiences, offering rich data to strategically plan and monitor influencer campaigns.

This AI-driven approach is set to revolutionize how we connect with clients. It's about tailoring interactions to suit their specific interests and challenges, finding those perfect moments for engagement. It's a shift from the one-size-fits-all mindset to a more nuanced, data-driven strategy. The result? Stronger, more meaningful B2B relationships are built on a foundation of insightful data.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

In 2024, an emerging trend for B2B marketers on social media will be the use of AI to enhance storytelling and narrative building. This shift will see AI not just as a data tool but as a means to humanize brand stories, especially in sectors with complex products and services.

AI will transform how technical content is communicated. It will act as a translator, turning jargon-heavy information into engaging, relatable narratives. This will make content more accessible and help construct brand narratives that resonate on a personal level with the audience.

Additionally, AI will assist in identifying story themes likely to engage followers, optimizing content for better interaction. In the rational world of B2B, where buying decisions are predominantly logic-based, the infusion of human elements through AI-crafted stories will significantly impact decision-making.

This trend will extend beyond content creation. It will involve applying AI to monitor and manage sensitive topics like adverse events in discussions, ensuring compliance and accurate reporting. AI's role in enhancing creativity and human connection will represent a significant shift in B2B social media marketing, making it a crucial trend for marketers to watch in 2024.



# ATREVIA



**Alex Casanovas,  
Digital Director**

”Brands that master the new codes of social commerce by building a balanced funnel between entertainment, socialization, and shopping, will significantly increase their conversion rates and will be able to turn their social ecosystem into a key channel for their commercial strategy.”

## Atrevia (ES)

We are a Global Communication and Corporate Affairs Agency, operating in 15 countries and a Partner Agency in 30 more territories. We have developed a methodology that enables companies to solve complex problems, with multiple stakeholders, through listening, strategy, creativity, and different agency and consultancy practices. We believe in commitment, and from the moment and the way we operate, we can become activists of the change, and drivers of a sustainable future. Because there is a way to communicate, to create sustainability plans, to define the purposes and the culture of a company, the relationship with the shareholders and with the interest groups, and that makes the difference. Because the change rests in the hands of the companies, we can help them to integrate the change into each of their decisions. Creating movements, dialogue networks, studies, and counseling every day, putting the focus on people.



## How do you think generative AI is going to shape social media marketing in 2024?

AI has exceeded any expectations we might have had by the end of 2022. It is a game changing technology that will have a clear impact on countless social, economic, political, and cultural aspects. In Social Media Marketing, AI tools that allow us to generate text or audiovisual content, have multiplied exponentially.

In 2024, we will see how we move from experimentation with all these tools to widespread use of them, both for content generation and predictive analytics to improve the user experience.

AI will allow a much more effective and faster management of social media marketing by automating part of the creative process and having an impact essentially on three aspects:

**Data analysis:** AI allows us to analyze a huge amount of data to better understand our audiences and offer them the content they are expecting. We are heading towards an ultra-personalization that allows us to increase engagement with the user.

**Content generation:** The production of graphic and audiovisual content will become increasingly accessible and faster, allowing real-time adaptation to the user's needs.

**Social Media Advertising:** With the widespread use of artificial intelligence tools such as Meta's AI Sandbox, we can generate more dynamic and personalized ads for our campaigns.

If some risks are properly managed, AI can become highly beneficial for users as well as for social media or marketers.

## Where is influencer marketing headed in 2024?

Influencer marketing will continue to grow exponentially, offering new opportunities for brands. In 2024, two essential aspects will become very important: **transparency and accountability.**

For the user to trust the relationship between the brand and influencer, transparency must be total from the point of view of the collaboration agreement. This lack of transparency and some abuses have meant a loss of credibility that has impacted the effectiveness of influencer marketing actions. It is very likely that we will see how self-regulation spreads or how regulations such as the French one that regulates the activity of influencers, become more widespread in the different markets. This will enable us to consolidate and enhance influencer marketing as a key digital marketing strategy.

In addition to transparency, users are going to demand accountability and engagement, both from brands as well as influencers. Those brands that carry out actions with influencers that are aligned with their values and with the challenges and concerns of our society, will see how the ROI of their actions increases and how they achieve a more solid storytelling.



## What do you see as the most interesting trend for social media in B2B marketing?

At the same time, in B2B marketing, long and dense content is progressively giving way to content that is easier to consume. In this regard, audiovisual will continue to stand as a key content format in B2B through short-form videos, which are already widespread in B2C. In an environment where the amount of information that decision-makers receive is massive, it is essential to be concise and dynamic to capture attention. In this regard, short-form videos are easy to consume and allow greater engagement. We will see how among B2B brands the use of 30-60 second video pills versus 2-3-minute videos are enhanced and adapted to the different social media platforms.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

2024 will bring us a multitude of new trends and will also consolidate some that have been brewing for years. Probably one of the most important will be social commerce. The integration of direct shopping features such as TikTok Shop which allows you to shop without leaving the app, is changing the way brands interact with their audience. This will require developing new strategies such as social content that leads to conversion, or the integration of Social Media Advertising and influencer marketing focused on the same goal. Brands that master the new codes of social commerce by building a balanced funnel between entertainment, socialization, and shopping, will significantly increase their conversion rates and will be able to turn their social ecosystem into a key channel for their commercial strategy.



# BARRETT HOFHERR



**Dora Beilin, Senior  
Social Strategist**

”With gen AI, we can finally start pushing the needle again and experimenting with wackier and weirder content: testing out formats we may not have considered, text that’s a bit more outside of our brand’s comfort zone and even getting a chance to discuss niche topics our consumers secretly love. Let’s embrace the weird.”

## **Barrett Hofherr (USA)**

Barrett Hofherr, founded in 2012, is a full-service advertising agency - aka The Biggest Small Agency in the World™. They combine the experience of the big agencies with the efficiency, nimbleness, and scrappiness of a mid-sized shop. Clients hire them because their creative ideas create brand momentum. Client partners include Habit Burger Grill, eBay, Activision Blizzard, Chime, Lennar, Sutter Health and more.

## How do you think generative AI is going to shape social media marketing in 2024?

At a time when many, including myself, believe that there's a need to reestablish social media as a space geared towards authentic connection and community, most trends concerning gen AI can feel overwhelming and almost a step in the wrong direction for what the world of social needs.

I think there's a way to approach gen AI with a lens of how it could contribute to reshaping social media into platforms that serve to connect and empower individuals and communities to feel part of something bigger and profoundly creative. That is - all with human intervention along the way. Here are a few ways I see gen AI helping to save social media.

**Upping our standards for effective social campaigns:** As the use of AI-generated text and images continues to explode, we are also learning so much more with the data we receive back. Understanding campaign and content effectiveness on a deeper level can help us get the information we need to create more thoughtful content that resonates with our audiences.

**It might get weird, but maybe we need that:** Many of us are "over" certain platforms. Things don't feel fresh anymore and we often see brands producing cookie-cutter clutter, that doesn't help the brand or push social forward. With gen AI, we can finally start pushing the needle again and experimenting with wackier and weirder content: testing out formats we may not have considered, text that's a bit more outside of our

brand's comfort zone and even getting a chance to discuss niche topics our consumers secretly love. Let's embrace the weird.

**Tell us what we need to hear:** The use of gen AI within social listening opens up a treasure trove of trends and opportunities for brands to consider in real-time. It also lets us zero in quickly on what matters most to our audience so that content feels relevant and engaging.

## Where is influencer marketing headed in 2024?

2023 killed the influencer and welcomed the creator: We are so far from "influencer" marketing at this point. It feels like 2023 was the year of everyone finally getting behind "creator" as the new vernacular, but now even the creator landscape is changing. It's projected that the creator economy could reach \$480 billion by 2027, and with that growth, we are seeing a saturation of #sponsored content that lacks genuine brand/creator connection. As more consumers are starting to see right through misaligned partnerships, we foresee a rise in more intentional, longer-term creator partnerships in 2024.

Successful creators have infused their personal brands with values that become the backbone of their content and their community. When partnerships with brands "work," it's generally when these values overlap and blend well with existing brand values. Some recent examples that have stood out to me are Timm Chiusano's partnership with BMW and



Monet McMichael's partnership with Google and PatMcGrath Labs. Albeit different in execution, both brands allowed their creators to let their values shine front and center (for Timm: his earnest appreciation for the little things that make life worth living, and for Monet her unwavering commitment to embracing all that is her).

Now it's time for creators to join the brand family: Where we see the effectiveness of well-aligned creator partnerships, there is a huge space for long-term brand/creator relationships in 2024. Instead of small-scale influencer briefs for specific campaigns, this will mean longer-term contracts and creators being thought of as marketing team "family members" over one-off creative partners. Like brands that sign major athletes to sponsorship agreements, marketing teams will start looking for which creators have the overlapping values that can grow with the brand and that will take loyal followers on the ride along with them.

Here are some key principles that businesses should consider as they look to long-term creator partnerships in 2024:

**There's unmistakable synergy:** Explore the overlap between creator and brand values, seeking a partnership where both parties can benefit from representing one another.

**They prioritize engagement:** Deep dive into the creator's engagement standards. Partner with creators that weave a narrative of genuine connection with their audience.

**They keep it fresh:** Creators must be able to navigate the ever-changing digital landscape. Find creators that thrive on the edge of creativity, forging a partnership that remains dynamic over an extended period.

**You're traveling in the same direction:** Identify which creators share a common long-term vision. Aim to imagine this creator becoming an integral player in your brand's journey. They should be committed to growing your business and contributing to a sustained narrative.

## What do you see as the most interesting trend for social media in B2B marketing?

Two good platform strategies are better than four okay ones: In 2024, B2B companies should evaluate whether their presence across each platform is worth their time and money. Even if gen AI can help if one platform's content is seriously underperforming, it might beg the question: Do we belong here? How does our current performance enhance our business goals?

Furthermore, if your company can't dedicate the time to create a strategy, it's smarter to go all in on one or two platforms, than to spread the same content across all of them. It seems pretty intuitive, but depth outperforms breadth in all areas of social and so many companies still fall into the same trap of "more is more." At B/H we often perform a social media audit

for clients to assess which platforms are the most effective in generating consistent ROI. We also use our social momentum score to help gauge where our clients are compared to competitors and how we can start to close gaps if necessary.

After level setting where your business falls within the social landscape, accountability remains a large part of the test and learn process. With the rise of gen AI in 2024, we have a chance to learn so much more about our audiences and what prospective clients are really looking for. Anyone can try to drive follower growth and engagement. But social KPIs need to stack up with the business needs. Being specific about business goals is critical, from the start. For example, if everything is about lead generation and capturing prospects into our funnel, get granular on what it looks like to nurture cold to warm leads and integrate that into your social strategy.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

Human brands will continue to win: The best brands on social let their social teams be human and human oriented. They encourage play and action above all else. They continuously ask: “What would a meaningful response to this customer feedback look like?” and “How does this approach impact our customer’s lives for the better?” The result: real moments and conversations people actually like being a part of and engaging with. Those who “get” human on social have the leg up and ultimately generate the most brand momentum.

The team at Yeti gets it, all of their content is designed around how their products enable their customers to live boldly outdoors.

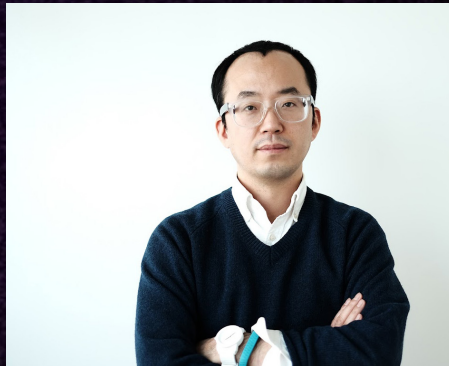
Rare Beauty’s content addresses every beauty fanatic’s burning questions: Where to buy? How might this compare? What might this look like on MY skin tone?

Taco Bell indulges every fast-food lover’s joy in food hacks and relatable moments.

In a world leaning on AI more every day, the good news here is that for consistent content that builds real brand love, humanness is still the most necessary ingredient.



# BRAND NEW AGENCY



**Min Seo, Campaign Director**

“In Korea, becoming a YouTuber or influencer is a dream job for many young students, and it’s seen as a path to success where talent alone can pave the way.”

## Brand New Agency (KR)

Brand new agency is located in Seoul and was founded by Min Seo, who used to work at BBDO, DDB, and Innored as a campaign director. He has won numerous awards at Cannes, Clio, New York Festival, Spikes Asia, AdFest, and more. It is a unique independent agency that does not separate its departments for strategy and creative work but operates with an integrated, one-team approach. Its clients include GCwelling, Jack Links, Compassion, Shake Shack, and Dr.G.

## How do you think generative AI is going to shape social media marketing in 2024?

AI has primarily been utilized by large platform companies for optimizing advertisements, including targeting. In social media, the process of advertising feeds or videos inevitably involves optimization through the platform's inherent AI algorithms, a step naturally expected by both agencies and clients. However, AI hasn't been actively leveraged in the content creation stage until recently. In a recent bidding process, I compared content made by designers to that created using AI, and from DALL-E 3 onwards, the AI-generated content was so perfect that it could be used seamlessly. It seems that AI will be employed in creative production much earlier than anticipated, greatly saving time and costs. Yet, this will present a significant challenge to agencies.

## Where is influencer marketing headed in 2024?

In South Korea, the influence of influencers is tremendously strong. Even before they achieve national recognition, they can create significant clusters of fans and enjoy absolute support and popularity within those groups. Some brands have seen great success by increasing these influencers' recognition through public broadcasting and actively using them as models in advertisements. In Korea, becoming a YouTuber or influencer is a dream job for many young students, and it's seen as a path to success where talent alone can pave the way. These influencers don't just collaborate with brands to create content; they also develop products and use their channels in ways that perform the role of media, increasingly infiltrating the marketing sphere. Beyond 2024, it's anticipated that new influencers will continue to emerge and exert even greater influence.



## What do you see as the most interesting trend for social media in B2B marketing?

Recently, I interacted with an ultra-high-end luxury interior brand that was generating most of its revenue from B2B (business-to-business) sales. However, this brand was also actively developing its B2C (business-to-consumer) channels and leveraging social media to build awareness among consumers. Companies in sectors like semiconductors, such as Hynix, are also making efforts to expand into the B2C market. They believe that gaining visibility among general consumers is beneficial for their overall business, and social media is being used as a marketing tool that enables ongoing engagement with consumers at a relatively low cost.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

In contrast to the efforts of brands trying to actively engage with consumers through social media, there appears to be an increasing sense of fatigue among consumers towards social media. This fatigue is manifesting as a desire to break away from the pressure of continuous self-exposure or exposure to unwanted information, and the obligation to maintain a bright and positive demeanor. Moreover, the flood of fraudulent advertisements, produced without proper regulation, is causing social problems and creating a negative trend where consumers are increasingly averse to ads. Although social media, which was initially meant to connect people, will continue to be influential, its importance and allure might decline compared to the past due to consumer backlash.

# DAY ONE AGENCY



**Deshé M. Gully,  
Associate Strategist**

## **Day One Agency (USA)**

Day One is a creative communications agency with the ambition of stopping the world in its scroll with stories that earn a place in culture.

"In 2024 we'll have run out of runway to capture attention...and this year we'll see the pendulum swing back towards intention. We'll see brands start to experiment with longer-form storytelling, perhaps even a shift back to physical media, and move further away from cheap "viral" hacks."



## How do you think generative AI is going to shape social media marketing in 2024?

As generative AI continues to advance and become more democratized, 2024 will see brands, consumers, and marketers use these tools to level up their creativity and even act as co-pilots in the creative process.

Specifically, brands are going to use AI to experiment with new creative formats to help generate excitement and novelty. More teams are going to make similar moves to Coke's "Real AI Magic". Another example of AI creativity is how the Toy Story's Funday collab with the NFL merged two distinct pieces of IP in a way that resonated across different generations and drove earned media coverage, brand resonance, and locked in loyalty for a new audience.

But what we really should be watching out for is brands/creators who use AI to help deepen conversations with fans by giving them the tools to experiment and drive new lanes of storytelling. Grime's invitation to let fans use AI to create music using her likeness is an example of this.

## Where is influencer marketing headed in 2024?

In 2023 we saw an increase in influencers leaning into entrepreneurial ventures and creating more direct lines of communication with their audiences. In 2024 we'll see this trend continue to thrive as consumers look for ways to get personal with their favorite influencers outside of overwhelming digital spaces.

With how oversaturated social has become with ads and branded media, plus the inevitable rise of deep fakes, consumers are losing trust in the social landscape and their fast-moving feeds. As such they are going to seek out more intimate channels to engage with creators like newsletters, group chats, and even IRL events.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

Last year, every platform seemed to blend into each other—all optimized for algorithmically driven, short-form content. The shift to short-form video / quick-hit endorphin hits became a meme of sorts.

Triple screen viewing took over the TikTok feed, jokes about the length of Oppenheimer's three-and-a-half-hour run time was too much for Gen Z, and the NPC trend illustrated how our desire for hyperstimulation has reached a critical mass.

But in 2024 we'll have run out of runway to capture attention...and this year we'll see the pendulum swing back towards intention. We'll see brands start to experiment with longer-form storytelling, perhaps even a shift back to physical media, and move further away from cheap "viral" hacks.



# DIFFERENT



**Francesca Trevisan,  
Strategist**

## Different (IT)

Different is a communication company that drives brands to fully express their potential, and to hit people with significant content and messages. With a fluid structure of talented, complete thinkers, Different brings life to the vital energy of a brand.

”Until very recently, in our minds Facebook was the place to find Boomers and Gen X, Instagram was all Millennials’ home and TikTok was Gen Z kingdom, but at the present moment, we can no longer talk about this ‘one-generation for one social media’ thing. Nowadays the motto is ‘everyone is everywhere.’”

## How do you think generative AI is going to shape social media marketing in 2024?

Whether we support it or not, we are now living in the age of AI. The seemingly endless possibilities that AI brings about are further enhancing our society's post-truth traits, giving individuals the power to redefine the past, present, and future.

So far, the conversation has mostly focused on the potential risks that such powerful tools may entail: from spreading fake news to potentially becoming a threat to creative jobs, to privacy concerns. Those risks are real and should not be underestimated. But, if used correctly, AI has the potential to become a truly powerful resource, both for end users and marketers alike, and could help shape a new form of our society, helping us in our day-to-day lives.

For instance, AI tools could support consumers with menial tasks they are reluctant to complete, helping to build loyalty and boost engagement. As marketers, we have the opportunity to use AI to improve our customers' online experiences, making their shopping more enjoyable while saving time. On social media, we should start experimenting with AI chatbots integrated into social platforms (Snapchat, Instagram, and TikTok are all testing them out) to improve community management on one side and customer experiences on the other, increasing engagement.

## Where is influencer marketing headed in 2024?

An #ad made by an influencer with several millions of followers is getting old. People know they are being paid to say certain (mostly positive) things, while the voice of "real" people, who truly are part of a certain community, is becoming more and more relevant, even when it goes upstream, like the #deinfluencing trend, where people advise what not to trust and buy.

Confirming last year's trend, micro, and nano influencers are still on the rise: we care more and more about their authenticity and relatability and way less about their clout or follower count.

On this note, what we'll see more of is paid UGC, a rising phenomenon where customers - not influencers or professional creators - will be incentivized by brands to talk about a product, in exchange for monetary rewards, free products, discounts, or exclusive content.



## What do you see as the most interesting trend for social media in B2B marketing?

If we are talking business-to-business marketing, who better than professionals can spark the dialogue?

In our very customer-centric society, where everything is thought out and created with the recipient in mind, there is (and will be) a shift in focus, having the opinions that matter going from influencers to the professionals in that specific field, who are quickly becoming full-fledged brand ambassadors.

This kind of advocacy is structured to validate the brands' values and qualities through a professional's point of view, which makes them more secure in the eyes of both the general public, but especially potential other professional prospects. Matter of fact, if someone like an influencer or a loyal customer says that a product is good, B2C prospects may trust them. If a professional who knows and uses that product on a daily basis says so, other professionals will definitely perceive their opinion as much more reliable.

By implementing employer, partner, and expert advocacy, leveraging their expertise and authority in that specific area, brands can improve their visibility and strength in the market very quickly and effectively, improving awareness and trust that can ultimately result in more sales.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

The most interesting trend emerging in the social media field is their emerging intergenerational nature. Until very recently, in our minds Facebook was the place to find Boomers and Gen X, Instagram was all Millennials' home and TikTok was Gen Z kingdom, but at the present moment, we can no longer talk about this "one-generation for one social media" thing. Nowadays the motto is "everyone is everywhere".

Every generation is present on each platform, coexisting without touching each other, since Boomers, Gen X, Millennials, and Gen Z have their own personal, unique way of navigating social media (encouraged by the algorithm that makes them find what they like). We experience different versions of social platforms, depending on the audience using them.

In this new multifaceted and ultra-segmented reality, marketers should keep in mind that, from now on, they should not talk to a generation on its "assigned" social media, but rather take on a multi-channel approach that goes beyond generations and thus responds to a certain behavior or mindset, intercepting the targets and niches while they use Facebook, Instagram, TikTok, etc. with content that truly speaks to them.

# THE HALLWAY



**Trevor Crossman, CX and  
Digital Transformation  
Director**  
**Olivia Hussey,  
Strategic Planner**  
**Simi Srinarula,  
Social Media Manager**



## The Hallway (AUS)

The Hallway is a full-service advertising agency. We use data to uncover what makes people tick. Then we affect how they think, feel, and behave by creating experiences that touch their hearts, spark their minds and inspire action.

A question for marketers to ask themselves would be: “What relatable content can I create that will inspire my audience to share it within their inner circle?” “



## How do you think generative AI is going to shape social media marketing in 2024?

TC: For all the talk and column inches written about Generative AI in 2023, when it comes to social media in 2024 it is going to be a blockbuster year of constant evolution. Constant evolution in the quality and capability of AI on one hand and marketers on the other hand defining and evolving the role that AI will play in helping them identify, create, and deliver actual value to the work they undertake.

Generative AI will continue to chip away at the time-intensive analog tasks that exist around all digital activity but also evolve the current capabilities of generating text, images, and other media to elevate the quality of output, especially when it comes to image and video content.

More marketers and brands than ever will get involved in AI in the year ahead, each testing, learning, and adopting the appropriate level of AI based on their needs. But to do so, I really believe that we need to move beyond the ‘buzzword bingo’ that is being used by many suppliers, media partners, and platforms when it comes to AI - moving away from ‘The AI does it’ to be clear about what exactly AI covers so that marketers can identify what elements of AI they want to trial and adopt.

The implementation of generative AI will trigger a range of additional considerations for marketers, from transparency to data and privacy and ethical considerations and then there are the longer-term concerns of algorithm bias, each of which they will need to navigate.

OH: In 1997, Barry Levinson’s cinematic masterpiece, ‘Wag the Dog’, garnered worldwide interest, embodying Guy Debord’s ‘Society of Spectacle’ theory, and revealing the profound influence a compelling spectacle can wield on public sentiment. In 2024, Artificial Intelligence could assume the role of Spin Doctor and Hollywood Producer, and wag the dog, for real. Whether it’s orchestrating CGI PR stunts, like the Maybelline mascara wand or Patagonia jacket, crafting convincing deep fakes, as seen with Donald Trump and Tupac Shakur, or political astroturfing, generative AI possesses the ability to create ‘all the spectacle, all the drama, and all effects’, without the real-world constraints. As the 2024 United States presidential election looms large, AI takes on a whole new level of importance. Will it be used as a force of good, cutting through the misinformation, or will it take on a more sinister role, distorting reality? Time will tell. Let the pageantry begin!

## Where is influencer marketing headed in 2024?

OH: Making its way to the grave. R.I.P. in its infancy, influencer marketing served as an antidote to polished advertising, injecting a dose of humanity into an otherwise perfected and impersonal landscape. Influencers invited us in, showcasing their homes, pets, and loved ones. The connection felt more akin to genuine friendship than a sales pitch. However, as influencers influenced, and sponsored posts proliferated, this dynamic took a noticeable turn. What was once ‘real’ and ‘personal’ began to feel ‘staged’ and ‘transactional’. A collective ‘it’s not me, it’s you’ moment ensued, echoed in the most recent Australia Talks survey, whereby, a mere 3% of

Australians expressed trust in social media influencers. So, who will take the 'hot people's' job? Brace for a mosaic of influences, with a diverse array of talent - chefs, artists, skaters, nail technicians - reshaping cultural preferences. Adidas' global Originals work and Troy Sivan's Tsu Lange Yor launches provide an early glimpse into this paradigm shift.

TC: The influencer landscape is going to be an interesting one to watch across 2024, as the predictions of marketers and brands expanding their focus to working with micro and nano influencers in order to reach often smaller but highly engaged niche audiences continue.

Truthfully, influencer marketing has always been tricky. A balancing act between what the Brand wants to convey and how the influencers want to reflect that intention. AI represents the opportunity to surface key influencers that resonate with the brand's audience through the lens of analytics and not a Media or PR one, which is often based on audience size alone.

Beyond the selection of influencers, the impact of AI also extends to the influencers themselves who will keep utilizing AI as a tool to aid in the creation of their content.

Whilst this represents an interesting and more equitable share of power between brands and influencers, the watch out for both is to ensure that there is not an over-reliance on AI, as the trends of transparency and authenticity that we saw feature prominently in 2023, show no signs of slowing down.

## What do you see as the most interesting trend for social media in B2B marketing?

TC: In the world of B2B Marketing relationships are critical and for B2B Marketers to be able to surface the right message to the right stakeholder at the right time has always been the golden ticket.

Generative AI presents B2B Marketers with an array of opportunities from real-time analytics to predictive capabilities, automated and personalized content creation, and customer experiences - each of which highlight additional opportunities for the Marketers and their Brands to stay a step ahead, but also deepen the relationships they have.

With that said though, in 2023 most B2B Marketers are 'at a stage of learning and exploring' with AI, so this audience will definitely not view AI as the silver bullet and would be far more skeptical at what aspects of AI they can utilize to help foster meaningful and longer term relationships.

With this in mind, I believe that B2B Marketers will use 2024 to test feasibility of AI, from what actionable insights they can get out of AI's enhanced data analytics - highlighting customer behavior, trends and opportunities, along with piloting personalized content opportunities to see what effect this has.



## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

SS: In 2024, Gen Zs are making ‘meaningful connections’ their top priority on social media. This transition may not have been a conscious choice, but rather an organic evolution of what social media has come for them, especially Instagram, mirroring the behaviors of this generation.

For Gen Z, the era of social media serving as a grand stage for sharing content with the world or participating in public forums has gradually faded. Instead, this generation has adopted social media as a tool to create intimate circles and nurture close connections with their friends and family. This translates into a preference for liking stories, and sharing reels or memes through DMs, rather than sharing their content with the world or engaging with it in conventional ways.

While this transformation highlights the significance of fostering personal connections, it poses challenges for marketers in terms of tracking engagement in dark social—a territory that’s off-limits to conventional social listening and analytics tools.

However, this shift acts as a catalyst for brands to reevaluate their preferred tracking metrics, as well as their content. Instead of measuring a content’s performance based solely on likes or comments, marketers may now lean towards tracking success through the number of shares. This shift also calls for them to pivot their focus into creating content that resonates with these tight-knit connections. A question for marketers to ask

themselves would be: “What relatable content can I create that will inspire my audience to share it within their inner circle?”

OH: If 2023 were an anthem, it would undoubtedly be No Doubt’s ‘Just A Girl’. Between the World Cup, Barbie, and the Uniqlo x Sofia Coppola collaboration, the year was marked by a powerful reclaiming of ‘girl’. The girlhood renaissance cast a light on the multifaceted experience of ‘being a girl’, capturing the pain, beauty, loneliness, fun, and, at times, awkwardness. Social media, acting as a pivotal force, played a crucial role in fueling this resurgence. TikTok challenged traditional notions of femininity, transforming everything from math to cardio and dinner into girl-powered expressions. Miley Cyrus’ ‘Flowers’, emerged as the top-streamed song, globally, on Spotify, Girlhood, and Girlblogsphere emerged as new digital spaces, and Instagram paid tribute to female icons like Stevie Nicks, Chloe Sevigny, and Pamela Anderson. As we journey into 2024, it will be interesting to see how the girlhood narrative evolves. If Sofia Coppola’s ‘Priscilla’, Madonna’s worldwide tour, and Louise Bourgeois’ Australian showing are anything to go off of, I expect (and hope for) more nuanced discussions about the performance of womanhood. But only time will tell.

# HYLINK



**James Hebbert,  
Managing Director**

”Brands may encourage user-generated content (UGC) that aligns with social and environmental causes. Campaigns that involve users in sharing their stories, experiences, and initiatives for positive change can foster a sense of community and create a collective impact.”

## Hylink (CN / UK)

Hylink is the first natively Chinese digital agency to move West and establish in the UK. Voted the most effective advertising agency in the Asia Pacific region with the prestigious Effie Award, Hylink is China’s largest, independent full-service digital agency. Our mission is simple: to creatively bridge the cultural gap in digital marketing between China and the UK.



## How do you think generative AI is going to shape social media marketing in 2024?

**Personalised content creation:** Generative AI will play a crucial role in creating highly personalised content tailored to individual user preferences. This technology can analyse vast amounts of data to understand consumer behavior, allowing marketers to generate content that resonates with specific demographics. In the Chinese market, where personalisation is highly valued, generative AI can help create culturally relevant and appealing content.

**Chatbot evolution:** Enhanced chatbots powered by generative AI will revolutionize customer interactions on social media platforms. These chatbots can engage users in more natural and context-aware conversations, providing instant responses to queries. In the Chinese market, where messaging apps like WeChat are integral to communication, advanced chatbots can significantly improve customer engagement and satisfaction.

**Automated social listening and sentiment analysis:** Generative AI tools can be employed for automated social listening, helping marketers understand trends, sentiments, and consumer opinions across different social media channels. In the international context, especially in China, where social media platforms have unique features and nuances, advanced sentiment analysis can provide valuable insights for crafting effective marketing strategies.

**Dynamic advertising content:** AI-powered algorithms can generate dynamic and interactive advertising content that adapts in real-time based on user behaviour and preferences. In the Chinese digital marketing landscape, where consumers are tech-savvy and accustomed to innovative advertising formats, dynamic content can capture attention and drive engagement more effectively. E-commerce platforms such as Tmall and JD have launched AI live-streaming hosting and AIGC-empowered shopping events.

**Cross-platform integration:** Generative AI can facilitate seamless integration across various social media platforms, ensuring a consistent brand presence and message. In the international marketing context, especially in China, where multiple platforms like Weibo, WeChat, and Douyin dominate, cohesive cross-platform strategies are crucial, and AI can assist in streamlining and optimizing these efforts.

**Influencer marketing optimisation:** AI can identify and analyse influencers whose content aligns best with a brand's values and target audience. In the Chinese market, where influencer marketing is a powerful tool, AI-driven analytics can help marketers identify the most relevant influencers for their campaigns, ensuring authenticity and resonance with local audiences.

**Data privacy and compliance:** As AI becomes more integral to marketing strategies, ensuring compliance with data privacy regulations, especially in international markets like China, is paramount. Marketers need to navigate evolving legal landscapes and leverage AI responsibly to build trust with consumers.

In summary, the integration of generative AI in social media marketing in 2024 is poised to enhance personalisation, automation, and efficiency, particularly in the context of international markets such as China. The ability to create culturally relevant content, engage users through advanced chatbots, and navigate the unique features of diverse social media platforms will be crucial for success.

## Where is influencer marketing headed in 2024?

In 2024, influencer marketing is likely to undergo several transformations, impacting various aspects from planning and media buying to engagement on influencers' channels. Here are key trends and changes anticipated in influencer marketing:

**Nano and micro-influencers dominance:** As consumers seek more authentic and relatable content, brands are expected to shift towards nano and micro-influencers. These influencers often have smaller but highly engaged audiences, fostering a sense of trust and credibility. This trend aligns with the growing demand for authenticity in social media content.

**Long-term partnerships and brand ambassadors:** Instead of one-off collaborations, brands are expected to invest more in long-term partnerships with influencers. This shift allows for the development of deeper connections between influencers and their audiences, enhancing the

authenticity of brand endorsements. Influencers may take on the role of brand ambassadors, contributing to a more sustained and integrated marketing approach.

**AI-Driven influencer selection:** Artificial intelligence will play a significant role in influencer marketing, assisting brands in identifying the most suitable influencers for their campaigns. Advanced analytics and machine learning algorithms will assess engagement patterns, audience demographics, and authenticity, ensuring a data-driven approach to influencer selection.

**Virtual influencers and CGI creations:** The rise of virtual influencers and computer-generated imagery (CGI) characters is expected to continue. These digital creations provide brands with complete control over the content and messaging, although they may raise questions of authenticity. Virtual influencers are particularly appealing in industries like fashion and beauty.

**Integrated e-commerce and social commerce:** Influencers will play a more significant role in driving e-commerce and social commerce. Direct shopping features on platforms, such as Instagram's shopping tags and TikTok's live shopping, will be leveraged by influencers to facilitate seamless product discovery and purchase, making the influencer marketing funnel more integrated and efficient.

**Enhanced content creation with AR and VR:** Augmented reality (AR) and virtual reality (VR) technologies will be increasingly integrated into influencer content. This immersive approach allows influencers to create



unique and interactive experiences for their audiences, providing brands with innovative ways to showcase products and services.

**Emphasis on diversity and inclusivity:** There will be a continued emphasis on diversity and inclusivity in influencer marketing. Brands will seek influencers who authentically represent a diverse range of backgrounds, cultures, and perspectives, aligning with the values and expectations of socially conscious consumers.

## What do you see as the most interesting trend for social media in B2B marketing?

**Rise of B2B influencer marketing:** While B2C influencer marketing has been widely adopted, B2B influencer marketing is gaining momentum. In the Chinese market, where relationship-building is crucial, collaborating with industry experts and thought leaders can enhance credibility. B2B influencers can help in establishing trust, providing valuable insights, and expanding the reach of content within professional circles.

**Content marketing with educational webinars:** B2B audiences, especially in China, value educational content. Webinars and online workshops serve as effective tools for providing in-depth industry knowledge and addressing the specific needs of businesses. Social media platforms, including WeChat and LinkedIn, can be leveraged to promote and host these webinars, fostering engagement and thought leadership.

**LinkedIn as a hub for B2B networking:** LinkedIn continues to be a powerful platform for B2B networking and lead generation. In China, where professional relationships are highly esteemed, maintaining an active presence on LinkedIn can facilitate business connections, showcase expertise, and provide a platform for thought leadership within the B2B community.

**Integration of social selling strategies:** Social selling is becoming more prevalent in B2B marketing. This involves using social media platforms to identify, connect with, and nurture potential leads. In the Chinese market, where relationship-building is paramount, social selling on platforms like WeChat and LinkedIn can be particularly effective in initiating and nurturing business relationships.

**Personalised account-based marketing (ABM):** Personalisation is key in B2B marketing, and social media platforms offer opportunities for targeted and personalised communication. Utilising data analytics and AI, marketers can implement account-based marketing strategies on platforms like WeChat and LinkedIn, tailoring content and messages to specific businesses and decision-makers.

**Video content for B2B engagement:** Video content is not limited to B2C marketing; it's gaining traction in B2B as well. In the Chinese digital landscape, where video consumption is high, creating engaging and informative videos on platforms like Youku or LinkedIn can effectively convey complex B2B messages, showcase product demonstrations, and humanise corporate brands.

**Localisation and cultural sensitivity:** In international marketing, especially in China, understanding local nuances and cultural sensitivities is critical. B2B social media strategies should be adapted to resonate with Chinese businesses and decision-makers. This includes using language appropriately, respecting cultural norms, and aligning content with the preferences of the target audience.

**Ephemeral content for real-time engagement:** Platforms like WeChat and Weibo support ephemeral content, which disappears after a short period. B2B marketers can leverage this feature for real-time updates, behind-the-scenes glimpses, and event coverage. This approach adds a human touch to B2B brands and keeps the audience engaged on social media.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

**User-generated content for social impact:** Brands may encourage user-generated content (UGC) that aligns with social and environmental causes. Campaigns that involve users in sharing their stories, experiences, and initiatives for positive change can foster a sense of community and create a collective impact. Social media channels will serve as platforms for amplifying these user narratives.

**Incorporating ESG (Environmental, Social, Governance) metrics:** Environmental, social, and governance considerations are becoming integral components of corporate strategies. Marketers may increasingly incorporate ESG metrics into their social media communications, demonstrating a commitment to responsible business practices. Highlighting corporate social responsibility initiatives can resonate positively with socially conscious audiences.

**Global collaboration for sustainable goals:** Brands may collaborate on a global scale to address sustainability challenges. Social media platforms can serve as hubs for collective action, where brands join forces to address environmental issues or contribute to social causes. Collaborative efforts can amplify impact and enhance brand credibility.



# INBRAX



**Mundy Álvarez,  
Planning Director**  
**Pedro Rojas,  
Social Media Manager**  
**Pancho González, CCO**

## Inbrax (CH)

Inbrax is an ad agency full creative services with digital marketing at heart.

”It will always be something special and naturally empathetic to be attracted to human stories, so why not adopt corporate positioning to this warmer world? Just make sure they are work or industry related, nobody wants to know about your personal vacations.”

## How do you think generative AI is going to shape social media marketing in 2024?

I don't think generative AI will be a major revolution for brand marketing. At best, it will be a tool to speed up tedious editing processes, but everything that can be done through AI can also be done with human skills.

That being said, this automation will make a difference at the individual professional level, where those who know how to use the tools will have more time to focus on strategic planning instead of wasting time on routine tasks. This will improve the quality and effectiveness of overall planning.

On the other hand, I believe that this technology will generate transformations in social media, not for brands, but for ordinary users and content creators, who will be able to level the playing field through these tools. Another change that follows from this is that digital communities will have more tools than ever to appropriate and play with styles, icons, and references from recognized intellectual properties, such as filters that transform you into Mortal Kombat characters, a personal favorite I must admit.

For this reason, brands that are not willing to make themselves available to their users (in the way they choose), face a difficult landscape as a result of this transformation.

## Where is influencer marketing headed in 2024?

This probably won't be a surprise to anyone, but this is a clear example of where less is more. Macro influencers with large, highly transversal communities will become obsolete in the future of social media. Why? Because their audiences have few common passion points, strategically, they will be reaching many people, but they will not be able to connect with anyone on a deep level.

I doubt that they will disappear completely, due to a matter of idiosyncrasy, brands that often think that bigger is better, however, will be "relegated" to major launches, where the goal is not to build communities for the long term but to generate a great communicative explosion.

As for the form that the content of these influencers will take, it will be characterized by being closer, every day, and natural. That is, they will dare to make more honest reviews of products to protect their credibility and relationship with their community, rather than presenting products as if they were the best experience in the world. In this sense, brands should strive to seek ambassadors who align with their vision on a personal and even idealistic level, and not just as a commercial exchange.



## What do you see as the most interesting trend for social media in B2B marketing?

There has always been a stigma that B2B communication tends to be colder, more formal, serious, and businesslike. However, with the proliferation and greater understanding of social media, we have realized that the essence of all marketing within these environments is and always will be to generate social connections between people. B2B is no exception.

Corporate branding strategies with a focus on the company's numbers will continue to exist, however, now the company's internal employees will be much more important at the communication level. This falls within the phenomenon of humanizing brands, using visible faces that promote identification with communities and social interaction. Especially from the youngest who, with energy and motivation, will instinctively seek to build industry in different fields.

Understanding that positioning by enhancing the brand's value proposition is essential in all B2B communication, a great way to achieve this on social media is by showing work teams in their day-to-day, without filters or staged scenes, exposing their good practices and work environments reflected in the happy faces of their closest collaborators.

It will always be something special and naturally empathetic to be attracted to human stories, so why not adopt corporate positioning to this warmer world? Just make sure they are work or industry related, nobody wants to know about your personal vacations.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

I believe that there will be a regression from massification. Some of the new features on social media point to creating more exclusive channels where we can maintain a differentiated treatment for our most loyal users and generate a more intimate and personal connection with them. Therefore, the interaction that we generate in DMs and mailing lists will become increasingly important.

Although we know that the reach of these communications will be smaller, strategically it will be very useful to generate relationships of higher quality with our community. Ideally, it will be a space where brands can dare to let go of some formalities and present themselves with greater simplicity in front of their audience.

Since the trend on social media is to entertain, brands that do not have this flexibility and confidence to laugh at themselves, and whose marketing consists of systematically repeating how good they are, are doomed to failure. Just think about it, who would you rather sit with at a social gathering?

In the same vein, it is important for brands to truly ask themselves which channels they should be on. If they cannot adapt their communication to a more natural and everyday tone, it would be better to step back from platforms like TikTok, no matter how trendy they are.

# JAM SESSION AGENCY



**Oana Oprea,  
Head of Digital  
Planning**

“Generative AI will be the death of repetitive tasks. It might seem like a small thing compared to the potential and high expectations of AI, but this will be the core change that will start a new era in social media marketing.”

## Jam Session Agency (RO)

Jam is an agency with a unique blend of progressive business and creativity, collaborating to create brands that resonate with today's generations and those to come. Jam is the most awarded local independent agency in recent years, proud to collaborate with business partners who are passionate, courageous individuals who continuously challenge traditional communication models with the aim of creating authentic emotions. In 2023, Jam Session Agency was ranked 1st European independent agency in Effie Index. In 2023, Jam also won a Gold and Bronze at Euro Effie and got the title of Agency of the Year at the Romanian ADC (Art Directors' Club) gala. The Jam partners' team achieved the first gold at Cannes Lions for an independent agency in Romania (Jazz Communication), another Silver Lion in the following years, and nine shortlisted entries, along with numerous awards: D&AD, SABRE, Golden Hammer, Effie, Internetics, Webstock, Romanian PR Awards.



## How do you think generative AI is going to shape social media marketing in 2024?

Generative AI is going to be a huge help for all social media professionals, from social media managers to strategists and creatives. And since a smoother and more efficient process brings better work, it will be a win-win for brands and consumers as well.

The most important thing? Generative AI will be the death of repetitive tasks. It might seem like a small thing compared to the potential and high expectations of AI, but this will be the core change that will start a new era in social media marketing.

All the time spent scheduling posts, desk social listening, data processing, responding to inquiries, or extensive graphic design work will be saved through AI optimization, which will free up human resources for more strategic and creative activities. The access to instant insights and the automation of creative templates (copywriting and design) will give marketers the mental space to focus on the most valuable asset humanity can add to this field: creativity.

## Where is influencer marketing headed in 2024?

One of the most important trends of influencer marketing will be “Communal success”. In 2024, anyone will have the openness & power to be an influencer, no matter the size of the community. What should they do in order to make it on FYP? Not to impress with an extravagant lifestyle or viral trends, but to bring highly relevant and informational content from their area of expertise or interest.

With TikTok continuing to expand, people will become even more knowledge-hungry and keen to find ways to break the system, uncover dupes, or discover hidden gems. Everyone will put on the table their best: the hacks, the insights, the talent, and contribute to a big community of “reverse gatekeep”.

Gen Z will adopt faster this trend, especially since they are less focused on rewards than other generations and more on knowledge exchange. Only 50% of Gen Z consumers consider rewards for their participation a top benefit of an online brand community, notably 12 percentage points lower than other generations (62%), highlighting a critical insight into where Gen Z finds value in online brand communities. (Tint, April 2023).

## What do you see as the most interesting trend for social media in B2B marketing?

Hyper-personalization will be one of the growing trends of 2024. With a longer buying cycle and more selective prospects, still readjusting to post-pandemic in-person meetings, B2B companies will continue to be challenged.

When it comes to personal feeds, all of us are scrolling and curating, waiting for the algorithm to give us exactly what we like and what we need. The same expectations apply to the “business feeds”. Professionals seek content targeted to their specific industry, trends, location, or business size.

According to Econsultancy, 80% of companies see a lift in sales after implementing personalization. Here, as well, AI tools can help with a smoother and faster process and provide accurate buyer personas, analytics, and data-driven insights.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

Trends take a back seat, while original series are back in trend. This will not only impact the way we create branded content, but also the platforms used, the formats, and the selection of influencers.

Time has shown that brands, regardless of category, can adapt to the most emerging social and contextual trends (remember the Barbie madness, huh?) but after this demonstration & oversaturation, the need for differentiation rises. Brands must move their focus back to their core, the uniqueness of their message, and their authentic tone of voice. People expect novelty, original content, and fresh formats.

We have already started to notice the transition of some of the innovative brands in socials (such as Duolingo or Ryanair) from “doing it for the trend” to “starting a trend”. Of course, this means leaving a comfort zone and taking new risks, but the brands that will dare sooner will have a greater potential to differentiate themselves and gain exposure.



# LAUNCH



**Amy Bottrill,  
Social Account  
Director**

”With TikTok pushing live shopping in the UK and the US (and no doubt many more markets to come), and creators looking to maximize their earning potential, we’ll see lines between content and commerce getting blurrier and blurrier.”

## Launch (UK)

We’re Launch, one of the UK’s leading independent creative brand comms agencies. Driven by creativity and exceptional talent, we cover the full range of through the line disciplines, from digital and content to experiential and media relations. What sets us apart? For us, it’s providing our clients with long term, ownable ‘creative territory’, regardless of the channel. It’s a skill we’ve honed over 20 years, across hundreds of brands and thousands of campaigns. And we call our process to get there Territory Define™.

## How do you think generative AI is going to shape social media marketing in 2024?

In 2023, we all had fun dabbling in ChatGPT and eerily realistic image-generation tools (just take a look at any pitch deck from the last 6 months). In 2024, we'll complete the move from playful, curious experimentation to full integration and adoption.

We'll all (hopefully) benefit from superhuman efficiency and productivity, but growing concerns about ethics and safety aren't going anywhere anytime soon, so this technology will also force brands to redefine 'authenticity' online. As AI-generated content becomes ubiquitous, and sophisticated tools are available and accessible to all, we'll have no choice but to push our human creativity even further.

And all this to worry about during a year stacked with elections across the globe, where AI will be deployed to spread misinformation and propaganda across social channels - interfering not just with our feeds, but with democracy, too. I'd be lying if I said I wasn't nervous!

## Where is influencer marketing headed in 2024?

2023 flipped influencer marketing upside down - many of us totally left traditional macro 'influencers' behind, and started investing in true creators who are experts in their fields, or perfectly positioned to tap into subcultures. In 2024, these specialists will continue to cultivate their loyal audiences across multiple platforms. The most effective partnerships will put a spotlight on individuality - no longer treating influencers like another media channel but seeing them for what they are: unique humans. Unless they're AI-generated, that is.

Although influencer marketing will feel less transactional than it's been in the past, the world of influencers and affiliates will also overlap more than ever before. With TikTok pushing live shopping in the UK and the US (and no doubt many more markets to come), and creators looking to maximize their earning potential, we'll see lines between content and commerce getting blurrier and blurrier.



## What do you see as the most interesting trend for social media in B2B marketing?

LinkedIn is king. When the algorithm favors true expertise over personal updates, business leaders will be expected to step their game up. With a continued focus on company practices, purpose, and values, there will be a real opportunity to drive B2B engagement by putting people front and center. Beyond thought leadership, this could mean sharing employee-generated content more generally, showing a more human side to B2B marketing.

Putting people first will also mean new levels of personalization - with or without the help of AI - and increased attention to inclusivity and accessibility (think alt text and closed captions). Across both B2C and B2B, being inclusive will be the key to really standing out from the competition.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

We're going old-school and bringing text-based content back. In 2023, we saw a dip in X's usage following Elon's rebrand of 'the bird app', but it's stabilized, showing we still have an appetite for something other than scrollable video. The jury's still out on Threads, but Meta's investment suggests they're banking on words, too.

Between this, Gen-Z's love of a photo dump, and engagement moving out of public view (see Instagram's Broadcast Channels), it feels like lots of us are suffering from entertainment fatigue and craving the 'social' part of 'social media' again. With this in mind, shares will matter much more than likes or comments, and marketers will have to think carefully about who their target audience is, and where exactly they live online.

Yes, we're all on Instagram, but we're also gamers, newsletter subscribers, WhatsApp group chatters, inspiration pinners, and meme sharers. The best social media marketers will be the most adaptable, leaning into online community and culture.

# LEONARDO1452



**Gaby Arriaga,  
Founder**

“Companies are set to use AI in a new way: forecasting consumer sentiments and behaviors. Predictive sentiment analysis is set to gain widespread popularity as an effective tool allowing businesses to anticipate public perceptions toward brands or specific subjects. By recognizing patterns, organizations can enhance their decision-making abilities, fostering agility and greater insight.”

## Leonardo1452 (MX)

Leonardo1452 is a consulting company specialized in consumer trends in Latin America and creator of the tool Near Future Thinking©. As trend hunters we look for tendencies that point to nascent market dynamics that have not yet come into companies' purview – markets in early stages of development. Leonardo1452 is an expert at detecting these emerging habits that can approach with the force of an ocean wave so that you can make effective business decisions about what to adjust to ensure your pre-eminence in years to come.



## How do you think generative AI is going to shape social media marketing in 2024?

Businesses are presently utilizing AI for content creation, and this trend is expected to grow further in 2024. Additionally, companies are set to use AI in a new way: forecasting consumer sentiments and behaviors. Predictive sentiment analysis is set to gain widespread popularity as an effective tool allowing businesses to anticipate public perceptions toward brands or specific subjects. By recognizing patterns, organizations can enhance their decision-making abilities, fostering agility and greater insight.

## Where is influencer marketing headed in 2024?

In some regions like Latin America, we've observed how local influencers anticipate content ideas from creators in other countries, who specialize in certain topics, for them to replicate in Spanish. However, in recent months, we've noticed that creators from our countries are gaining more engagement when they appear more relatable to locals. Content that incorporates national slang, humor understood only by locals, and contextual references from the country's current situation will likely become more relevant. Just as Latin rhythms and Spanish songs are heard at international music festivals, it wouldn't be surprising to see local influencers gaining popularity in other regions.

## What do you see as the most interesting trend for social media in B2B marketing?

In 2024, we anticipate witnessing a rise in B2B influencers across Latin America. In recent years, we've observed the emergence of industry experts on social media platforms. Nevertheless, certain professionals have either been hesitant or lacked the time to produce content while simultaneously managing their client workload. However, influencers from other regions, such as Neil Patel or Lea Turner, could serve as examples to follow in Latin America.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

I'd like to incorporate email marketing into this report. Mailing strategies continue to be pertinent in B2B communication approaches. Nevertheless, in order for them to yield results, emphasis should be placed on personalization and interaction. Clients no longer wish to be seen as just another contact in a lengthy list of names, nor do they desire dull, uninteresting emails. To encourage recipients to spend more time engaging with email content, the integration of interactive elements such as image carousels, polls, and RSVP options for events will be great tools.



# LIWA



**Shantesh S Row,  
Creative Director**

“Virtual is the new REAL. Metaverse is probably the current verse of the world.”

## Liwa (UAE)

LIWA is a specialized Video Marketing Agency that's not just a production house but a highly creative agency that ideates, strategizes and proactively suggests content strategies to produce engaging content & problem solve communication challenges for brands. Most importantly help brands deliver experiences that brings about customer delight.

Our roster includes both local as well as global brands - such as Emirates NBD, Emirates Airlines, YUM Brands (Pizza Hut), Shell KSA, G42, BCG, DEWA, Huawei, Cannon, Pepsi, Goldman Sachs, Hudson (US Airport retail) and many many more across various business verticals.

## How do you think generative AI is going to shape social media marketing in 2024?

Generative AI is here to stay. And things on Midjourney, Runway, Dall-e, Stable Diffusion, etc., are only going to get better and more intelligent. Social Media Marketing – particularly one that is served with videos is going to see a sea change in the way video content is created.

Firstly, dynamic advertisements will be the norm. Video ads that respond to real-time changes in trends and behaviors. This real-time dynamism is sure to increase the relevancy and impact of brand content ads.

We are already seeing the rise of Virtual Influencers. Expect this to keep rising. Lil Miquel – a Virtual Influencer with millions of followers – had already collaborated with Calvin Klein, Dior, and Prada. So yes, the virtual has become the real.

Then, there's the whole new game that is being played in the field of Personalized Video Content and Automated Content. AI is quickly generating tailor-made videos suited to individual audience demographics. Agencies, production houses, and creatives are increasingly relying on AI Voiceovers, AI Editors, AI Music, AI Scripting, etc. This allows creative teams more thinking time and leeway to create video content.

Of course, there's always the possibility with AI refining and learning every day, for a day to come where Emotionally Intelligent Content will be a distinct reality. An audience's emotion is key to delivering good content – so AI will help video creators to deep dive more emotionally into insights.

## Where is influencer marketing headed in 2024?

As mentioned above, Virtual Influencers will rise and continue to rise. But there are other considerations to think of as well when it comes to Influencer Marketing vis-a-vis Generative AI or otherwise.

The outlook for Micro and Nano Influencers will continue to intensify in the new year. Niche Influencers who offer more authentic conversations will offer better brand connections and conversions, especially via video. TikTok collabs are already seeing a surge in this area.

Secondly, marketers will look at data-driven decisions more closely. Partnerships with Influencers in the lens of the brands' essence and marketing goals will be crucial.

What's interesting here will be to predict how Influencer compensations will shape up. The trend seems to be to have performance-based contracts with Influencers that tie in engagement, conversions, and click-through rates as their KPIs.

Of course, the key will be authenticity and transparency. Brands are looking at long-term relationships with Influencers and not just a shoot-and-scoot approach which is project-based. Influencers will also be pushed to be more transparent about sponsored brand content.

Eventually, the Influencer game is about ability vs sustainability. This will be moot.



## What do you see as the most interesting trend for social media in B2B marketing?

There is so much happening on social media, globally, that it's quite a task keeping track, let alone being able to predict what will work or won't work in 2024. This is especially true for B2B marketing.

Personal Branding will be huge. Content Marketing, ditto. So will Thought Leadership. Webinars and Live Videos will continue to strengthen. Chat-bots will remain super important for B2B brands.

But, in my opinion, the single most interesting trend for social media B2B Marketing in 2024 will be LinkedIn. It has always been the main platform for B2B Marketing. And with the subtle shift in LinkedIn moving from being a jobs and networking platform to a content creation platform, the game will continue to play out in the new year.

Expect more B2B businesses to intensify their marketing efforts on LinkedIn. Especially with videos. Videos tend to get the highest engagement rates on LinkedIn. And with the ease of making Videos today thanks to Apps and AI, this trend will only balloon.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

Virtual is the new REAL. Metaverse is probably the current verse of the world.

Expect branded virtual spaces. Expect virtual events. Expect virtual experiential occasions. Yes, even contrary to what people might expect you to believe the Metaverse has failed.

Again, the most interesting emerging trend in Social Media for 2024 will be Virtual Community Building. How shared interests for a community of like-minded people will allow for more such virtual spaces to be built and nurtured. As they say, interesting times are ahead.

# MEDULLA



**Rajesh Mehta, Chief  
Strategy Officer**  
**Dhruv Gaur, Digital  
Planning Lead**  
**Leonie Mergulhao, Account  
Supervisor - Social Media  
& PR**



”Shares are becoming a more important metric than likes, comments, or followers, indicating genuine interest and content virality.”

## Medulla (IN)

Medulla is a specialist healthcare advertising agency that firmly believes that digital and advertising go hand in hand. Any advertising agency that cannot create for the social and digital world has no right to exist. Even in healthcare. Even in a remote corner of the world. This reflects in our digital credentials – winning Gold Lions at Cannes in the Digital Integrated and Social Media categories, or being recognised as the #4 Most Effective Specialist Agency of the Year by WARC or the #4 Most Effective Independent Agency of the Year at Effies, or being awarded the Content Marketing Agency of the Year at the Abby Awards.



## How do you think generative AI is going to shape social media marketing in 2024?

Generative AI: Revolutionizing Healthcare & Pharma Social Media Marketing in 2024

**Personalized Experiences:** Generative AI will enable healthcare and pharma companies to create personalized social media experiences for their target audience. By analyzing patient data and social media interactions, companies can tailor content and interactions to individual needs and preferences. This could include targeted ads for specific medications or treatments, as well as educational content that is relevant to the patient's condition.

**Enhanced Engagement and Education:** AI will lead to the creation of more engaging and interactive social media content, such as chatbots, virtual assistants, and interactive quizzes. This interactive content will improve patient engagement, education, and overall brand awareness. Chatbots can provide real-time customer support, answer frequently asked questions, and guide patients to relevant resources. Virtual assistants can offer personalized health advice and recommendations. Interactive quizzes can assess health knowledge, identify potential health risks, and promote healthy lifestyles.

**Optimized Content Creation:** AI will streamline the content creation. AI-powered tools can generate high-quality social media content in various formats, including text, images, videos, and infographics.

**Targeted Ad Campaigns:** AI will enable more precise targeting of social media ads. By analyzing vast amounts of data, companies can identify and target specific patient segments with relevant ads. This will improve ad performance, increase engagement, and maximize ROI.

## Where is influencer marketing headed in 2024?

Influencer marketing is heading towards a future focused on authenticity, personalization, data-driven decisions, and longer-term partnerships.

**Micro-influencer Marketing:** The Rise of Niche Expertise: Healthcare and pharma companies will increasingly partner with micro-influencers to reach targeted audiences and build trust among patients. Micro-influencers often possess deeper knowledge and credibility within their niche, making their endorsements more impactful and relatable to patients.

**Authenticity and Transparency:** Building Trust with Consumers: Transparency and authenticity will become paramount in influencer marketing for healthcare and pharma brands.

**Data-Driven Influencer Selection:** Leveraging Analytics for Effective Campaigns: Data-driven approach will ensure that influencer partnerships are aligned with specific campaign goals and target audiences, leading to more effective and measurable results.

**Long-Term Partnerships:** Fostering Genuine Relationships with Influencers: Long-term partnerships will foster deeper collaboration, allowing companies to leverage influencers' insights and expertise to create meaningful content that resonates with the target audience.

**Measuring ROI and Impact:** Quantifying the Success of Influencer Marketing Efforts: Healthcare and pharma companies will place greater emphasis on measuring the ROI & impact of their influencer marketing campaigns.

## What do you see as the most interesting trend for social media in B2B marketing?

While many trend reports focus on B2C, we do see several intriguing trends emerging within B2B social media marketing that offer unique opportunities for brands to connect with and engage their target audiences. These trends include:

**Content is king, even in B2B:** Content remains the cornerstone of B2B marketing, serving as a powerful tool to educate, engage, and convert potential customers. In 2024, content marketing will continue to dominate the B2B landscape, with a focus on creating high-quality, informative content that resonates with specific industry needs.

**Video Captures Attention:** Video marketing has emerged as a force to be reckoned with in the B2B sphere, proving its effectiveness in capturing attention, conveying complex information, and building brand connections.

**Personalization Drives Growth:** By implementing Account Based Marketing (ABM) strategies, companies can nurture deeper relationships, create a more personalized customer experience, and achieve greater conversion rates.

**LinkedIn: The B2B Powerhouse:** LinkedIn continues to reign supreme as the go-to platform for B2B social media marketing, providing a unique space for professional networking, thought leadership, and lead generation.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

As we step into 2024, the social media landscape is experiencing a dynamic shift, driven by a confluence of evolving trends across channels, culture, and behavior.



### Channel trends

**Text-only posts resurgence:** Despite the dominance of visual content, text-only posts are making a comeback, particularly on Twitter. Instagram is pushing Threads.

**Social platforms as search engines:** Social media platforms are evolving into valuable search engines, offering users a personalized and contextualized way to discover information.

**Longer videos gaining traction:** While short-form videos remain popular, longer videos are gaining traction, allowing for more in-depth storytelling and engagement.

**Generative AI-powered content creation:** Generative AI tools are enabling the creation of high-quality, tailored content for social media platforms.

**Rise of virtual influencers:** AI-powered virtual influencers could play a significant role in promoting brands and engaging with consumers in the metaverse.

### Culture trends

**Shift from feeds to DMs:** Engagement is moving from public feeds to private direct messages (DMs), fostering more personalized interactions.

**Shares taking precedence:** Shares are becoming a more important metric than likes, comments, or followers, indicating genuine interest and content virality.

**TikTok Shop's impact on authenticity:** TikTok Shop's emphasis on authenticity is influencing social media overall.

### Behaviour trends

**LinkedIn's focus on professionalism:** LinkedIn's algorithm prioritizes knowledge-sharing and insights from subject matter experts, encouraging authentic professional engagement.

**YouTube Shorts gaining prominence:** YouTube Shorts is gaining popularity, offering a platform for short-form video creation and consumption.

**Metaverse's gradual adoption:** While the metaverse is still developing, it holds potential for future social media interactions. By 2024, the metaverse is expected to start transitioning from a buzzword into a reality.

**Evolving purchase behaviors:** Virtual commerce will become more prevalent, with consumers buying and using virtual products and services.

# NOT PERFECT



**Aurelija Plioplytė,  
Head of Digital &  
Social**

“It [user rebellion] is a growing trend of users and business followers raising their voices loud and clear and giving rough feedback to the brands about their communication, values, collaborations, etc. Even a sharp ‘unfollow’ sends a clear message.”

## **Not Perfect (LI)**

Not Perfect Companies is an integrated creative, digital, and design agency established in 2000 that’s grown to be almost 100 people. We’re renowned for creative work that gets the nations talking. Whether that be in our home region of the Baltics or in an increasing number of countries around the world.



## How do you think generative AI is going to shape social media marketing in 2024?

I believe that Social Media incorporating more generative AI becomes more efficient from a marketing point of view. Regarding the technical side, Generative AI can handle many repetitive tasks - scheduling, comparing data, optimizing data - the volume of work that takes a tremendous amount of time for a specialist to fulfill. So, while using generative AI - marketers would become more efficient with their time.

Thinking about the creativity that is the most important key in social media marketing - I do believe that AI opened a diverse door to creative content creation and potential. However, the success of the actual design depends on how good the person behind the tool is - since it is a logical code that is made of math formulas and logic, its virtue is not creative - wrongly briefed or might just be superficial and content might not have a difference at all in between the projects.

## Where is influencer marketing headed in 2024?

We already feel a massive shift in how brand and influencer synergy transformed into a long-term partnership rather than just a one-time collaboration. It feels like a new buzzword is the sustainability of the "messaging," values, and community that's already built.

Also, it changed how ambassadors pursue collaborations and raised more awareness of the synergy between the values of the brand and ambassadors' personal views - more cautious about what and when they are saying.

Generally speaking, the most significant shift is in the mindset. However, looking through other angles, I could state a few other topics that are becoming more relevant - TikTok partnerships based on performance (when the ambassador works as a live banner to funnel the user straight to a live shopping experience).

Also, Generative AI takes part - there are some signs of virtual influencers, aka digital characters created by AI and acting as an influencer online, gaining more popularity and fascination.

## What do you see as the most exciting trend for social media in B2B marketing?

Since B2B social media is usually globally understood as just LinkedIn communication, it is super interesting that there is more of the business buzz going on on TikTok- as businesses that orient especially in business solutions, digital tools, and products target more and more industry on TikTok, as they speak on how to help other businesses grow.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

I would say - user rebellion! It's a growing trend of users and business followers raising their voices loud and clear and giving rough feedback to the brands about their communication, values, collaborations, etc. Even a sharp "unfollow" sends a clear message. The question is how the brands will use it - will they incorporate it as a meaningful or playful tool into their communication strategy or completely ignore it and try to build a wall against it?



# OSAKA LABS



**Daiana Khaidargaliyeva,  
Account Manager**

## **Osaka Labs (UK & USA)**

Specialising in commerce experiences, we tailor campaigns that track and enhance every step of the customer journey.

”UGC is a goldmine for brands – it’s authentic, it resonates with audiences, and it provides real insights into consumer experiences.”

## How do you think generative AI is going to shape social media marketing in 2024?

As we look towards 2024, generative AI is definitely going to shake things up in all things social. What's really exciting here is the impact on content production. With AI, we're talking about creating and tweaking content at a pace and scale we've never seen before. This is huge because it means we can boost our content creation capabilities using the same resources, cutting down on both time and costs.

With that in mind, I think it's really important to strike a balance where AI meets human creativity. We don't want our content to feel too robotic or dystopian, we still want our content grounded and genuine. We are looking at a collaborative future where AI and human creativity work hand in hand to produce content that's both cool, efficient, and authentic.

From an agency point of view, this is a game-changer for brainstorming and campaign development for clients. With generative AI, we can quickly visualize ideas and map out content strategies, making the planning process more dynamic and client presentations more impactful. It's an exciting time, where innovation meets creativity and efficiency.

## Where is influencer marketing headed in 2024?

As we edge into 2024, influencer marketing is not just growing; it's evolving in more nuanced ways. With the influencer landscape becoming increasingly diverse, from micro-influencers to those with massive followings, it's clear that the audience's choice of influencers is becoming more selective. It's not just about the numbers anymore; the focus is shifting towards authenticity and relevance. Brands and marketers need to be more strategic, partnering with influencers whose content style and audience genuinely align with their brand identity.

What I find particularly interesting is the rise of lifestyle-oriented content. This kind of content subtly incorporates brands and products into everyday life scenarios, like a "day in my life" video. It's less about overt product placement and more about integrating products into the narrative in a way that feels organic and unobtrusive. This approach can be more effective as it doesn't feel like a hard sell, but rather a natural part of the influencer's life, making it more relatable and appealing to the audience.

TikTok, without a doubt, remains a powerhouse in the influencer world. From personal experience, I've seen its influence firsthand, and it's impressive. So, for companies still hesitant about embracing TikTok, now is definitely the time to dive in.



## What do you see as the most exciting trend for social media in B2B marketing?

B2B social media marketing is expanding its reach by embracing storytelling and humanizing brands. It's not all about the traditional and formal content that we are used to. It's becoming more of a relatable narrative with solid data. This approach strikes a balance between engaging storytelling and factual, convincing information.

Regarding platforms, we're seeing more B2B brands venture into traditional B2C spaces like TikTok and Instagram. This trend, however, is very much dependent on the target audience. It's about being where your audience is and speaking their language.

Lastly, I can see the rising importance of event and in-person marketing, a post-COVID comeback! People are eager for face-to-face interactions, and B2B marketing is responding by integrating more in-person events. This could be anything from conferences to networking events. This adds a tangible, human touch to business relationships, enhancing opportunities and fostering stronger connections.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

As we head into 2024, the power of User-Generated Content (UGC) in social media marketing is becoming undeniable. Take the viral TikTok video of a woman sharing the aftermath of her car catching fire, but what stands out is her Stanley cup, intact and still with ice in it.

Now, the real game-changer here was Stanley's quick response. The president of the company stitched the video in less than 24 hours, not only offering to replace her cup but also her car itself. This move wasn't just about fixing a problem; it was about showing they genuinely care. And guess what? People noticed. The response was overwhelmingly positive, with tons of comments and a noticeable spike in customer interest.

This story exemplifies the direction social media marketing is headed in 2024. It's not just about creating content; it's about being responsive and engaging with the content created by consumers. UGC like this is a goldmine for brands – it's authentic, it resonates with audiences, and it provides real insights into consumer experiences. A strategy that not only enhances brand credibility but also fosters a deeper connection with the audience.

# PIABO COMMUNICATIONS



**Stefanie Söhnchen,  
Vice President Digital**

”Still very few brands really think in strategic ecosystems. With more data-driven approaches and an increase of intelligent automatizations in place, more communicators will finally cease the potential an integrated ecosystem between social media and all other alleys of communication can mean. From real hybrid events to impactful cross-promotion to connecting communities at every touchpoint.”

## PIABO Communications (DE)

The communications agency PIABO, based in Berlin, is the leading European full-service partner for the digital economy. PIABO provides outstanding international visibility for companies in the fields of e-commerce, travel tech, fintech, food tech, HR tech, health tech, blockchain/web3, consumer electronics, IoT, artificial intelligence, AR/VR, Cybersecurity, Deep tech, SaaS/ Cloud and green tech. The range of services offered by its multidisciplinary consulting teams includes public relations and social media, as well as brand strategy, content marketing and influencer programs. PIABO is led by founder and CEO Tilo Bonow and COO, Daniela Harzer, and, as a strategic partner, has been actively supporting its clients in achieving their local and global growth and development goals since 2006. Its client portfolio includes GitHub, Google, Lieferando, Omio, Sequoia Capital, Shopify, and Withings.



## How do you think generative AI is going to shape social media marketing in 2024?

Based on our strategic communications experience from 2023, it is likely that the following three aspects will be the most likely ones to play an increased role in the next year:

**Automation:** I believe that AI will play an increasingly important role in all elements of social media marketing that have some form of automation to them and don't require human-to-human interaction in the form of dialogue – things like keyword optimization of texts, structuring, posting, optimizing of ad campaigns, AB-testing of audiences, etc.

**Visuals:** I believe we will see a big increase in good AI-generated visuals. Well-illustrated content is still the number one performance source – image-and-text-posts are still among the highest performing formats. Therefore, tools and humans will get better as there is a big need here.

**More time for relevance:** By simply helping with ideation and content creation, AI will allow communicators to spend more time on relationships with stakeholders and audiences and invest more into creative processes and quality content that holds high relevance.

## Where is influencer marketing headed in 2024?

This area will remain very strong and potentially even increase due to an ever-rising hunger for inter-human communications. Starting 2023 we have seen three major trends that are likely going to continue.

**Micro-Influencers:** There is an increasing need for high user engagement combined with authentic influencers and topic representation. Therefore, we have seen the first tentative buds of successful micro influencer campaigns in 2023. They are often more effective as the community is very tuned into the content and willing to follow recommendations with a higher likelihood. Also, micro-influencers can be more flexible when it comes to content production and the design of the partnership in general.

**Performance-Based Compensation:** The question of the ROI of influencers has been on the mind of any strategically thinking communicator for years. Now we see the first more consequent steps towards this. Engagement rates, conversions of individual e-commerce codes, app downloads, website traffic – a whole new range of conversion KPIs are being tested and implemented.

**Data-driven strategies:** Brands will continue to move away from gut-feeling or fancy campaigns and instead base them on audience data. This way they can make sure to have the biggest possible impact with the highest possible relevance.

## What do you see as the most exciting trend for social media in B2B marketing?

Working in the tech industry means that we already have a wide range of B2B clients. The trends we see that will likely grow further in 2024 are:

**Data-driven strategies:** It is harder to reach B2B audiences. They can be found on fewer platforms and most of the time they are in their professional roles and want to be addressed and reached by business contacts. Relationships and the right type of messaging are key. Therefore, companies have the most success, when they know their audiences and competitors intimately and can build their communications on that. They need data-based strategies for that.

**B2B Influencers:** Something that has the myth of the almost impossible. Too few brands try this and do this currently – so there is a huge potential for best practices and thought leadership in this area. I believe we will see a rise in this.

**Multichannel Personal Branding:** Going really strong since COVID with a still increasing trend. C-level executives go for professional, strategic personal branding on LinkedIn in PR and as speakers – more and more often in this combination. This way their employer and they themselves get relevant reach, build alliances, position their brand, and increase business. This will definitely continue. Supporting about a dozen C-level execs in this currently, we can see that it really works.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

The trends in social media comms in general will be more technology and mindset-driven than content and creative, as the technological shifts at every level demand mastering first to then scale creative processes in their wake.

**Rise of good AI content:** With 2023 being the year of content and prompting experiments everywhere, the first pros will emerge and distinguish themselves. While average AI content can still easily be spotted due to repetitiveness, awkward choices of words, and generalist statements, the best promoters will create content with the ever-learning AI that cannot be distinguished from human content.

**Omnichannel ecosystems:** Still very few brands really think in strategic ecosystems. With more data-driven approaches and an increase of intelligent automatizations in place, more communicators will finally cease the potential an integrated ecosystem between social media and all other alleys of communication can mean. From real hybrid events to impactful cross-promotion to connecting communities at every touchpoint.

**Blockchain and voluntary data-sharing:** Data protection and channel regulation are ongoing global issues that are being discussed and legislated, the role of blockchain technology as well as voluntary, transparent data-sharing models with users in the driver's seat will likely emerge shortly.



# PNTR GROUP



**Elisabeth Winiartati,**  
**Managing Consultant,**  
**Head of Global Integrated**  
**Communications**

**Lydia Aprina, Account Manager,**  
**Integrated Marketing and**  
**Communications**



**Nita Prabowo, Account Manager,**  
**Integrated Marketing and**  
**Communications**

**Okhi, Web Developer**

"In 2024, strategic organizations will push back against unjustified expectations to be on every platform. They'll unlock their top-performing channels based on ROI and focus their attention on those—and only those. If they're really confident (and brave), they might even abandon one or two altogether."

## PNTR Group (ID)

We are the next generation of Smart. Our code? Professional, Innovative, Technology-Driven and Research-Based. Chosen by clients for our proven prowess in tackling complex communication challenges, we excel locally while addressing global and regional needs. Our versatile team delivers innovative and effective communication, marketing, and digital services, employing tried-and-tested best practices. We leverage robust connections with media, influencers, trade associations, NGOs, and government at all levels, ensuring impactful results.

## How do you think generative AI is going to shape social media marketing in 2024?

In 2024, Generative AI is likely to have a significant impact on social media marketing, transforming various aspects of content creation, customer interaction, and data analysis. Here are two key aspects in which Generative AI can shape social media marketing:

**Text Generator:** Generative AI can be employed for various marketing needs on social media. It can create compelling content descriptions, product descriptions, ad copies, and even responses to customer inquiries. This can save marketing time and enhance content quality by tailoring it to specific audiences. Commonly used AI Tools -> ChatGPT, Perplexity AI, Writesonic

**Image & Video Generator:** AI-based tools can assist in generating image and video assets that can be utilized for marketing campaigns. This includes creating logos, product photos, custom graphics, infographics, and short video clips that can be optimized for social media platforms. Commonly used AI Tools -> Leonardo AI, RunwayML, OpenAI Labs

In summary, the integration of generative artificial intelligence in social media marketing in 2024 is likely to bring higher levels of automation, personalization, and interactivity. Digital marketing practitioners should stay abreast of technological developments and adjust their strategies accordingly.

## Where is influencer marketing headed in 2024?

LA: Influencer marketing has already established itself and its prominence to growing even further. Each year introduces fresh social media platforms, innovative content formats, and new ways for brands to connect with their target audience. Highlighting what will be the trend in Influencer Marketing in 2024:

**Integration with Paid Ads:** Many brands are increasingly adopting this advertising strategy, and when combined with influencer content, it has the potential to deliver even more impactful results. However, it's essential to establish clear agreements to ensure harmonious collaboration between influencer content assets and paid ads.

**Rise of Micro-Influencers:** Growing recognition of micro-influencers by many brands. These influencers, with a more modest but engaged following, are providing valuable assets in supporting marketing campaigns. The intimate connection that audiences share with micro-influencers often leads to more genuine and relatable content, fostering trust and credibility.

**Emphasis on Live and Short Videos:** The popularity of TikTok already changed the social media landscape. Short videos and or story content deliver concise messages in 15-30 seconds, ensuring easy digestion for the audience. Meanwhile, live sessions enable influencers to engage with their audience for an extended period, fostering better interaction and engagement.



**Risk of Cancel Culture:** In an era where social issues and environmental concerns matter greatly, the risk of ‘cancel culture’ poses a challenge for influencers and the brands they endorse. Gen Z, in particular, is vocal about issues, and influencers or brands perceived as problematic may face threats of ‘cancel culture’. Both influencers and brands must be diligent in maintaining positive public relations and carefully assess each other’s track record and values before collaboration.

**Influencer Generated Content (IGC):** Influencers voluntarily create authentic content to support a brand, and it doesn’t always involve paid endorsements. This approach allows influencers to promote brands spontaneously, resonating more with audiences who appreciate the authenticity of content from a ‘regular person’ rather than a paid promoter.

**Long-Term Relationships with Influencers:** Positive relationships often lead to influencers continuing to promote a brand even after the official collaboration has ended. While product quality remains crucial, sustained partnerships contribute significantly to forging deeper connections.

**Influencers will be more professional & niche:** A highly competitive landscape now will adopt strategies to identify influencers with highly specific niches in the future. In the face of intense competition, marketers are urged to think strategically about how to reach their target market more effectively. This includes narrowing down product niches to specific categories and collaborating with influencers who align with those niches precisely.

## What do you see as the most exciting trend for social media in B2B marketing?

LinkedIn stands out as an optimal platform for B2B advertising. Users turn to LinkedIn primarily for professional purposes, making it an ideal space for business-related engagements. As people naturally gravitate towards work-related matters on LinkedIn, their profiles provide rich and up-to-date information about their jobs and companies. By tapping into this valuable data, marketers can skillfully use LinkedIn’s built-in targeting tools to connect precisely with their intended audience. This approach ensures that marketers can engage with potential buyers and customers in a highly personalized manner, tailoring their outreach with precision and relevance.

Highlighting B2B marketing on social media, the use of interactive content is becoming a really interesting trend. Interactive content includes things like polls, quizzes, and live sessions, and it helps engage people and allows two-way communication. This is different from the usual one-sided marketing methods. This trend matches the wish for personalized and immersive experiences on social media platforms.

**LinkedIn** is like a big professional club online where businesses can meet and talk about work. They use it to show they’re serious, share what they know about their industry, and connect with other businesses.

**Facebook** is like a town square where lots of different people hang out. Despite being a non-exclusive work-sharing platform, businesses in Indonesia still find it useful. They use Facebook to display what they sell or do and to talk to potential customers.

**YouTube** is the go-to place for videos. Businesses in Indonesia use it to make and share videos about what they do. These can be informative, like tutorials, or show-off materials of their products.

**Instagram** is a bit like a magazine. Businesses use it to share high-quality pictures and stories about what they're up to. It's especially good for businesses that want to show off the look of their products or tell stories about their services.

**WhatsApp** is the most popular chatting app in Indonesia. Businesspeople rely heavily on it for rich communications, just like their customers use it for daily interactions. In this platform, a lot of businesses provide customer service, distribute news, and even perform sales with it.

These platforms are like different tools in a toolbox. Depending on what the business wants to do, they might use one or a few of these tools at the same time to get the job done. Regrettably, B2B enterprises seldom encounter such a scenario, as marketing and sales seldom connect with the same audience. Instead, the majority of marketing and sales efforts operate independently in silos, resulting in non-optimal alignment.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

NP: No value, no point: Brands leave some of the social platform giants

In 2024, strategic organizations will push back against unjustified expectations to be on every platform. They'll unlock their top-performing channels based on ROI and focus their attention on those—and only those. If they're really confident (and brave), they might even abandon one or two altogether. Mastering a few key platforms is definitely better than being so-so at many.

In 2024, brands who publish entertaining content on social media will succeed in winning eyeballs, and engagement, and eventually winning market share over other brands who insist on a mundane routine of publishing the same old stuff.

You don't need to overthink it either. "Entertainment" simply boils down to providing enjoyment, which according to the Oxford English Dictionary—could be finding inspiration, getting excited, feeling moved, or learning something new.

Be a relatable person-self, not your super-serious-brand-self. After all, social media is not a place where you talk to someone. It's an interactive space where value exchange is a two-way street. Surely, this isn't a strategy you can pivot to overnight. When you find your old, promotion-heavy strategy isn't working as well as it used to, it's time to get back to the true strength of social media: building brand awareness, affinity, and long-term relationships with your audience through engaging, entertaining social content.



# RADARR



**Kei Obusan, Insights  
Director**



**Daffi Ranandi, Insights  
Manager**

## Radarr (SGP)

Radarr is an award-winning social & digital data analytics and big data platform company that specializes in social listening, research and digital monitoring using AI and machine learning technologies.

“AI-generated voice, advances in deepfake technologies, and almost life-like animated video – all of these are a double-edged sword. You will see a rise in virtual influencers that are almost life-like, but you will also be facing multiple very believable fake news.”

## How do you think generative AI is going to shape social media marketing in 2024?

Successfully using generative AI for social media marketing lies in how brands can seamlessly use it to enhance their current processes and not make it seem that they're using generative AI. A case in point is the Philippine media company GMA Network introducing AI-generated sportscasters that will serve as courtside reporters in a men's collegiate basketball tournament. This sparked debate online as many people felt that this move would take away jobs from talented sportscasters and journalists. Generative AI could be best leveraged in streamlining time-consuming tasks such as copy ideation, analyzing effective content, and automating tasks such as content calendar organization, among other things. But of course, still ensuring that human insights and creativity ultimately drive the overall direction of a brand's social media marketing strategy.

## Where is influencer marketing headed in 2024?

As we at Radarr have mentioned in our 2023 Digital Trends webinar, authenticity is a key attribute that audiences have increasingly sought both from brands and influencers. There will be a continuously increasing interest in brands engaging niche influencers, focusing their marketing efforts to target specific audiences. Looking at the number of followers will be less important in assessing the potential success of an influencer partnership. Instead, brands will look at metrics like influencer profile's affinity with the brand and how they are seen as experts in the field. Brands will be in a more aggressive race to discover up-and-coming influencers before they gain mainstream popularity, as engaging them early on will give them a better opportunity to establish a long-term partnership.



## What do you see as the most interesting trend for social media in B2B marketing?

Social media is often thought of as irrelevant to B2B marketing, as it is primarily used for delivering messages to the mass market. This belief is based on the idea that popularity, as reflected in social media followers or engagement (likes, comments, and shares), is less important than product price and quality, which are the main purchase decision factors in the B2B industry. However, this preconception couldn't be further from the truth.

In fact, social media plays a significant role in connecting the end user with potential B2B partners. It provides a window into the final result of any potential partnership. It is directly correlated to brand association and how the mass market perceives your brand, as well as your partner's brand. For example, as an aircraft technology supplier, you would not want to partner with an airline that generates mostly complaints and negative sentiment from the market. When customers complain about the airline, it also impacts the perception of your product quality as a supplier.

Unfortunately, most B2B companies fail to recognize this and use social media as if they are a B2C company. Simply putting their product on their social media timeline and hoping it will be interesting enough for the mass market to engage with their post is not a viable strategy. It is rare for anyone to comment on a company that supplies bolts for Ford.

Instead, B2B suppliers should focus on getting user-generated content from the official social media accounts of their partners. A more professional-oriented social media platform, such as LinkedIn, should be utilized to showcase the latest contracts, partnerships, awards, and collaborations instead of creating a TikTok challenge.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

We believe we are heading into an era of diluted information. AI-generated voice, advances in deepfake technologies, and almost life-like animated video – all of these are a double-edged sword. You will see a rise in virtual influencers that are almost life-like, such as Arbie Seo the Metahuman – but you will also be facing multiple very believable fake news, such as the Greta Thunberg meme (those who haven't seen the original speech before might have fallen for that too).

Social media is, as the name states, a media for the society. It is a vehicle to deliver the message to the mass market. Expect tightened content regulation and increased cyber security in social media platforms. As we have stated in our 2023 Digital Trends webinar, social media is not dying anytime soon. But it will change. It has to.

# TALENTED



**Gautam Reghunath,  
Co-founder & CEO**

”B2B brands are ditching the stiff corporate speak and embracing narratives that resonate on a human level. It’s no longer just about stats and figures; it’s about the people behind the business and the stories that make the company tick -branded content & sometimes even branded entertainment.”

## Talented (IN)

Talented Agency began 18 months ago as a response to the creative cynicism and conservative growth mindset plaguing the agency business. We wanted to re-imagine the agency experience. Not just in the brands we chose to work with, or the talent we attracted, but right down to how as an agency we intend to do business, every day. We’re building an ambitious, world-class, creative company with a big heart. Our internal policies - right from No follow-ups, to skin-in-the-game, corrected credit culture, to flexible hours are signals for the entire industry on how to bet on creativity & not against it. In our first year of existence, we emerged with 3 Cannes Lions and placed in the top 2 alongside Ogilvy at India’s biggest advertising show - Kyoorius. We’re building the agency of our dreams, one that we can all rally behind, and make us love this business all over again.



## How do you think generative AI is going to shape social media marketing in 2024?

Social media is already heavily influenced by gen-AI. Today, it's more than likely that most agency output involves some bits of gen-AI in its process of conception. As consumers, we don't fully recognize its influence yet - outside of the easy-to-spot, creatively exaggerated activations that go viral every other day. But the truth also is that most of these gen-AI trends seem to run out of novelty in about a couple of weeks. Once we move past the visual shock value of these creatives in time, and ethical considerations aside, I think a rational prediction is for gen-AI to become the key to finally unlocking meaningful personalized content.

## Where is influencer marketing headed in 2024?

Social media has evolved to naturally reject bad marketing and this includes badly done 'influencing'. It's evident that forcibly done paid influencer posts almost always underperform the same influencer's regular posts. In 2024, I'd like to see marketers wise up and empower creators to do more of what they do best natively. Creators who are able to deliver the numbers will gain the confidence to experiment more. And in turn, brands will learn to give up a bit of control and abandon brand guidelines a bit more to succeed. There's really no other way.

## What do you see as the most interesting trend for social media in B2B marketing?

The most noticeable trend in B2B social media marketing right now is the rise of authentic storytelling. B2B brands are ditching the stiff corporate speak and embracing narratives that resonate on a human level. It's no longer just about stats and figures; it's about the people behind the business and the stories that make the company tick -branded content & sometimes even branded entertainment. B2B marketing also typically tends to be given a lot more time and patience than B2C, so that makes this trend potentially very effective.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

You know how it goes – by the time you catch wind of a trend, it's probably already on its way out. For marketers in 2024, the game plan involves treading social waters with incomplete intel, and course-correcting as we go. Old-school marketers might see this as a big red flag. But a social first marketer knows that real growth and potential virality only happen in between those decisions. These marketers will be out there making moves, staying ahead of the curve, while the rest are stuck on slide 43 of the strategy deck.



# THINKHOUSE



**Donagh Humphreys,  
Head of Social and  
Digital Innovation**

## THINKHOUSE (IRE)

With headquarters in Dublin and offices in London, THINKHOUSE is one of the world's leading independent agencies. Powered by youth culture, our digital-first, future-fit marketing is for progressive brands that care about people and planet. THINKHOUSE is a BCorp certified company! Reaffirming our goal to put the planet and purpose at the heart of everything we do.

"2024 may be the year when the big players head them [influencers] off at the past and bring them in as partners rather than just treating creators like a media buy."

## How do you think generative AI is going to shape social media marketing in 2024?

There is a lot of noise around AI. Who is creating what and with which AI tool? Ultimately the real effectiveness of Generative AI is getting creative made quickly, in a way that is cost-effective and to a quality that is equal to, if not better than, traditionally created content. (Not to mention being copyright compliant!) Until this starts to happen, the noise around AI will be just that.

## Where is influencer marketing headed in 2024?

The Creator Economy is what fuels the engine of social media. And we don't predict this slowing down anytime soon. Both TikTok and META are increasingly modifying their platforms to the needs of creators, recognizing their importance. As creators begin to successfully market their brands to become real global players (think PRIME), 2024 may be the year when the big players head them off at the past and bring them in as partners rather than just treating creators like a media buy.



## What do you see as the most interesting trend for social media in B2B marketing?

Data-Driven Marketing has probably been part of every new year prediction for the last ten years. However, with increased utilization of AI tools, especially around Machine Learning and Process Automation, 2024 might just be the year when Data-Driven Marketing actually makes its biggest impact in B2B.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

With ongoing global conflict and the spread of misinformation and disinformation via social media, not to mention an impending US general election, social media companies are going to come under increased scrutiny in 2024. This will be around moderation and control of misinformation in the public realm but it will likely have a massive knock-on effect for advertisers.

# ZULU ALPHA KILO



**Sarah Yim, Strategy Director**

”Consumers aren’t us. They’re going from their friend’s profile on Instagram, to watching a TikTok video by their favorite creator, and they might even be diving deep into a Reddit thread while at it. The average consumer is likely not as knowledgeable or discerning about AI as we are.”

## Zulu Alpha Kilo (CA)

Zulu Alpha Kilo is a creative company that has built a reputation as an industry outlier and is one of the most respected independent agencies in the world. Staff across its New York, Toronto and Vancouver offices are called “Zuligans” and the agency’s unique culture is passionate, entrepreneurial and fearless in its pursuit of ground-breaking ideas. Z.A.K. has won top honours from Ad Age as Small Agency of the year and international Agency of the year on three occasions. The shop has also been named to Cannes’ Top 10 Independent Agencies and has ranked 13th globally on WARC Effectiveness 100 Report.



## How do you think generative AI is going to shape social media marketing in 2024?

Brands will need to stretch the possibilities of how they show up if they want to break through and capture attention in 2024. With social media becoming a more imaginative and precarious space due to the rapid pace of AI improvement, brands have an opportunity to reassess and evolve their social blueprint.

Consumers aren't us. They're going from their friend's profile on Instagram, to watching a TikTok video by their favorite creator, and they might even be diving deep into a Reddit thread while at it. The average consumer is likely not as knowledgeable or discerning about AI as we are. This is why examining AI through their lens is just as important as understanding its impact on advertising.

AI is now enabling creators to reinterpret their favorite brands through their own perspective. For example, Instagram user @AI\_ClothingDaily reimagined Nike shoes through surreal AI visions that people actually wanted to purchase. And when the Nike x Tiffany Co. collaboration overwhelmed the community, fans took to AI to concept the possibilities of what it could have been instead. This new wave of imagination could be a driving force in social feeds in 2024.

Fake OOH dominated in 2023: from Jacquemus' giant Bambino bags rolling around the streets of Paris, to Maybelline and their perfectly lashed subway cars, viral branded content took the form of fake posters, stunts,

and billboards. And while many of these were created using CGI, we can see parallels to generative AI's impact on consumer expectations. Both mediums are forcing people to see beyond traditional creative boundaries by showing them visions of what might not exist; Expanding ideas of creativity through surprising and surreal visions that blend reality with imaginative possibilities.

Consumer demand for whimsical storytelling is not going unnoticed by brands. With the average attention span at around 8.25 seconds or less these days, brands are looking for new ways to stand out. Versace just partnered with an AI artist on Instagram to create launch visuals around its new Athena bag, while Nike celebrated Serena Williams for its 50th anniversary by using AI to create a match between 1999 Serena, when she won her first Grand Slam title, and the Serena who won the 2017 Australian Open – 1.7 million viewers watched the grand final via YouTube.

Fashion retailer REVOLVE launched an AI powered campaign in 2023 called 'Best Trip', pioneering the first-ever AI-generated billboard campaign. This campaign was launched with several generative AI visuals – even scaled into never-before-done billboard sizes. Then, the campaign was extended through the first AI Fashion Week where three winners were selected and REVOLVE brought their AI-generated collections to life for sale on its platform.

Generative AI is changing our expectations on social. Imaginations are running wild, and brands will need to ask themselves if they're also willing to stretch themselves. 2024 will bring an interesting tension between brand storytelling and imagination forward as brands look to reevaluate how they show up. Not only will brands have to look at what they create, they also have to look at the how and be willing to loosen the reins of stringent brand guidelines to allow for flexibility instead of further tightening their guidelines.

## Where is influencer marketing headed in 2024?

As influencer marketing reaches maturity, we can expect to see brands evolve their relationships in 2024. Engagement models may be rethought as brands bring more depth to their partnerships, and while influencers were once the endpoint for many campaigns – they will soon be seen as the jumping-off point for creativity.

With influencer content reaching saturation, our feeds across platforms are becoming increasingly dominated with #paid content and affiliate marketing links. While influencers were once trusted and reliable sources of information, consumers are tired of seeing a sea of sponsored content and are turning elsewhere. In fact, nearly 90% of consumers no longer trust influencers and are turning to UGC instead.

This changing landscape means that brands are re-evaluating the objectives of their ongoing influencer programs. Instead, brands are opting for ways to creatively engage communities beyond just reach. Influencer partnerships are increasingly being established based on shared interests, resulting in longer, more meaningful relationships and content that is more substantive than a typical product mention.

While reach is important, brands will increasingly look at other metrics as they evaluate their partners. An influencer's niche, and the interests of their community will play a growing role in how brands determine who they choose to partner with. For example, Benefit Cosmetics partnered with women streamers in Australia to speak to the gaming community instead of the usual beauty crowd. Not only did they find ways to creatively build their brand with a new audience, but they also found ways to insert themselves into new platforms like Twitch. With brands increasingly in competition against each other for influencer partnerships, we'll see leading brands opt for a more surprising approach to their partnership selection.

We can also expect to see brands partner with creators who are experts in a particular type of content creation, like food videos, travel drone shots, and even digital art forms. This approach enables them to produce platform-specific content to support their channels, while leveraging the expertise of influencers gained from their engaged communities.



Lastly, influencers are going to become a point of exploration for co-branded partnerships. With influencers looking to diversify their revenue streams, many are creating and building their own brands and products which may soon compete with the brands they once worked with. With influencers becoming less reliant on brand partnerships, we can expect to see them becoming more discerning about who they choose to work with and what they produce. Brands might opt to approach influencers through co-branded partnerships instead of resorting to the “usual” content plays, even borrowing from the cultural clout that many of these new challenger brands have.

In these changing times, brands will need to adapt to the new dynamic of the influencer landscape and reinvent their influencer playbooks. Be it for driving reach, creating social-first content, or creative partnerships, this new era will see brands collaborate with their partners to create community-first content.

## What do you see as the most interesting trend for social media in B2B marketing?

Those born between 1996 and 2012, now constitute 64% of business buyers today. And yet, while younger generations are becoming more prominent in the workplace as decision makers, many marketers have not yet acknowledged the generational shift in B2B marketing. In the last few years, brands have made strides in B2C marketing to cater to this new generation. They’ve carefully considered the channels to best reach them,

and they’ve tailored the content they create to their specific platform behaviors. The question is, have brands done enough to pivot their B2B marketing?

Like the world of B2C marketing, B2B needs to evolve how they speak to consumers if they want to cultivate growth. B2B marketers will need to reinvent how they approach their audiences and move away from seeing them through their “work persona”. Instead of addressing them as someone who makes decisions on behalf of a business, brands need to see these audiences from a wider angle if they want to build their brand and create rapport.

Similar principles from B2C marketing need to be applied if brands want to build and nurture these audience relationships. Brands need to consider the channels these audiences spend the most time on, how messaging needs to be delivered in ways that feel familiar to them, and they need to understand that they are influenced differently. For example, we’ve seen how Gen Z is using TikTok and Instagram as their primary search platform to make decisions instead of Google; And still, many brands have yet to change their traditional approach to outreach through search, email marketing, or trade press.

Platform considerations aren’t the only thing that brands need to acknowledge. Making B2B messaging feel “social” is another challenge for brands to navigate. Brands will need to ensure that language is colloquial and technical or complicated information is conveyed in easy-to-understand ways. This will help targeted audiences to consume key information in ways that feel native to their personal experiences across platforms

– blurring the lines with the content that they see day to day from the brands they love.

Peer to peer connections and the element of community is also important to acknowledge for B2B marketing. Today’s consumers frequently share their experiences online and are vocal if something doesn’t meet their expectations. Brands need to consider how influencers and peer reviews are a crucial element of B2B marketing and consider how they might leverage existing networks to support their lead generation of recruitment strategies.

Meta and TikTok are great examples of brands who are “socializing” their B2B communications. They meet consumers on the platforms they spend the most time on, they help to convey their messaging in formats they’re familiar with (like content trends), and they highlight their community members through reviews led by other marketers who can speak to the benefits they’ve seen firsthand. Ultimately, what these two brands are doing is grounding their work in emotive storytelling. To support their goals of lead generation and/or conversion, they’re taking a step beyond functional appeals to establish their presence on social.

As brands acknowledge this shift, we can expect to see a large gap between those doing it well, and those who will be challenged to make this pivot. Establishing and maintaining a social presence has already been something that many brands have struggled with, be it strategy, content, resources, or processes. With many brands still trying to navigate consumer marketing in the platform era, doing the same for B2B will require marketers to answer difficult questions.

## What will be the most interesting emerging trend regarding social media that marketers should know in 2024?

Marketers need to acknowledge that social no longer sits in a silo, it has real-world impact. On the flip side, things that happen in the real world are often shared and documented digitally to much broader audiences. Narratives are collapsing between these two worlds, and consumers no longer discern between something that has happened IRL or URL.

Take the romance between NFL star, Travis Kelce, and Time’s Person of the Year, Taylor Swift, as an example. Not only are Kansas City Chiefs fans filling out stadiums to cheer on their teams, but Swifties are concurrently sharing fan edits on TikTok and contributing to conversations online. Another impactful cultural moment we saw this year was led by the Barbie movie. People flocked to cinemas dressed in pink to watch the movie, and soon, people were filming and greeting each other with “Hi Barbie” as they ran into each other, and we saw worlds collide.

Tube Girl was also a pivotal cultural marker of 2023. Some might view this just as a simple video of a girl filming herself in London’s underground, but it represents much more than that. It shows how doing something once thought “cringey” for social clout is becoming increasingly mainstream and accepted. In this case, filming yourself for social content might have



once been seen as embarrassing, as evident through the @influencerinthewild account, but now, everyday people are embracing this shift and sharing more about themselves online as they blur the lines between these spaces.

Beyond Tube Girl, we can see this shift manifest through language being adopted from social into the real world, parties (like the Shrek rave) being organized around internet jokes and subcultures, and even virtual aesthetics being brought into the real world. The MSCHF viral big red boot brought the perfectly smooth, oversized, aesthetics of shoes from video games into the real world – and saw people don them on Instagram.

For brands, it's more important than ever to understand cultural contexts and trends, and not just see behaviors on social as something that exists in a bubble to be applied only to social. As today's consumer becomes

increasingly digitally and culturally literate, it's no longer a worry that a trend might be too niche for the masses to understand. The playground for brands is opening up.

When McDonald's launched their Travis Scott combo, online fandoms started pulling up in drive-throughs blaring "Sicko Mode" to hint at their upcoming orders. This eventually became a TikTok trend that everyone from hip hop fans to fast food fans participated in, driving an increase in orders of the limited-edition meal. From this example, we can see how crucial social is to the success of campaigns. Whatever a brand does in social, it cannot exist on its own. Fandoms are critical to helping incentivize action, and brands need to find ways to connect what they're doing with social worlds and communities – whether it's simple amplification of a real-world activation or a more complex execution that brings social behaviors to the masses.