



Look at 2018 Hot Topics for 2019

S O C I A L M E D I A

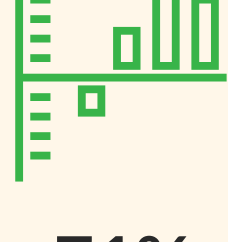


2018 Trust in Brands & Social Media

2018 Edelman Trust Barometer Special Report:

Current social media trust is only at 41% globally due to "fake news" and consumers are expecting for brands to fix this unbalance.

Four in Ten consumers say they are unlikely to become emotionally attached to a brand unless they are interacting via Social Media.



71%

SAFEGUARD PERSONAL DATA WHILE 49% ARE NOT WILLING TO SACRIFICE THEIR DATA PRIVACY IN RETURN FOR MORE PERSONALIZED SHOPPING EXPERIENCE



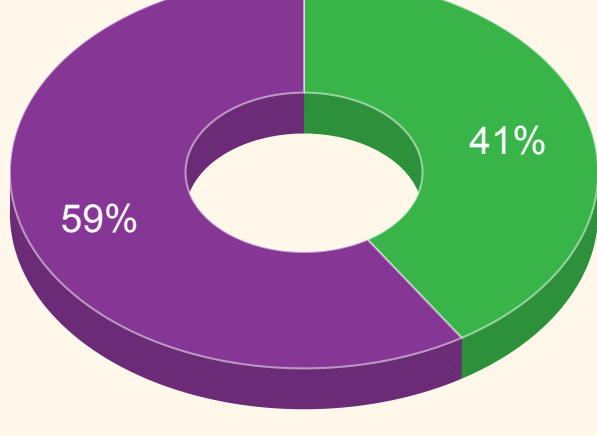
39%

BELIEVE IT SHOULD BE ILLEGAL FOR A BRAND TO BUY/SELL THEIR PERSONAL INFORMATION FROM ANOTHER COMPANY THE CONSUMER DOES BUSINESS WITH

SOCIAL CONVERSATIONS ARE MORE PERSUASIVE THAN ADVERTISING

59%

"trust what a brand says in direct communications over email, instant messaging or in response to a comment you have posted"



41%

"trust what a brand says in its advertising and marketing materials"

When asked "which do you believe is giving you the truth?" 59% of those surveyed trust **direct communication** with the Hotel/Restaurant via emails, messaging or response to a comment posted on social media. In comparison, only 41% believe advertising or marketing materials of a Hotel/Restaurant. Consumers find direct communication with brands to be more believable, are open to a range of interactions with brands, and feel that they can form stronger emotional bonds with brands on social platforms.



Stories - Major Shift in Focus in 2019

64%

INSTAGRAM STORIES
64% of businesses have implemented Instagram Stories into their Social strategy for 2019

Stories will surpass feeds to become the primary way people share things with their friends

- Nearly a billion users across WhatsApp, Instagram, Facebook and Snapchat create, share and watch Stories
- Social Media is pivoting from text-based platforms to truly "mobile-only" networks that capture in-the-moment experiences
- Stories are visual and meant to be created and consumed on the fly. They feel real, immediate and intensely personal.
- Requires Brands to make a major shift in focus in 2019



Chris Cox - Facebook's Chief Product Officer

MORE COMPETITION ON PAID SOCIAL FORCES MARKETERS TO UP THEIR GAME

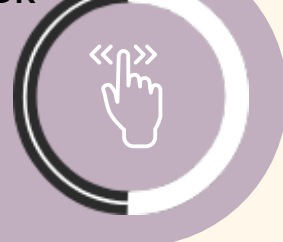


MAXIMIZING ROI

With 293,000 Facebook status updates every minute, maximizing ROI on Social ad investment will continue to be more and more complex

GENERATIONAL BEHAVIOR

Millennials and Gen Z'ers have grown adept at filtering out irrelevant ads, either skimming over or actively using blocking tools.



+32%

SOCIAL AD BUDGETS
In 2018 pay-to-play budgets increased by 32%



23%

SOCIAL AD SPEND
Facebook accounts for 23% of the total U.S. digital ad spending



+61%

CLICK-THROUGH RATE
CTR costs have increased by 61% while CPM jumped 112% in 2018



78%

2019 PROJECTIONS
78% of Marketers are planning to invest in Social advertising in 2019



Communication Tools



46%

of respondents have either implemented messaging apps or are planning to do so in 2019



5 BILLION

monthly active users on top messaging apps collectively



35%

of Marketers say "meeting the Messaging demands is a challenge"



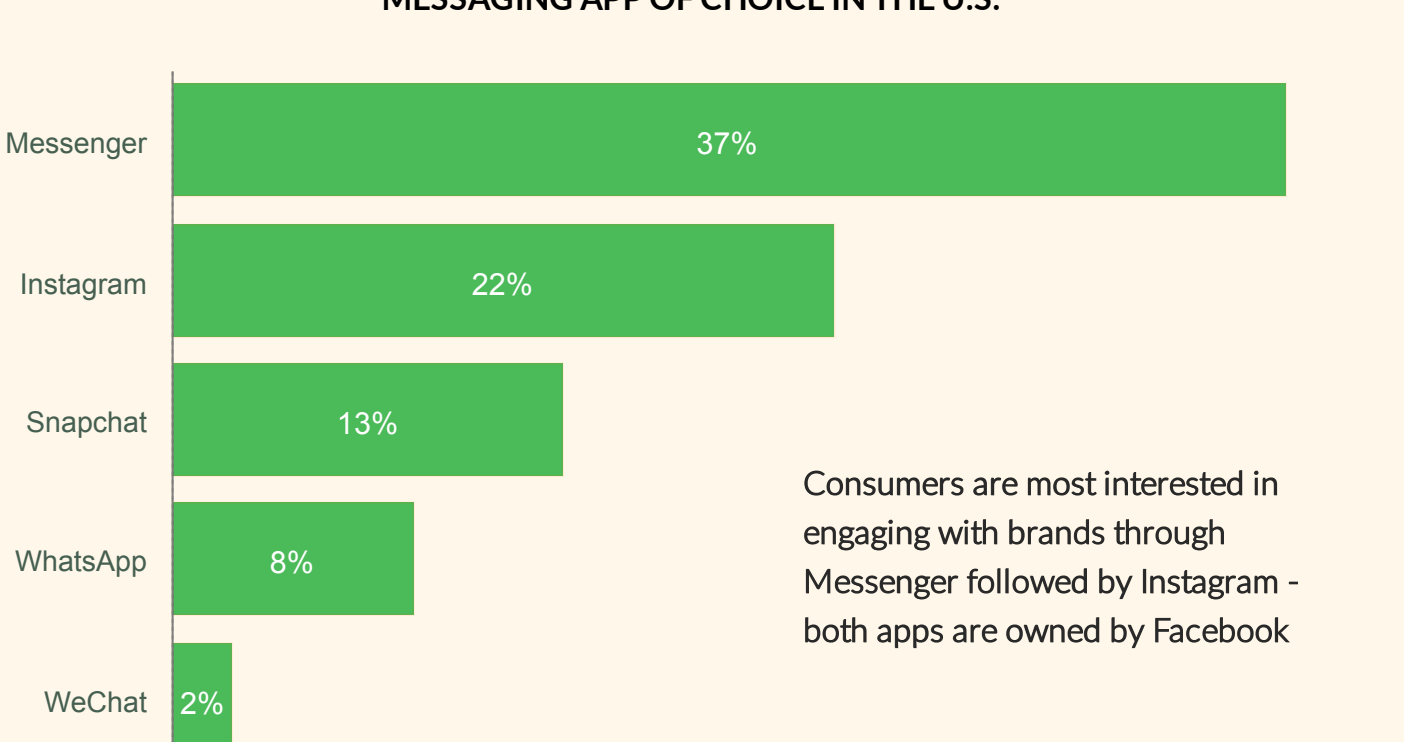
69%

of U.S. respondents say that "directly messaging a company helps them feel more confident about that brand"

READY TO START COMMUNICATING WITH YOUR CUSTOMERS VIA MESSENGER?

- Enable Facebook Messenger for your Facebook Business Page
- Set-up an instant reply and provide links to support pages or FAQs
- Add plugins to your website to allow messaging
- Move conversations from public to private space
- Post your support hours and time zone so guests know when to expect a response if you cannot monitor or reply 24/7

MESSAGING APP OF CHOICE IN THE U.S.



Consumers are most interested in engaging with brands through Messenger followed by Instagram - both apps are owned by Facebook

W W W . I R E S P O N Z E . C O M

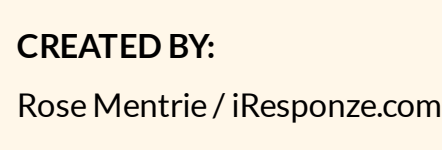
SOURCES:

Statistics:

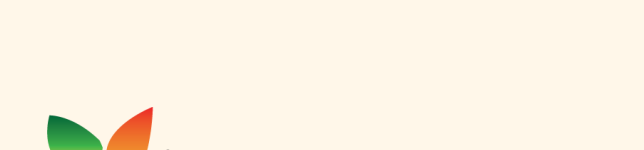
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[engaging social butterflies]