

# How does Hootsuite compare to other providers?

Take a look at **The Forrester Wave™: Social Media Management Solutions, Q2 2017**.

In the report, Hootsuite is ranked as a leader by Forrester in social media management solutions.

Use the report to compare Hootsuite to other vendors (we don't mind you judging us) and see where our industry is headed.



[Download your free copy of the Forrester Wave.](#)



# Social Media Trends to Put Into Practice in 2018

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**Hootsuite™**

# Where Social Networks Are Headed



Global connectivity.  
Social marketing  
platform.



Mobile streaming and  
social TV platform.



Peer-to-peer sharing.  
Growing engaged  
communities.



Real-time news, customer  
communication, and video  
discovery platform.



Professional  
engagement and  
content amplification  
platform.



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# Organizations face 3 key challenges in 2018.

1. Finding sustainable solutions to **declining organic reach**.
2. **Keeping pace** with algorithmic shifts and social network innovation.
3. **Proving the ROI** of existing strategies.

*Sources: Hootsuite Social Trends 2018 survey, Hootsuite expert interviews, analyst reports.*





# Global social behaviors



# Key consumer behaviors on social to watch



Social dominates time spent on mobile.



Passive social behaviors continue to climb.



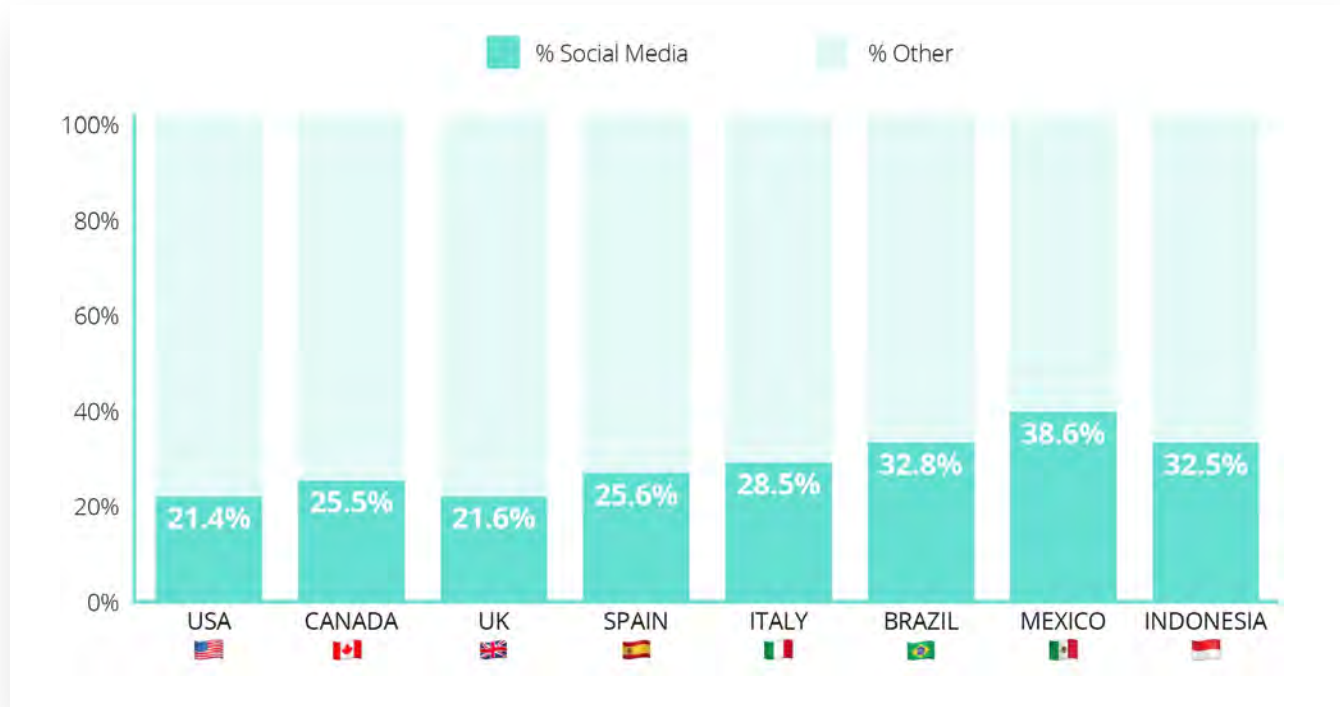
Consumers integrate social deeper into their purchase journeys.



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# Social dominates mobile minutes



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Source: comScore. [Mobile Hierarchy of Needs](#). 2017.



**As consumers spend more time  
on social networks, we're seeing  
new behaviors increase.**



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# Passive networking continues to climb.

- **60% of internet users** fall under the Entertainment Networker segment.
- **39% of internet users** use social networks to access the news.
- **39% of internet users** use social networks to fill their spare time.

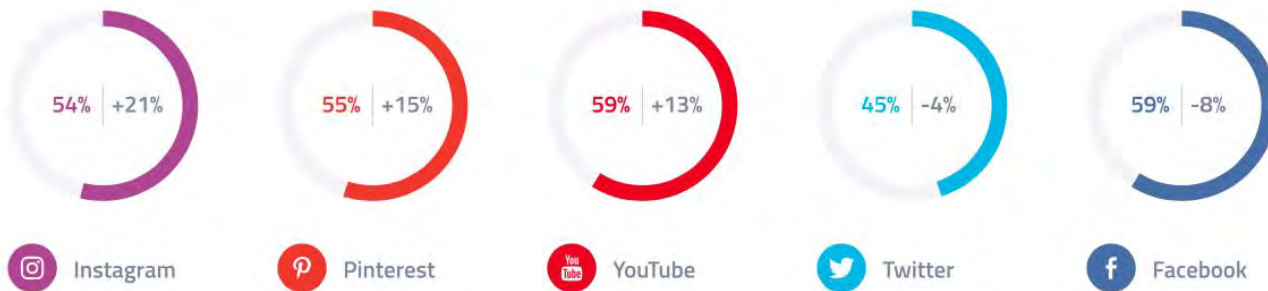
Source: GlobalWebIndex. [Social Media Motivations](#). Q1 2017.  
Base: 350,000 internet users.



# Specialized platforms see higher engagement

## Ratio of members to engagers over time

% of members who actively engage or contribute to the network (ratio | % change)



Passive content consumption dominates Facebook, Twitter; discussing, sharing, and engagement move to specialized platforms.

Source: GlobalWebIndex. [GWI: Social](#). 2017.



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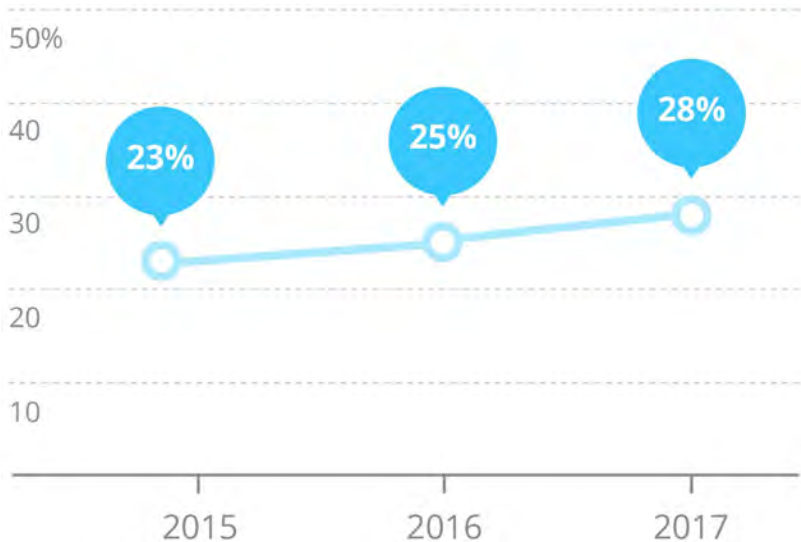


# Social's role grows in online product research

## Social media in the purchase journey

Online product research

% who say they use social media to research / find products to buy



Younger demographics are leading these shifts.

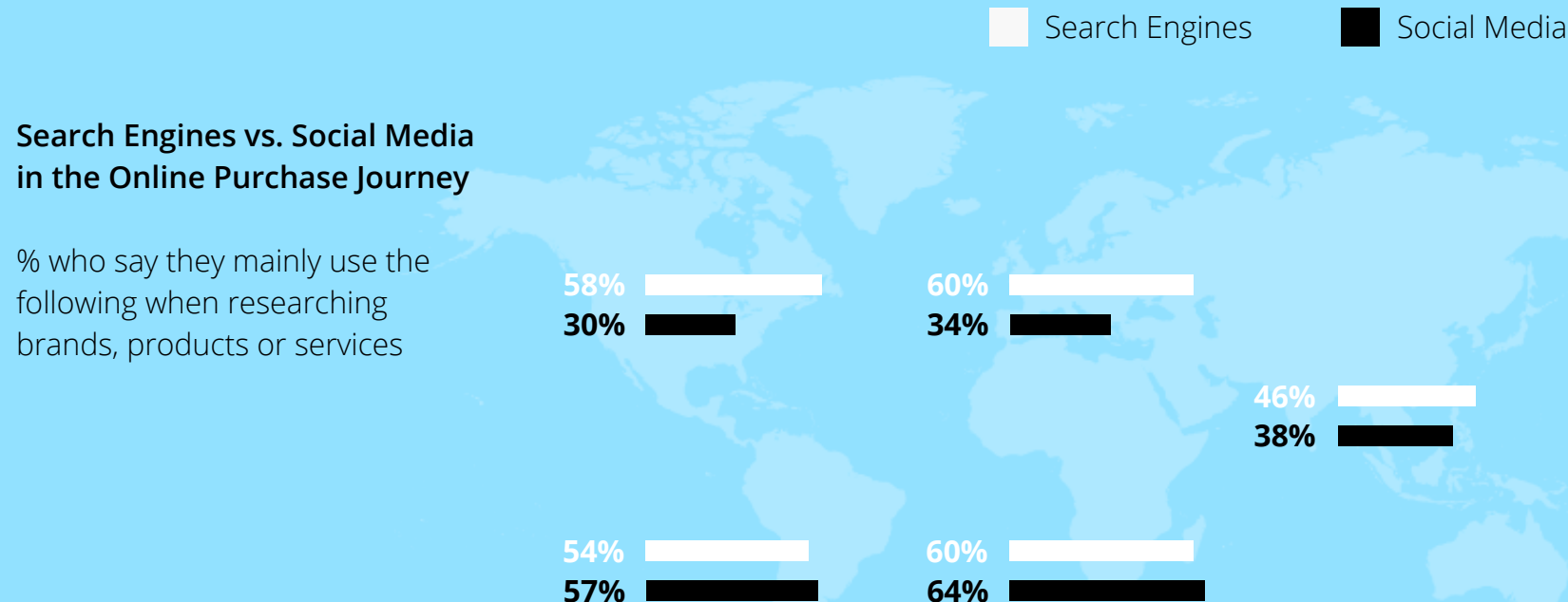
But even among **55 to 64 year-olds**, 20.1% say they've used social networks when researching products and services.

Source: GlobalWebIndex. [GWI Commerce](#). Q3 2017.



# Social begins to overtake search engines

Consumers are skipping search engines and going straight to social.



Source: GlobalWebIndex. Q1 2017.  
Base: 89,392. Internet users aged 16-64



## TREND 1

# The evolution of social ROI



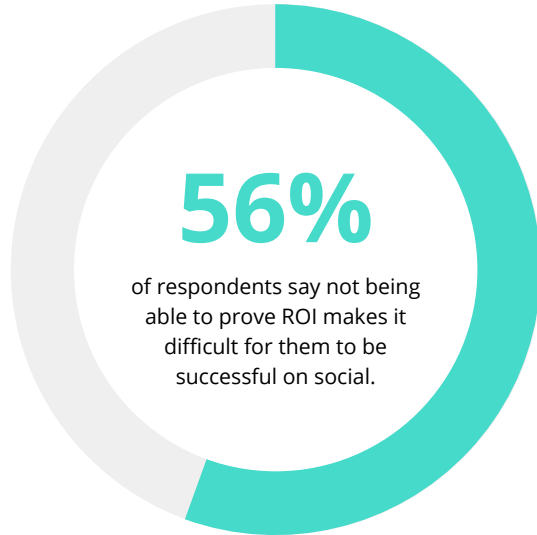
For years, organizations struggled with ROI.  
But organizations are finding success by broadening  
the value of social accross the customer lifecycle.



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# ROI still holds marketers back



Source: Hootsuite 2018 Social Trends Survey

- 40% of respondents also struggled with **knowing the right metrics to track.**
- Without effective ROI measurement, it's difficult to win executive support or to get budget for new innovations.
- Data is more fragmented (limitations of different APIs; need for both paid and organic benchmarks).



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**It's easy to  
collect data.  
Harder to tie  
to business  
outcomes.**

**84%**

of respondents measure social against defined goals and objectives.

Source: Altimeter (in partnership with Hootsuite)

**75%**

of respondents have access to social data.

Source: Altimeter (in partnership with Hootsuite)

**26%**

of respondents report using metrics that tie to business objectives.

Source: Altimeter (in partnership with Hootsuite)





# Key shifts in ROI measurement



Measure beyond content performance metrics.



Connect 'activity' metrics with customer journey stages.



CMO helps identify top business objectives for social.



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# More organizations are using the customer journey to guide measurement



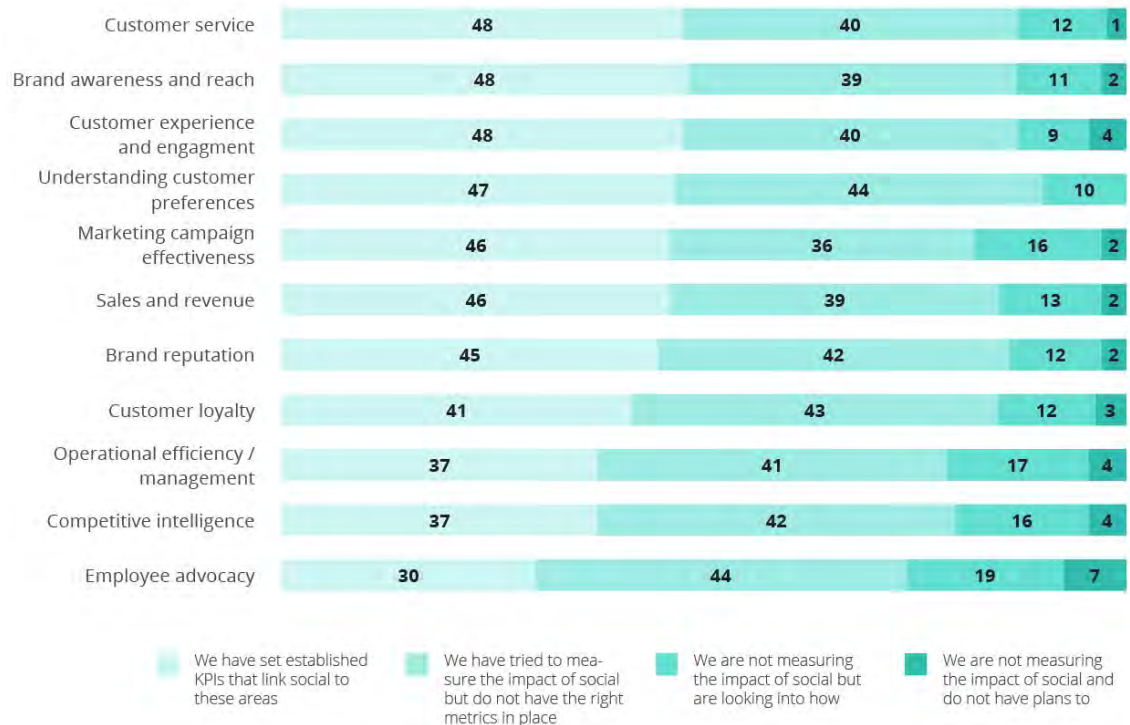
- 49% said social **helped them make better business decisions.**
- 37% believe social can better understand **customer preferences.**



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# Social is becoming a driver of customer insight



- 37% believe social can help them **better understand customer preferences.**
- 49% said social helped them **make better business decisions.**

# Hootsuite's key recommendations



## The basics

**Aim at your easiest target first.** If you're struggling to earn budgets, invest first in what you can measure.

**Nail the basics with UTM codes.** Solutions like Hootsuite's Campaign Collaboration tool let you automatically tag and reduce the time spent on tracking social ROI.



## Advanced tips

**Follow Hootsuite's ROI framework.** [Use our Define, Measure, Prove framework](#) to evolve how your organization tracks and reports on social.

**Map your metrics to the customer journey.** [Use Altimeter's metric map](#) to link social metrics to KPIs that will be meaningful to executives.



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# Solutions to Help



## Hootsuite Impact

Use our solution to measure ROI and use social data to influence strategic decisions across your business.

<http://ow.ly/3yUt30gKJ1z>



## Demystifying Social ROI: A Guide for CMOs

Use Hootsuite's Define, Measure, Prove framework to evolve your ROI measurement.

<http://ow.ly/vqrM30gKJ8V>

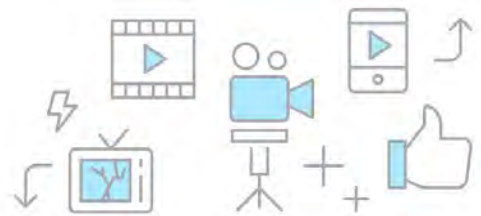


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## TREND 2

Mobile fuels  
the growth of social TV



As more consumers watch videos on mobile devices, social networks offer new opportunities to augment traditional TV content and create new forms of entertainment and news programming.

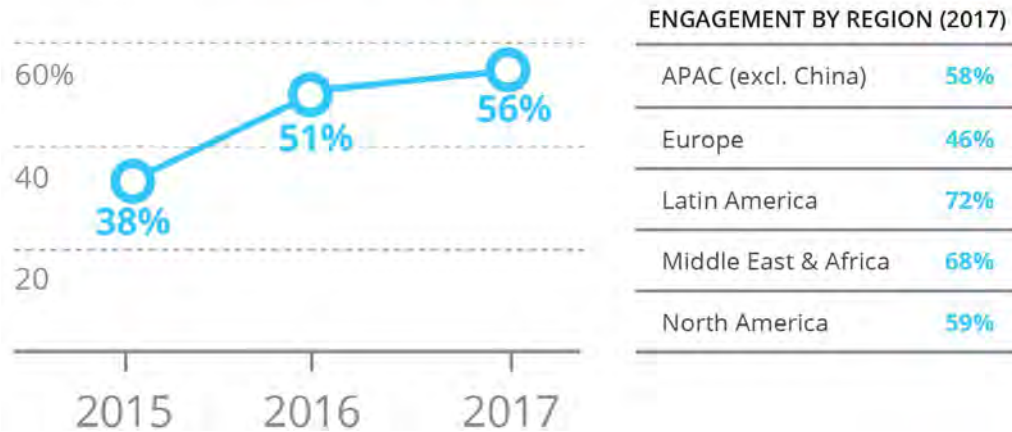


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# Social video viewing on the rise

% of internet users who watched a video on Facebook, Instagram, Twitter or Snapchat last month.



Source: GlobalWebIndex Q3 2015 - Q2 2017

Base: 443,016 Internet Users aged 16-64 excl. China (across all waves of research)

Smartphones, shorter attention spans, binge-watching, and the thrill of novelty accelerate video consumption.

Video made up 21 percent of brand posts in Q1 2017, an increase of 6 percentage points from Q1 of 2016.

Source: L2. [Video 2017: The Digital Revolution Will Not Be Televised](#). 2017.



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# Internet advertising spend outpaces TV



Source: Zenith, Advertising Expenditure Forecasts June 2017

→ Digital overtakes traditional TV advertising spend.



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# Social networks bet big on video and TV-style content.

- Snapchat launched premium partnerships with their Discover feature.
- Brands roll out innovative real-time and social-only programming on Twitter.
- Facebook invests \$1 billion in Watch tab and launched new multi-broadcasting features for Live broadcasts.



Social TV offers **three key opportunities** for brands.



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Extending traditional TV content to mobile audiences.





Creating new partnerships  
with micro influencers and  
community engagement  
with Groups.





Launching products with live broadcasts and innovating with **Facebook's Live API**.



# Hootsuite's key recommendations



## The basics

### **Social video needs to advance your strategy.**

While video offers lots of engagement opportunities, it is a tactic, not a strategy. Connect video metrics to real business outcomes to measure success.

**Combine SEO and Facebook Live.** Use Facebook Live videos to enhance your SEO strategy. Google indexes Facebook videos, so target high value keyword topics in broadcasts. In 2018, Google will look to feature more video content in their SERPs.



## Advanced tips

### **Partner with Watch tab influencers.**

Like YouTube, you'll find new micro influencers creating long-form content for Facebook's Watch tab. Partner with creators or explore sponsorship opportunities.

**Shift emerging budgets back into Facebook video ads.** If you're having success with Facebook video ads, consider shifting budgets for emerging networks back into Facebook. Social video needs to be backed by paid budgets.



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# Solutions to Help



## Hootsuite Ads

With Hootsuite Ads, your teams can create higher performing social ads at a lower cost.

<http://ow.ly/iPq930gKlwn>



## Hootsuite's social video integrations

Manage YouTube, Facebook, and Instagram videos from one platform.

<http://ow.ly/o8bY30gKJCG>



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### TREND 3

Trust declines, while  
peer influence rises



Real customer communities, micro influencers, and 'people like me' take center stage as consumer trust continues to decline.



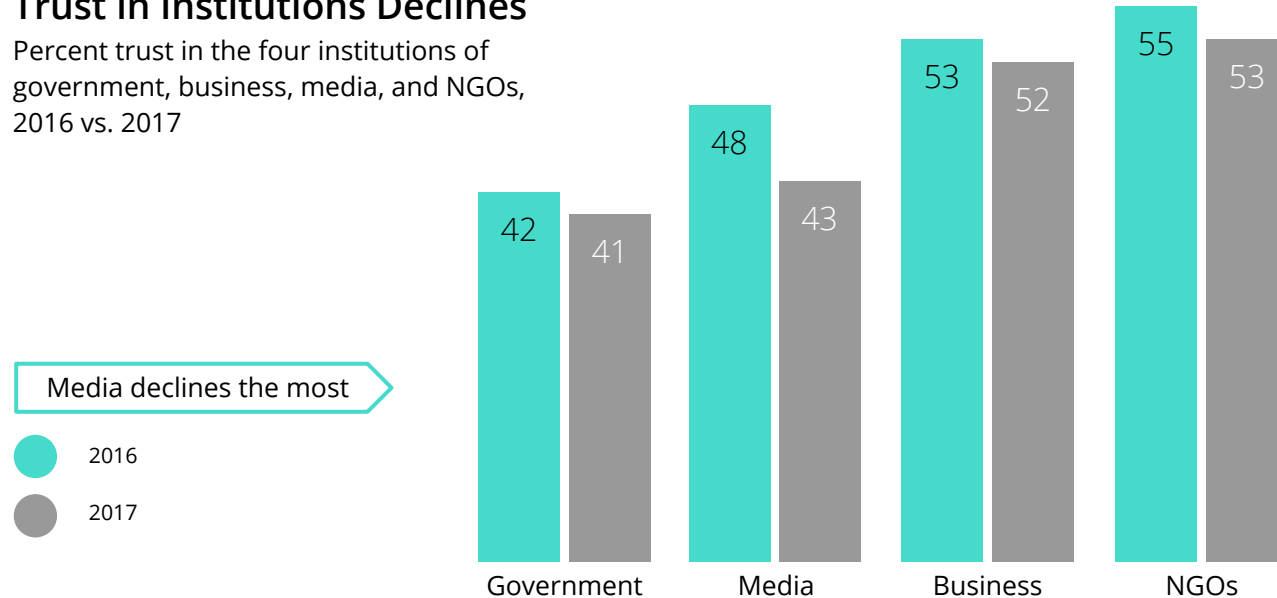
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# The erosion of public trust

## Trust in Institutions Declines

Percent trust in the four institutions of government, business, media, and NGOs, 2016 vs. 2017



Only 37% of the public trust CEOs.

Only 29% trust government officials.

And 85% of the public **lack faith in the entire system.**

Source: Edelman. [2017 Trust Barometer](#).



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With the old institutions failing them,  
people are turning to a familiar source:  
**each other.**

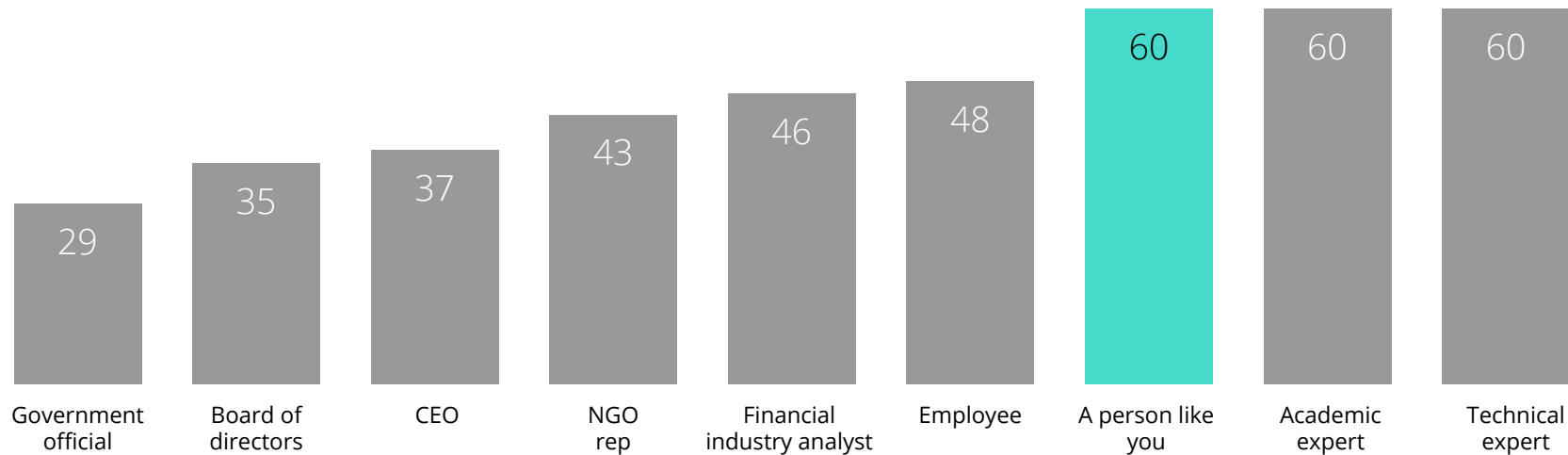


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# Peers are now as credible as experts

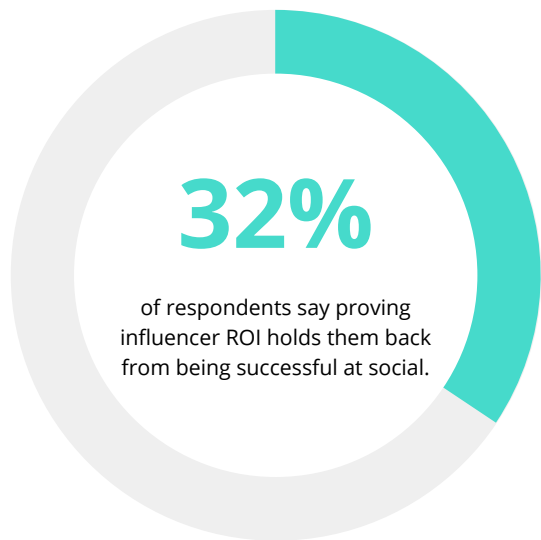
Percent who rate each spokesperson as extremely/very credible 2017



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# Marketers fatigue from inflated influencer promises



*Source: Hootsuite 2018 Social Trends Survey*

- CMOs worry about 'fake influence' and inflated follower counts for celebrities
- Brand risks and inauthentic product endorsements from mega influencers
- One face = many brands. Fatigue from consumers over celebrity endorsements



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2018 will reward businesses that put their people—**employees, advocates, customer communities, and influencers**—at the center of their marketing strategy.



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+25% of **MVMT**'s traffic comes from social media—four times the industry average.

Source: L2, Influencers 2017.







**Apple** has taken a community approach to Instagram, blending the lines between product advertising and peer influence.

**Chewy.com** favors peer-to-peer reviews of their pet products. Highly engaged customers who praise products and customer experience on social.



# Hootsuite's key recommendations



## The basics

**Think beyond reach and traffic.** Set long-term goals and get leadership to commit to creating real customer and employee advocacy, rather than chasing quick fixes to boost organic traffic.

**Build advocate communities with Facebook Groups.** Groups are a key priority for Facebook. They're a significant opportunity to boost organic engagement, study customers in their natural habitat, and build real advocacy.



## Advanced tips

**Go micro and macro.** Mega-influencers are useful for getting simple product messages to spread far and wide (such as new CPG products aimed at broad demographics); micro-influencers are key for influencing purchase criteria.

**Go unscripted on Facebook Live.** According to Edelman, 57 percent of global consumers were more likely to believe a spontaneous speaker, versus 43 percent that would trust a speaker that sounded scripted and rehearsed.



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# Solutions to Help



## Hootsuite Amplify

With Hootsuite Amplify, you'll empower employees to share approved content across their social networks.

<http://ow.ly/yFLN30gKI7x>



## Employee advocacy toolkit

Resources to build and measure your employee advocacy strategy.

<http://ow.ly/Lad730gKHJb>



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## TREND 4

# Humans, meet AI.



The machines have risen. But brands need to make sure artificial intelligence strategies stay focused on being human, helpful, and relevant at scale.



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# The machines are already among us.

A circular progress indicator with a blue outline and a white center. The number '85%' is displayed in the center. The blue fill covers approximately 85% of the circle's circumference.

**85%**

of all customer service interactions will be powered with AI bots by 2020.

Source: Gartner

A circular progress indicator with a blue outline and a white center. The text '200%' and 'YOY' is displayed in the center. The blue fill covers the entire circle's circumference.

**200%**  
YOY

increase in Messenger bots on Facebook.

Source: F8 Developer Conference

A circular progress indicator with a blue outline and a white center. The number '38%' is displayed in the center. The blue fill covers approximately 38% of the circle's circumference.

**38%**

of enterprise organizations used AI in 2017. By 2018 this will increase to 62%.

Source: Narrative Science



# AI use cases for social marketing



Humans and bots,  
helping customers  
together.



Messaging apps  
as personalized  
content channels.



Faster time to insights  
with predictive  
analytics.



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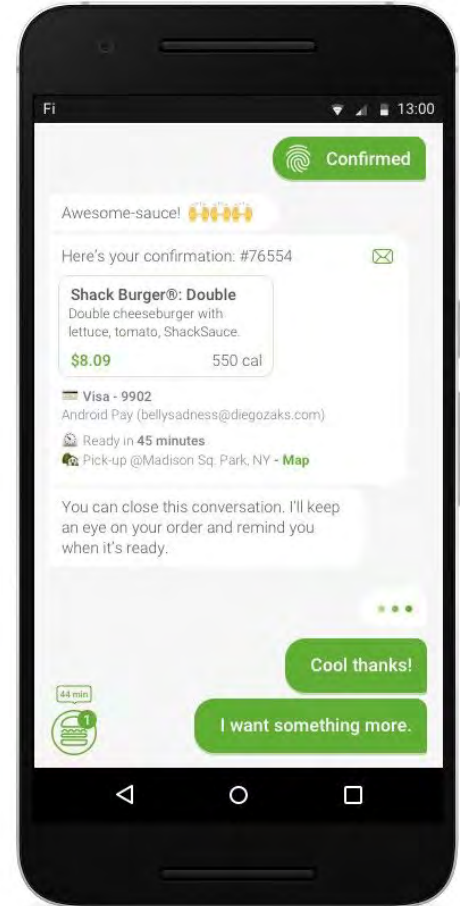
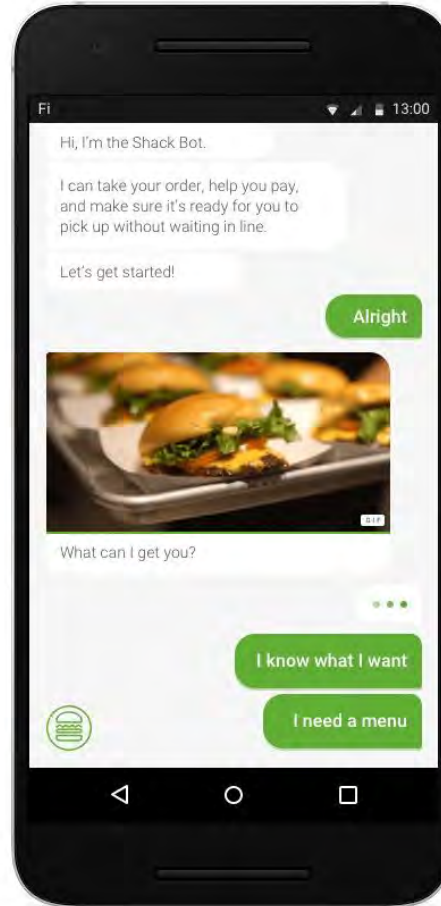




**TGI Fridays** used chatbots to personalize offers on social, connecting brand awareness campaigns to direct conversions.



**Shake Shack** reduced volume on their social support teams by answering common questions.



# Hootsuite's key recommendations



## The basics

**Get your own report robot.** Narrative Science's free Quill Engage Google Analytics tool will automatically analyze your traffic in a report written by a robot. [It's free to use.](#)



## Advanced tips

**Build with a bot template.** Find a solution partner that can augment your existing social media strategy (such as customer support on Facebook) with AI technology.



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## TREND 5

The promise  
(and reality) of social data.



Social data can help marketing gain new influence and recognition in the enterprise. But to realize its promise, there's still work ahead.



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# Why are organizations struggling with social data?



## Lack of time

Marketers underestimate the time and resources needed for social data projects.



## Integrations

Social data difficult to integrate with other tools and often opaque.



## Culture and politics

Different departments with different agendas. Data can be political.



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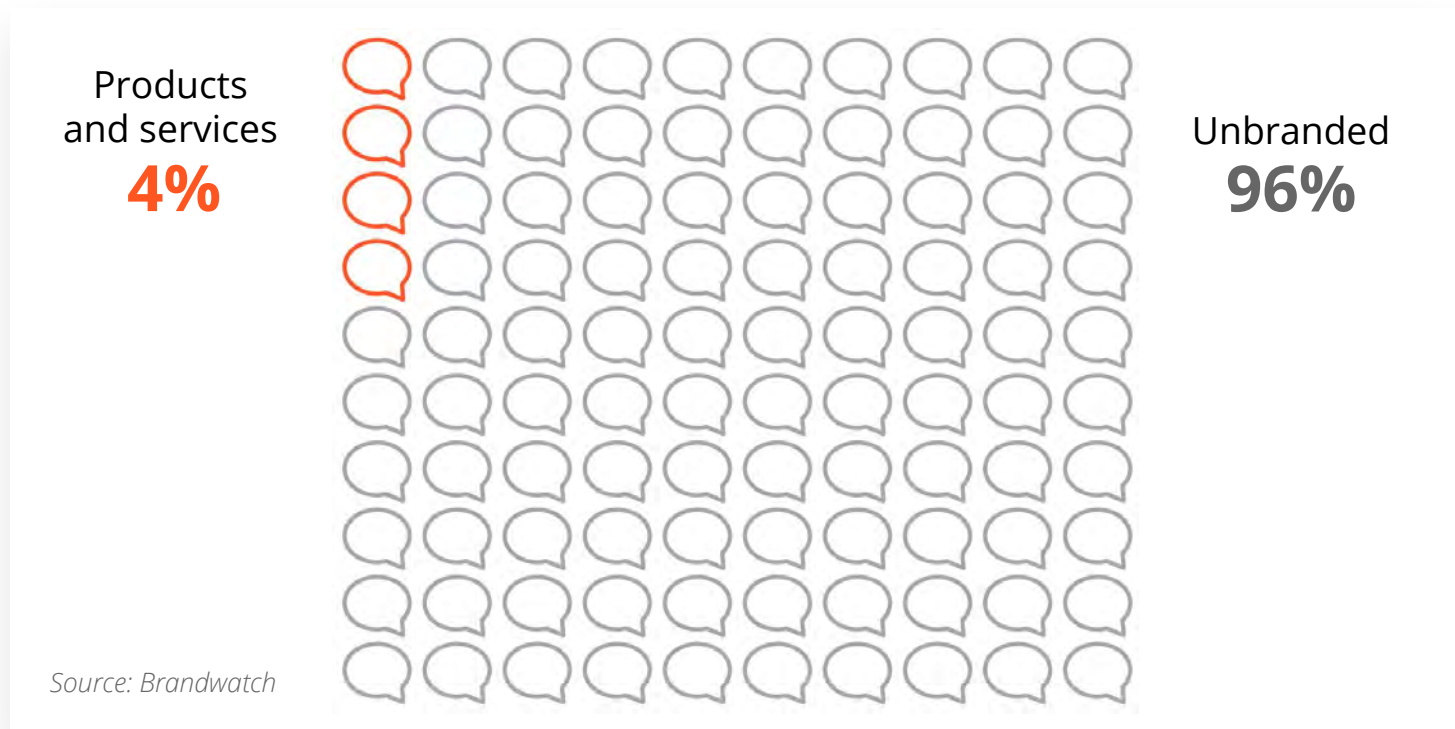


**It's not easy to  
unlock social  
data—but  
there's still  
a lot of  
potential.**

- Use true customer intelligence to gain new influence with executives.
- Demonstrate the strategic value of social channels—not just tactical brand awareness or customer service value.
- Go from reactive listening to uncovering new sources of business and brand growth.



# 96% of online conversation is unbranded.



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# Hootsuite's key recommendations



## The basics

### **Get comfortable making assumptions.**

Marketers need to learn how to comfortably navigate incomplete or disparate sets of data to pull out as many insights as possible to make better decisions and guide new strategies.



## Advanced tips

### **Combine social data with traditional market research.**

Run a research project—such as identifying new areas of product growth—and combine data you collect on social channels with traditional surveys, focus groups, and other forms of market research.



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A few resources  
to help you in 2018.



# Build new social marketing skills



## Social Marketing Certification

Advance your career by showing prospective bosses and clients that you know your social.

<http://ow.ly/bqGG30gKGCm>



## Advanced Social Ads Training & Certification

Learn pro tactics and industry best practices to create profitable social ads campaigns.

<http://ow.ly/gHUH30gKGLC>

Both certifications  
**NOW**



Use the code  
**socialtrends2018**  
at the checkout.

*Expires Feb 28, 2018*



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# Solutions and Resources to Help



## Hootsuite Impact

<http://ow.ly/djVZ30gKHnK>



## Hootsuite Amplify

<http://ow.ly/yFLN30gKI7x>



## Hootsuite Ads

<http://ow.ly/ZRmO30gKHzt>



## Hootsuite's social video integrations

<http://ow.ly/WR8q30gKlaH>



## Employee advocacy toolkit

<http://ow.ly/Lad730gKHJb>



## Unlocking ROI: Altimeter and Hootsuite research report

<http://ow.ly/AaMk30gKleM>



## Hootsuite's ROI framework

<http://ow.ly/ksei30gKI3u>



## Forrester Wave: social media solutions

<http://ow.ly/d6Qq30gKlnA>



# Upcoming Webinar Series



**Webinar Series: Build Better Facebook Ads with Hootsuite**

<http://ow.ly/U0Nn30gKGSL>



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# Thank You!

Tweet us @HootBusiness

