

SOCIAL MEDIA MARKETING

Takes Flight in 2013

13 Trends Ready For Take-Off

1 Social Media Marketing gains impact as key marketing tactic

2 Marketing turns upside down - consumers become the marketers

3 Social influence moves beyond 'like' to incentive driven recommendations

4 Marketing grows enterprise wide and can no longer sustain being a 'department'

5 Discounts and giveaways will incentivize social sharing of branding content

6 Social media impacts business infrastructures - siloed communication systems are challenged

7 Social channels integrate and align

8 Rise of Augmented Reality - visualization over data

9 Media spend shifts from display to paid and sponsored content

10 Social Reputation Management drives 'Do Good' campaign strategies

11 The dawn of social TV - where viewers comment and share during air time

12 Social commerce driven by recommendations - rapid growth in digital wallets

13 SEO shifts - less focus on tricks and more on good online marketing

Social Media Platforms Will Continue To Evolve

Gifts will transform Facebook. Paid ads shift to paid content. Facebook begins to move into social search.



Twitter moves closer to the newsroom of the future.

YouTube gains reputation as a key search tool.



LinkedIn evolves and grows from HR focus to brand building for companies. LinkedIn Endorsements gain momentum.

Pinterest becomes key player in social shopping



Google+ sharing to targeted lists is on the rise.