

SOCIAL TRENDS 2022



TREND 2 The Social Advertising Trend

Get Creative with Social Ads to Reach Ad-Wearied Consumers

More than half (51.4%) of the 18,100 marketers we surveyed said they're planning to increase their social advertising budget in 2022—and many expect to be spending more than they ever have on less traditional networks like TikTok, Pinterest, and Snapchat.

It's a wise move. Research shows that consumers are becoming more receptive to ads on these networks in comparison to others. And marketers are recognizing that these platforms are equally as effective (if not more) for reaching their business goals.

At a time when it's never been more challenging to capture consumers' attention, it's becoming increasingly important for businesses to explore and invest more in these niche networks.

We know what you're thinking: "Where do I even start?" Our [Social Trends 2022 report](#) offers some great advice—like making network experimentation a priority, having a strategy-first mindset when choosing new social platforms, and being patient when it comes to social attribution.

Here, we break down how to pick the best social channels for your brand, free up time for experimentation, and create less interruptive social ads to win over your audience on niche platforms. In the end, you'll be equipped to make smart, calculated decisions about your social network mix and feel pumped (we hope) about the opportunities that come with it.

Choose the right social channels to meet your business objectives

If you read our [full report](#), you'll know there's a lot for marketers to be excited about when it comes to less traditional social networks like TikTok, Pinterest, and Snapchat. But which ones, if any, should you be experimenting with? We can help you figure that out.

When considering a new platform, you'll want to assess whether it makes sense for your brand. Start by asking yourself the following questions:

1. Is my audience on this platform and are they active?

To determine if your audience is using a particular platform, you may want to sign up and investigate for yourself, or search for user data released by the platform. It's a good idea to see if your competitors are active there as well, and to check out the network's most common industries, regions, and languages. Within the platform's advertising features, it can also be helpful to look at the targeting options.

2. Can I add value to my audience's experience on the platform?

Your brand may have a lot to say, but does your audience want to hear it? If you can see past your list of messaging priorities and deliver something

they actually want or need in a format that's consistent with the platform (more on this later), you'll be in a good position to capture and retain your audience there.

3. Is it worth the investment?

We're not only talking about advertising budget here. Time and resources count, too. Will you have to sacrifice too much to be successful on this platform? Repurposing and atomizing content (breaking down larger pieces of content into smaller, more focused pieces), which we highly recommend when working in multiple platforms, can help make the investment worthwhile.

4. Does this platform provide an opportunity to do something different?

Content formats and features differ from platform to platform—and that should be part of the excitement of adding a new one to the mix. If joining a network allows you to produce ads and other content unlike anything you've done elsewhere, it could be a welcome surprise to your audience (and a good fit for your business).

5. Will the platform help my organization achieve its social media goals?

It always comes back to [your strategy](#). Are your goals centered around increasing sales? If the platform doesn't have shopping capabilities, like the option to integrate your product catalog or include products in organic posts, it might not be right for your brand. It's also important to look at whether you'll be able to measure the impact of your efforts, especially if that's a dealbreaker for leadership and other stakeholders.

If you're unsure of the answer to any of the above questions, it's a sign that you may need to do more groundwork—or consider testing rather than going all out.

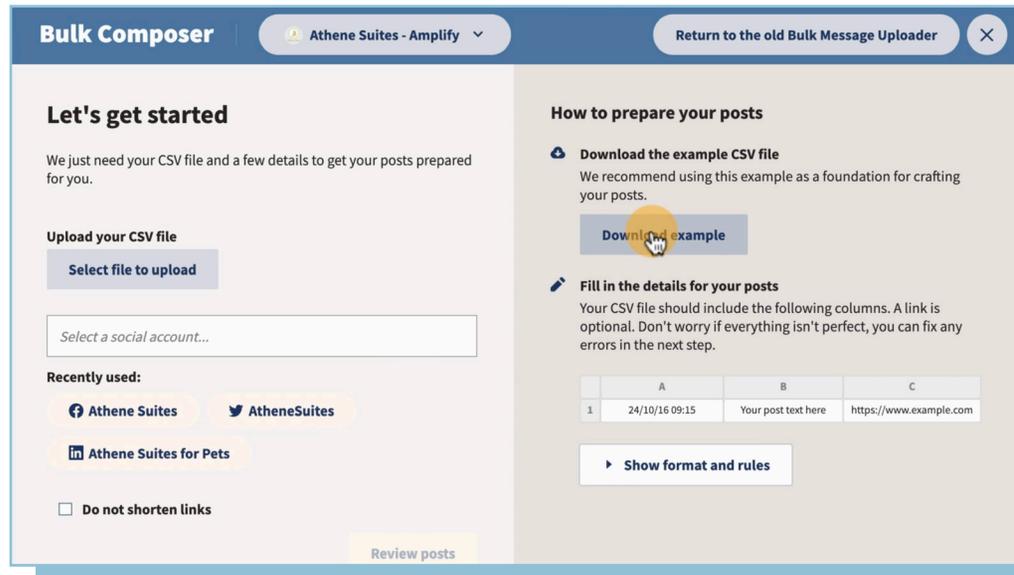
Make way for exploration with automation

So you've evaluated and selected some new social networks to try out. Your spirits are high. But inevitably, that overwhelmed feeling hits you. How will you fit it all in? No fairy godmother has granted you more time or resources, and neglecting your other channels is obviously not an option. Automation, however, is.

Some of the more repetitive and time-consuming social media tasks, like scheduling posts and curating content for republishing, can be automated in Hootsuite. This means you'll have more time to take risks and experiment with some of the niche social networks you think could help achieve your business goals.

Follow these five easy steps to [schedule up to 350 social media posts in advance using Hootsuite](#):

1. Start in the **Publisher**, which can be found under **Content**, and click **Bulk Composer**.



2. Download the example CSV file to work from. In the file, enter the date in a supported format, the time in 24-hour time, and the text-only caption (once uploaded, you can edit the caption to include emojis, images, or videos). You can also add an optional URL.
3. Once you complete the spreadsheet, head back to the Bulk Composer. Select your completed CSV file, along with the social profiles you're posting to.
4. Review your posts and fix any errors that pop up.
5. When you're ready, hit Schedule. After that point, you can always edit individual posts in the Planner if needed.

Bonus: Discover [more ways to make automation easier](#).

Create ads that stand out... by blending in

TikTok, Pinterest, and Snapchat strongly encourage marketers to create ads that mimic other content on their platforms. It's likely why consumers have been more receptive to ads on these networks—they seamlessly fit into the flow of content, rather than interrupt it.

This same idea can (and probably should) be applied to your ads on the core networks like Facebook, Instagram, and LinkedIn. Our prediction? You'll see better results.



Here are some suggestions on how to do this effectively:

- **Look at your own organic content to see which posts tend to generate the highest engagement.** This can help you identify which content formats resonate with your audience. For example, if carousel posts tend to perform well on your Instagram feed, a carousel ad might just do the same. (BTW, Hootsuite's own social media team finds that carousel posts get about 3x more engagement than regular ones.)
- **Check out what your competitors and other businesses are doing** on the platform to see what formats have been successful on a broader scale.
- **Know what your audience searches for** and what topics they gravitate towards. If you're not doing social listening already, use Hootsuite Streams to monitor keywords related to your brand and industry.

- **Be prepared to act fast when a new trend emerges.** On some of the less traditional networks, trending challenges, dances, and pranks are known to come and go in the blink of an eye. So when you catch sight of a trend that's a good fit for your brand, jump on it ASAP. And what better way to disguise an ad than piggybacking off of the hottest trend?

Take cues from your findings to develop ads that look and feel more like the content people are posting and watching on social. You can then use [Hootsuite Social Advertising](#) to get the full picture of your organic and paid performance side by side.

Ready to impress with Hootsuite? Make them wonder how you did it by requesting a demo.