

Mastering 2024's Social Media Trends: The Top 5 Strategies You Need to Know Now

Social media trends are constantly changing and increasing. 2020 was a turning point for everything, especially all social media platforms. With the world in lockdown, people have been able to spend a lot of time on their social media accounts, which has helped social media sites have a huge impact on our lives. It has become an essential part of our daily life.

Previously, [social media agency nyc](#) was known as a communication medium, but now social media is also used as a channel for online businesses and brands to connect with potential audiences. If you have social media skills and want to grow, you need to adapt to the changes in the online world. Here are the top five social media trends and how to apply them to your own social media accounts.

1. Live stream video is becoming more popular.

Live stream videos are a great way to engage with your audience. This shows credibility and also helps increase engagement and profile reach. It helps you grab the audience's attention and you can use this for important announcements.

Companies offering digital marketing and [nyc seo](#) can also find your potential audience by being physically present and interacting with your audience. It has been found that about 82% of people prefer live videos on social media platforms such as Facebook, Twitter, YouTube, Instagram, and Tumblr.

So conduct impromptu live sessions and collaborate with your colleagues. This way you can increase your reach.

2. The story includes:

Stories can help you engage with your audience more than actual posts because people tend to check out Stories first. Stories are a great way to keep your audience updated and let them know if you've recently uploaded a post or have an important announcement.

Therefore, brands that focus on digital marketing services and his SEO services need to embrace this trend and develop an organized approach to the stories they want to share. Consistency is key. I need to regularly update certain stories on a daily basis. Keep uploading quality content to your stories every day.

3. Memes play a huge role in content creation.

Memes are a great way to connect with your audience and build authentic relationships with them. It is now a safe digital marketing strategy on social media. As a brand specializing in digital marketing services, you need to make your audience feel like you and your audience are equals.

Digital audiences “love” relatable memes. Well-known companies like Durex and Manforce use memes as a strategy to connect with their audience. So, try applying this marketing strategy to your business and make memes an important part of your business.

4. Brands using AR and VR technology:

In 2024, augmented reality (AR) and virtual reality (VR) will slowly make their way into the world of social media. You may have noticed that various e-commerce sites offer users the opportunity to try on products before purchasing.

Similarly, platforms like Facebook, Instagram, and Snapchat allow users to try different filters and click photos, record videos share them on social media, and upload branded photos. can do.

This trend is slowly gaining popularity and will completely change the social media game. If you offer digital marketing services or his SEO services, you can also get in on the game. You can create branded filters and allow users to use and share them on social media channels. This helps increase engagement.

5. Brands connect with influencers:

If you are a company that provides services such as digital marketing or SEO services, you can work with your audience who are social media influencers. If they like your services and are part of your target audience, they will help expand your reach and your website or account will rank higher on all search engines.

If your audience is using your service and liking it, it will also help you increase your followers and engagement. Engage with social media influencers and reach out to them with your services.

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