



# 12 HABITS OF EFFECTIVE SOCIAL MEDIA MARKETERS IN 2020

## Part Two



**In this three-part series of eBooks, we've been exploring the top 12 things social media marketers need to embrace in 2020.**

Part 1 began with the opportunities for social selling, TikTok and Pinterest.

In this second chapter, we'll look at:

- 4. Embracing influencer marketing
- 5. Data gathering
- 6. Rethinking success metrics
- 7. Focusing on privacy and communities
- 8. Storytelling



# 4

## EMBRACING INFLUENCER MARKETING

**Getting great content in front of the right people - rather than the most people - will be the ultimate sign of success**

Influencer outreach is becoming very niche - but size isn't everything. Instead of fighting with other content marketers over the same audience, a lot of brands are finding themselves shifting towards niche content.

There's been a noticeable shift in strategy in recent times, with brands targeting micro-influencers and nano-influencer, and moving towards smaller, but more powerful, spheres of influence where trust and communities matter more than ever.

Micro-influencers are those with between 1,000 to 10,000 followers on their blog or social media account and whose audience usually revolves around a particular hobby, topic or other passion.

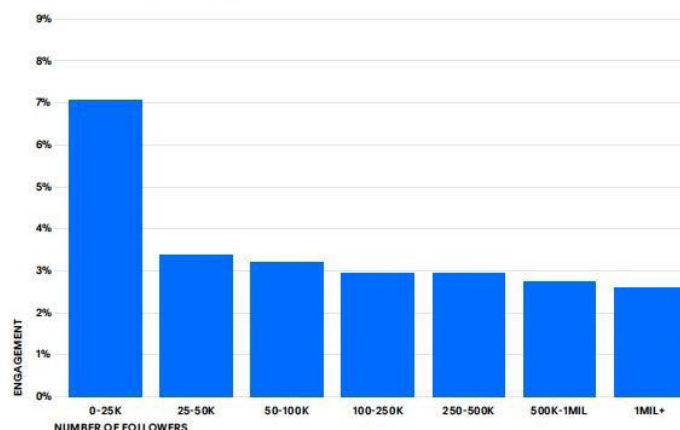
A report by [CMS Wire](#) is keen to emphasise the smallest of these groups, with less than 1,000 followers: the nano influencer. According to the digital news site:

“

**Nano influencers are a relatively new breed of influencer. This would be someone who has influence in the local community like a member of the local police force. The aim is to get 'regular everyday people' to influence a brand's product or service to their friends and family - most of the time this can be achieved through user-generated content”**

These smaller influencers appeal to social marketers because of their closer and more meaningful interaction with their followers and higher levels of engagement. They can be relatively cheap in terms of cost and tend to have a greater ability to influence the purchase decision of a user.

ENGAGEMENT RATES ON INSTAGRAM



Source: Fohr

CEO & Founder at Social Chain, Stephen Bartlett, said: “Recent analysis by Fohr shows that nano & micro influencers (those with between 0 and 50k followers) have the highest engagement rate, regardless of their genre, audience or topics. As influencer marketing becomes increasingly popular, with good reason of course, feeds are becoming saturated with sponsored posts and brand partnerships. Faced with potential advertising-fatigue, consumers are looking for friend-like creators, that they can build deeper, genuine connections with, as opposed to mainstream ‘celebrities’ with millions of followers. Not only are micro-influencers a more cost effective option for your 2020 strategy, but in my opinion, they’re actually more likely to have a greater influence.

While, in general though, the larger the audience, the less focused it is likely to be, everything depends on: your industry; the frequency and type of interaction; the brand message and your objectives.

On a similar theme, 2020 could also see in-house influencers playing a crucial role in marketing campaigns, who focus completely on building relationships with the audiences. This gives marketers direct leadership over campaigns and to build stronger, (arguably) more authentic relationships.

### ***Influencer automation***

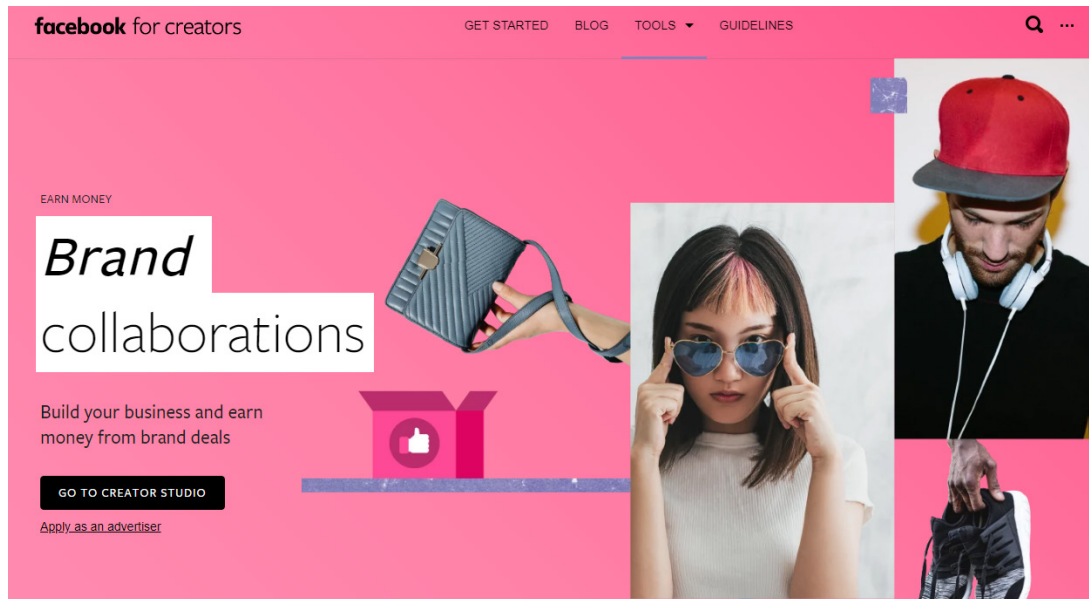
The global influencer marketing industry shows no sign of slowing and is estimated to be **worth up to \$15 billion** by 2022, up from roughly \$8 billion in 2019.

An emerging trend the industry is seeing is (somewhat inevitably) automation to take the legwork out of the process: the development of platforms and tools to:

- Help brands identify creators who are most likely to become effective brand ambassadors by analysing context and behavioural patterns
- Automate campaign management and reporting

Marketers are already accustomed to the ease of buying automated ads on Facebook or Google, and using social scheduling tools like Hootsuite or Sprout Social; technology-focused companies have spotted an opportunity to target those using influencers a similar data-driven service.

As a prime example, Facebook launched a tool in 2018, Brand Collabs Manager, that helps brands and creators find, learn more about and connect with each other and provides detailed insights and engagement metrics on influencers and campaign audiences. More recently, this tool has also become available to Instagram users.

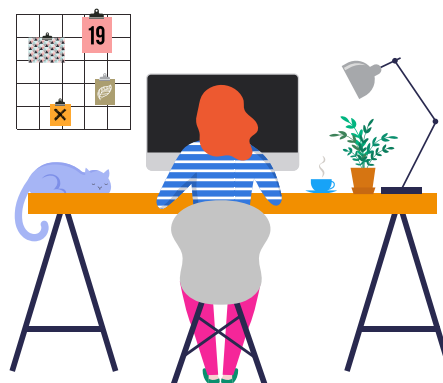


By looking to take a more active role in an industry that it helped to create, Facebook is hoping to make more money from promoted content (brands must be existing advertisers and meet a minimum eligibility criteria).

Using Brands Collabs Manager to search for influencers is similar to ad targeting: brands can specify the desired audience of the influencer they want to work with, including country, gender, age, number of followers and interests.

Fiverr, an online marketplace for freelance services, has expanded into influencer marketing automation with the launch of its new Influencer Store at the end of last year. The feature focuses on influencers and all the services they need to build their online presence.

Micha Kaufman, Fiverr CEO, claims: “With the addition of new vertical stores, we are expanding our platform to a new group of customers from new industries. For many of these customers, Fiverr is an extension of their teams, allowing them to flexibly add capabilities to get projects done quickly, cost-effectively and transparently.”



## Influencer Marketing

Catapult your brand into the limelight with influencer marketing services. [How Power Works](#)

[Shoutouts & Promotion](#) [Strategy & Research](#)

577 Services Available

Sort by **Best Selling**

The screenshot displays a grid of eight service listings on an influencer marketing platform. Each listing includes a profile picture, a service title, a description, a star rating, and a starting price. The services are as follows:

- DA78 DoFollow Guest Post High Quality Backlink** (nehal): I will dofollow guest post on da78 hq news blog. 4.9 (122). Starting at £81.40.
- LINK BUILDING** (sudeep): I will post do follow link guest post on news site da66. 5.0 (176). Starting at £69.19.
- Guest Post on Google News Magazine Site** (anish): I will publish article or interview on google news magazine site. 4.8 (162). Starting at £56.98.
- FINTECH** (sonetheme): I will publish a post on da92 finance, fintech, blockchain site. 4.9 (20). Starting at £61.05.
- NEWS REPORTS** (rohit): I will guest post on 3 google news websites with 100k visitors. 4.9 (70). Starting at £32.56.
- Blockchain Marketing** (tania\_islam): I will do marketing for blockchain (ico, leo, sto, crypto, bitcoin) via forum and... 4.9 (250). Starting at £109.89.
- GUEST POST ON TECH BLOG** (arbab): I will guest post on my high authority da 86 tech blog site. 4.9 (21). Starting at £32.56.
- Guest Post on Tech Blog** (jennoff520): I will do guest post on techlogy, fooyoh with dofollow backlink. 5.0 (19). Starting at £28.49.

According to The Wall Street Journal, there is concern that these emerging companies are shifting the focus away from what makes influencer marketing successful in the first place—authentic relationships between real people. You need natural interaction to ensure your request stands out from the rest - an influencer is less likely to buy into your campaign if they don't feel like you identify with their audience or fit into their brand. Similarly, marketers need to consider who is an appropriate ambassador for their brand. Influencers are people at the end of the day. Not a digital ad you can simply turn on and off at the switch of a button.

The most common problem marketers have with influencer marketing is spotting fake followers and inauthentic engagement, research by Mediakix had found. It's early days, so can we rely on current software algorithms to spot relevancy and brand affinity and to tell the fakers and the genuinely influential apart?

On the other hand, we can't dismiss the potential for automation to make influencer marketing programs more efficient. Automating the most repetitive and data-heavy aspects of influencer marketing – such as identifying and recruiting potential influencers, workflow, and analytics – giving you more time to dedicate to building those all-important relationships and developing creative strategy. Advocates also say advanced algorithms allow for greater scalability and removes subjectivity (although one could argue that latter is the backbone of influencer relationships in the first place).

**Takeaway: It seems unlikely there will be a one-size-fits-all automated platform any time soon, so the key is finding the right balance between platform automation and human insights. These solutions can enhance some parts of the influencer marketing campaign but they need to be used with consideration so that authenticity and the human touch aren't lost in technology.**

# 5

## DATA GATHERING

No longer the preserve of geeks, everyone now has access to rich and detailed data, whether it's via a social platform's native analytics or Google Analytics – and Google Data Studio has made visualising and interpreting it even easier.

(For the initiated, Data Studio is a free visualisation tool allowing you to pull data from more than 500 official sources and 64 connectors, making it possible to produce not only data visualisation, but data storytelling.)

For social media, data can be used not only to evaluate, but also to plan ahead and inform strategies. There's nothing new about this point. However, Canon's Senior Technical SEO for Canon, Omi Sido, told Benchmark Search & Digital Conference 2019 that many of the brands he's worked with have done very little with their data, despite having access to it. His own research found the following:



**Takeaway: The important takeaway for 2020 social media marketers is that not only should they become data-driven, they also need to learn how to use their findings strategically to improve performance. After all, there's no point having access to data if that data is not informing your activity.**

The reason you use social media in your marketing is, ultimately, to build your business – and you can't do that effectively without gathering the right data, gleaning the insights from it and sharing these with the right people.

Doing this will help you to:

- Invest the time, people power and resources in understanding what is working for your business and your customers and what isn't.
- Answer and address questions such as “Are we striking the right balance between investing in content creation and paying for promotion?”
- Get insights about your visitors, their behaviour and preferences
- Quantify how many visitors are converting
- Identify what's working and what's not
- Make data-based decisions about your future strategy
- Identify which platforms are delivering the most value
- Demonstrate ROI to stakeholders

Whether your goal is to increase brand awareness, sales or reach new audiences, always set clear KPIs (and tracking) beforehand.

For tips on how to use Google Analytics' social reports alongside native platforms' Insights tools, to get a clearer picture of ROI and how social media impacts your business, download our detailed guide, '[Social Media Measurement - Maximising Results](#)'.





# 6

## RETHINKING SUCCESS METRICS

In November 2019, Instagram began testing the removal of “likes” from their platform, with rumours that Facebook and Twitter may follow suit. The shift may benefit mental health and relieve the pressure of judgement for site users, but for social media influencers it means re-strategising their influencer marketing efforts.

Rachel Ford, President of boutique content marketing agency Ford Media Lab, is forecasting that whether or not likes are here to stay, influencer partnerships with brands will change.



**“It can be speculated that influencer partnership performance will turn similarly into pay-to-play,” Ford predicts. “We anticipate that companies will seek new and creative ways to partner with influencers to prove ROI”**

While getting a ‘like’ on your post might give you a rush of pride (it’s known as a ‘vanity metric’ for a reason), it doesn’t give you a lot of context – so this development may mean social marketers will have to re-evaluate the metrics that matter most. Even if Likes don’t totally disappear, this trend signals the need for brands to look beyond surface-level data.

For example, when someone engaged with a reply or comment replies, you get insight into their opinion and their point of view. Case in point, nearly two thirds of marketers surveyed by Sprout felt that social listening will be crucial in 2020. Diving into conversations and sentiment analysis, marketers are growing more concerned with what’s being said rather than how many people are talking or looking at a single post.

**Takeaway: For public validation of your content, the Content Marketing Institute’s Ann Gynn suggests these alternatives to “likes”:**

- **Curate blog posts based on comments to social media posts.**
- **Publish testimonials on your social media platforms.**
- **Encourage more interaction on your blog in the comments section by asking readers for their thoughts.**

# 7

## FOCUSING ON PRIVACY AND COMMUNITIES

The concept of privacy and community is impacting the way that modern consumers approach social media.

Although people are more than happy to engage with brands, they're also becoming more selective about their interactions.

Throughout 2019, Facebook has been increasing its emphasis on intimacy and privacy. Mark Zuckerberg used 2019's F8 Conference announced a return to private communication and the vision of "social media as a living room".

With data privacy is still making headlines, as social media users become more concerned with how brands use their data, more and more communication on social media is happening in messengers, DMs and Groups. The focus on private communication is "what people want" (an often used phrase by Zuckerberg) but, on the other hand, it will reduce organic visibility.

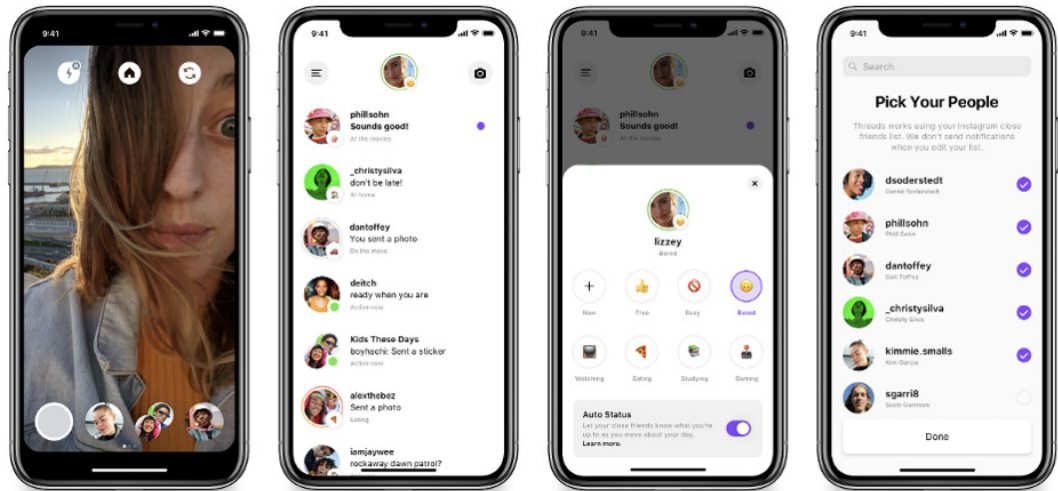
Chris Penn, Co-Founder and Chief Innovator at Trust Insights, says: "Fundamentally, we see the continuation of a trend that began several years ago, but has picked up in earnest: the continued rise of velvet-rope social media communities, private communities and collectives."



**"In short, people want to spend time with people more like them, with a common interest, rather than in the general public where discourse has descended to rancorous incivility."**

The introduction of a standalone messaging app last year called Threads is further evidence of Facebook's mission to become more messaging focused. This is a photo-based companion to Instagram, which makes it easy for people to privately share photos and videos that automatically delete (remind you of Snapchat?). Adding friends to Instagram's Close Friends list will provide Facebook with critical data about who is most important to the user and make it easier to message them quickly throughout the day.

Zuckerberg has indicated plans to further integrate messaging across its three key platforms, saying: "People want to be able to choose which service they use to communicate with people. However, today if you want to message people on Facebook you have to use Messenger, on Instagram you have to use Direct, and on WhatsApp you have to use WhatsApp. We want to give people a choice so they can reach their friends across these networks from whichever app they prefer."



For LinkedIn, one of the most notable and important events that happened last year was the Feed algorithm change. Instead of focusing on viral posts, LinkedIn now takes “People You Know, Talking About Things You Care About” approach when deciding which posts to show you first. The LinkedIn feed may also surface posts from people a user is not connected with if they’re relevant to the user’s professional interests. For marketers, this means making your content more personable if you want to appear in users’ feeds.

**Takeaway i: Frustratingly, consumers often express the contrary desires to have more data privacy, but also for increased personalisation of their interactions with brands – and social marketers need to get the balance right if they are to benefit from the considerable pay off in its potential to build trust and relationships with consumers.**

### **Groups**

Social media is going back to its roots and focusing on building authentic communities with authentic, real-time interaction, rather than a platform for simply blasting out marketing messages.

### **Facebook Groups**

Facebook Group marketing continues to be a valuable way to market to smaller, private communities, as it continues to build out its Groups offering: the Groups tab now shows a personalised feed of activity across all of your Groups, and the discovery tool touts improved recommendations to let users quickly find groups of interest.

**Takeaway ii: If you want to create a community or fanbase that is more invested than the average follower of a Page (who often can’t be reached en masse without paying for an ad), creating a Group should be a serious consideration. It allows collaborative conversations, with shared links, photos and documents.**

No advertising is allowed, which allows a greater focus on the conversations and topics at hand. The conversation is one-to-one than the 'broadcast to all' feel of a Company Page. Group members are also notified of each activity, creating a greater sense of inclusion and encouraging participation and user-generated content (UGC).

Our workbook, [Success with Facebook Groups](#), guides you through how to set up and build successful Facebook Groups

### ***LinkedIn Groups***

LinkedIn is pushing towards a more data-driven focus in terms of the content it surfaces for members and suggestions it makes for people, companies and hashtags to follow, Groups to join etc. With LinkedIn Groups becoming notorious for spamming and self-promotion, LinkedIn also put more emphasis on members to put more thought into the content they post.

This has had a particular impact on the way Groups operate; once it was possible to share to multiple Groups from a blog post or webpage with little or no context, but this scattergun approach has been removed, encouraging members to make a deliberate effort to visit the Group's page and engage in more meaningful conversations with other members. This all equates to greater relevance and usefulness.

**Takeaway iii: In terms of using LinkedIn Groups as a marketing tool, it's worth considering creating your own can allow you to start, grow and own your own network that you can leverage for your business by creating a natural connection between helpful content and your brand. Part of your job as a group admin is to encourage people to engage. To do this, respond to questions, chime in on posts, and share questions or discussion prompts.**

If you don't have the resources to manage a Group, participating in Groups it can help you to strengthen your relationships with key people in your industry and confirm yourself and your brand as a credible source, and a go-to person who's active in discussions and offers useful insights. It also allows you to spot current trends by seeing which topics are generating the most discussion.

Download [LinkedIn Groups – A Marketer's Checklist](#) for help on getting started or building on your existing activity.

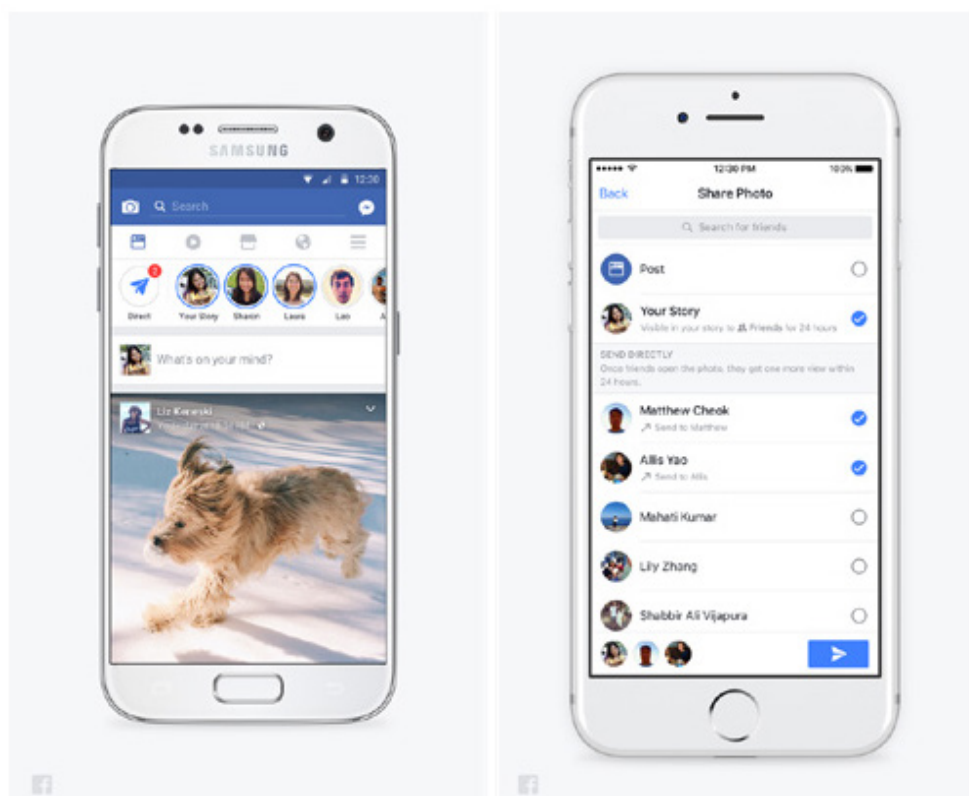
# 8

## STORYTELLING

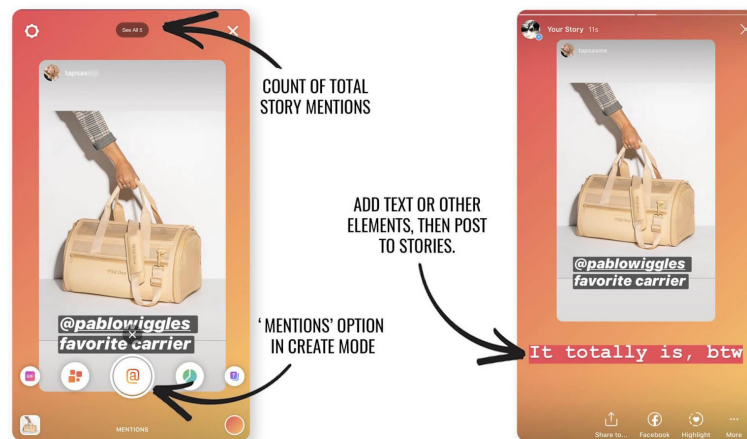
Stories are one of the fastest growing segments across social media. It's 'in the moment' nature allows your brand in an organic and authentic way, with easy-to-consume content that builds affinity and trust.

This means publishing more organic Stories and creating native Stories ads is a great place to focus in 2020: they're highly visible (appearing at the top of people's feeds), easy for users to consume and tap into the fact that people find images and video more eye-catching, engaging and shareable.

Facebook's continued expansion of their Stories segment means that it will only become more important in the future, with the kind of content people share moving away from text and towards photos and videos. You can share Stories organically from your company's page on the mobile app, or set up a Story ad.



Meanwhile, Instagram has added a new Stories @ mention option, highlighting any Stories that mention your profile and enabling you to easily re-share them. The new feature appears as an @ symbol in the Create mode options within a business or creator account and allow you to view, stylise, and quickly feature @mentions from other accounts

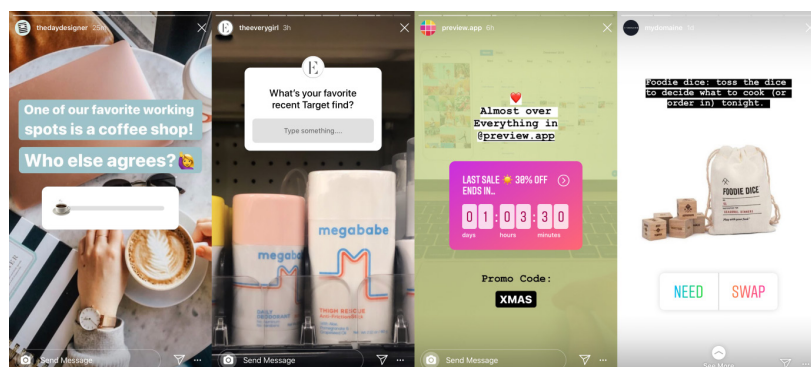


Before, the only way to repost Story content from a mention was through direct message, where an account gets notified any time it's mentioned in a public user's Story. Now, social managers can easily sort through all mentions to more efficiently determine which content to post.

**Takeaway: If you haven't yet embraced Story content, now might be time to consider it as the platform continues adding more features and capabilities to the format.**

Use Stories to:

- Create a narrative: Think about the customer, not your business (this builds on the old marketing adage of 'selling the benefits, not the features').
- Get personal: Let your customers see what goes on behind the scenes in your office.
- Announce: Share important updates and announcements for a limited time.
- Engage users with interactive elements such as polls, competitions, sliders, questions, and donations.
- Host competitions and giveaways.
- Reward engaged customers for paying attention by showing limited-time sales and discount codes.
- Add themes specific to the promotions you're currently running.



# LOOK OUT FOR THE THIRD AND FINAL INSTALMENT

## 12 habits of effective social media marketers in 2020 - Part 3

- 9. Video
- 10. Social TV
- 11. AR and playable content
- 12. Gaming

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Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

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