

# [You’re are using video marketing in some](https://assignbuster.com/youre-are-using-video-marketing-in-some/)

You’re a business owner, right?! Youare on Facebook, right?! Of course, you are! But – are you leveraging theplatform to it’s fullest? Are you neglecting it? Go on, keep reading! A few years ago, businesses couldcreate a Facebook Page and occasionally post on it. As new social platformshave come around and algorithms being tested and tweaked, social mediamarketing has become a lot more complicated (and instrumental in businessgrowth). Now, many of the latest trends in social media involve more in-depthstrategies and tools in order to reach a wider audience. Here are 4 trends in 2018 that you can use to leverage yourbusinesses: Chatbots Chatbots are very quickly becoming a stapleon business websites and social media platforms.

It’s simple – chatbots can emulatea customer support agent, but it’s really AI. Around halfof consumers say that they’re interested in chatbots because of their instantresponses so they don’t have to wait for a reply email, etc. As these bots continueto become more popular, they’ll continue to develop to meet the needs of theconsumer. Don’t get behind – start incorporating them immediately! PersonalDynamic Ads Facebook Advertising has been evolvingevery year and this year is no exception.

Facebook released a new dynamiccreative tool which will show different combinations of ad components (likeimages and CTA’s) to audiences based on what they like. This dynamic ad systemwill play a big role for advertisers. They can add up different assets to eachad, resulting in thousands of unique combinations. YouTube also has a new toolcalled Director Mix, but we’ll get to that another time. Live VideoBecomes a Must with News Feed Changes Facebook Live video has been one of thefastest growing trends in the past few years simply because Live videos driveamazing engagement, and have different users conversing with one another – andmost businesses are using video marketing in some capacity. This adds a more trustingexperience with your audience, because they have the opportunity to see ‘ who’sbehind the curtain’. Also, with the new Facebook News Feed announcements, Live videowill become a ‘ must-do’ if you want to continue to engage your audience andhave your posts shown! Don’t underestimate it, please! CuratingContent Curating content geared towards yourindustry helps creates brand authority on your behalf.

Not only that, you canutilize content that is already producing well on Social Media, just make sureyou give credit where credit is due! Curating content allows you to post morecontent and gives you a higher probability for engagement. Here you have it, 4 trends for 2018 that will helpyou (and your business, of course) leverage social media to reap the benefits. Remember – people are becoming increasingly more dependent on communicatingwith brands via social media. The faster the response they get, the better! Bestof luck in 2018! Go get it!