



WE HELP ECOMMERCE BRANDS  
**FIND & ENGAGE**  
HIGH VALUE CUSTOMERS

**&**

**ACQUIRE**  
GAME CHANGING INSIGHTS

NetElixir™

# 2021 EMERGING PAID SOCIAL TRENDS FOR RETAIL

February 18, 2021

NetElixir™



# AGENDA



ABOUT NETELIXIR

US SOCIAL TRENDS -2021 & BEYOND

5 TIPS TO ACE YOUR SOCIAL STRATEGY

Q&A

# POLL

WE HELP ECOMMERCE BRANDS  
**FIND & ENGAGE**  
**HIGH VALUE CUSTOMERS**

**&**

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**GAME CHANGING INSIGHTS**

# OUR SOLUTIONS

- PAID SEARCH & SHOPPING
- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA MARKETING
- AMAZON MARKETING SERVICES
- ANALYTICS CONSULTING
- ECOMMERCE TECH DEV

# PARTNERS



# CLIENTS




AFTER THE WEBINAR ENDS, PLEASE TAKE A MINUTE TO COMPLETE OUR


# SHORT SURVEY

JOIN THE CONVERSATION AND  
SHARE YOUR THOUGHTS  
**USING #NXINSIGHTS**

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NetElixir™  
• LIVE:

# 2021 EMERGING PAID SOCIAL TRENDS FOR RETAIL

Thursday, February 18th at 4:00 PM ET



**Zara Asad**

Social Media Senior Analyst



**Jennifer Altema**

Search Marketing Analyst



**Manish Mohan**

Senior Director, Digital Strategy



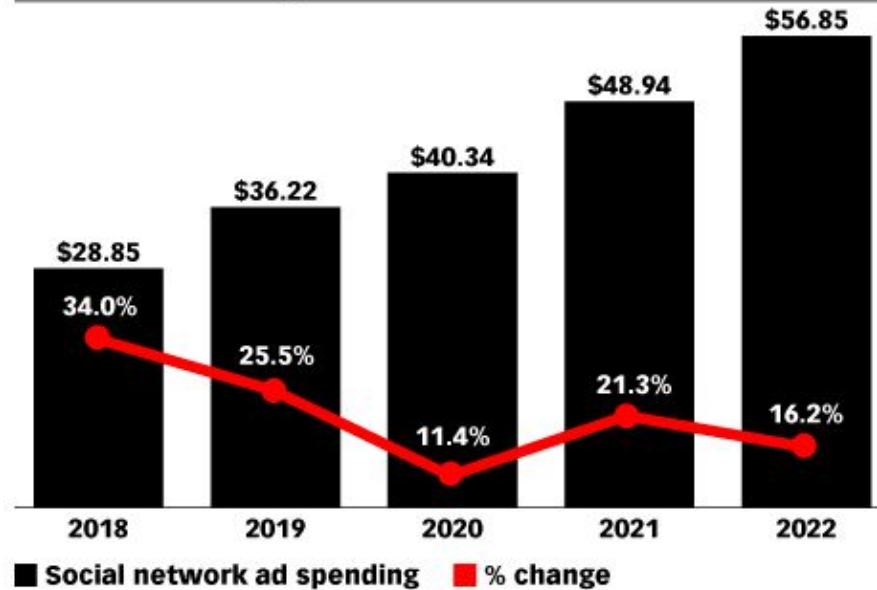


# US SOCIAL TRENDS 2021 & BEYOND

# SOCIAL AD SPENDING TO INCREASE 21% TO \$49B

## US Social Network Ad Spending, 2018-2022

billions and % change



Note: includes paid advertising appearing within social networks, social network games, and social network applications; excludes spending by marketers that goes toward developing or maintaining a social network presence

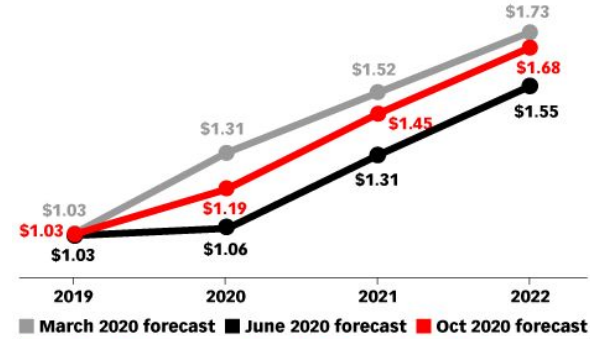
Source: eMarketer, Oct 2020

# TOP 4 SOCIAL NETWORKS ARE POISED FOR STRONG GROWTH

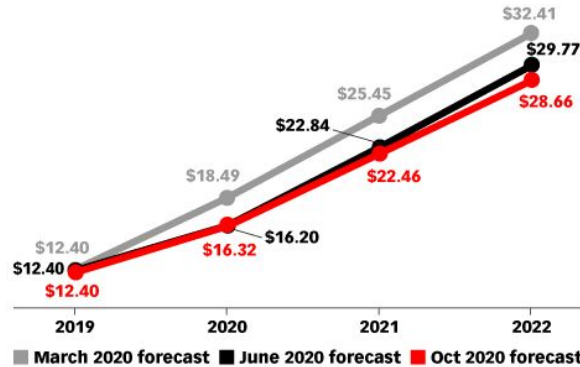
**How Has the Forecast for Facebook Ad Revenues in the US Changed?**  
billions, 2019-2022



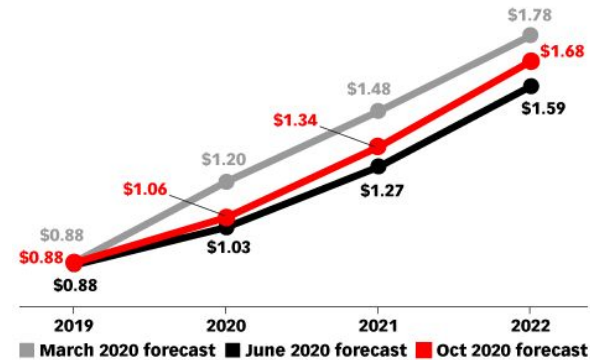
**How Has the Forecast for US Pinterest Ad Revenues Changed?**  
billions, 2019-2022



**How Has the Forecast for US Instagram Ad Revenues Changed?**  
billions, 2019-2022



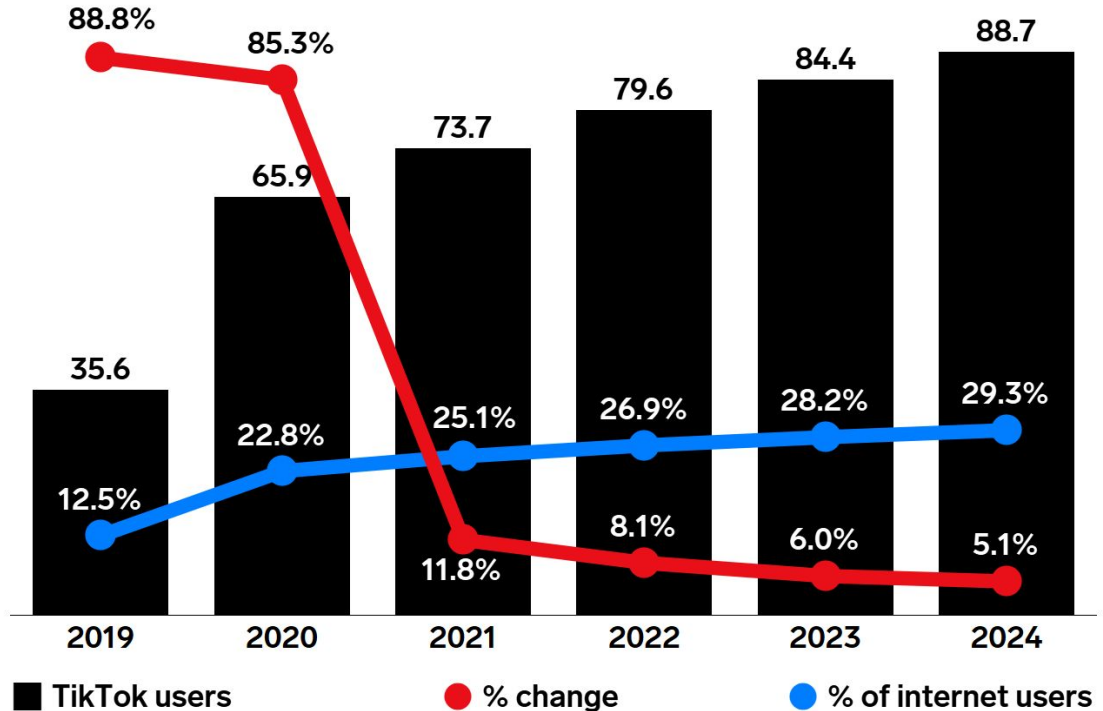
**How Has the Forecast for US Snapchat Ad Revenues Changed?**  
billions, 2019-2022



**TIKTOK WILL REACH  
ONE IN EVERY FOUR  
INTERNET USERS IN  
THE US IN 2021**

## TikTok Users in the US, 2019-2024

millions, % change, and % of internet users



*Note: internet users of any age who access their TikTok account via any device at least once per month*

*Source: eMarketer, August 2020*

# TIKTOK IS A HAVEN FOR TEENS

## US Teens' Favorite Social Media Platform, Fall 2017-Fall 2020

% of respondents

	Fall 2017	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020
Snapchat	47%	45%	46%	41%	44%	36%	34%
Instagram	24%	26%	32%	35%	35%	31%	25%
TikTok	-	-	-	-	-	13%	29%
Facebook	9%	8%	5%	6%	3%	4%	2%
Twitter	7%	9%	6%	6%	3%	4%	3%
Discord	-	-	-	2%	2%	2%	3%

Note: excludes "other" responses

Source: Piper Sandler, "Taking Stock with Teens: Fall 2020," Oct 6, 2020

259637

www.eMarketer.com

# POLL

# 5 TIPS TO ACE YOUR SOCIAL STRATEGY!

# 1

**BE REAL!**



# BE REAL with your organic social story

- Build and foster a positive community around your brand with factually correct information
- Ads are temporary, your organic social timeline will stay with your customers. Curate content with caution!
- Answer questions, deal with criticism, accept praise
- Social validity - 81% of people say they're influenced by what their friends share on social media
- Outcome – Content mapping
  - More likes = share a relatable story
  - More saves = share your favorite tips and tools
  - More shares = thought provoking meme or quote
  - More comments = ask a simple question
  - More leads = provide valuable resources
  - More followers = make your posts playful and fun

NetEl<sup>ix</sup>ir presents:

# X-SOCIAL MEDIA

A Guide To Organic Social Media Best Practices



By Danielle Kimashousky  
On behalf of NetEl<sup>ix</sup>ir

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## GET INSTANT ACCESS TO OUR SOCIAL MEDIA BEST PRACTICES EBOOK

Download eBook at:  
[www.netelixir.com/university/knowledge-library/](http://www.netelixir.com/university/knowledge-library/)

#2

ALMOST  
^

**EVERY CUSTOMER IS AN INFLUENCER**

# MICRO INFLUENCERS ENGAGED BY ADVERTISERS UP 300% SINCE 2016

- Identify and collaborate with your customers through mutual shoutouts, product exchanges, and affiliate deals
- For professional influencers, create a lean collaboration process
- Be prepared to pay influencers for quality content
- Test out shoppable livestreams
- Don't ship just products, ship an experience with a customized product bundle

#3

# LEVERAGE THE SOCIAL NETWORK

# AMPLIFY YOUR BRAND REACH WITH MULTIPLE SOCIAL CHANNELS

- Adopt a full funnel social strategy spread across all major social platforms
- Test and learn from aspirational customer segments on new channels
- Develop discovery and outreach strategy for channel agnostic and channel specific audiences
- Measure success of social investments at a portfolio level instead of each channel

#4

# **DON'T LET MEASUREMENT CURTAIL YOUR SOCIAL GOALS**

# PRIVACY CHANGES WILL CREATE SHORT-TERM CHALLENGES TO MEASUREMENT

- 3<sup>rd</sup> party cookie sunset on Google Chrome, California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), change in access to the Identifier for Advertisers (IDFA)
- Use models to estimate reach and conversions at various impression volumes
- Measure correlation between social visibility and reach on other owned and earned media
- Clean up, segment, and map your first party customer data TODAY!

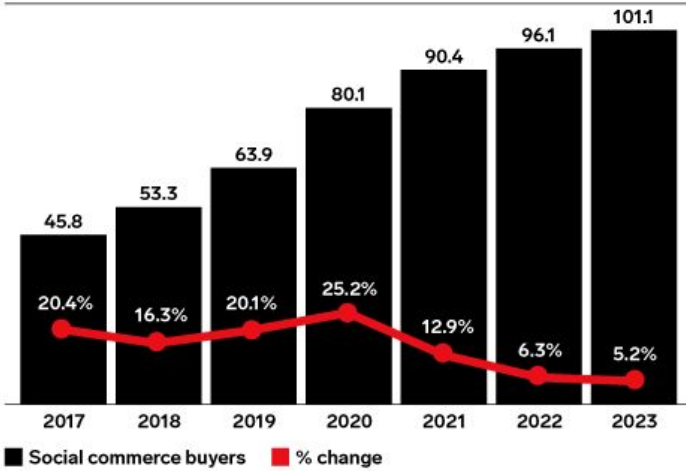


#5

# SERENDIPITOUS DISCOVERY WITH SOCIAL COMMERCE

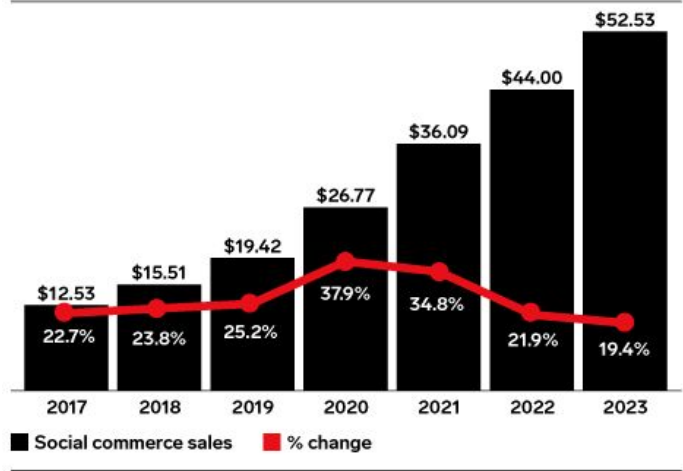
# US SOCIAL COMMERCE SALES WILL REACH \$36B IN 2021

**US Social Commerce Buyers Growth, 2017-2023**  
*millions and % change*



*Note: ages 14+; social network users who have made at least one purchase via any social channel (e.g., Facebook Marketplace, Instagram Checkout, WeChat Mini Programs, Line Shopping, VK Market), including links and transactions on the platform itself, during the calendar year, including online, mobile, and tablet purchases*  
 Source: eMarketer, Jan 2021

**US Social Commerce Sales Growth, 2017-2023**  
*billions and % change*



*Note: includes products/services ordered via social networks (e.g., Facebook Marketplace, Instagram Checkout, WeChat Mini Programs, Line Shopping, VK Market) regardless of the method of payment/fulfillment; excludes travel and event tickets, payments (e.g., bill pay, taxes, money transfers, food services/drinking place sales), gambling, and other vice goods sales*  
 Source: eMarketer, Jan 2021



# FACES

HUMANIZING EVERY CLICK

LEARN HOW ONLINE CONSUMER BEHAVIOR  
EVOLVED THROUGHOUT 2020

DOWNLOAD THE 2021 REPORT

[NETELIXIR.COM/FACES](https://netelixir.com/faces)



NetEl<sup>ix</sup>ir presents:

# X-SOCIAL MEDIA

A Guide To Organic Social Media Best Practices




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A hand is shown pointing towards a large, central question mark icon. The background is a dark, textured surface with a network of glowing lines and nodes, and several smaller question mark icons scattered throughout. The overall theme is one of inquiry and technology.

# Q&A

