**SOCIAL MEDIA TRENDS**

Without a doubt social media trends have taken over the B2B and B2C communities across the globe. With the advancement in digital technology, the social media marketing landscape is widening to help marketers across the globe. This diversity is highly integrated into various workflows. From innovative tech to social media trends, everything dynamically impacts businesses and consumers.

If you wonder why social media trends hold a dominant role in the growth of businesses then it’s because social media has become a more integral part of users’ lives. It is expected that the upcoming social media trends will immerse to increase more awareness of the time spent online. And encourage users to stay updated and engage effectively. This constant rise in digital marketing technology, content marketing, and easy-access digital advertising is escalating to benefit both B2B and B2C markets.

But before adopting any upcoming trend for the betterment of your business, you should have a look at the upcoming social media trends that can influence your brand’s visibility:

**CONSTANT DECLINE IN ORGANIC REACH ON FACEBOOK**

Organic reach is declining and expected to decline more in the upcoming years. According to a local study, Facebook is losing its audience due to the lack of authentic post. It even said that Facebook post’s reach could be as low as 2% which means there is no surety that your Facebook audience will eventually look through your post.

Among other social media platforms, Facebook plays a vital role and to help you garner more attention for B2B and B2C community. That’s the reason why you need to develop a strong strategy that can re-boost your post reach on Facebook. To help brands deal with such a situation, Zuckerberg recently announced that he is planning to plot changes on the news feed of Facebook to build authenticity and make it more personal for the users.

**STORIES ACROSS MULTIPLE PLATFORMS**

Did you know that over a million people watch Instagram, Snapchat or Facebook stories in a day?

These stories might take small space on your social media accounts but hold a strong and powerful impact. This type of ephemeral content is easier to watch and simply convey your message to the audience. With the upcoming social media trends, it is expected that people will demand fast and short content with a powerful message.

As a B2B or B2C marketer, you have to take advantage of these stories because they will build an impactful online presence for your brand which will allow the audience to approach you anytime, anywhere. Also, the video-centric format gives new and existing customers an insight into more transparency and trust towards your offerings.

**LESS CONTENT IS ENOUGH**

Whether video, audio or written, it is expected that the forthcoming social media trends are strictly focused to channelize less content. The lesser and quality content you’ll upload, the more attention you’ll garner. To keep up with this trend its ideal for B2B and B2C influencers to use the strategy by posting less content on your website or other social media platforms.

**What Next?**

By increasing the transparency, authenticity and right knowledge to pitch the correct marketing strategy, both B2B and B2C marketers can keep with the upcoming social media trends.

Contact us today for a free social media consultation for your business.