



CATCH UP WITH  
THESE TOP 5  
SOCIAL MEDIA  
MARKETING  
TRENDS OF 2021



With the passage of time and changing societal situations, social media trends continue to evolve. Let's take a look at five social media marketing trends that will work wonders for your business this year.



# 1. Nostalgia

## Marketing

This new trend of nostalgia marketing has taken off as a result of the huge transition between 2020 and 2021. Connecting your brand to the good old days elicits pleasant feelings in your target audience, serving as the ideal sentimental boost.





## 2. Meme-Based Marketing



Nothing resonates with the present generation better than meme-based marketing on social media platforms, which is both funny and smart at its best. For example 'It's better than drugs Jeremy was creatively associated by many brands for social media posts.



### 3. SOCIAL MEDIA BANTER

Social media banter is a quick and magnetic form of ‘tongue-in-cheek’ marketing that has recently taken social network handles like Twitter by storm. Old Spice and Taco Bell, for example, appeared to engage in some friendly leg-pulling.

The image shows a Twitter exchange between two brands:

**Old Spice** (@OldSpice) posted on 09 Jul: "Why is it that "fire sauce" isn't made with any real fire? Seems like false advertising."

**Taco Bell** (@TacoBell) responded at 1:52 PM - 9 Jul 2012: "@OldSpice Is your deodorant made with really old spices?"

At the bottom of the screen, there are standard Twitter interaction icons: a left arrow, a retweet icon, a reply icon, and a star icon.

900 RETWEETS 557 FAVORITES



# 4. Cause Marketing

In today's volatile times, being "awake" is a significant matter, which is why Cause Marketing based on social causes is unquestionably here to stay. Starbucks' campaign to raise awareness about educational inequity is example of how, in the digital era, to be an empathic brand.

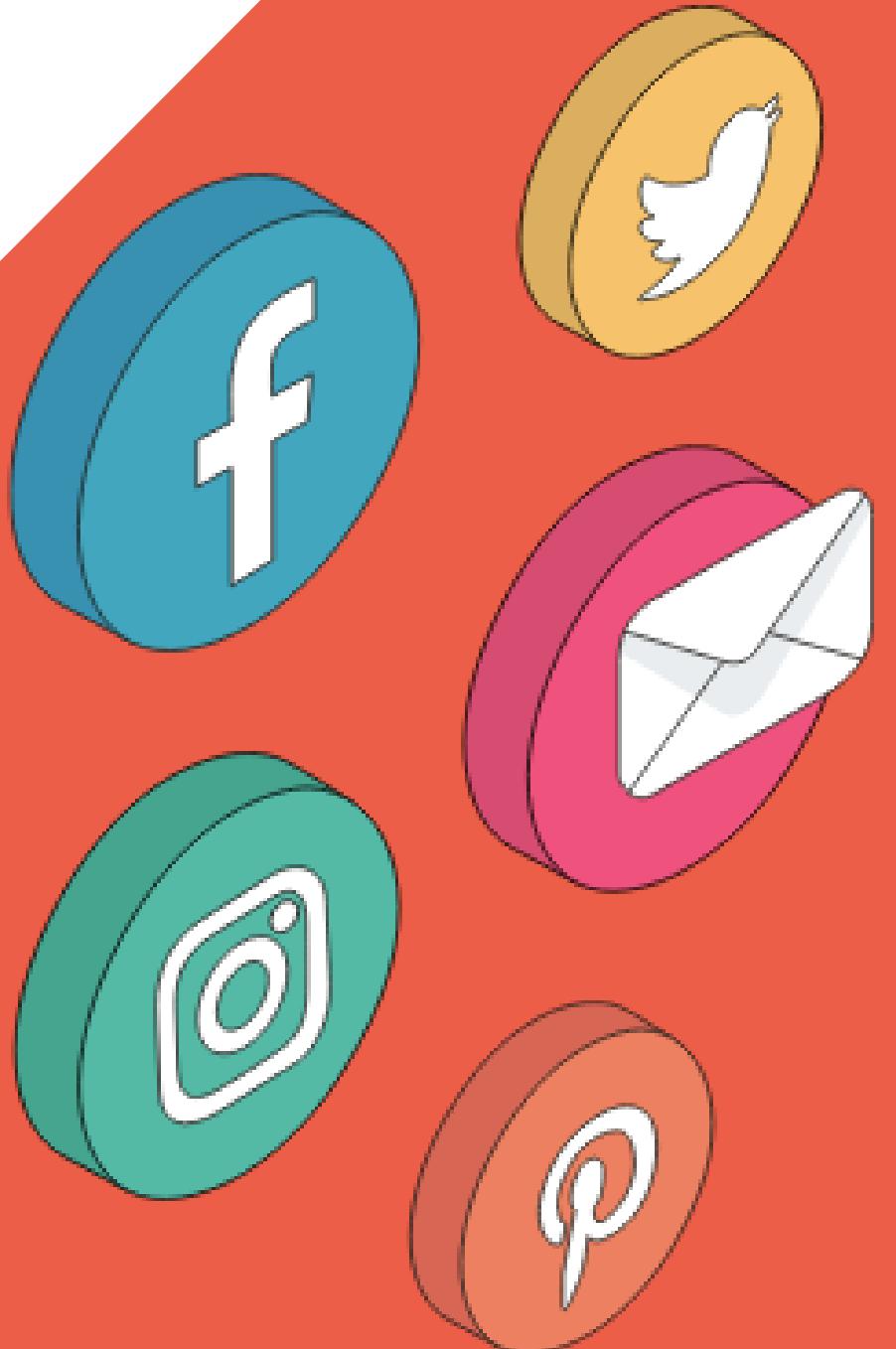




## 5. REMIXING ON THE RISE

Remixing is a new take on user-generated digital content, particularly via apps like Tik Tok and Instagram. In the emergence of remix culture, social media is functioning as a catalyst to create experiences and empower everyone to be digital content makers.





A trend-savvy digital marketing agency in Thane can help you empower your brand's trendy side on social media and make the most of your online presence. Let's get this party started by using these top social media trends.



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