



**SOCIAL
MEDIA**

CONTENT

TRENDS

AI

INFLUENCERS

DATA

WINNING IN 2020

David Uribe - Regional Head of Data Europe, Africa & ME

Engagement is a metric from the past, today
we need to talk about:
Co-creation, Interaction and Involvement.





HOW? GOOD QUESTION!

Here are some recommendations

1. IN THE MOMENT CONTENT OVER SUPER-PRODUCED CONTENT

1

Be more human

2

Mobile use is going 👍 and attention span 👎

3

Content should feel like it's coming from your friends



shakeshack • Follow

shakeshack @paysonthepup has those puppy dog eyes down. 🥰 #shakeshack

1w

gibatista18 When is the VA Beach location going to open?

1w Reply

View replies (1)

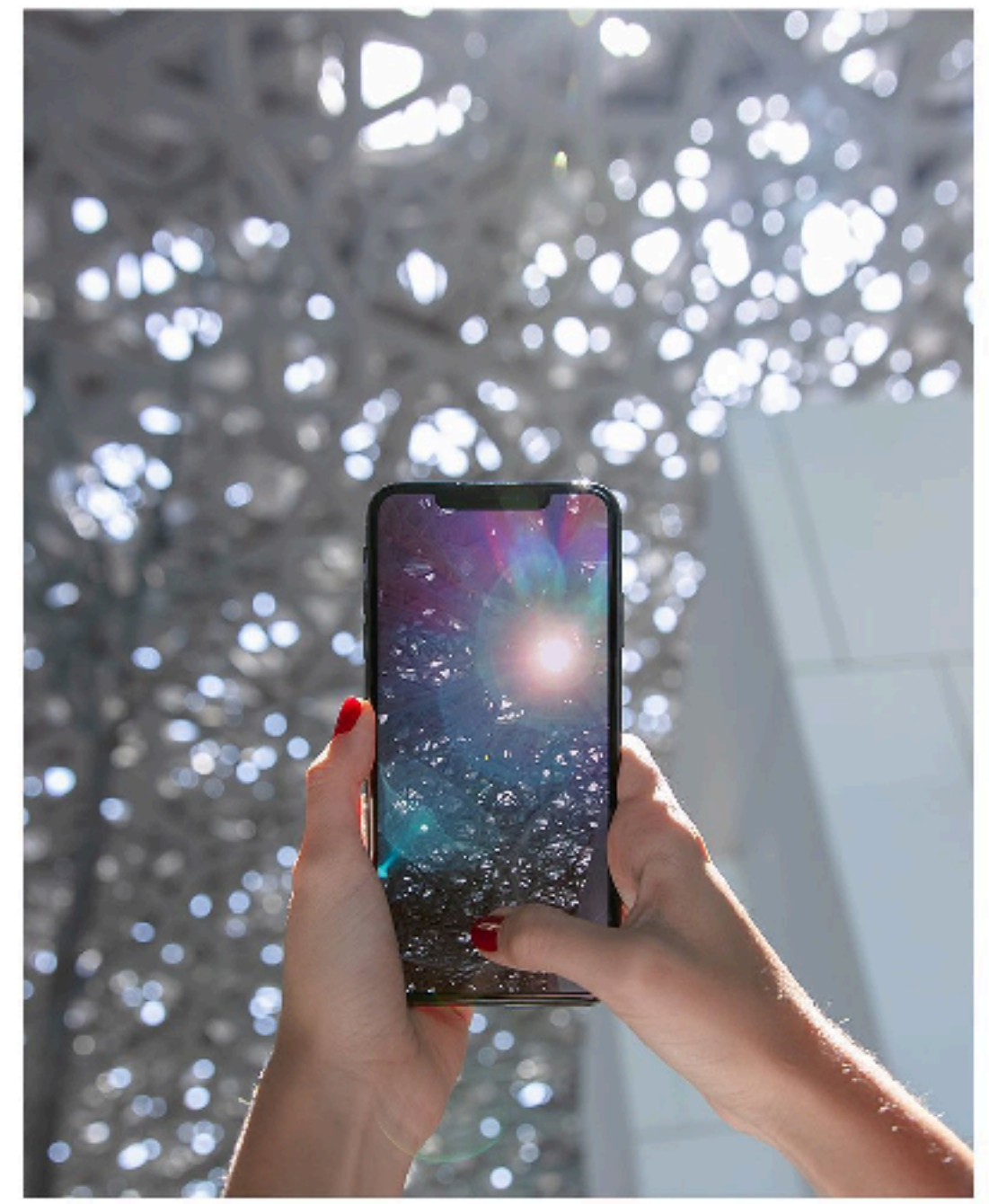
paysonthepup The puppy dog eyes work every time! 🥰🐾

1w 3 likes Reply

datenightdinesmn Yes he does!! 🥰❤️

Starbucks 22 de abril

A small step in the right direction can make a big difference. On Earth Day and every day, thank you to our customers who take those steps with their reusable cups. 🌍💚



louvreabud Louvre Abu D

favorite pic effect unde

Don't forget tagging us : #LouvreAbu

شاركونا صوركم المفضلة لشعاع النور تحت قبة المتحف عبر استخدام هاشتاغ #اللوفر_أبوظبي والإشارة إلى حساباتنا الرسمية في الصور 📸

1d

tahasadeghi63 🙏🙏🙏🙏🙏🙏

7h 1 like Reply

hamadalali96 🥰

1,455 likes

1 DAY AGO

Add a comment... Post

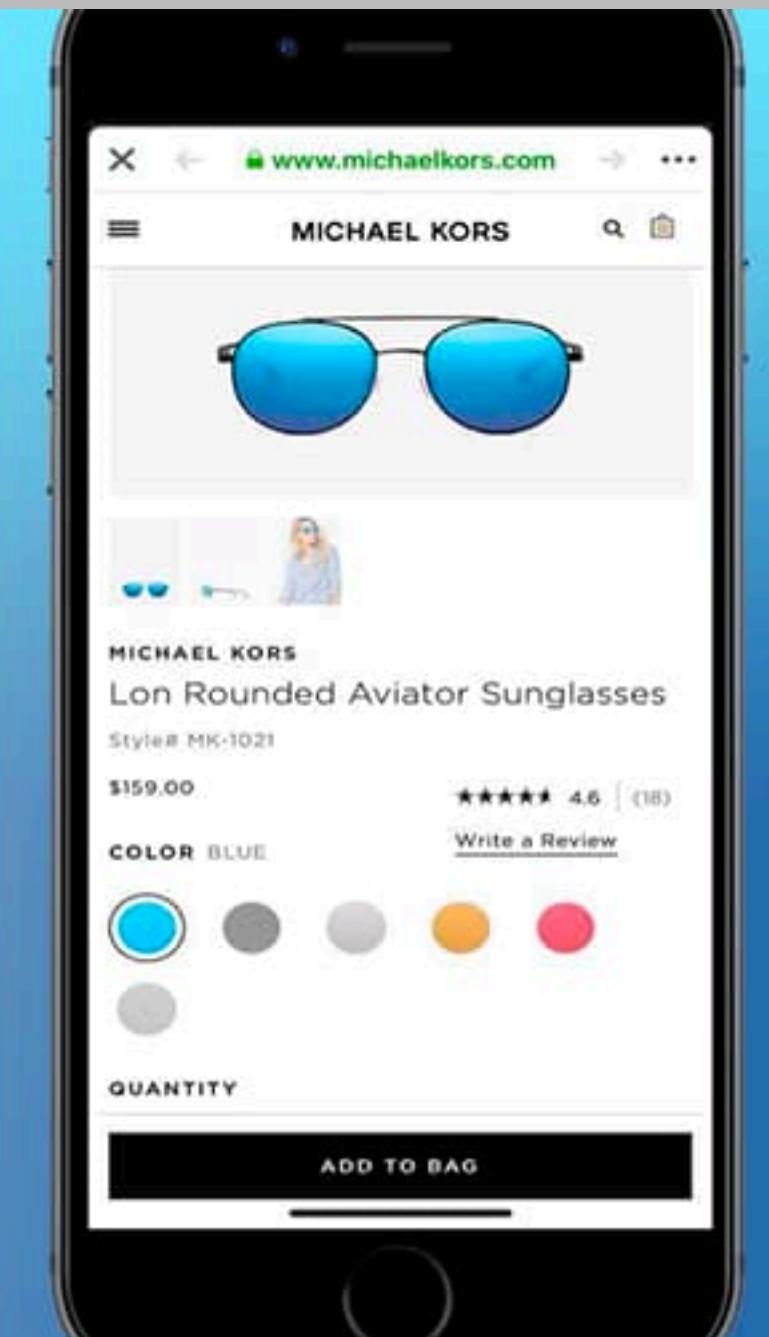
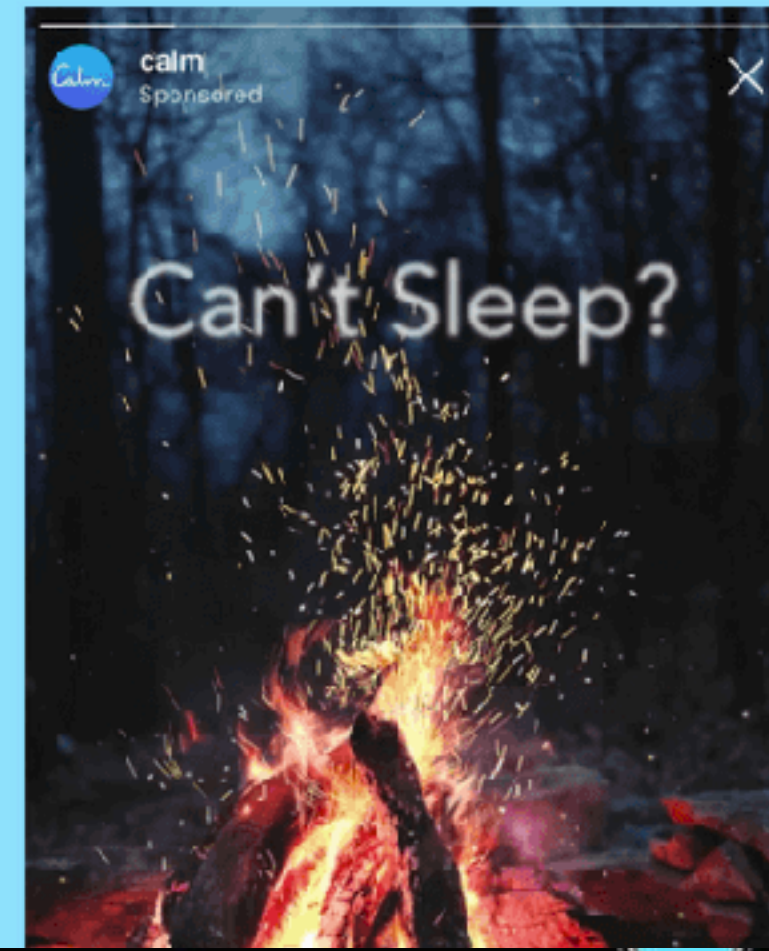
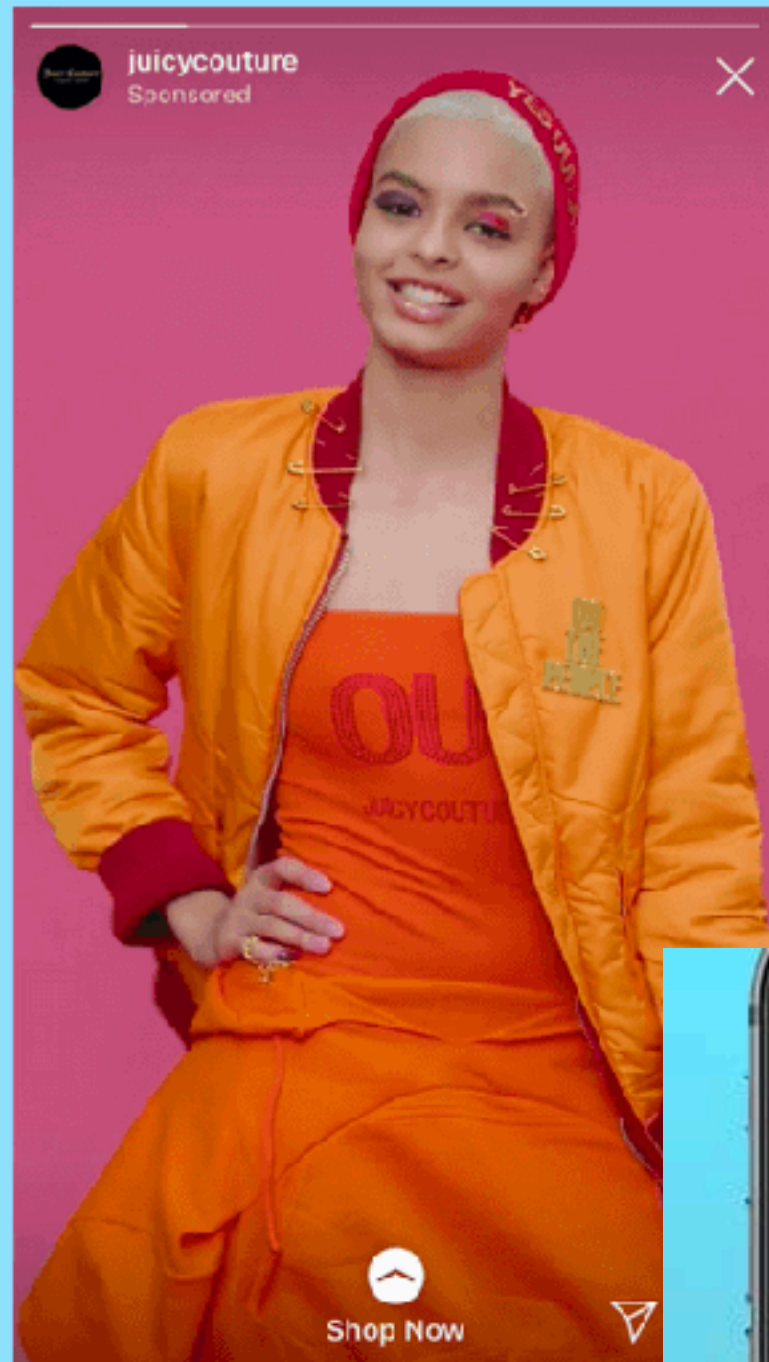




2. PRODUCT SEARCH/SELL GOES SOCIAL

I want it here and now!

Recommendations and reviews are the social currency



3. SOCIAL TV AND VERTICAL VIDEO

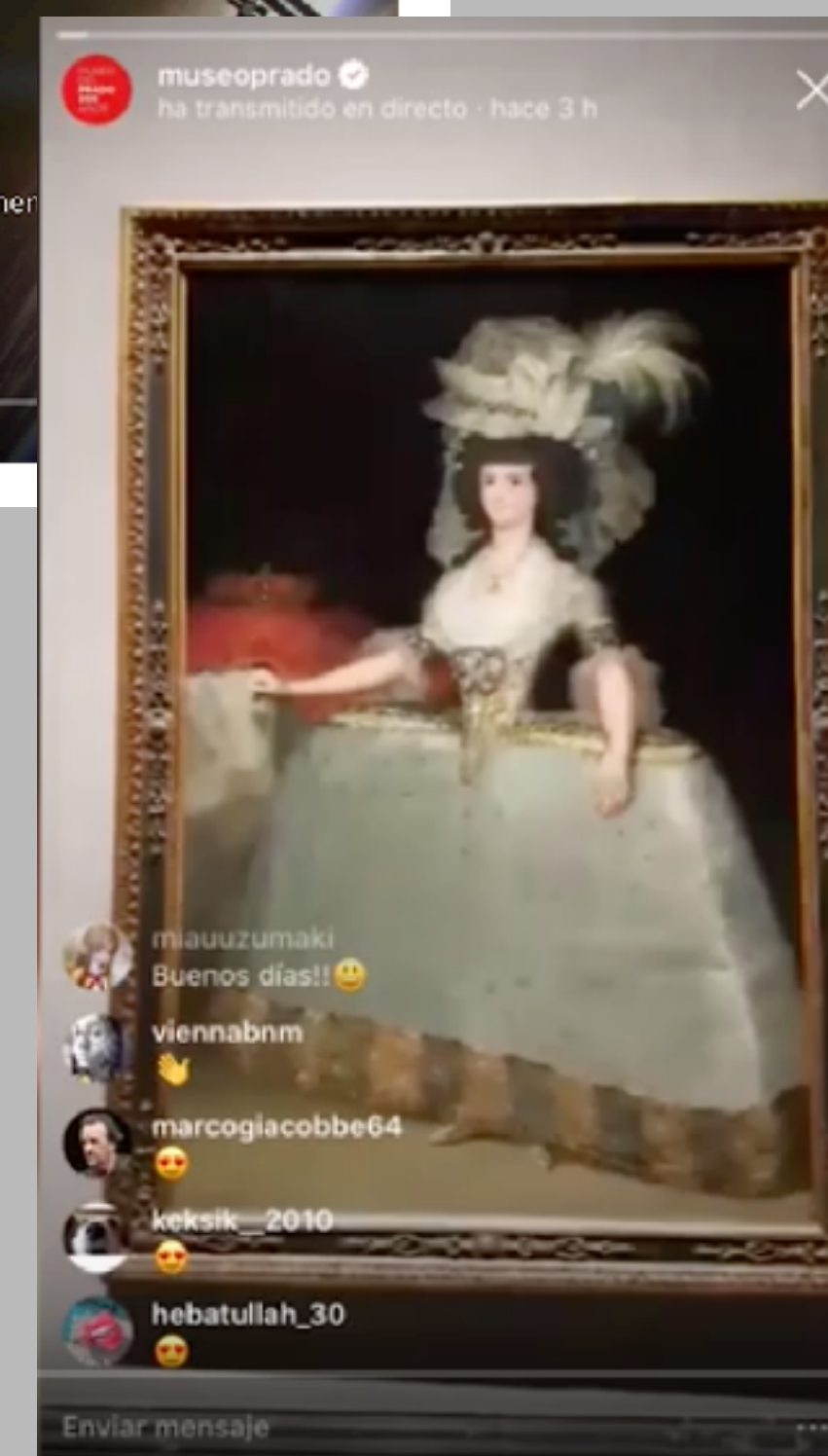
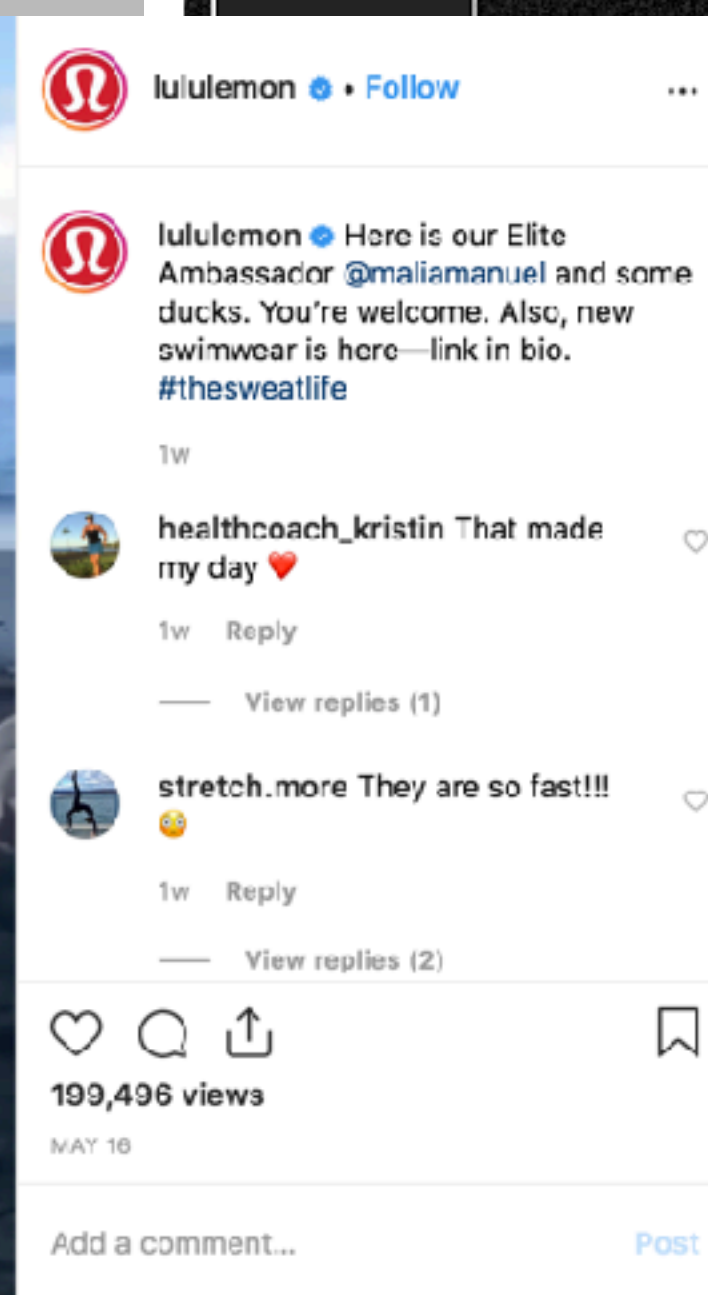
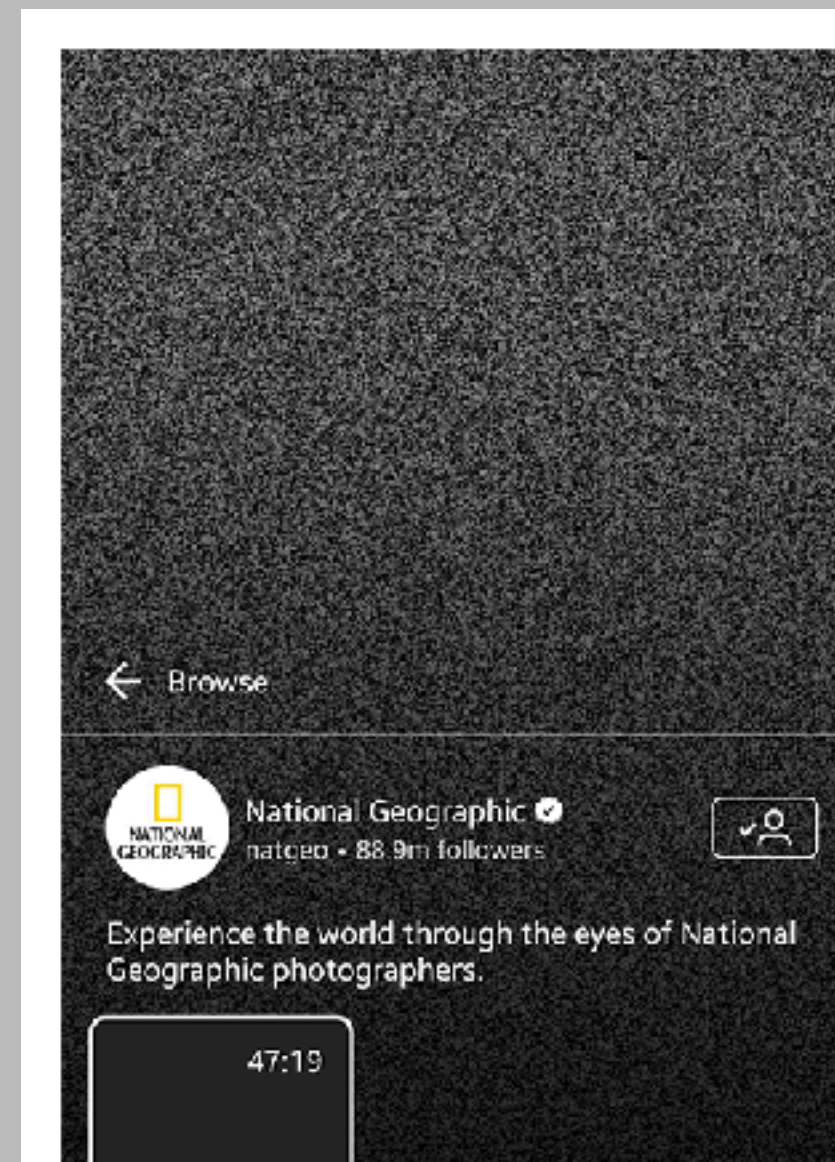
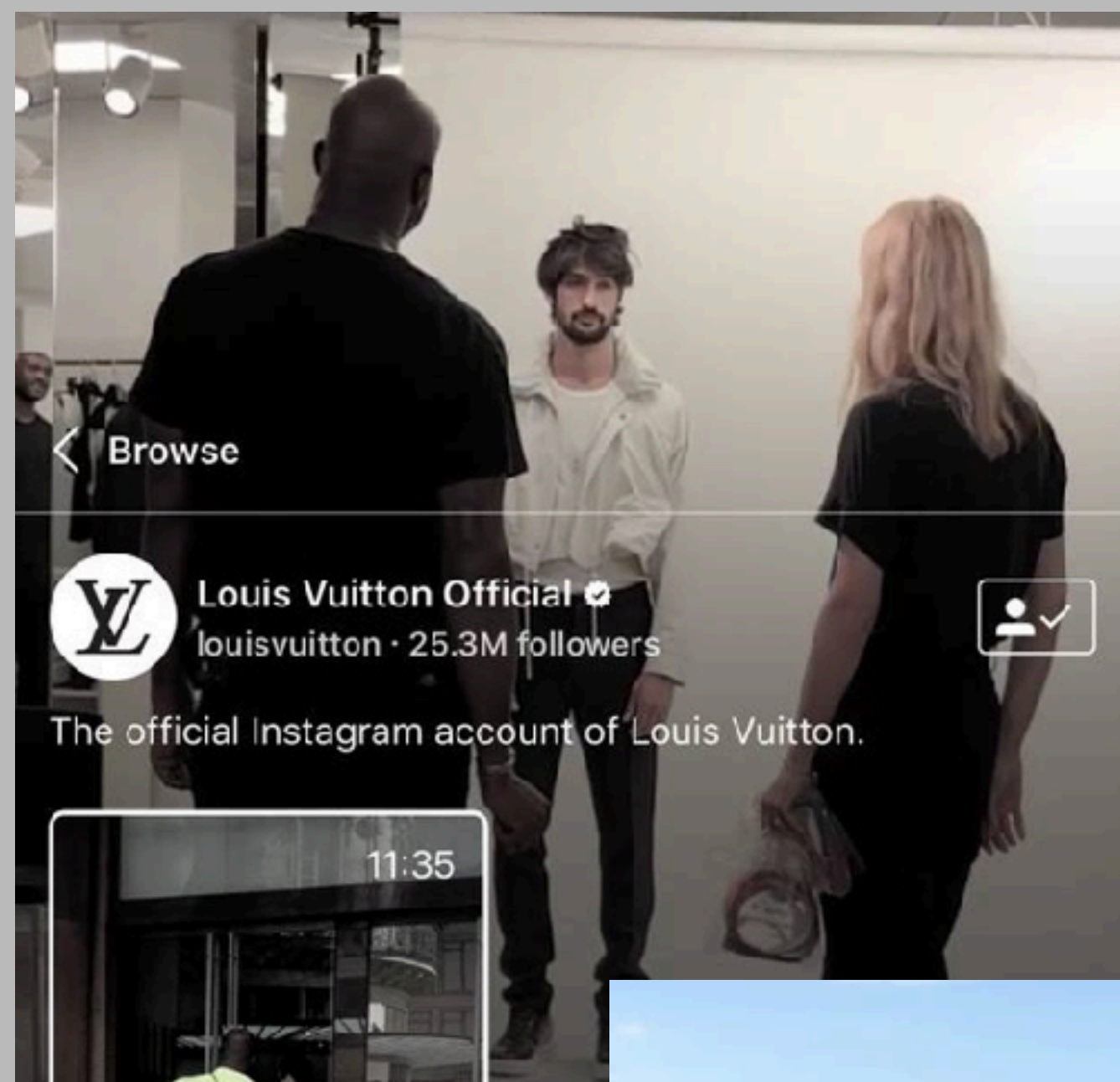
- . 50% of watched videos are vertical.
- . By 2021 80% of global internet traffic will be attributed to video*

* Source: Buffer



Internal Agency Communications

TBWA



4. IT'S A.I TIME - NOW!

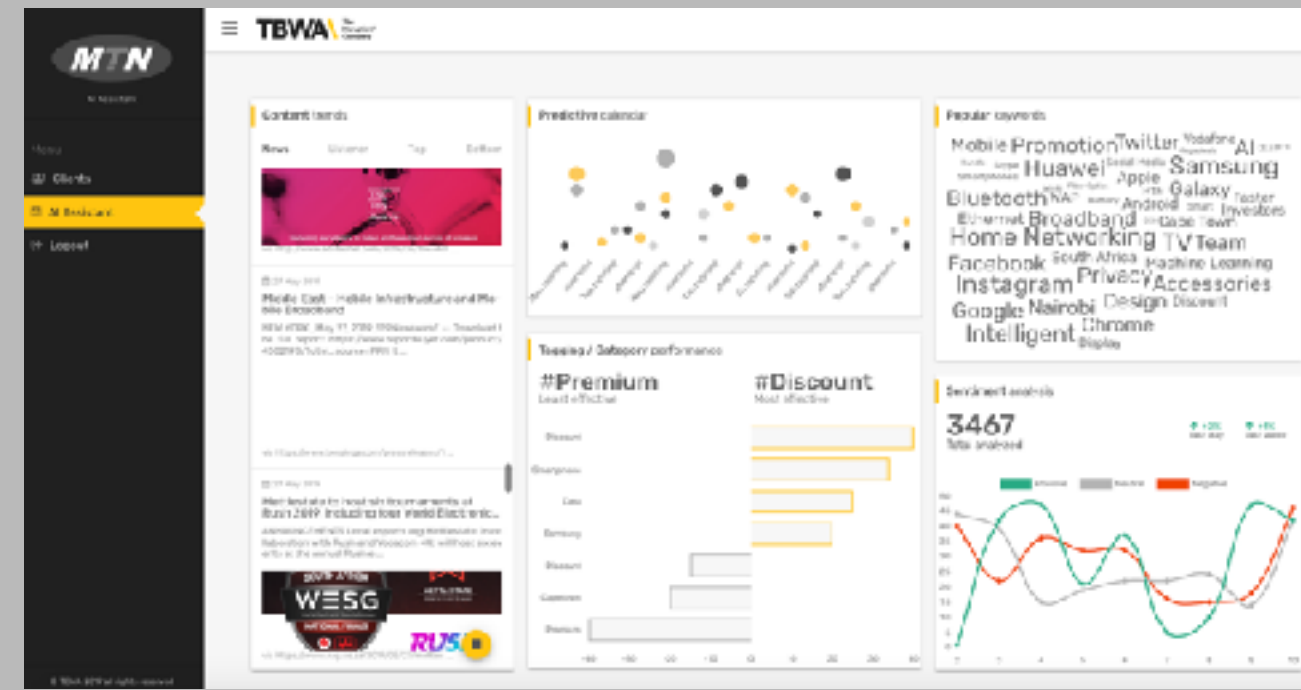
Ways of using A.I \\\

Data has a better idea

By 2020 80% of customer experiences online will have A.I components



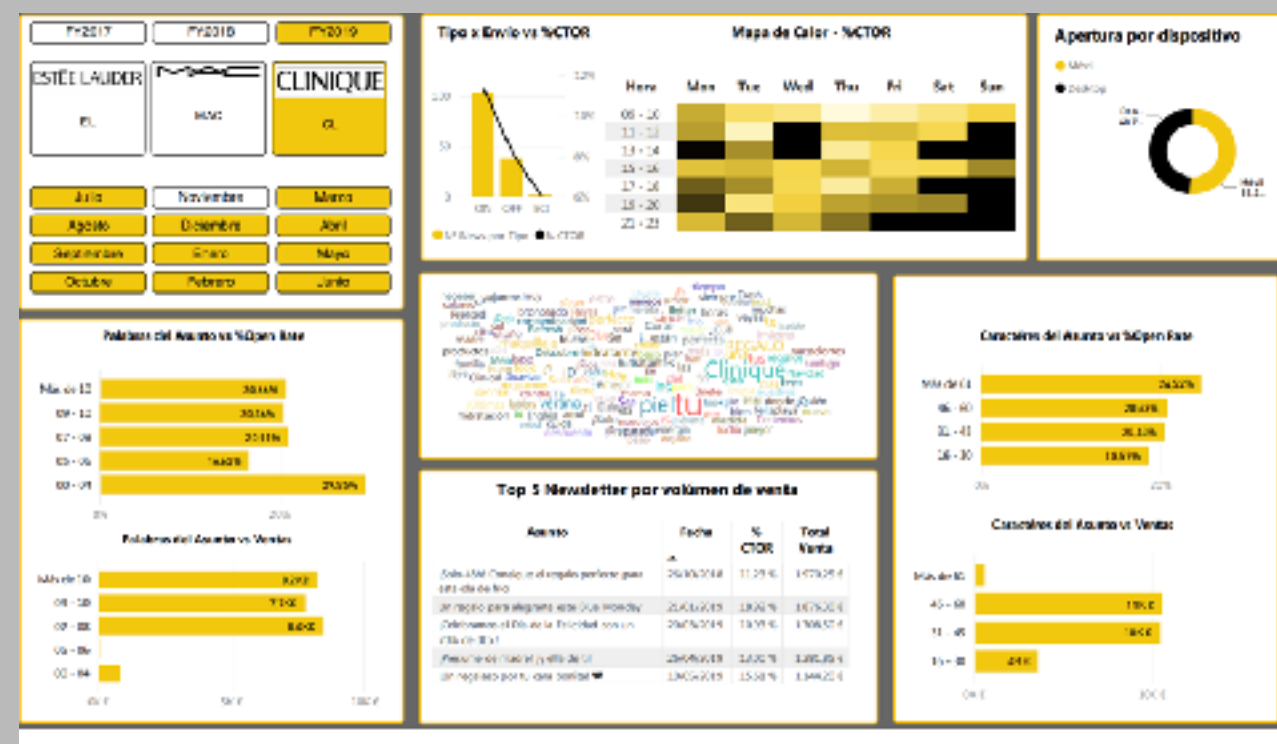
1. Trigger aggregators



2. A.I assistants (Classification and regression)



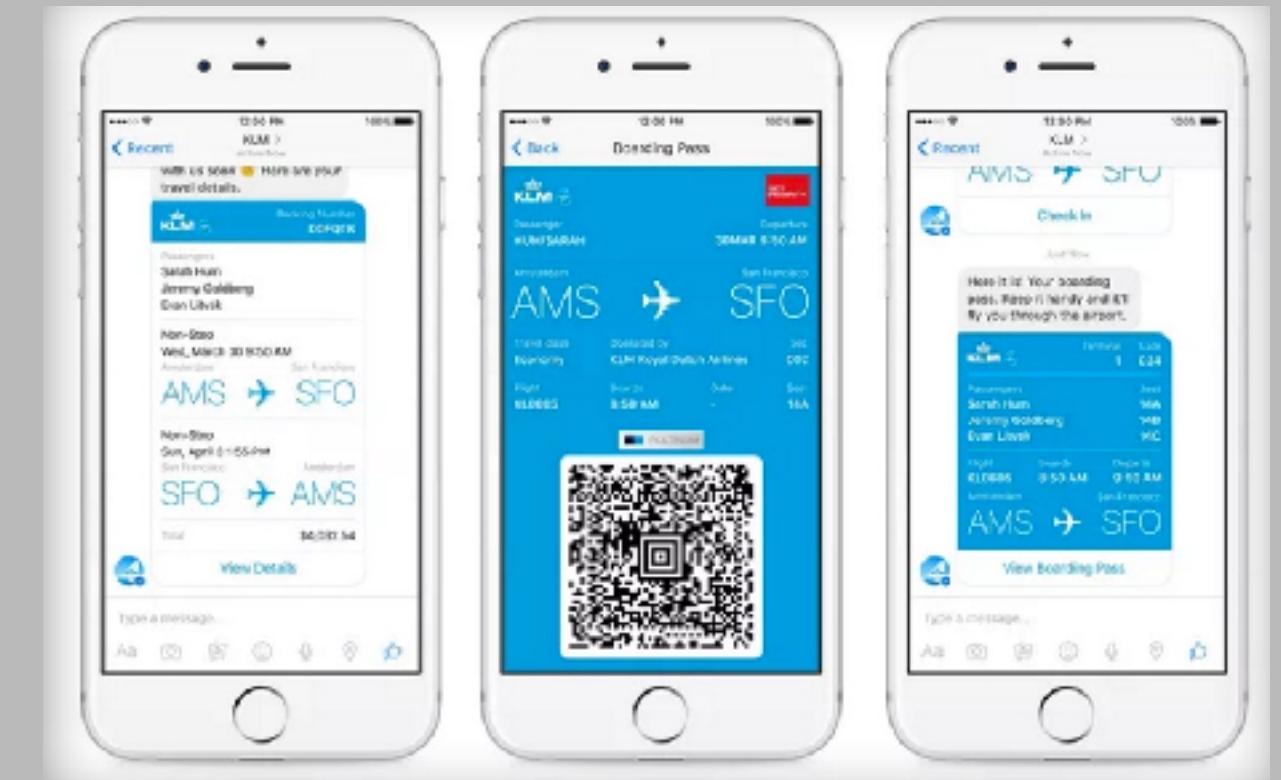
3. Media management



4. CRM and Social predictive analytics



5. Competitor analysis and supervised learning



6. Hybrid custom chatbots

WE ARE USING A.I TO

OFFER DYNAMIC
RECOMMENDATIONS

PERSONALIZE
MESSAGES

AUTOMATE
MUNDANE TASKS

IDENTIFY BIZ
ISSUES/OP

5. THE INFLUENCER SHIFT

From celebrities to advocates



THE MICRO-INFLUENCER ERA

10 - 100K FOLLOWERS



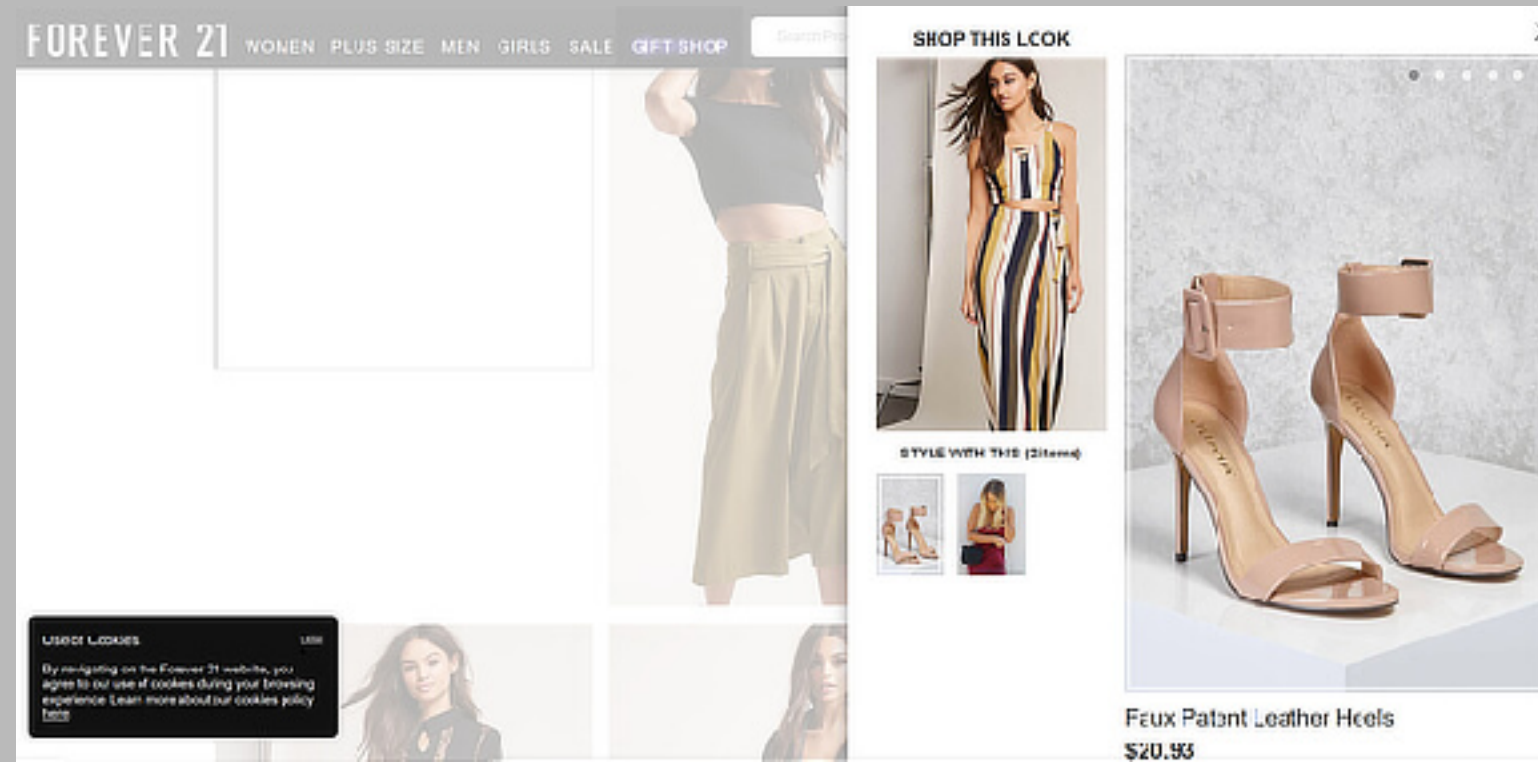


6. INDIVIDUAL EXPERIENCES & CONTENT

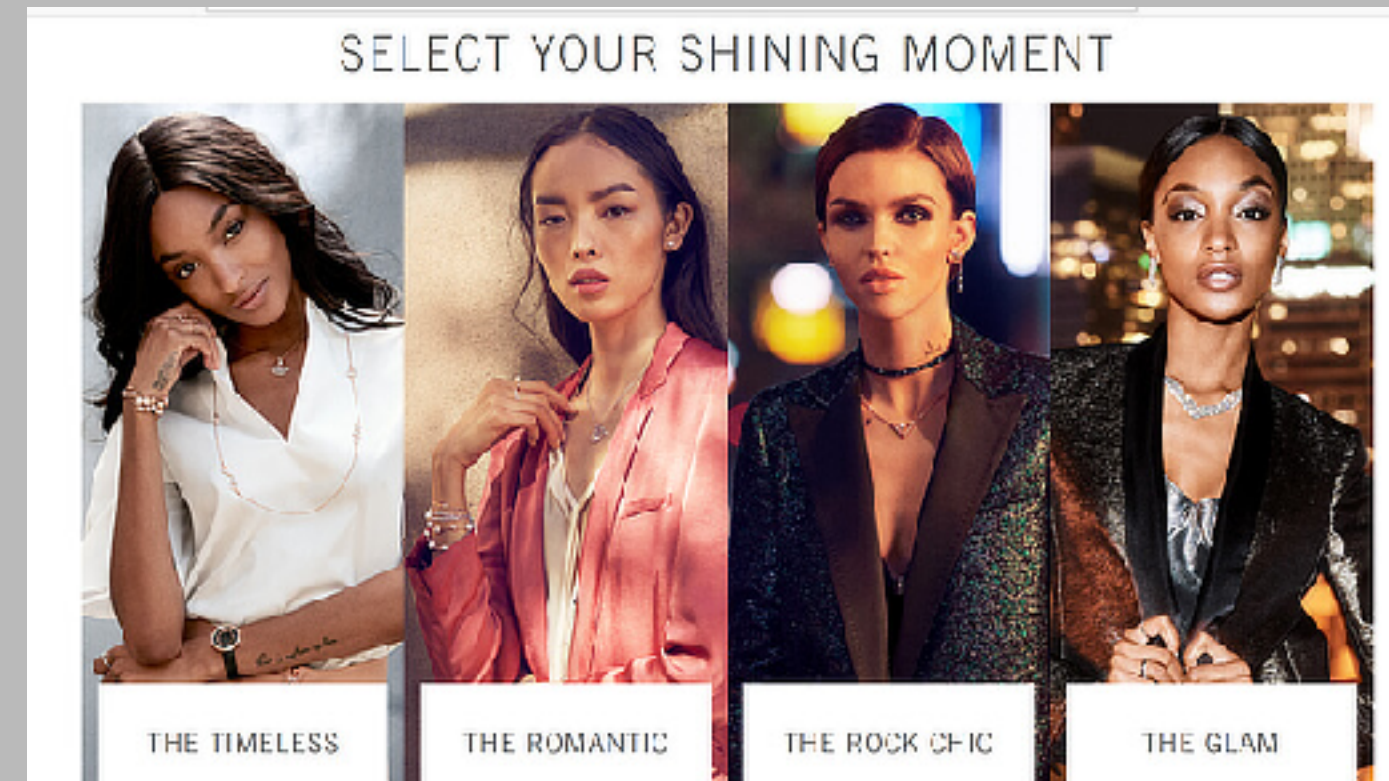
Personalization 🍷

PERSONALIZATION TIPS

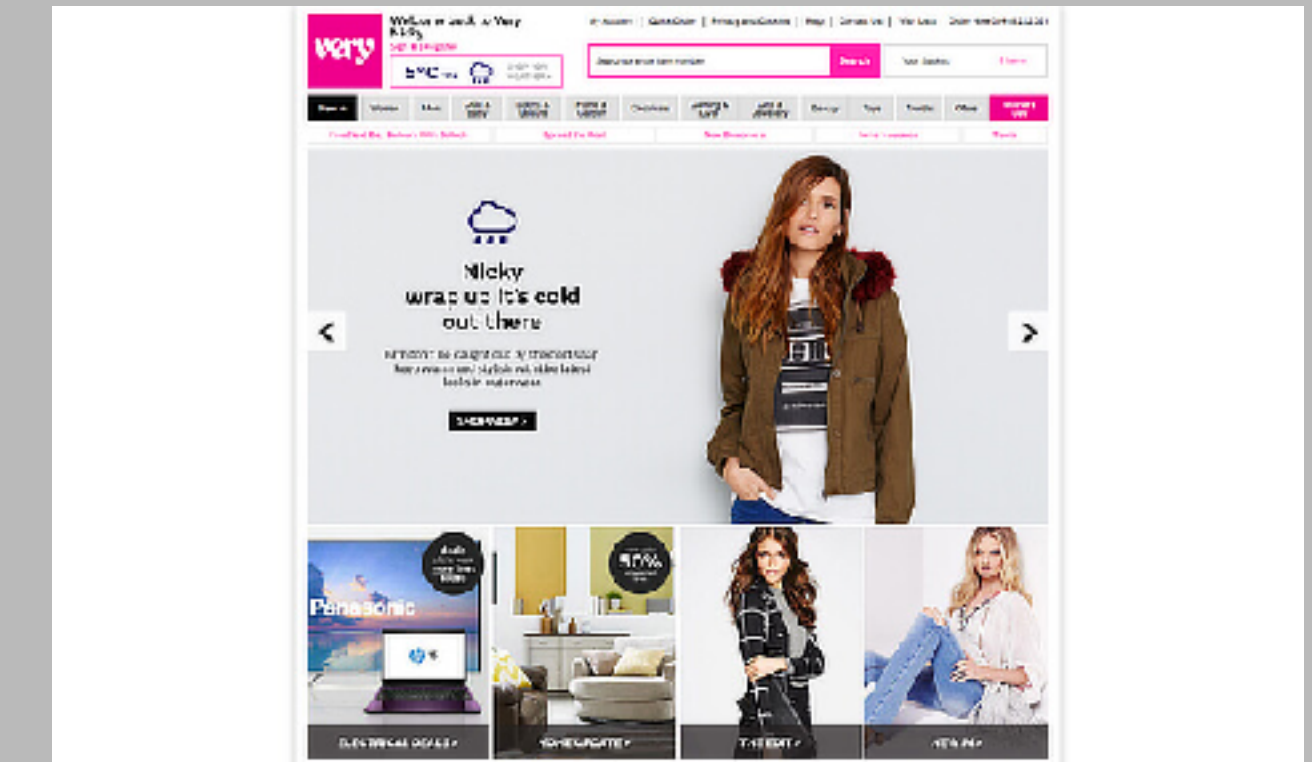
PERSONALIZED EXPERIENCES ARE 80% MORE EFFECTIVE



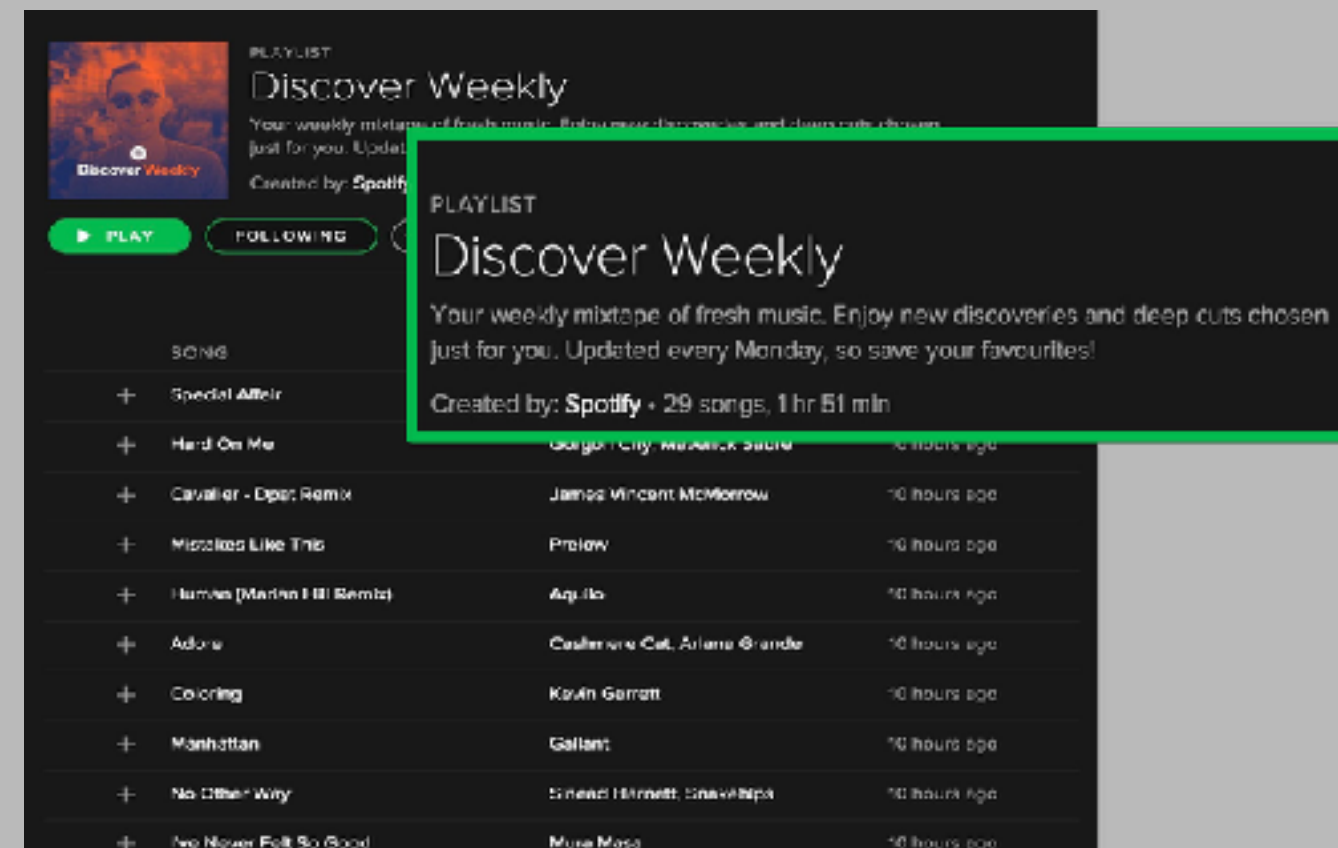
1. Complementary recommendations.



2. Style finder technique / buckets



3. Be weather relevant



4. Tailor your delivery



5. Personalized video + make them famous!





TELL ME MORE ABOUT **CONTENT!!!**



HOW-TO VIDEOS

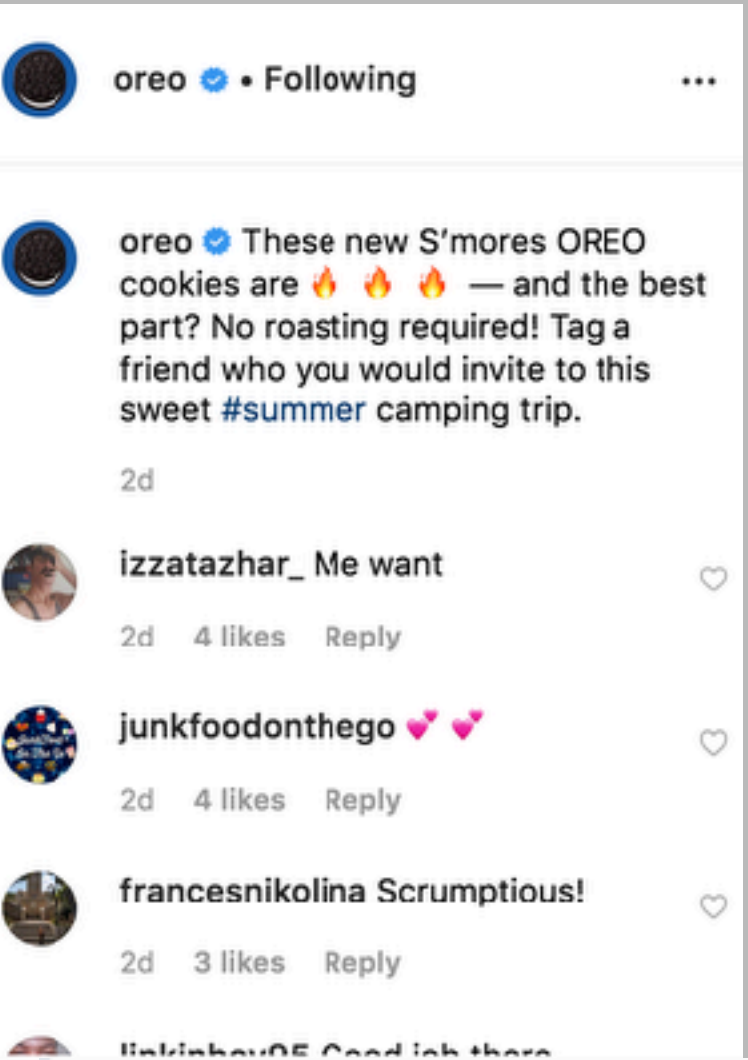


Suggested clip 65 seconds

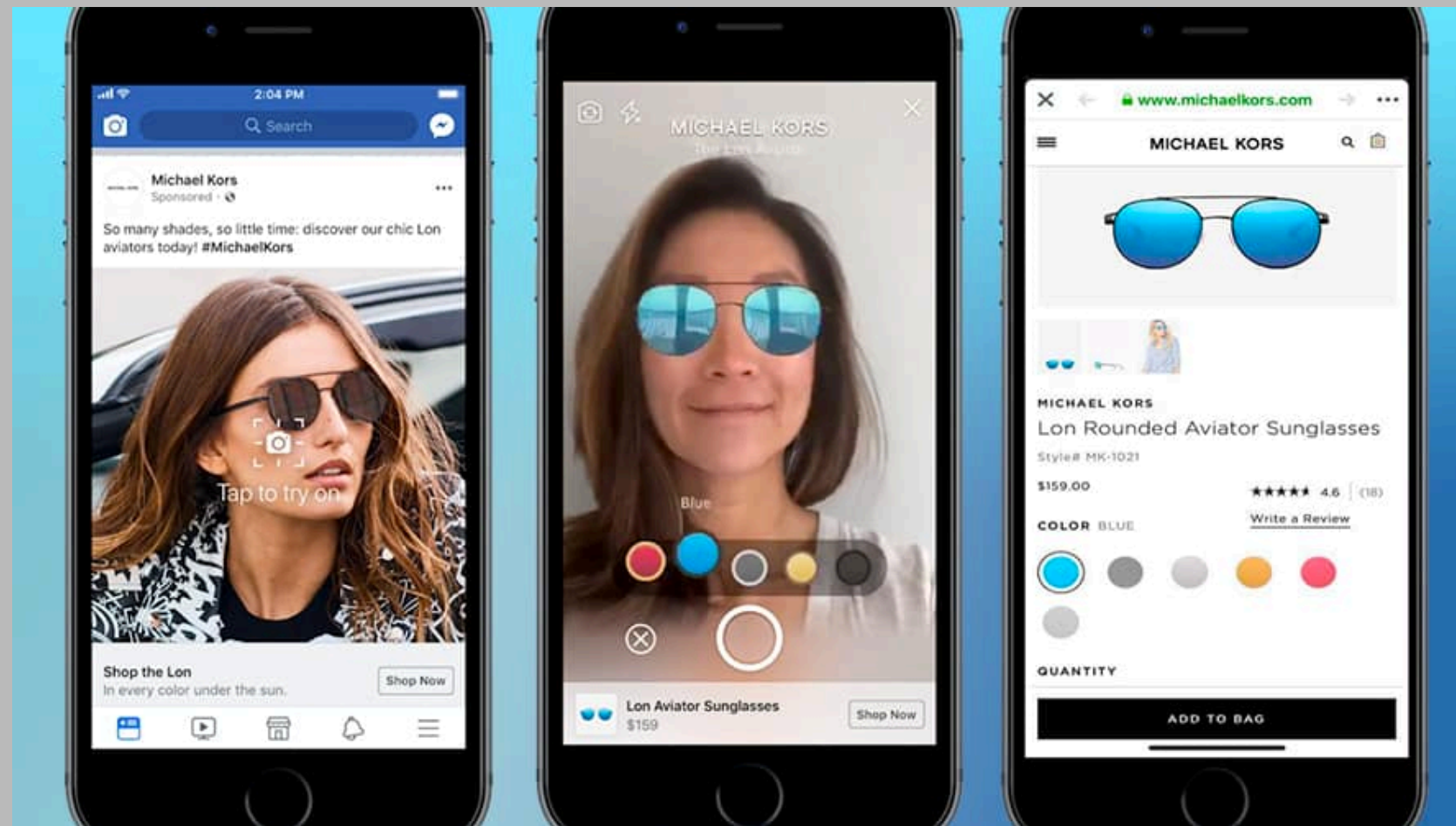
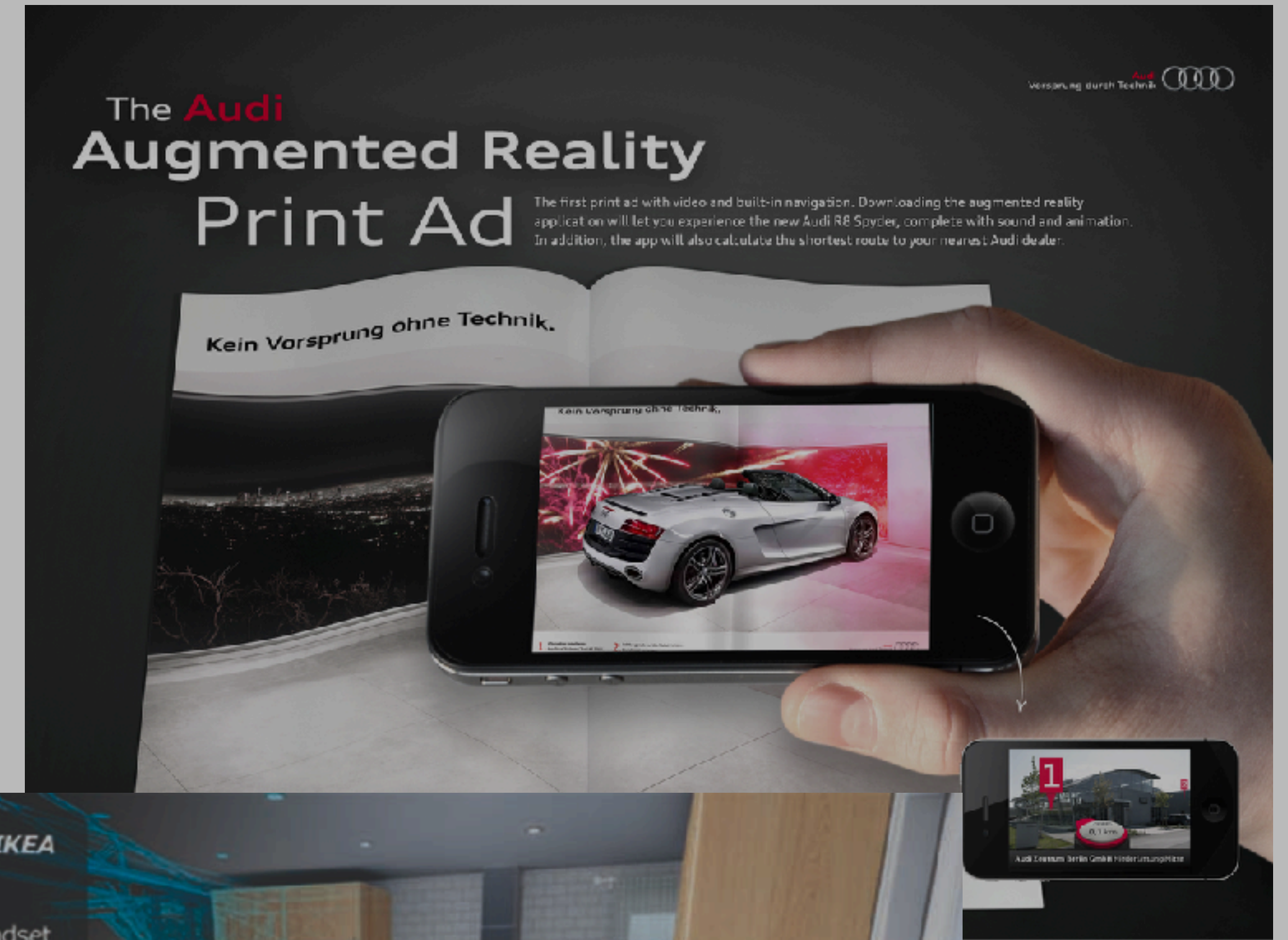
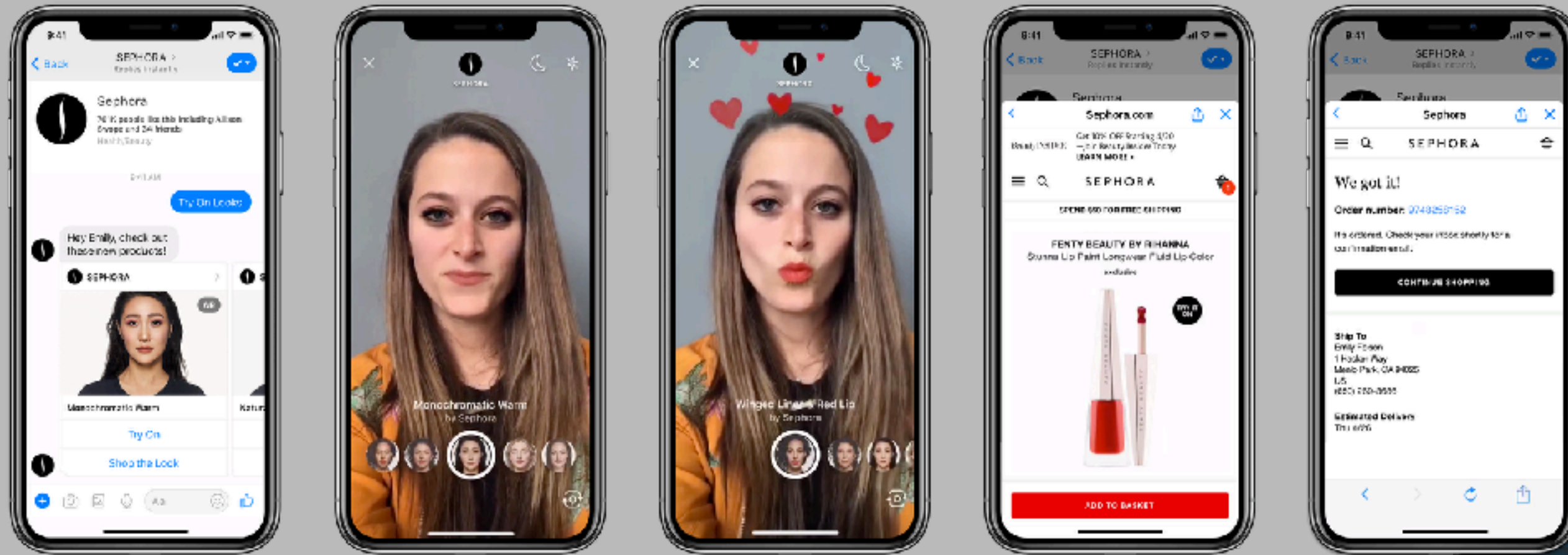
<https://www.youtube.com/watch?v=0z6IIBVnUzU>





<https://www.instagram.com/oreo/>



AR/VR ERA



POLLS & LISTS




 **Airbnb**  @Airbnb Follow

The long weekend starts now. What are your plans?
#AirbnbLongWeekend
4:45 AM - 16 Jan 2016

- 20% Lounging beachside
- 16% Playing in the snow
- 36% Exploring the city
- 28% Relaxing countryside

617 votes • Final results

14 retweets 26 likes




 **OAKLAND RAIDERS**  @RAIDERS · Sep 24
Raider Nation, you decide.

Who do you want to go **behind the scenes** with at today's practice? Exclusive **video** later!

- 43% Latavius Murray
- 57% Aldon Smith

2,528 votes • Final results

65 retweets 94 likes

 **Eventbrite**  @eventbrite · Oct 4
Eventbrite Poll: How often do you attend a paid event on New Year's Eve? #NYE

- 6% Every Year
- 9% Every Few Years
- 27% I Have Once or Twice
- 58% Never

89 votes • Final results

2 likes

 **MTN South Africa**  @MTNza · May 27

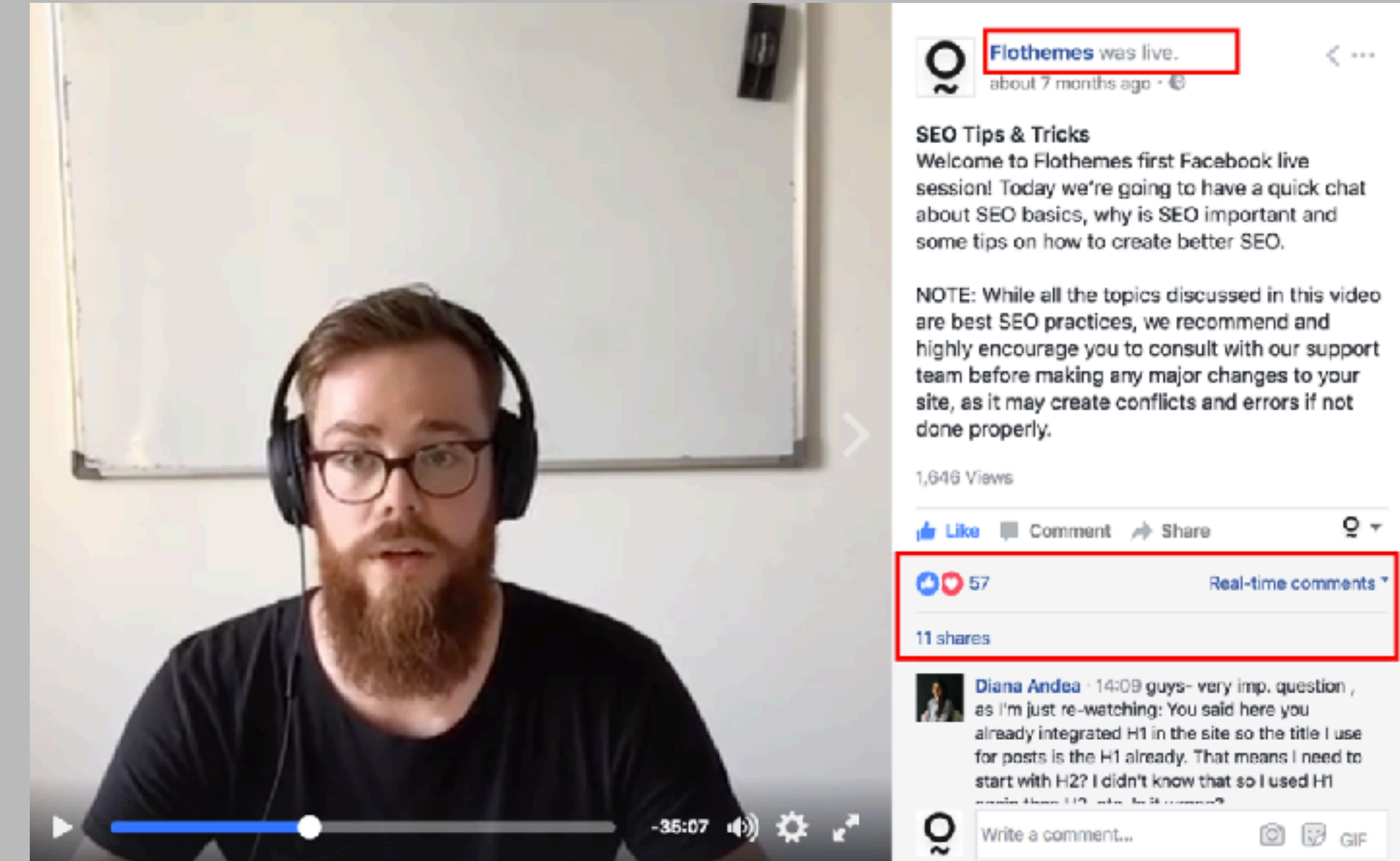
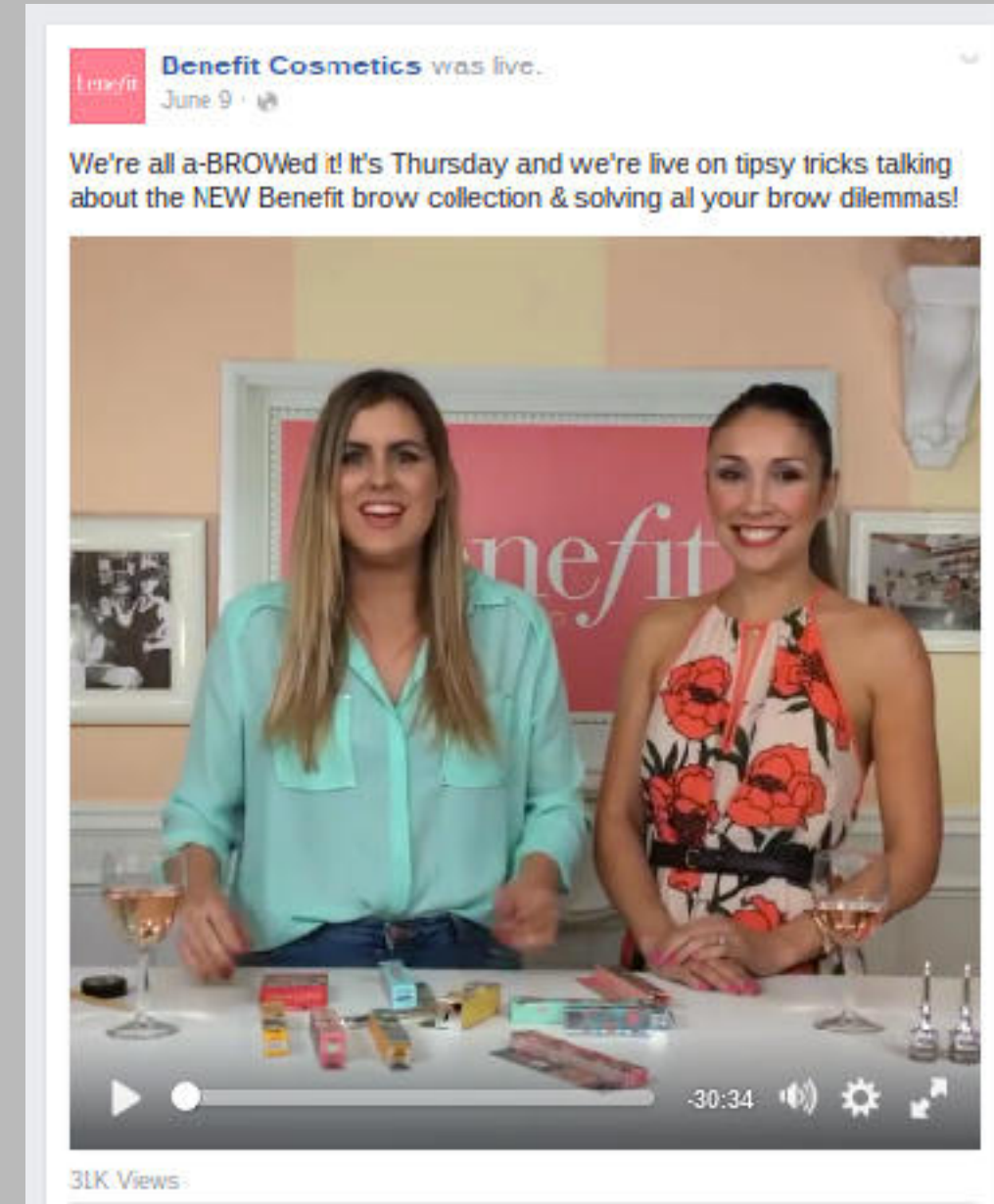
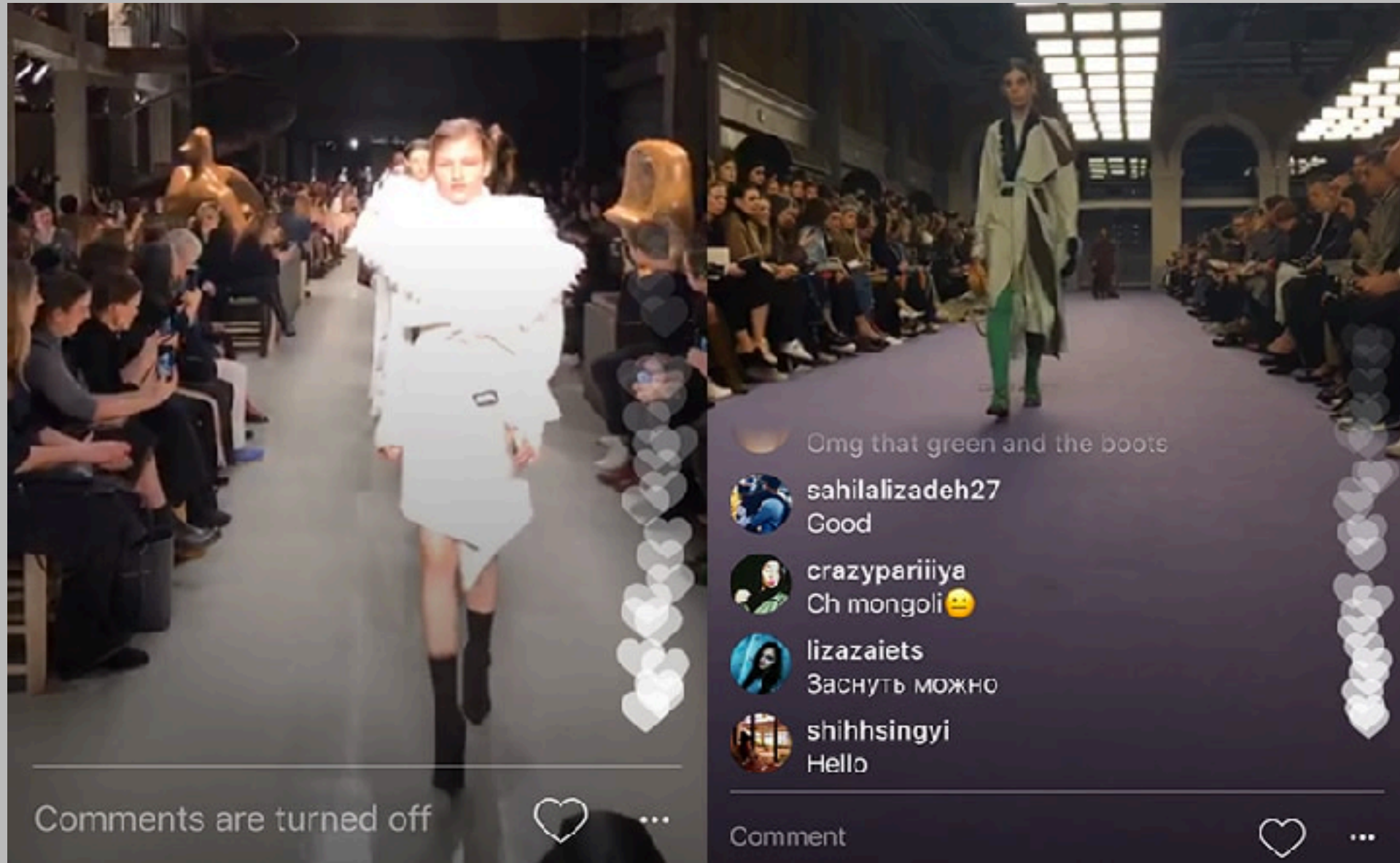
How do you connect with your people?

- 72% Voice call
- 28% Video call

243 votes • Final results

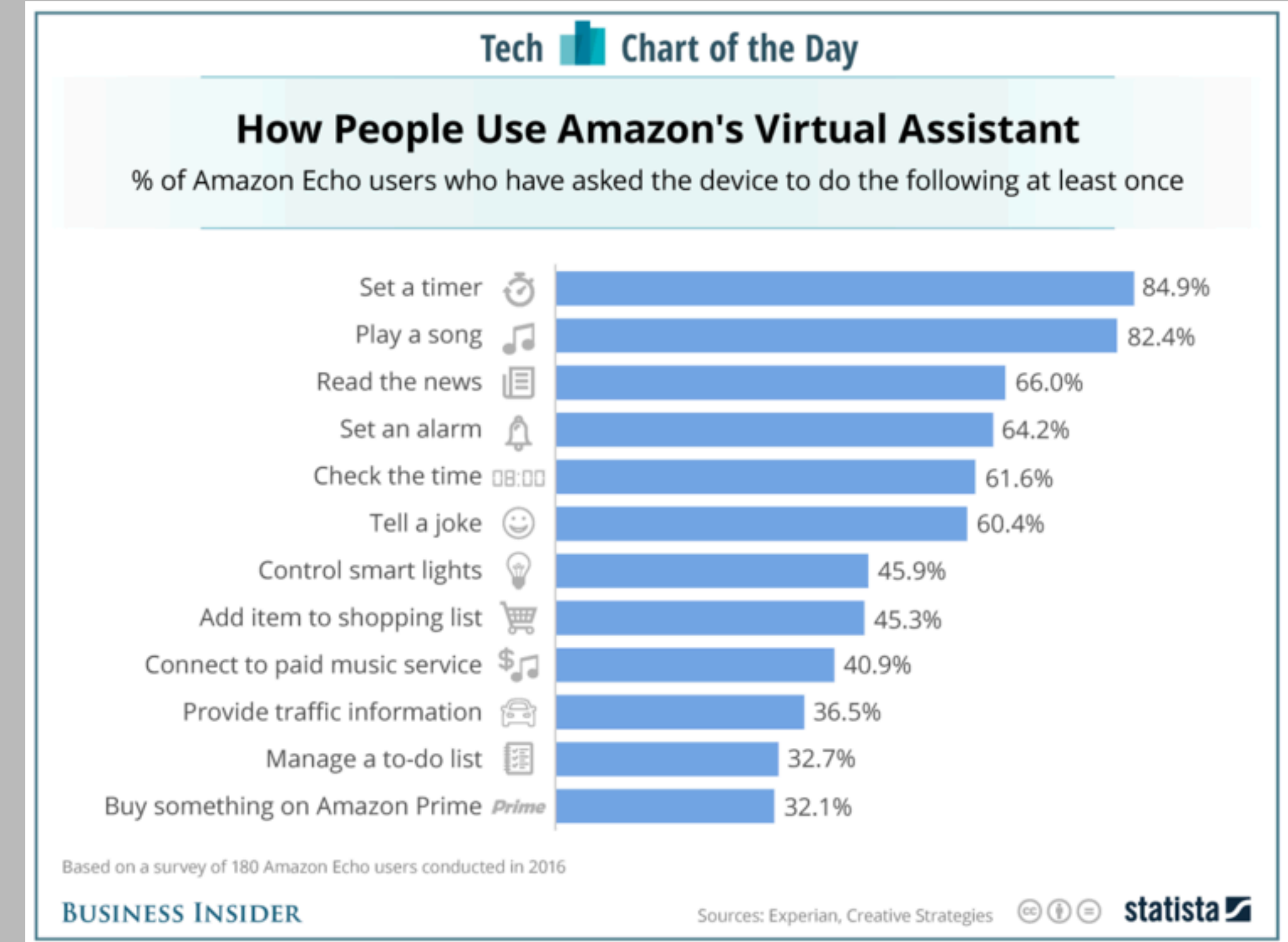
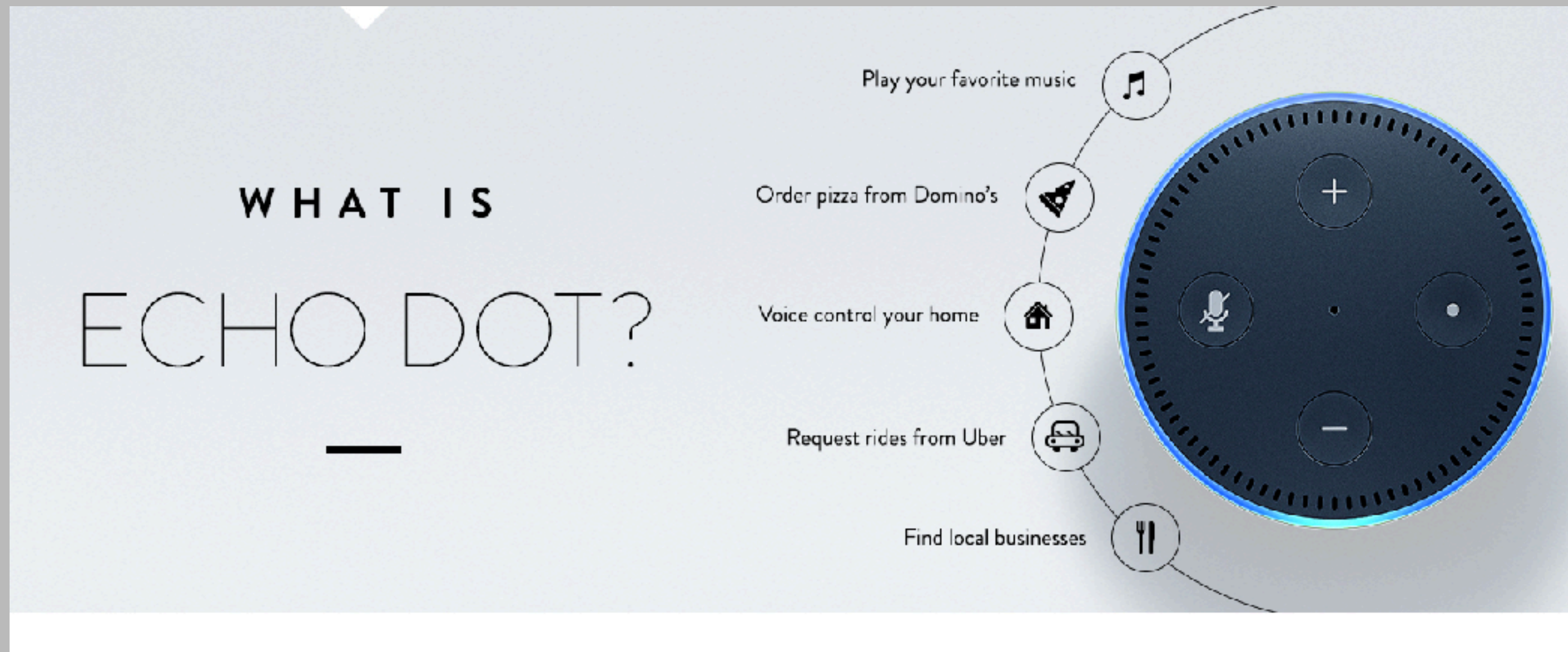
LIVE CONTENT

IT'S TIME TO CREATE PLATFORMS AND/OR FORMATS (RECURRENT, CONTEXTUAL AND VALUABLE)



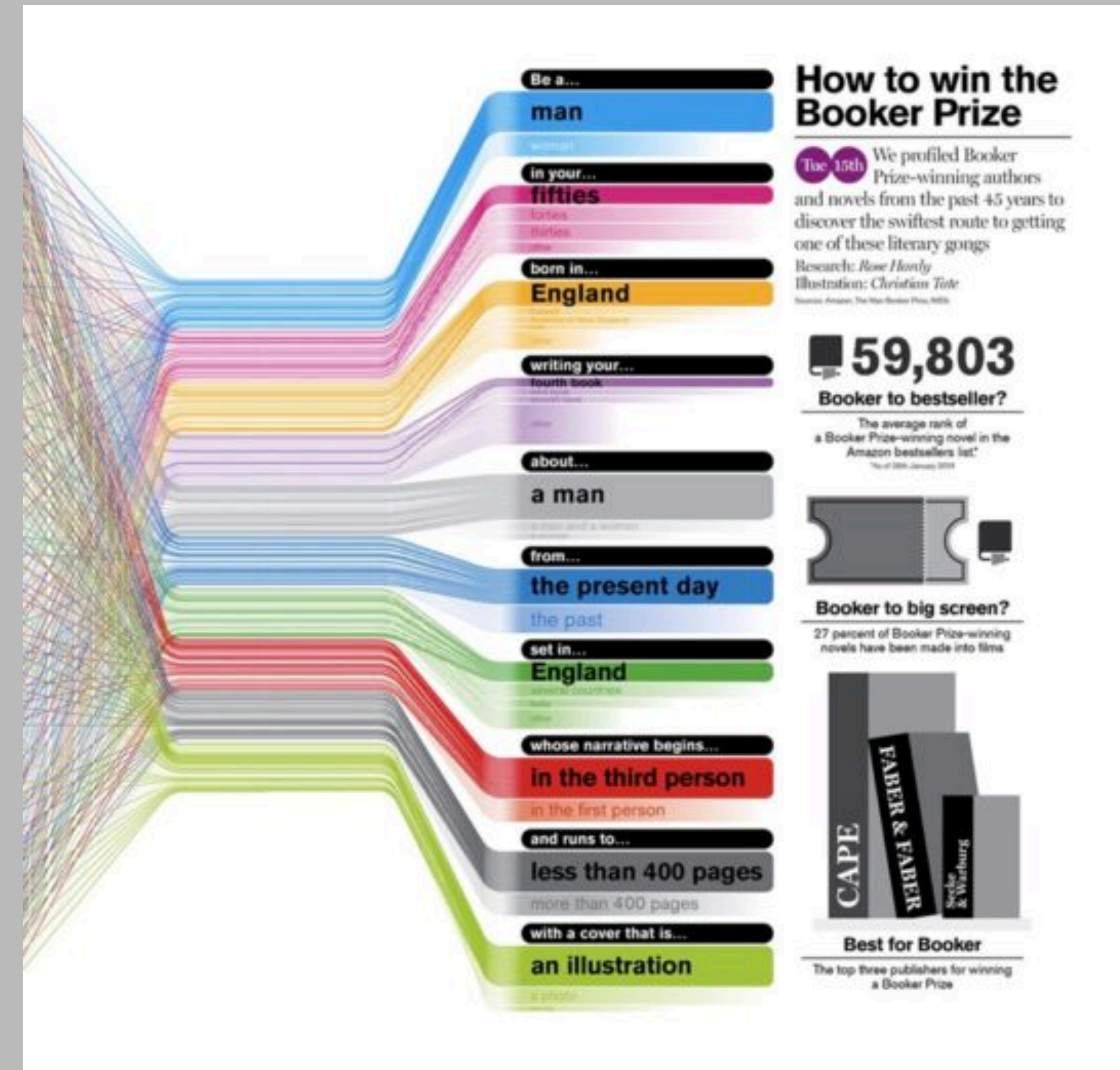
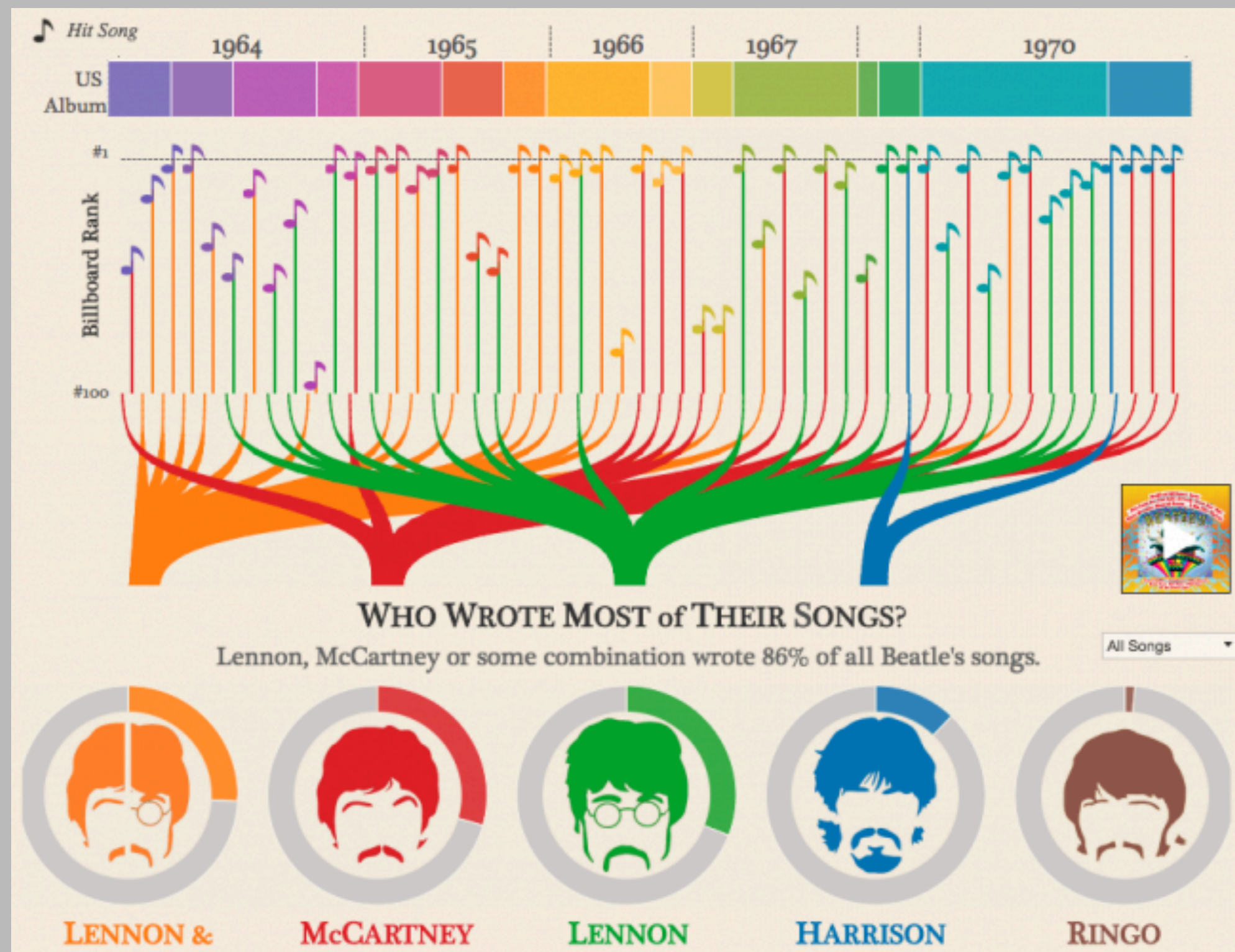
VOICE

USERS WILL GO FROM SCROLLING TO SPEAKING (FOR EVERYTHING) ARE WE READY FOR THAT?



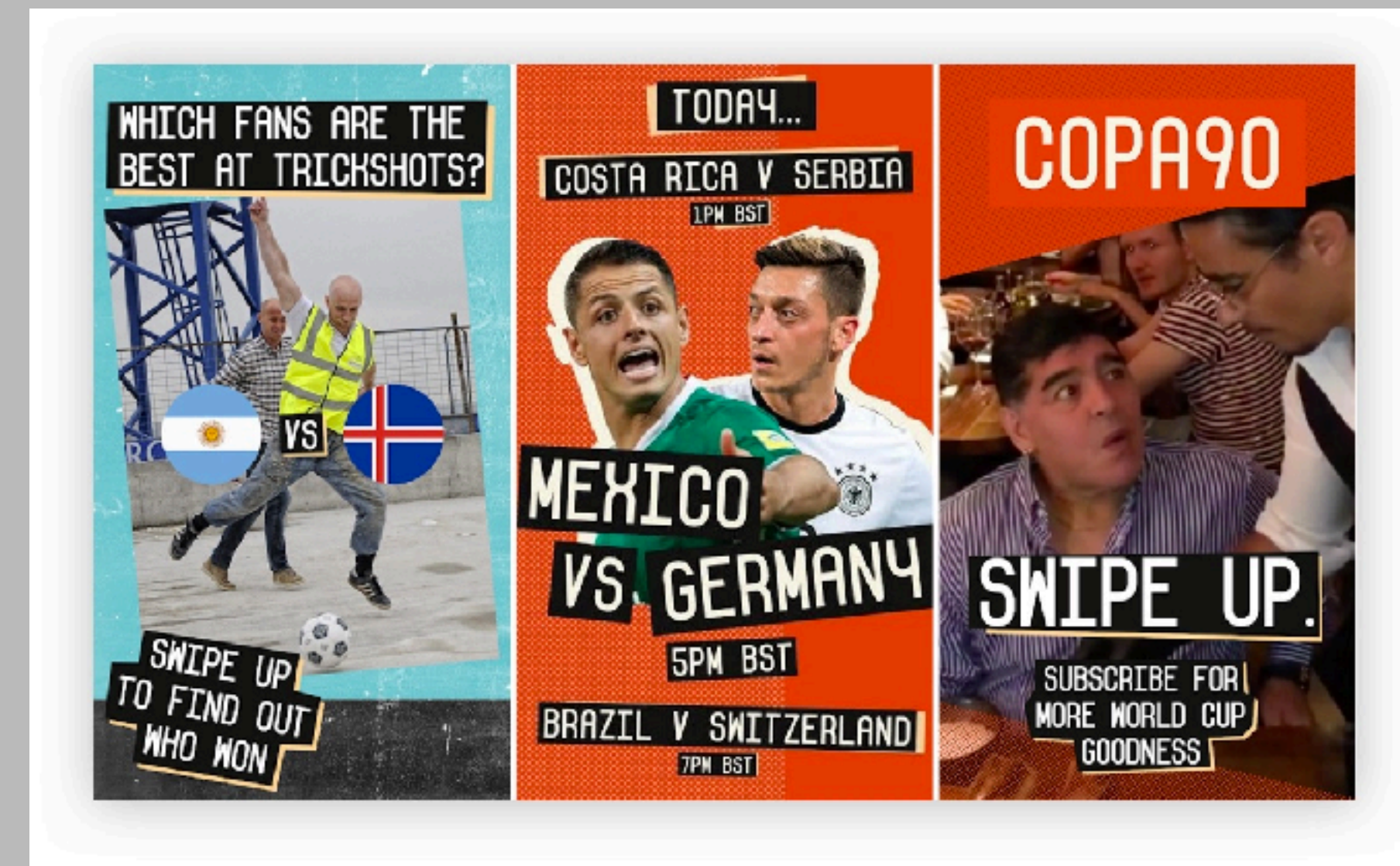
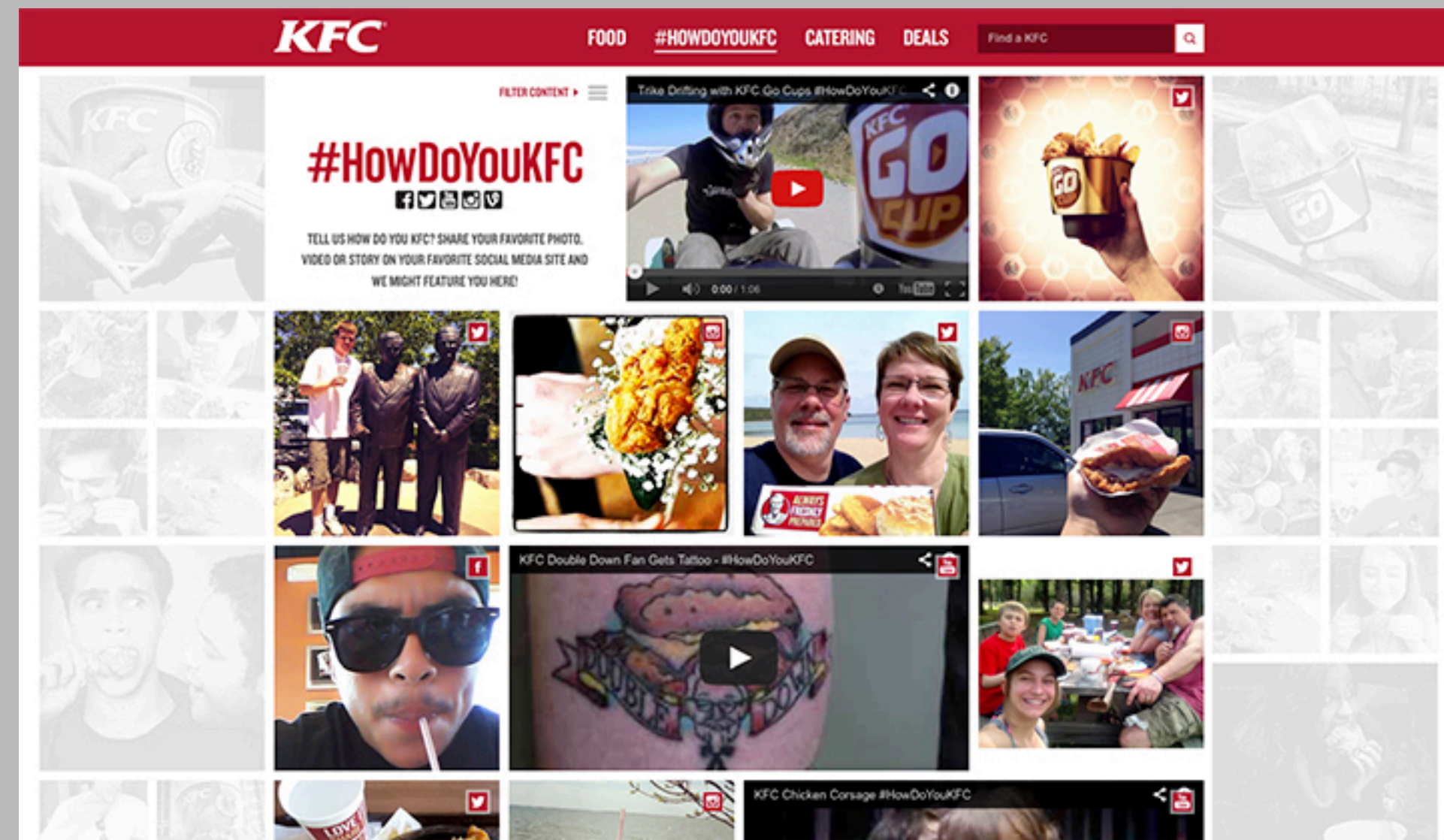
STATS, CHARTS AND GRAPHS

LOTS OF PACKAGED KNOWLEDGE AND MAKES PEOPLE LOOK GOOD 🧐



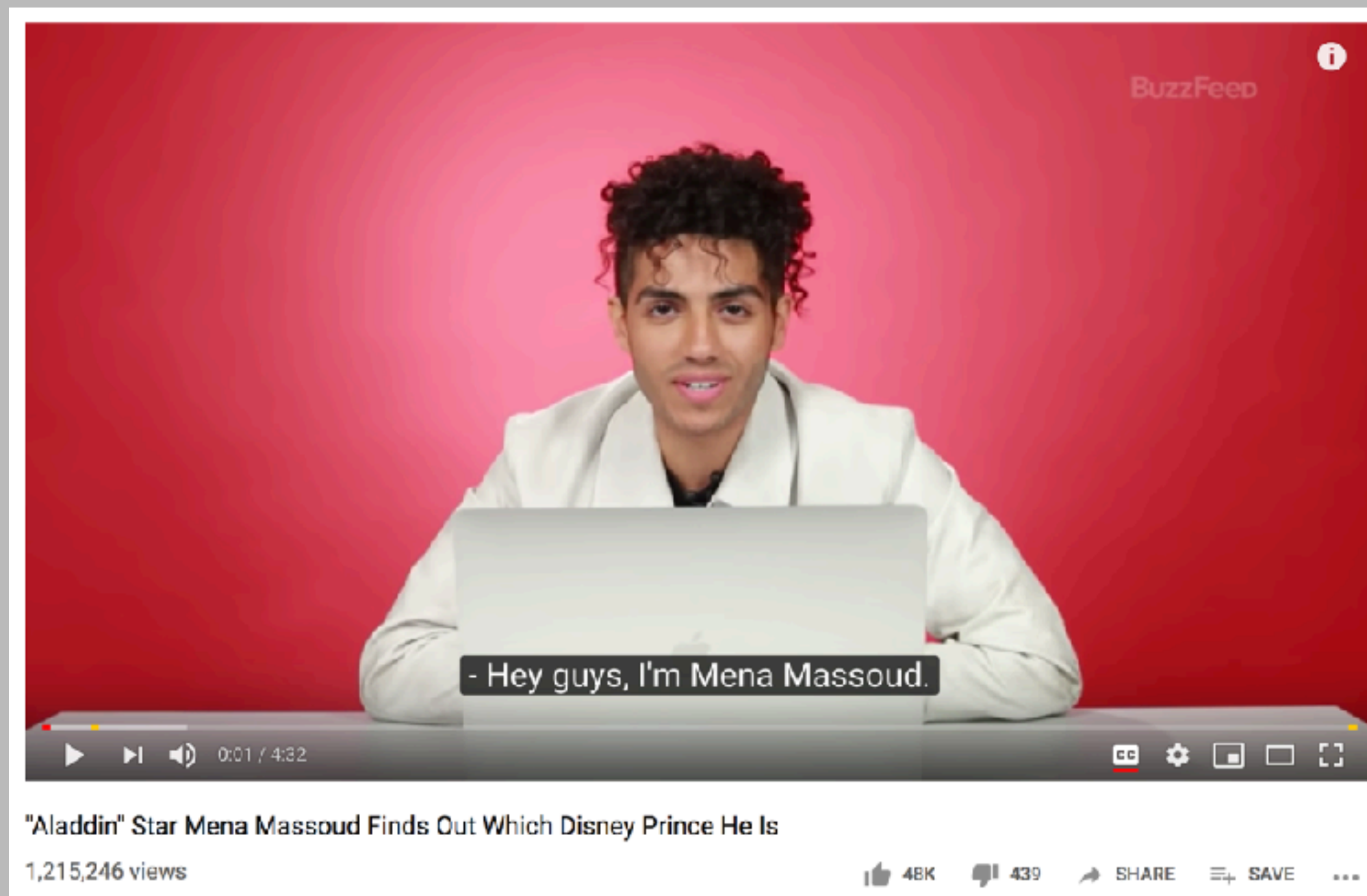
CURATED UGC

MAKE YOUR AUDIENCE FAMOUS.



INTERVIEW SOMEONE

AND LET THE AUDIENCE ASK QUESTIONS



https://www.youtube.com/watch?v=DVky9uBX_CI



PARTNER WITH OTHER BRANDS

<https://blog.hubspot.com/marketing/best-cobranding-partnerships>



<https://www.youtube.com/watch?v=55uCGbEDbT8>



<https://www.youtube.com/watch?v=dYw4meRWGd4>

QUOTES

“Culture is the widening of the mind and of the spirit.”

- Jawaharlal Nehru

louvreabudhabi • Following
Louvre Abu Dhabi

Start your day with #TheGoodQuote by #JawaharlalNehru. 🌟
إليكم هذه المقولة الملهمة لجواهر لال نهرو 🌟

4w

kiranqureshi81 Surely it is! Love this quote 🤔👍👍

4w 1 like Reply

mathieu_bylka_bourgeois_ier 'cos we like to #party

4w 1 like Reply

maria.ferreira.35513 Plus que vrai 🤔👍

744 likes
APRIL 29

Add a comment... Post

“ I don't understand how I can remember every word from a song from 1994, but I can't remember why I went into the kitchen. ”

heymamaco • Follow

In all fairness, Salt N Pepa's "Whatta Man" is a lyrical masterpiece. .

Name your favorite 90s song!

Load more comments

jenhill83 So funny. So true!

londonhadalittlelamb Lmfao yeaasss

cocokendrick @joyresurgence @shopsmichele

lorraynemmbb 🤔🤔🤔

debagram Ace of Base's The Sign and Cranberries' Linger. @ad2007 Haha so true!

sharlynmaciel @krisiey - because I know you are always singing and forget why you went to the kitchen. 🤔

dearlilymae Happens all the time!!

2,955 likes
5 DAYS AGO

9 TRANSFORMATIONAL MACRO-FORCES:

- Experience & Digital reality.
- Analytics & Cognitive tech.
- Cloud.
- Blockchain.
- Business of technology.
- Core.
- Risk.



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 @duribe