



# Social Media Bahrain: Top 3 Marketing Trends to Follow in 2020

Social media has become an inseparable part of modern living. Over the years, the popularity and use of these networking sites have increased rapidly. For many, checking social media feed has become a daily ritual. It is the first thing that they do after waking up in the morning and last thing before going to sleep at night.

Introduced as a medium to connect with individuals around the world, social media has transformed into one of the most effective tools of marketing in this Digital Age. If you have a business or service to promote, then [social media in Bahrain](#) serves as the most effective medium to do so.

However, to succeed through social media marketing, you need to know the latest trends and techniques to attract potential clients or customers. So, here we are with the top social media trends, utilizing which will guarantee your marketing success in 2020.

## Pay Attention to Social Media Story

Social media stories might be available for a limited time, but it is highly effective in generating interest in people. These days, several popular platforms like Instagram and Facebook have been stressing on short but engaging content in the form of stories, hence you should focus on them as well.

**In a recent survey, it was found that Instagram alone has 500 million users worldwide who post stories on their timeline. From the marketing angle, another survey cited that 64 percent of marketing professionals include Instagram stories within their social media promotion strategy.**

(Source: [https://www.google.com/url?q=https://www.statista.com/statistics/730315/instagram-stories-dau/&sa=D&source=hangouts&ust=1586113591845000&usg=AFQjCNErb\\_\\_NJUqf3kCEbSAp9klhAOyweg](https://www.google.com/url?q=https://www.statista.com/statistics/730315/instagram-stories-dau/&sa=D&source=hangouts&ust=1586113591845000&usg=AFQjCNErb__NJUqf3kCEbSAp9klhAOyweg))

<https://www.google.com/url?q=https://hootsuite.com/pages/social-media-trends-report-2019&sa=D&source=hangouts&ust=1586113752355000&usg=AFQjCNGgNLhPPjGdrrT3JooqDOqghLUvka> )

## **The popularity of Alternative Social Networking Sites**

Facebook, Instagram, YouTube, and Twitter might be the market leaders among social media platforms with a high following. However, there are alternatives, few of them fairly new and niche platforms that demand equal priority from marketers.

Over the years, LinkedIn has proven to be beneficial for B2B promotion and marketing for both small and big businesses. It is great for a reliable lead generation as well. One with a lighter approach is the video-sharing platform TikTok, which has gained immense popularity among the younger generation. You will see a lot of brand promotions happening via TikTok these days. Some of the other alternative social media sites to try are Pinterest, Twitch, Reddit, etc. Used in a well-planned manner these sites can further improve the online visibility of a business.

## **Increased Use of Video Content**

There is no denying that a video gets more attention from the visitor than a picture or words. We have seen funny, moving, informational, shocking and all other kinds of videos going viral across social media platforms. It is truly one of the most engaging social media marketing tools, that a business can use for better promotion.

A study has revealed that **82 percent of the digital content will be video by 2022**. That alone proves the relevance of video content in the future and that includes social media platforms as well.

**(Source: <https://www.google.com/url?q=https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html&sa=D&source=hangouts&ust=1586152111039000&usg=AFQjCNGSlu5F4tY1leCor8D4TfFKwOQ1g>)**

**q=https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html&sa=D&source=hangouts&ust=1586152111039000&usg=AFQjCNGSlu5F4tY1leCor8D4TfFKwOQ1g )**

The above-mentioned are the three most important trends to follow this year for the marketing of **social media in Bahrain**.

With changing times, the marketing and promotional plans should change and transform as well to fit the need of the hour. The novel coronavirus pandemic has caused us to remain indoors and conduct business as usual. But that is easier said than done. Due to this pandemic initiated social distancing protocol, many businesses have already suffered temporary shutdowns. However, there is still hope amid all the darkness, if you know where and how to seek it.

Since people and businesses have shifted their operations online, this is the right time to utilize effective digital marketing and promotions through social media in Bahrain. Socialight Marketing is a digital marketing firm, that can help you and your business by putting in place updated online marketing strategies to keep your business fresh in the minds of people even in lockdown.

Source: <https://www.socialight-marketing.com/top-3-social-media-marketing-trends-bahrain-2020/>