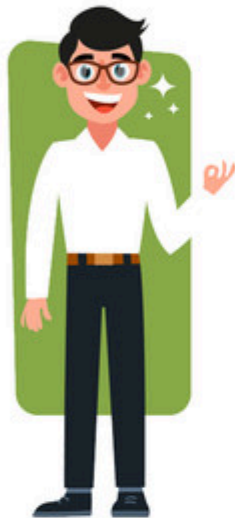
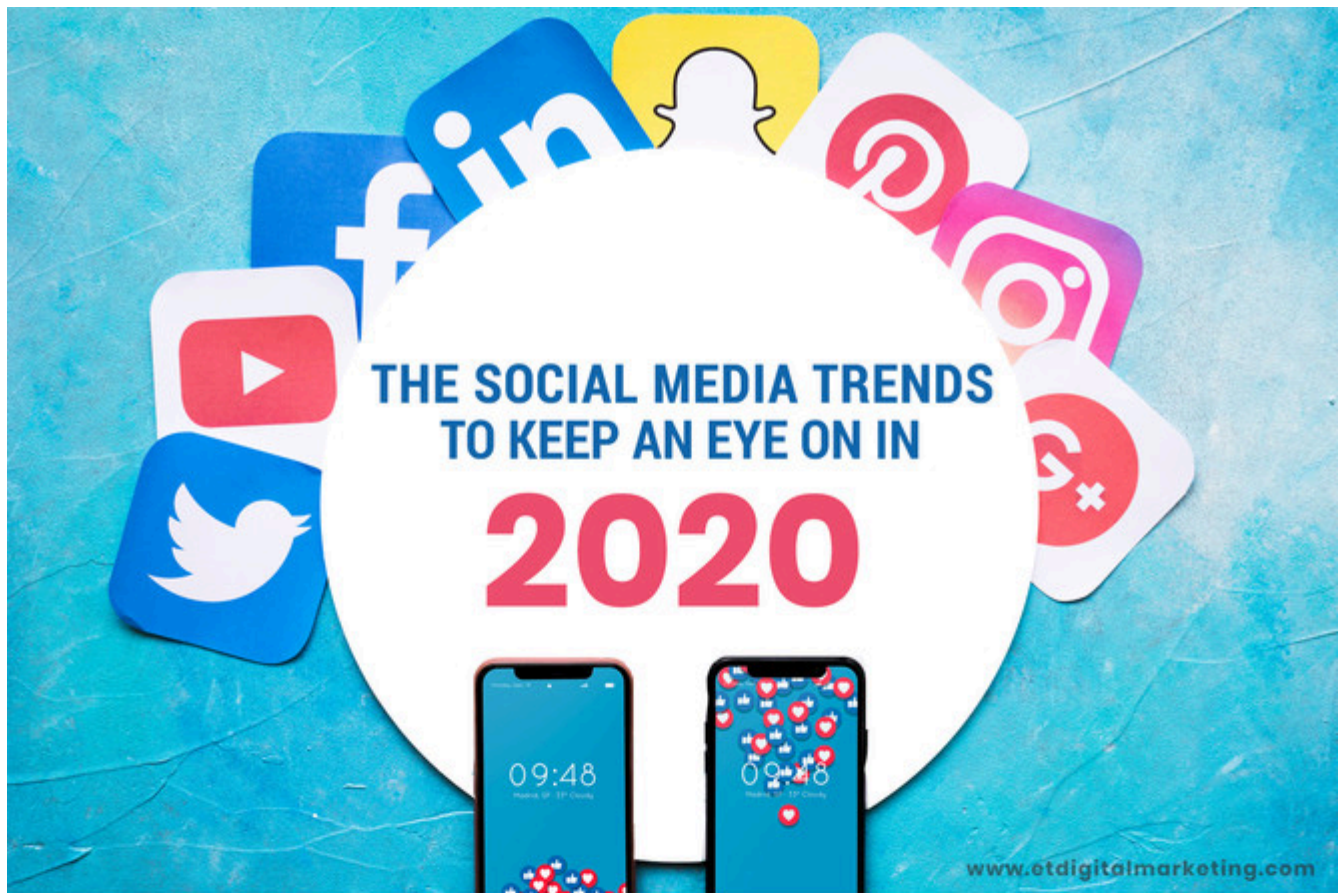




# The Social Media Trends To Keep An Eye On In 2020



It seems to have captured the imagination of the millennial as over 90 percent of them actively use at least one social media platform. Moreover, it has been found that social media is a cost-efficient medium of creating awareness among the masses about new services and products. Hence, it is understandable why contemporary marketers have high expectations of reaping rich business rewards from the use of social media. It becomes imperative on the part of social media marketing companies to anticipate the evolution of social platforms in the near future.



# 01

## THE DOMINATION OF THE VIDEO STORY

In the world of social media, the video has evolved to become one of the most dominating trends. Recent stats of Social Media Today indicate that more than 82 percent of internet traffic in 2020 will be intended for video content

## EMPHASIS ON PRIVATE INTERACTIONS

As the list of our friends and followers keeps surging, there has been a growing concern about maintaining the integrity and privacy of information. The use of messaging apps and private groups is gradually increasing.

# 02





# 03

## AUTHENTIC CONTENT HOLDS THE KEY TO SOCIAL SELLING

Contemporary online surfers are sceptical about e-commerce social media stores. Unless they are sure that the vendor at the other end is genuine they will not dish out their credit card to close the sale.

## THE DOMINANCE OF NANO IN INFLUENCER MARKETING

The old adage in the world of influencer marketing "go big or go home" needs a serious reconsideration this time around. The impact of Nano and micro-influencer will be a determining factor in creating a favorable impact on social media.

# 04



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Over the past 10 years, social media has cemented its place in contemporary society and evolved into communities with diverse features. In the last decade, more than 3.2 billion people were active daily all over the world across different social media platforms. It seems to have captured the imagination of the millennial as over 90 percent of them actively use at least one social media platform. Moreover, it has been found that social media is a cost-efficient medium of creating awareness among the masses about new services and products. In this article, we take a look at dominating trends that will shape [social media in the year 2020](#).