Social Media Boost –

was müssen Werbeagenturen aktuell über Social Media wissen?

marketing circus

Agentur für Marketing & Social Media



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3 Schwerpunkte in unserer Agentur:

- **Full Service Social Media Agentur**
- **Performance Marketing** für Onlineshops & Brands
- **Coachings & Schulungen** im Social Media Bereich

DIE FRAGE IST NICHT, OB WIR SOCIAL MEDIA MACHEN, SONDERN WIE GUT WIR ES MACHEN



Das IST Social Media:

- Videos Videos Videos
- Community Management
- Alle suchen Mitarbeiter!
- (Micro) Influencer
- Business-Netzwerke - LinkedIn
- TikTok für Unternehmen
- Bewertungen
- Conversion Kampagnen
- LIVE Shopping



Wenn wir von Content Creation sprechen, reden wir von hochformatigen Videos!



Problematik: Musikrechte bei Reels/TikToks/Shorts!



78% der Jobsuchenden informieren sich online über den zukünftigen Arbeitgeber



80% ALLER INHALTE BESTEHEN DIESES JAHR AUS VIDEOS!

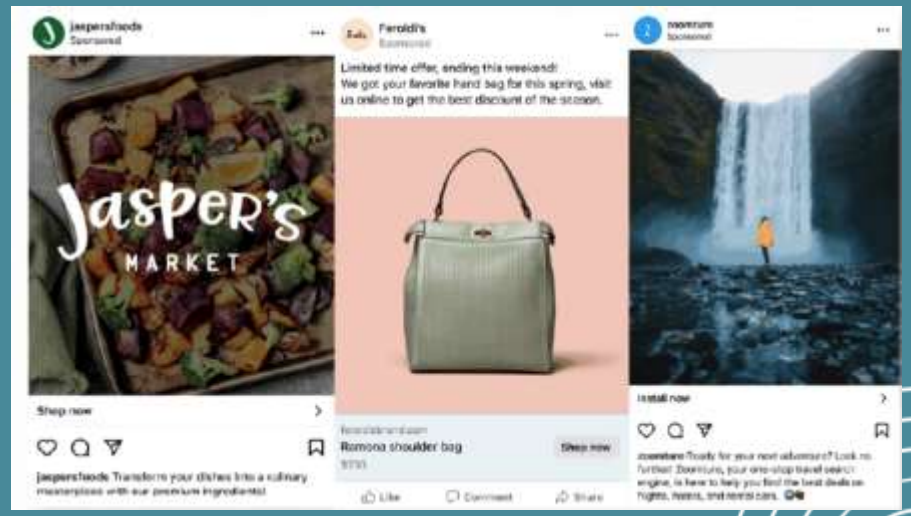


🥳 GET THE PARTY STARTED: Das sind die 10 aktuellen Trends



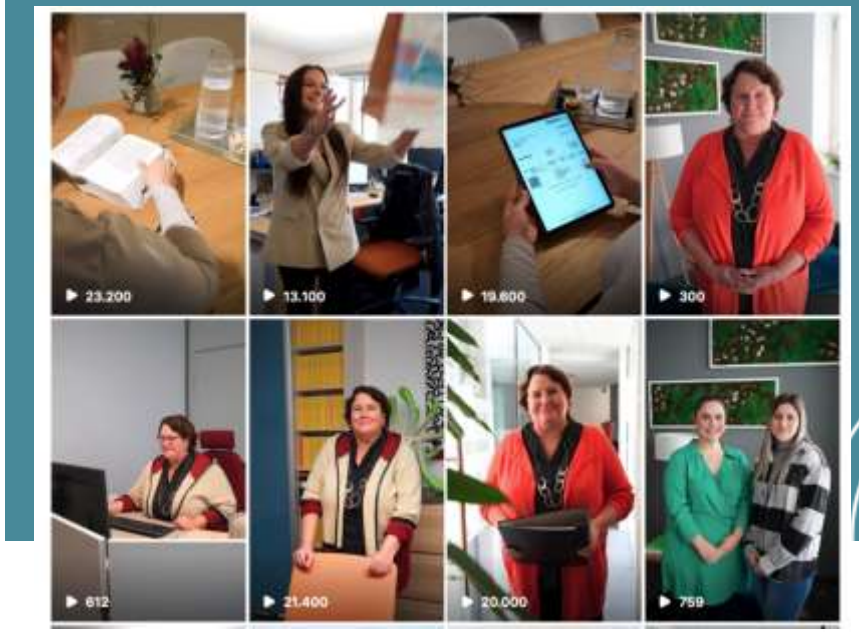
#1 KI-Revolution

im Community Management, Kundenservice & Content Creation





#2 Employer Branding & Social Recruiting gewinnt an Bedeutung

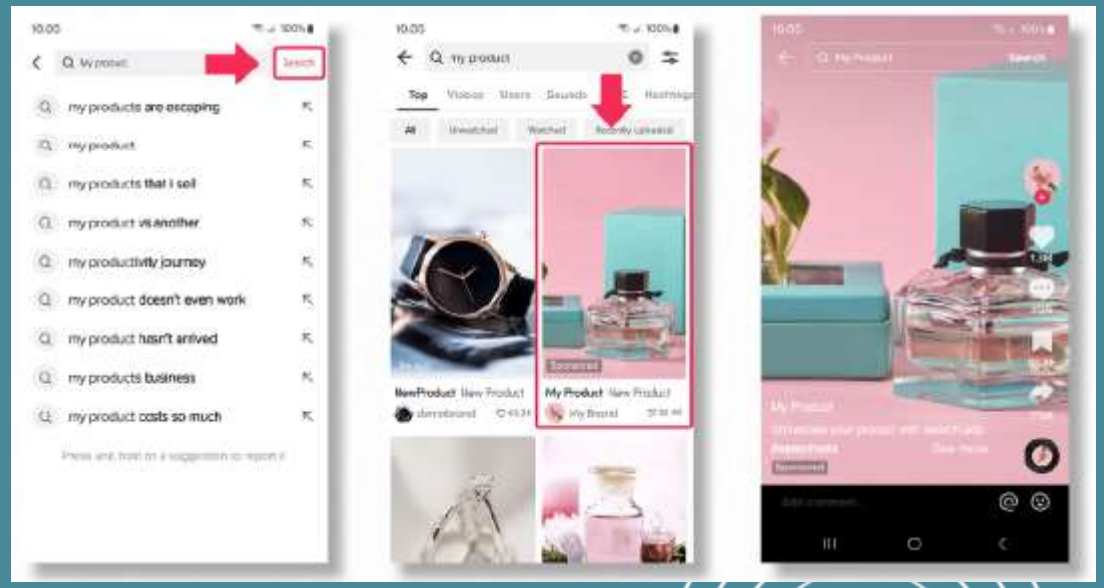


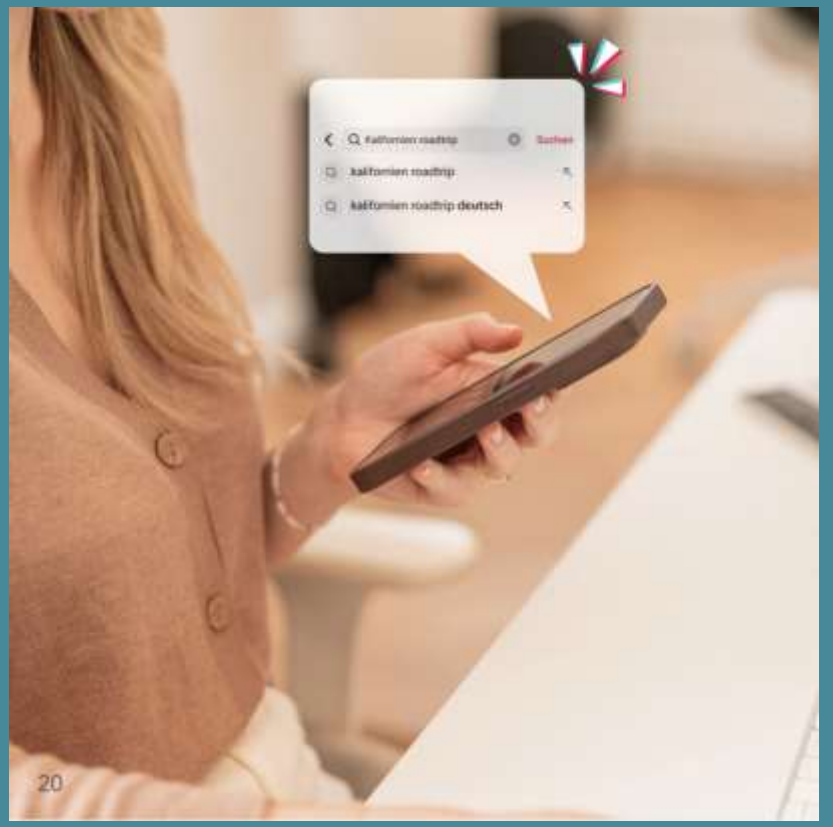






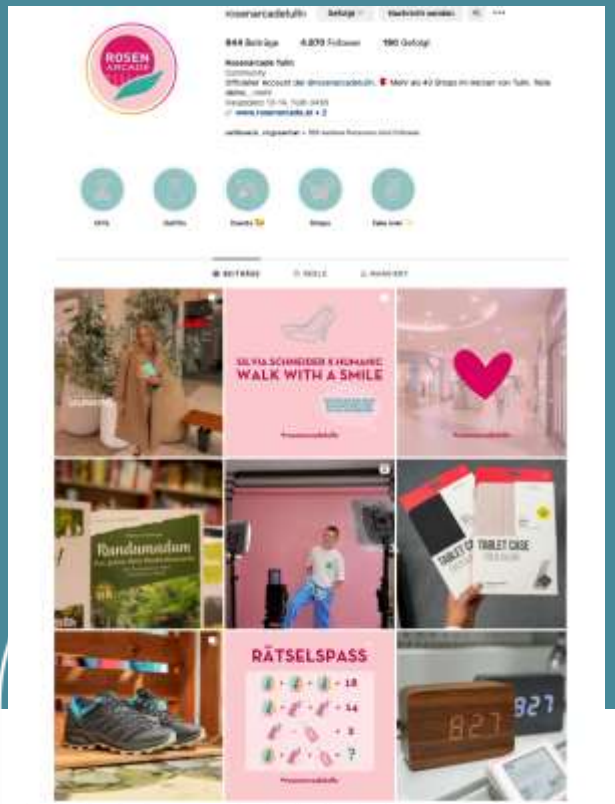
#3 Social SEO im Rampenlicht

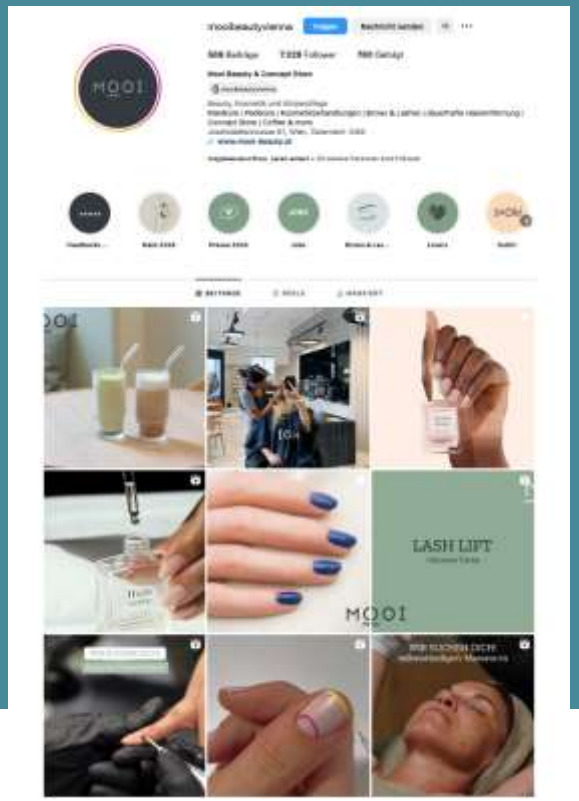




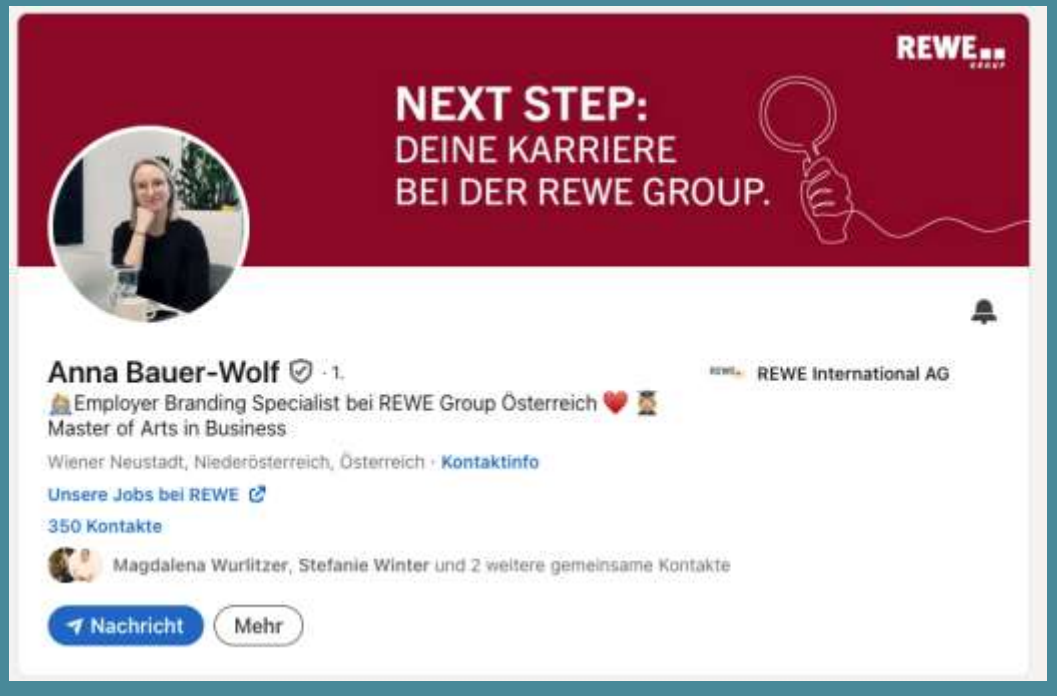
#4 UGC vs. High-Quality Content



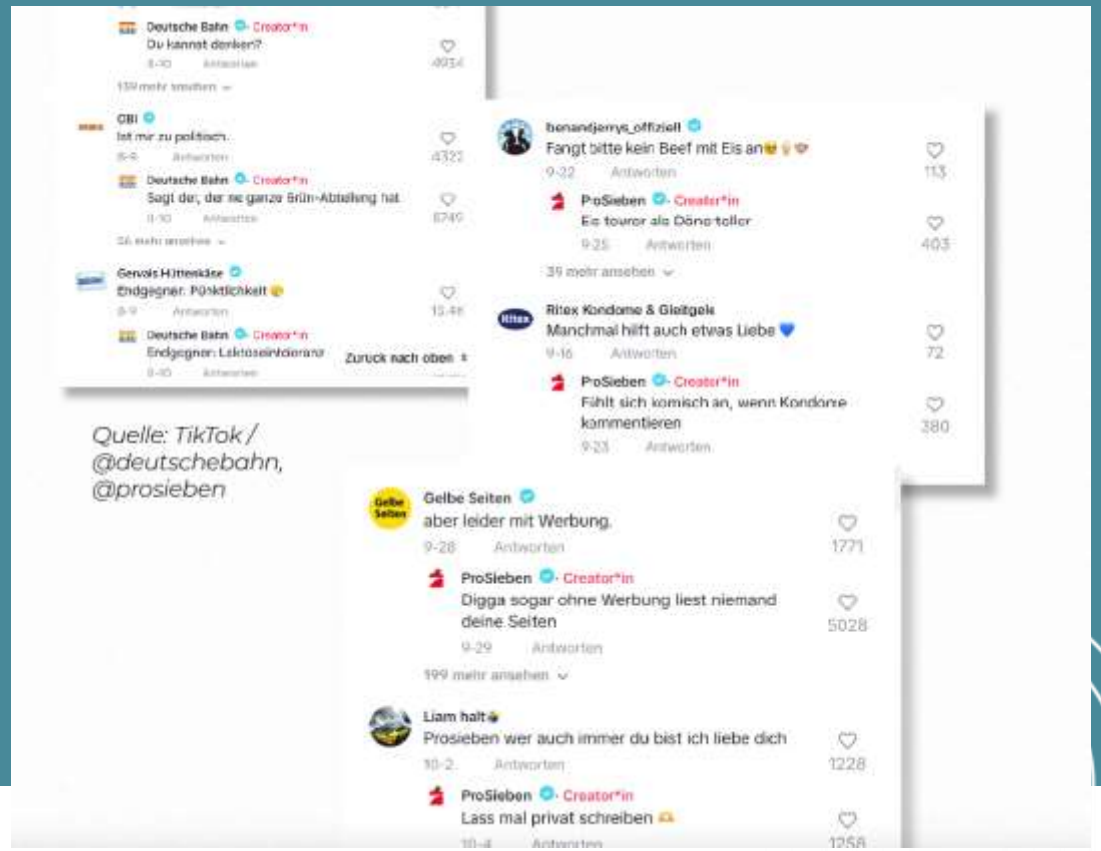




#5 Business oder Corporate Influencer als Schlüsselstrategie



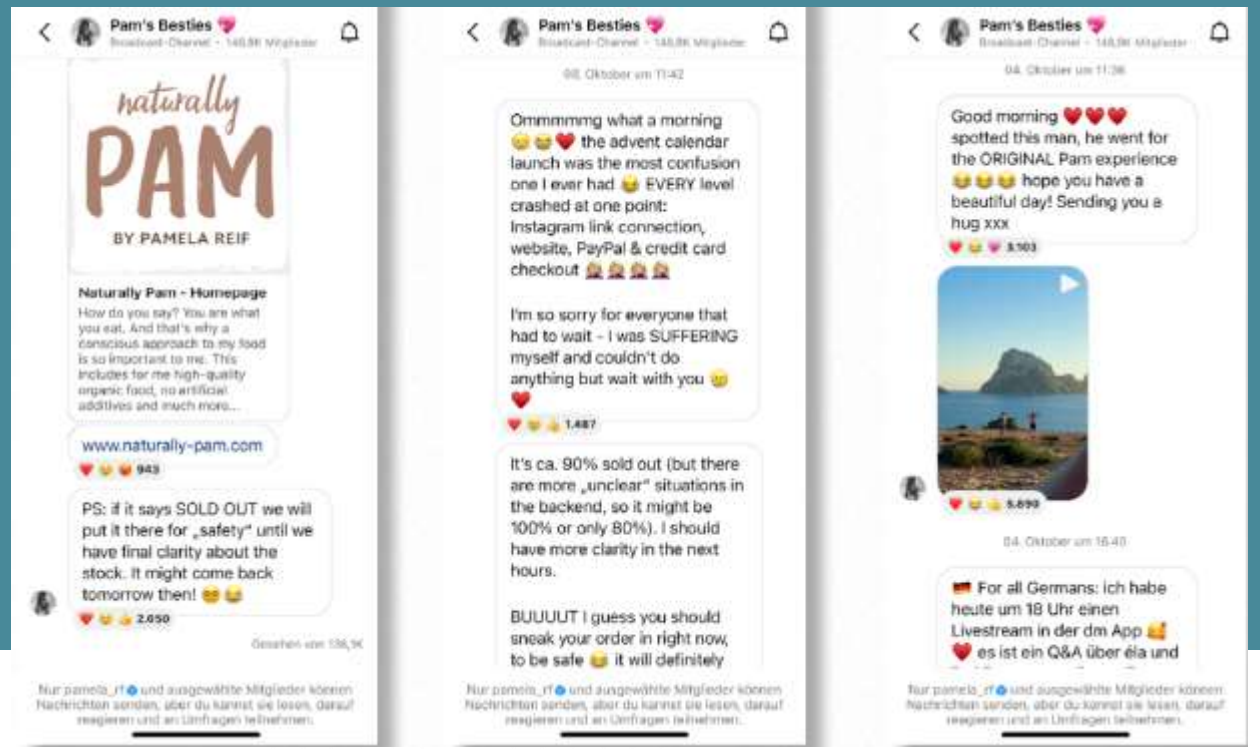
#6 Community Management





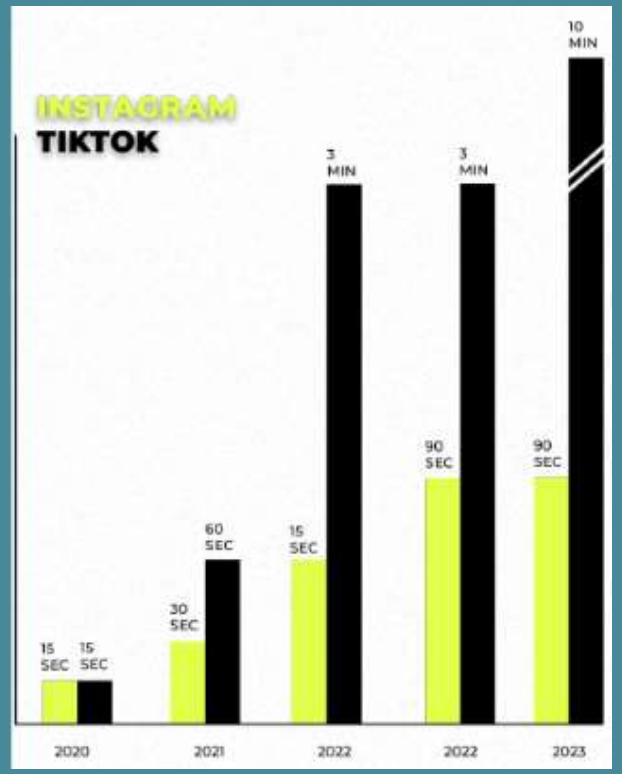
#7 WhatsApp Channels & Instagram Broadcast

als Must-Haves!

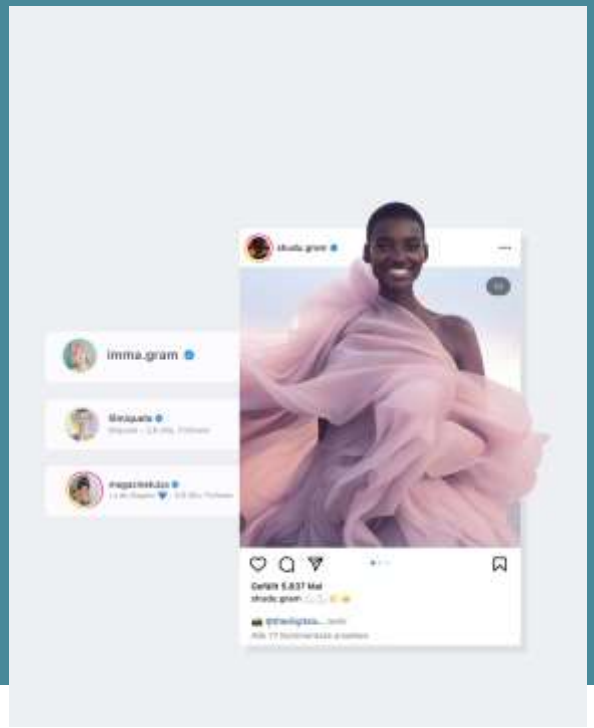


#8 Wieder längere Videos

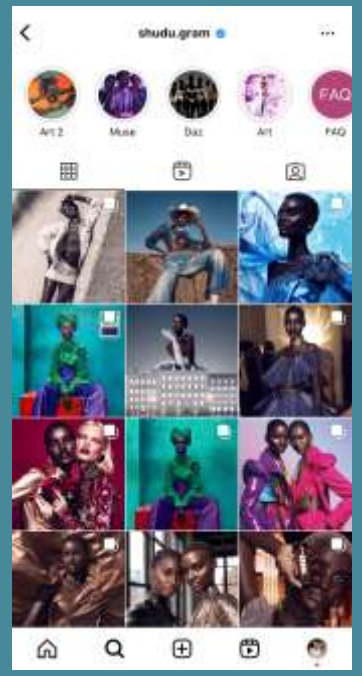
Instagram Reels	90 Sekunden
Instagram Feed Video	3 Minuten
Instagram Live	4 Stunden
TikTok	10 Minuten
YouTube Shorts	60 Sekunden
YouTube	15 Minuten, 12 Stunden



#9 Virtuelle Influencer erobern die Social Media Szene

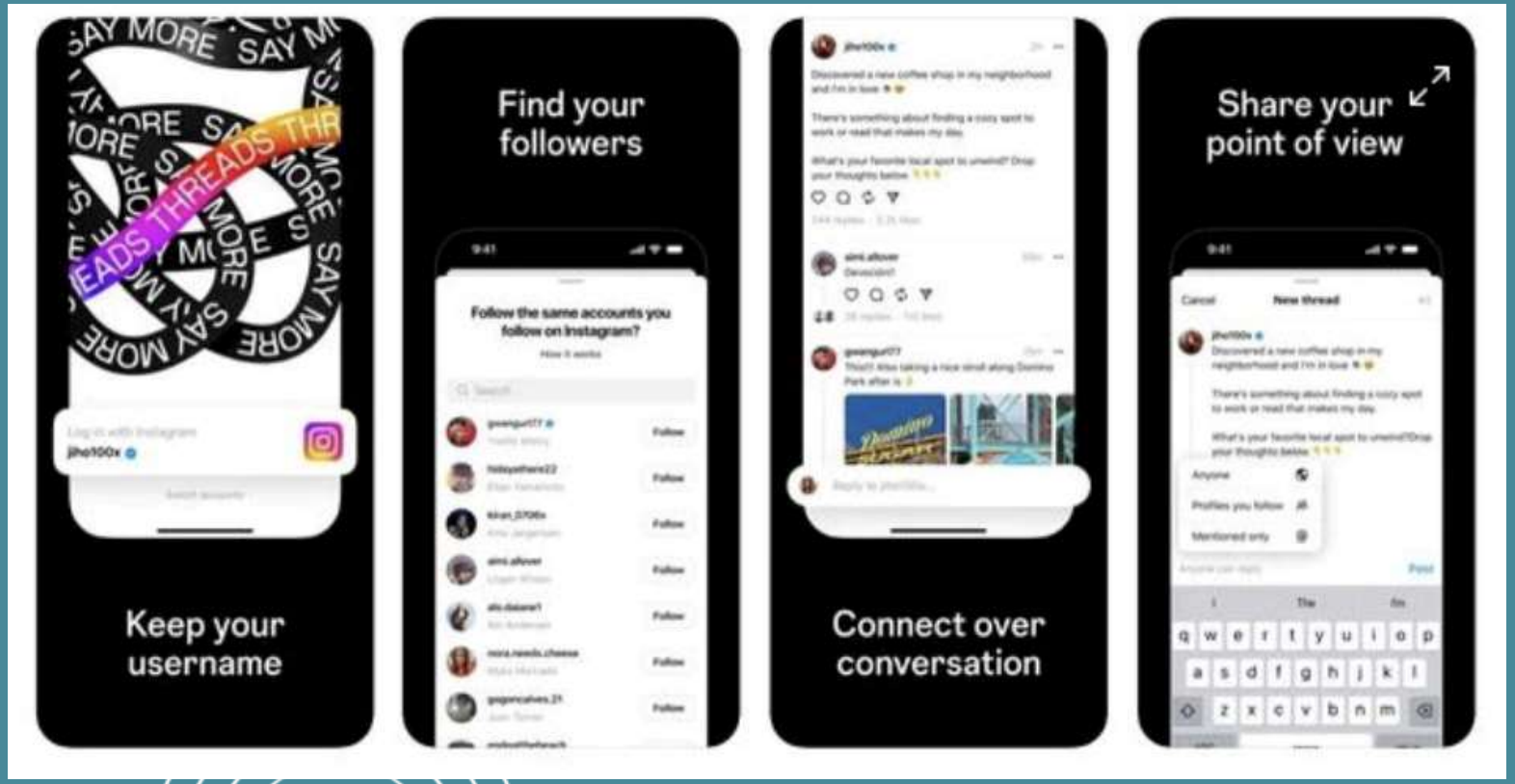


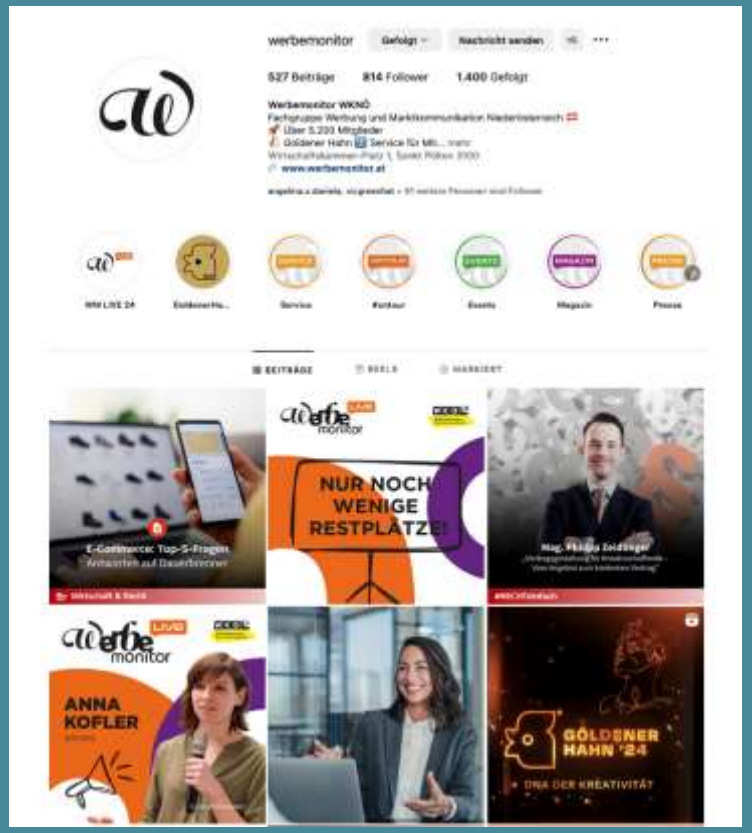






#10 Threads


Keep your username
Find your followers
Follow the same accounts you follow on Instagram?
Connect over conversation
Share your point of view



DANKE fürs Zuhören!
Und jetzt Smartphone raus, Videos machen, @werbemonitor markieren!

SOCIAL MEDIA GUIDES



Kostenlosen Guide jetzt bestellen!