

Digital Trends Report

OCTOBER 2021

Here is October's Digital Trends Report brought to you by OggaDoon PR and Digital Media. Find out what's new in the SEO world, what's trending across social media and why these updates are important for your business.

Let's talk! Get in touch with us via email:
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INSTAGRAM & WHATSAPP INTEGRATION 1

INSTAGRAM AND WHATSAPP INTEGRATION FOR BUSINESS ACCOUNTS



Instagram has announced that companies can now connect their WhatsApp business accounts with their Instagram business accounts, supporting their efforts to attract more leads. This functionality works when business accounts conduct ad campaigns or boost their Instagram posts, driving customers and leads directly to their WhatsApp for business channel.

As Instagram says, “Boosting a post that drives to WhatsApp allows businesses to reach more people and excite them to be their next customer through personalization”. This integration comes as a result of following user behaviour on Instagram; companies are choosing to direct potential customers via their WhatsApp account when running ads or boosting posts, using a third-party link. This integration means that the third-party link is not required anymore, and companies can leverage the power of two of the strongest social media platforms to increase their sales.

What this means for your business:

This move is likely to improve the lead generation process across Instagram. If your company is already using Instagram ads and boosting, then we recommend connecting your WhatsApp business account to start driving more leads to customise their experience.

Getting potential customers into the WhatsApp chat creates more connectivity between them and your business. Leads can ask specific questions about the product or service your company is advertising. Appointing a sales representative to the WhatsApp channel to answer queries coming from Instagram leads would be a great way to maximise this functionality.

TIPS AT TWITTER 4

TWITTER INTRODUCES TIPPING FEATURE TO ALL USERS



Tipping is now available to all Twitter users, following a test of the feature back in May 2021. As reported by SocialMediaToday, tipping enables users to activate a tip jar option on their profiles, facilitating direct donations from profile visitors in the app. Payment providers include Bandcamp, Cash App, Patreon, Razorpay and most interestingly, Bitcoin.

A spokesperson at Twitter explained that Tips would help users to support their favourite accounts, fund smaller businesses during difficult periods or donate to an important cause. Throughout this year, Twitter has been taking steps to level up their services for content creators, previously introducing tools such as Super Follows and Ticketed Spaces.

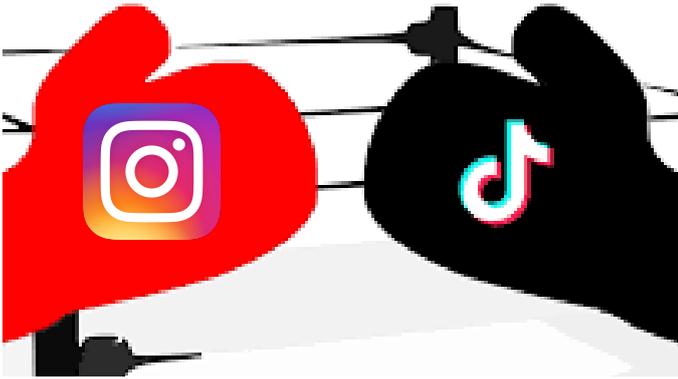
What this means for your business:

For influencer marketing, this could be an interesting move to further monetise the platform, however, it's still too early to tell whether this has been a success. Previously, content on Twitter has always been free and so it will take a period of adjustment before users even consider paying for further content.

We're expecting that in 2022, Twitter will announce further improvements to make these services easier for creators to share exclusive content and connect with followers to increase revenues. However, as with organic social media, we believe that quality content is key to connecting with your audience, creating value to inspire new customers and boosting your brand awareness.

INSTAGRAM VS TIKTOK 5

IS INSTAGRAM WORRIED ABOUT TIKTOK'S GROWING SUCCESS?



“Well, Instagram doesn't exist anymore, you are Facebook!” These are the words from Lucas, a former Instagram employee after a disagreement about Instagram's partnership with Ogilvy, an advertising agency that had previously worked on campaigns for US Border control. He believed that working with the brand would be detrimental to Instagram's image.

This article from Wired states that Instagram's association with Facebook appears to be pushing users away, particularly at a time when TikTok is on the rise. In recent years, the platform has shifted towards video content, rather than just a place for photo sharing - with its Reels feature touted as a TikTok imitation. The question remains: should Instagram be worried?

What this means for your business:

TikTok now has more Gen-Z users than Instagram, whereas Instagram is now considered a “Millennial Facebook” and so younger audiences are flocking to a platform that is more relevant to their age group. However, for B2B audiences, typically, this demographic will not be the ideal customer base and so Instagram may still be better for these companies to operate.

It is currently still unknown whether TikTok will grow to facilitate businesses, though, for the second, it appears to be more popular for brands using influencer marketing or advertising B2C products. Hang-fire, we're recommending sticking with Instagram to reach more relevant users - for now...



Want to talk to us about the latest stories facing business owners?

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