

The intersection of AI, Competitiveness, Privacy and Personalization

SOCIAL MEDIA TRENDS 2025

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The world of digital marketing is every year filled with updates, improvements, unexpected changes and major developments - 2024 has not been an exception.

We will kick off this report by taking a quick glance at a few of the most formative happenings during the past year.

As TikTok is under investigation in the US (related to the alleged connections with the Chinese government), Instagram saw a chance to gain market share during the turbulence that TikTok faced. The result was numerous updates of the algorithm to further appeal to the app's user. Instagram Reels experiences a major update of its algorithm resulting in a new ranking system almost pivotal to the previous one. The effect of the update in Reels is that posts are now ranked in a similar way that TikTok ranks the posts in their app. Despite which platform you use, short videos have moved from trend to mainstream.

The major platforms have maintained much of their positions in the market over the year, and that's a strong position. Elon Musk's platform X makes an exception as the app has lost its attractiveness both among users and advertisers. Yes, there are the occasional new apps that arise and get some media attention but few manage to take a firm position among the other major platforms. The oligopoly-like situation reflects in pricing where demand is higher than supply, resulting in increased prices both for Search and Social.

Advertisers and agencies are left with two options to tackle the increased prices; increase ad budgets to achieve results in line with 2023 or improve the content published with the ambition to decrease click prices. 2024 was also the year when AI integrated into social media management tools, parts of the manual process can now be managed by the tools themselves (yes, we talk about AI here). This is a positive development from an efficiency perspective but it also limits the possibilities for advertisers to stand out with their skills and use these skills to increase competitiveness. It might seem like a paradox, but AI has highlighted the importance of creativity and the ability to publish thumb-stopping content in the feed.

The ongoing AI-revolution has once again highlighted the interest from governments and unions to regulate technology. There are still few regulations in place regarding AI in particular but 2024 has been a year when digital marketing saw plenty of effects from tighter policies. TikTok's court case in the US that was mentioned earlier in the text is perhaps the biggest thing happening in terms of regulations. Another event related to regulations took place in Brazil, a judge in Brazil banned X in the entire country as a result of X not acting against high profile politicians and their posts on the platform. Troublesome for X since Brazil was their fourth biggest market when it comes to active users. Many of the large platforms continued to face challenges in relations to EU regulations, as the EU acts as a forerunner when it comes to regulating Big Tech. Both Google and Meta received large fines in the EU during 2024, this was most likely not the last case we'll see where the EU is involved in fining digital platforms.

Google made some big waves during 2024 announcing several AI-related updates coming to Google Ads during the year. These new AI features focus on giving advertisers more control, while also leveraging AI to optimize assets and performance. Search advertising remains a key component of digital marketing and we must remember that the term "Search advertising" is still equivalent to Google Ads. Professionals working with SEO have not been neglected when it comes to facing, managing, new trends. Voice Search has grown in importance as smart speakers and voice-activated assistants are more widely used, a trend most experts expect to continue over the coming years. SEO specialists today also need to manage optimizing voice search in addition to their existing skill set. SEO isn't limited to Google, social media platforms are also expanding into search. The term Social SEO has become more commonly used among marketing professionals. TikTok is doing a big push in this area and Social SEO has been adapted by many of high-performing brands on Instagram.

Data privacy has developed into a vibrant topic over the past few years and the large players in the digital sphere are trying to adapt with various solutions.

Google has taken a strong position within privacy, most noticeable via the Google-owned browser Chrome. Going into 2024 was the message from Google that Chrome was to phase out the use of third-party cookies during the second half of 2024. This would translate into a paradigm shift in digital marketing since many of the functions for targeting and analytics would lose their functionality. Mid 2024 did Google break the news that the planned update would not follow through as scheduled - it was simply too difficult to make it happen. The preparations made by many companies around the world was not a waste - privacy remains an important topic for consumers.

*One of the **biggest** happenings during 2024, was that we saw the introduction of AI-driven advertising tools from the major platforms.*

Google was first out with Performance+, followed by Meta and Advantage+. TikTok followed their competitors by launching Smart+ and Pinterest also joined in with their solution Performance+. Just as the large platforms are “inspired by competition” (read copy each other) when it comes to ad formats and other functions, we are now experiencing the same process in the AI race. No platform wants to be the one not offering a competitive AI-driven ad tool to advertisers and agencies, hence they all present pretty much the same solutions. The long-term effects from these new AI-driven tools are hard to predict but the short-term effects are already here. Ad prices on the US market for Meta have been stable over the year, for some metrics even improved compared to 2023. One reason for this trend is the efficiency brought by Advantage+.



Overall, 2024's digital marketing landscape is marked by the growing impact of AI, the shift toward privacy and data control, and the continued dominance of (short) video and immersive content experiences.



Brands that prioritize personalization, customer engagement, and ethical practices are well-positioned to succeed in this evolving digital environment.



Keep exploring and implementing fresh ideas to achieve your marketing, and business, goals.



Consistent learning and adaptation will keep your marketing efforts effective. Stay updated with the latest digital marketing trends to stay ahead, and don't limit yourself to only understanding marketing.

Your customers' lives, and decisions, are the result of much wider trends and movements. Therefore will the coming section be all about the mega trends that impact your customers, partners and suppliers. And of course *yourself*.

Global movements shaping your *business* in 2025

Everything in the world has an origin, so also trends in various areas and industries. The shift and trends that take place in the digital marketing landscape are often a spin-off from a bigger trend that takes place on a macro-level. Since the world of today is both globalized and highly interconnected, most trends integrate with a trend that also happens on a higher and broader level. Shift and trends don't exist in a vacuum, rather the opposite - most trends that take place in digital marketing are a result of a mega trend. A broader trend, acting on a macro level and that impacts various industries.

Mega trends are defined as transformative forces with global impact

There are trends that define the future world with their far reaching impact on business, societies, economies, cultures and personal lives. Exploring and discussing global mega trends serves a purpose for all organizations since they have a significant impact on the world's economy, society, and technological landscape. Analyzing these trends can also be a roadmap to anticipate their long-term implications on your professional landscape. Mega trends can seem distant from your everyday work, but used the right way can the trends serve as a way to identify emerging opportunities - and strategically position your organization at the forefront of innovation.



Some *mega trends* often mentioned among experts are:



Tackling Climate Change

A critical mission leveraging innovations in renewable energy, carbon capture, and circular economies. Key initiatives like the European Green Deal are driving the future towards a climate-positive era.



Demographic Shifts

Significant changes, including aging populations and urbanization, are transforming economies. The Asia Pacific's burgeoning silver economy and growing focus on upskilling are notable trends.



Rapid Urbanization

The drive towards smart, sustainable cities is underscored by the necessity for green infrastructure and advanced construction techniques. Initiatives like India's Smart Cities Mission highlight this trend.



The Energy Transition

Moving towards renewable sources, policies like the Paris Agreement and the European Union's Fit for 55 Package are key accelerators. Effects will be seen in numerous industries.



Future of Mobility

Innovation in electric and autonomous vehicles, alongside shared mobility, is revolutionizing transport. The EU's Green Mobility Initiative and China's NEV Policy, for instance, are pivotal.



Hyper-Connectivity

Advances in 5G, the Internet of Things (IoT), and AI are facilitating unprecedented levels of connectivity and efficiency. Projects like South Korea's 5G expansion and Amsterdam's Smart City initiative exemplify this trend.



Rise of Technology & Industry 5.0

The shift towards human-centered manufacturing is redefining production. The EU's Industry 5.0 Strategy and Japan's Society 5.0 Initiative are leading the way.



Shift in Global Economic Power

Emerging markets are reshaping the economic landscape. Initiatives like China's Belt and Road and the African Continental Free Trade Area play significant roles.



Innovating to Zero

Aiming for zero net energy buildings and waste, this trend emphasizes sustainable practices across industries. San Francisco's Zero Waste City and Apple's Net-Zero Commitments are examples of this megatrend.



Health and Wellness Evolution

The shift towards proactive healthcare and wellness, supported by wearable devices and telehealth, is transforming perspectives on well-being.



Social Instability

Addressing the complexities of geopolitical volatility, initiatives like the UN's peacekeeping operations and the P5+1 negotiations with Iran are crucial.



Fracturing World

The increasing divides in the global landscape call for initiatives promoting unity and collaboration, like the Internet Governance Forum.



Mega trends

Impacts your



Customers

How can advertisers leverage these mega trends?

From a more strategic and high-level perspective, brands can study the ongoing trends, and incorporate the relevant movements in their long-term planning.

Brands can for example integrate green practices and novel technologies, adjust to demographic and social preferences, and develop resilient supply chains in response to emerging megatrends. It is also recommended to optimize offerings for urban and mobile lifestyles and prioritize ethical behaviors to stay competitive.

Assuming that mega trends have an impact on the target audience for a brand, can it make sense to use insights from the mega trends in the tactical part of digital marketing. Examining mega trends provides an opportunity to evaluate how these trends potentially can impact consumers including economic, social and technological factors. As well as their changing lifestyles and attitudes. This is a potential pool of insights for advertisers that has an ambition to understand the underlying trends shaping 2025. Brands that are able to communicate these insights to their audience will most likely increase their relevance among the targeted audience.





What's driving *consumer trends* on a macro level in 2025?

Consumers are facing many external stresses, especially in terms of health, the environment, the changing global political landscape and personal financial constraints. As a result, they are choosing to take more control for themselves and are evaluating brands more carefully. Creating successful digital marketing campaigns in 2025 will partly rely on truly understanding the actual needs of consumers.

The transformational effect of technology

Technology continues to transform lives, whether through advances in biotechnology or the opportunities and challenges presented by Artificial Intelligence (AI). Immersive technologies are also offering consumers different perspectives, experiences and ways to experience the world.



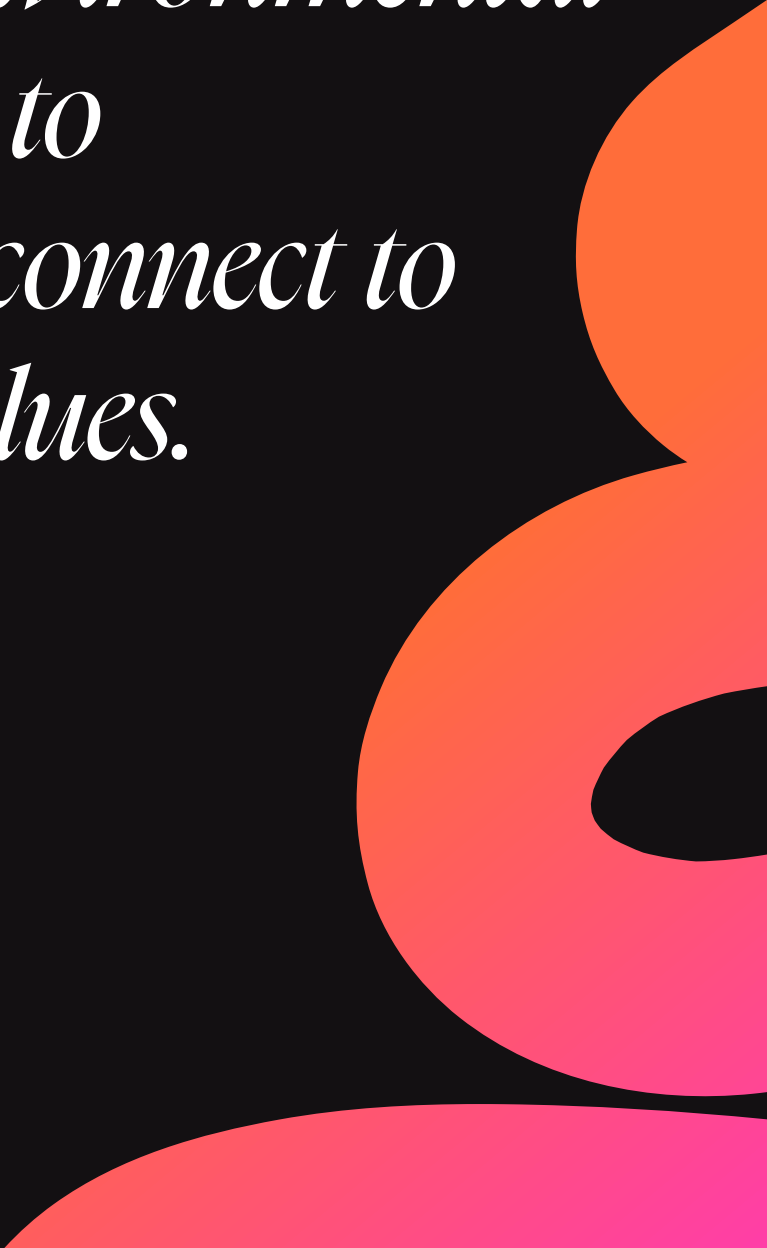
What are consumers' personal concerns?


Political instability is a global issue of concern for consumers. With elections and changes of government seen across the world this year, it's interesting to note the differences in issues of concern between younger and older consumers. Younger consumers show higher levels of concern about corruption, gender issues and job security than older consumers who exhibit higher levels of concern around political instability, immigration and erosion of social values.

Declining trust is a key issue

Trust is a key issue. In a recent survey did consumers answer the question how their trust has changed over the past twelve months. According to consumer insights from the survey, consumer trust in government and large global brands and companies is declining. Consumers say the top reasons why their trust in large global brands and companies has declined is due to companies focusing on profits over consumer benefits, having unfair profit distribution and due to greenwashing.

It's increasingly important to practice integrity and transparency regarding pricing and environmental promises, and to authentically connect to consumer's values.





Understand how customers are allocating their personal (digital) time

Who uses the Internet these days? Most people would probably answer that “everyone” uses the Internet, which is almost true in western countries. Internet adaption is increasing all over the planet for every year that passes. Access to the Internet, apps and smartphones have become a hygiene factor in the lives of today’s consumers. This is not big news for anyone reading this.

82%

of all internet users take
are using search engines
every month

95%

of all internet users
are active social
media users

When we want to move from knowing that consumers use digital functions to understand what they find valuable - we should try to grasp the reasons consumers have to access the internet. Social media has transformed into a major part of consumers' digital lives, some people would even say that social media is the internet for them. The popularity of social media and

digital marketing reflects in the growth in advertising spend for digital marketing. Companies put their money where they see the best chance to interact with consumers. In 2024 did consumers spend an average of just above six hours per day on the internet, two hours and twenty minutes of those six hours are spent on social media.



5,53 billion

internet users



4,51 billion

internet users take advantage
of search engine




5,06 billion

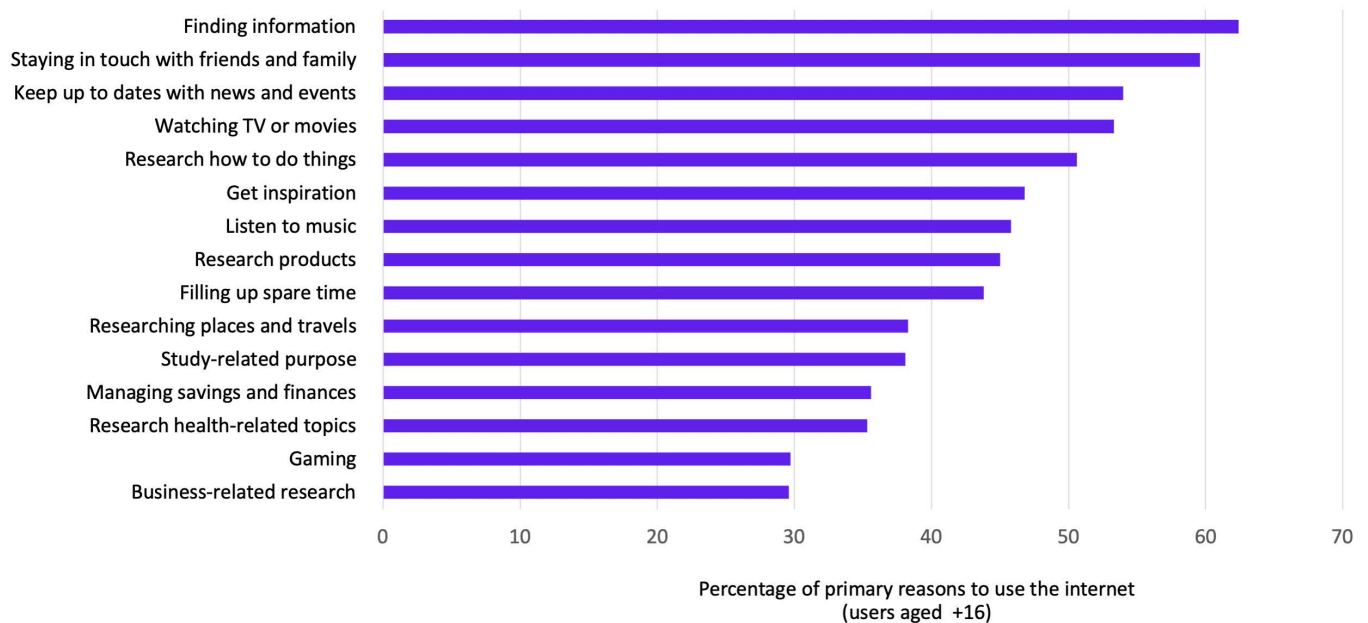
internet users are active
social media users

Worldwide, 5,5 billion consumers access the Internet,

i.e. they are Internet users. Within this massive pool of consumers are 82% using search engines (i.e. Google) and 95% use social media. Social media and search engines can therefore be seen as the backbone of how consumers use the internet today and this will continue in 2025. The Internet is today a sphere where your customers find information, keep contact with friends and family, take part in news and of course watch short videos. Understanding the way customers interact with digital platforms, and the effects of these interactions is a core enabler for future growth. Spending time on increasing your knowledge and insights related to the drivers for customers to use the Internet will be important for 2025 but perhaps even more important for creating a long-term strategy.



Primary reason for using the internet

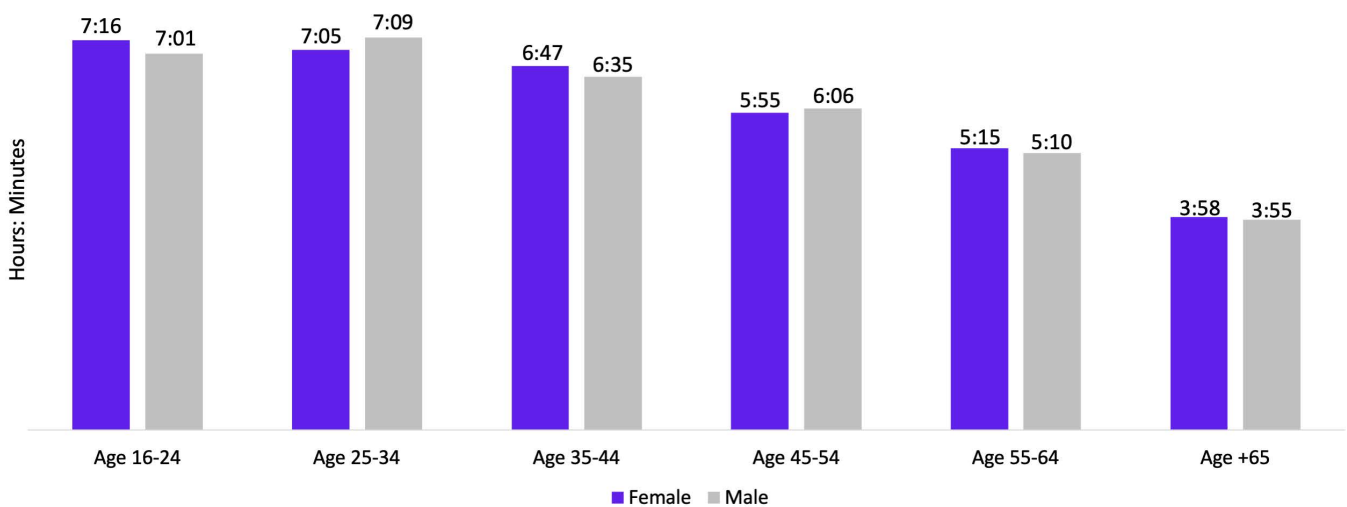


The way customers use the internet varies from person to person. But from a more general perspective it is obvious that different age groups have slightly shifting relationships when it comes to how much time they spend online. In short, young people spend most time online and the daily time spent online then decreases for every age group.

When adding up the daily time spent online for all customers, in all age groups, does the worldwide average land on just above 6 hours per day. During the pandemic did these numbers increase but once life got back to more normal procedures could we see that the daily time spent got back to normal figures (i.e. pre-pandemic time spent on the internet). A large part of customers' awake time is either on the phone or with a computer, but since attention span continuously decreases and competition over customers time and consideration increases, it will continue to be challenging to be top of mind.

Daily time spent using the internet

Average time that internet users spend on the Internet each day



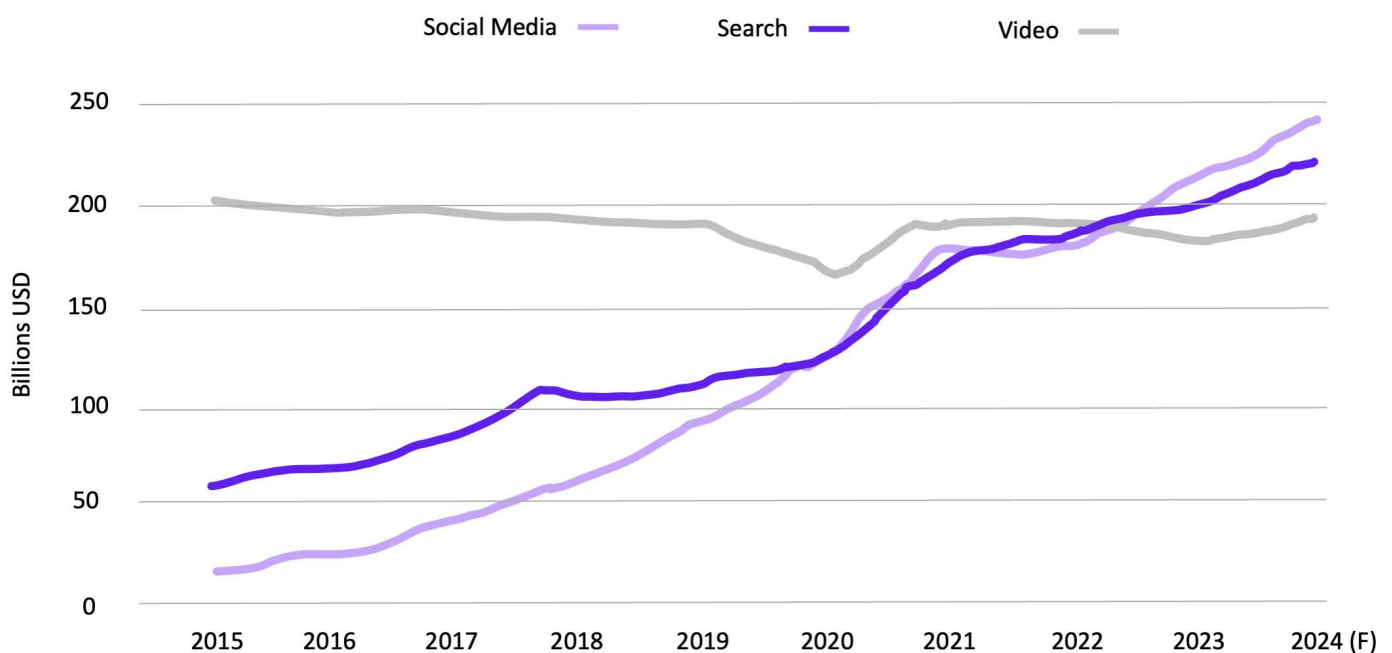
Many professionals working in digital marketing face a similar test from their managers - to outperform last year's results, on the same or a lower budget, in a context which is more competitive than the previous year. The challenge just doesn't add up and tackling these conditions requires a clear focus in combination with an understanding for which platforms make a difference and how to create success on these platforms.

Results will not come from replicating last year's formula or strategy, instead is successful digital marketing in 2025 all about finding a new balance between AI-driven tools and creativity. This balance will also be an important parameter for building successful long-term strategies. Brands and advertisers that can utilize the advantages provided by AI in combination with creating more relevant and innovative creatives will stand a better chance to perform well.

The number one reason for using the internet is to find information, the most prominent platform in this field is (in most markets except China) Google. Search Engine Marketing, which is a brilliant concept, has therefore also been extremely popular among marketers. Large parts of the marketing budgets have for years gone to Google. There is no doubt that Google will remain relevant for years to come but during 2024 did Google start to see some competition on the throne. Social media (mainly Meta) has steadily grown in importance for many brands and this reflects in their budget allocations. It is always tricky to get an exact overview of the total spend on digital marketing but one reliable source predicts that 2024 will be the year when ad spend allocated to social media surpasses Search.

Development of global digital ad spend

Ad investments for Social, Search and Video



More than just branding and awareness

Social media has for years been perceived as a channel primarily for branding and awareness, but anyone working within marketing knows that it is far from the truth in 2024. The ad functionality and targeting options available from the large social media platforms are nowadays so sophisticated that social media can offer a competitive option to Search. This is not saying that Search (i.e. Google) isn't relevant or that Google Ads is losing its edge, instead should it be seen in the light that social media has become more advanced.

The increased interest in social media advertising is partly due to the development described above but one must also take into consideration that customers spend plenty of time on social media. Search is a tool customers use with a pragmatic mindset, they are after a specific product, service or information. Most customers don't spend too much time just hanging out on google.com - and here is a striking difference from social media. Platforms such as Facebook, Instagram, TikTok, Pinterest, Snap and others are hubs for digital interaction with friends and family. Customers of 2025 and beyond will be pragmatic but at the same time will there exist a desire to interact with friends and family, hence Search and Social are likely to stay relevant.

Advertising in a social media-first marketing landscape

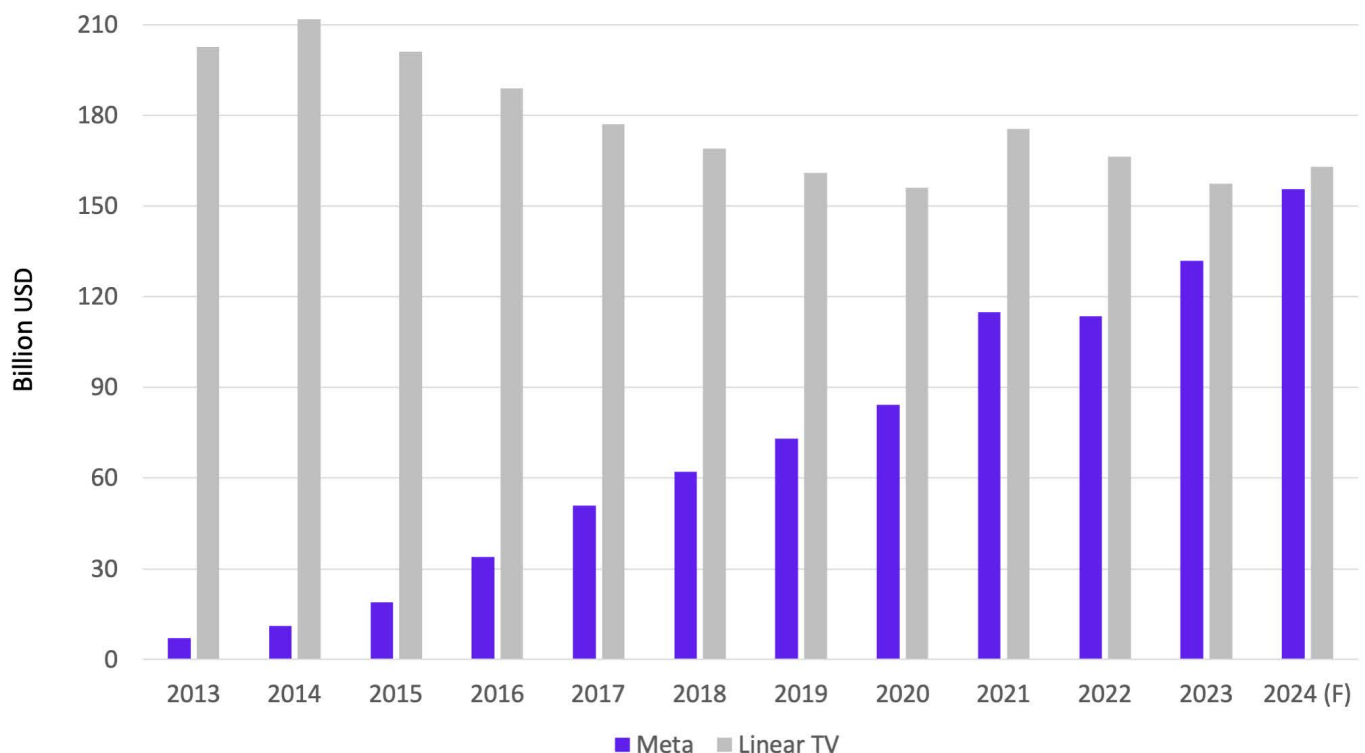
Substantial investments

When advertisers notice that social media marketing takes a stronger position in the digital marketing world can it serve as a reassurance that the advertisers investments in social media was the right thing to do. The trend with more substantial investments in social media advertising reflects the way that consumers spend their time, hence it makes sense to focus on social media for advertisers. The downside is that advertisers will experience tougher competition as social media marketing grows in importance for a larger number of advertisers.

It's no big news that customers spend plenty of time on these platforms, communicating and taking part of content from various sources. More than one third of the time spent online on a daily basis is spent on social media platforms, this is another attractive factor for brands and advertisers. Customers spend a lot of time on their preferred social media platforms, and brands want to be where their audience are. In addition, Meta has been able to maintain steady prices (thanks to the AI-driven tool Advantage+) while Google Ads have had increased prices which of course has been in favor of Meta. Digital marketing in 2025 will, just as in 2024, be focused around Google and Meta. The small shift that might be noticed is how we'll see that social media, with Meta in the lead, increases in importance for brands and advertisers.

Ad investments on Meta close to linear TV

Global ad investments (Billion USD)



There is still potential for longer-term growth

Despite some short-term hiccups, the prognosis remains fundamentally sound and that we shouldn't write off digital advertising's longer-term growth prospects. What we're seeing is the latest in a series of shifts that continue to transform this industry. In real time, the historic metrics of volume and reach are evolving. Digital advertising spending is rapidly following the customers' time spent on social media platforms, apps, retail media and gaming environments. The rise of new areas like retail media, connected television and shoppable commerce are producing different types of metrics and attribution models. In some sense, digital advertising is getting smarter and more effective, less blunt and more focused, less tactical and more strategic—and more connected to purchasing. All of that is pushing advertising closer to the point of sale and towards platforms where commerce is conducted.

*It is worth noting
that what we're seeing
is an underlying
strategic shift.*

We're moving from a world in which volume and reach metrics were the primary factors focused on, even if that meant ignoring waste and spam. Instead, we are moving closer to a world of vastly improved metric and attribution models. A world where social media activities must be linked to the overall business objectives to emphasize the contribution that social media brings to the overall business.

Considerations related to *social media marketing* 2025

The pandemic is for many a distant memory but the impact that the pandemic had on digital marketing is still noticeable. During the pandemic years did we experience that marketers pivoted to digital channels for outreach. A new, heightened focus on social media accelerated the digitization of marketing including the budgets allocated to digital marketing. The recent adoption of new marketing technology (Martech) to automate processes and the use of AI to generate content have driven digitization further into business models.

*An extensive understanding of
considerations related to social
media drastically improves your
opportunities in 2025*

In order to leverage the benefits of social media as new technologies change the digital landscape it is necessary to understand potential challenges. The rapid growth of digital marketing and social media in particular has translated into new challenges which need to be addressed in 2025 and beyond. Addressing the potential opportunities and limitations for 2025

is important for many of you reading this text. At the same time should you focus your time and energy to expand your insights and build a strategic roadmap for the coming years. The decision you take today for your digital marketing will to some extent also set a direction for the future of your digital marketing, hence the importance of a strategic roadmap.

Mastering a cluttered landscape

The growing number of investments by advertisers means social media can be perceived as a crowded marketplace. This crowding can make it difficult for individual ads to capture consumers' attention. This results in an even stronger focus on creating content that truly connects with the target audiences and achieves meaningful engagement.



It is a lot of content to consume

A constant influx of new content can cause consumers to experience digital content fatigue. Digital marketing, including social media, must consider the potential effects of diminished attention span associated with prolonged consumption of digital content. Digital usage is spread over several platforms resulting in decreased focus. Each post from an advertiser should in this context have a clear purpose that cannot be misunderstood in the eyes of their audience. Decreasing attention span requires new and innovative content to capture the available attention advertisers have access to.

Ensure that your management team is on board

In many companies and organizations the actual business value generated from social media marketing is viewed as moderate from a management point of view. This perception is likely the result of the history of social media in combination with a lack of understanding among the average C-level executive. There is an obvious risk that when management underestimate the performance capabilities in social media marketing can this have an impact on budget allocation. In addition will the lack of understanding have effects on long-time priorities. To ensure that your management understands the importance of social media marketing, it is essential to establish a strong connection between the effects of social media and the company's overall business goals. Social media focus on creativity to a larger extent than other marketing channels which can add on to a perceived disconnection between social media and the advertisers overall business performance. The best solution for aligning all marketing activities, including social media is to acknowledge that there might be a potential misunderstanding. Identify the challenge, make sure that relevant stakeholders understand the importance of different marketing channels and their contribution to the business.

Align on what defines success

It is not uncommon to hear about brands where there is a lack of coordination between social media and the company's marketing strategy. Lack of coordination leads to lack of understanding and priorities that are not in favor of social media marketing. Demonstrating the impact of marketing is itself a challenge for many companies. These challenges multiply in the world of social media, where much of the focus is on finding new customers and brand building. Multi-channel environments further challenge companies' ability to accurately track the customer journey through to purchase. Tracking results for digital marketing can be confusing even for experts, hence advertisers should address this topic internally. By addressing and aligning attribution models with management is it more likely that results from social media marketing will become more evident.

Growth perspectives related to **social media marketing 2025**

Continuous success is enabled by avoiding making unnecessary mistakes but it is off course also depending on the ability to implement initiatives for growth. Ambitious brands and advertisers must understand, and act on, potential challenges. Even more important is to focus on initiatives that foster positive growth and improved performance. Below can you take part of some suggested ways to innovate with social media and drive more ROI.

Make Large Language Models your best friend

AI has been a major trend for some time and brands are now starting to incorporate them in their everyday work. Most common for marketers is to use Large Language Models (LLM) for content personalization and content creation. Studies have shown that the use of LLM in social media content creation is only used half as much as content creation for other channels. These usage rates leave a lot of opportunity yet on the table for marketers, who may be missing out on the ability to time-efficiently and cost-effectively generate content at scale. These benefits must be balanced, of course, with ensuring that the resulting social media is a strategic fit for brand and target markets.

Spend time on integration of channels

Companies receive more value from social media when it is better integrated into other communication and purchasing channels. The lack of integration across channels has been on low levels across all kinds of advertisers for years, and there are few signs for this to change. Here is another example of untapped potential for brands that use social media for marketing. Given this long standing problem, marketers should invest in customer data platforms that will help them unify data across the customer journey, providing a more holistic view of the customer.

It's more than a sales channel

One of the main reasons for advertisers to put ads on social media is to sell products and services. This makes a lot of sense given that brands want to receive a direct response on their investments in marketing. Clever brands have understood that social media can also provide a lot of value in terms of driving future growth. Companies can leverage social media to improve current products or services, identify new product or service opportunities, or connect with new customer groups. Those companies that exploit this opportunity can develop an experience that responds to and retains consumers, increasing revenues and profitability. Social media can serve as a great tool to improve customer support, lead generator or employer branding enabler. Explore the full potential of social media marketing to discover your potential benefits. B2B brands have shown that it is possible to use social media for multiple purposes.

Cisco:

Cisco used social media to promote its brand and increase thought leadership, resulting in a 20% increase in website traffic and a 15% increase in leads.

Dell:

Dell used social media to provide customer support, resulting in a 70% decrease in customer support calls and a 25% increase in customer satisfaction.

General Electric:

General Electric used social media to recruit employees, resulting in a 30% increase in job applications and a 20% decrease in recruiting costs.



Creativity is always a winning component

Given social media clutter and consumer fatigue, marketers must put on their creative hats to get their social media campaigns to stand out and deliver results. There are no fixed solutions on how to enhance your creativity, but to not do the exact same thing as last year is a great first step. Building relevant skills and processes improve a brand's chances to increase their social media's ROI. But without creativity the results will never reach their full potential. Social media marketing is based on the ability to reach the right audience in combination with crafting a relevant message the audience finds attractive and interesting, hence creativity will remain important for many years to come.

Your strategic direction **for 2025**

The overall direction from all brands in 2025 should be - upwards and onwards! By the end of 2025 do you want to be able to look back on a year that was more successful than the previous one. The ambition for 2025 will form many brands to outperform 2024, but focus must simultaneously be on enabling long-term growth. This dual ambition requires actions, priorities and focus from your side. In order to reach improved results it is required to try out new tactics, including an improved internal understanding of the importance of social media marketing. In parallel to reaching your monthly objectives it is essential to also build a strategic foundation that allows your brand to create long-term success.

All brands and advertisers face different challenges in relation to their social media marketing strategies. *2025 will bring new and unexpected hurdles* for brands to make the most of their digital marketing.

Simultaneously will we for sure experience opportunities that no one had expected. We can't plan for everything. There are endless considerations to take into account, but one factor will be especially important for brands of all sizes and ambitions - connecting your social media with your business objectives. Social media marketing has over only a few years gone from harmless likes and emojis into being the most important marketing channel for numerous brands and advertisers. The increased importance of social media, resulting from advertisers' ability to monetize their campaigns on the advertised products or services, has brought even more advertisers to the different platforms. This increased interest has resulted in fierce competition, technical capabilities, new content requirements and escalated ad prices just to name a few.



In 2025 social media will have an effect on your business success through the impact in brand awareness, leads generation, loyalty, customer service, sales, new subscribers, improved retention and stronger employer branding.

Brands in B2C as well as B2B can today benefit from the fact that billions of people use social media on a daily basis. Brands that are successful on social media don't have their results thanks to luck or chance. The brands that are getting the most out of social media are the ones that have a relevant skill set in combination with adequate resources (i.e. budget, training, competences etc). Skills can be taught or acquired in other ways, this is not out of reach for most organizations. Skills are necessary to execute on a daily basis but these skills are not enough to remain competitive - strategic competence is also required. "Strategy" is often mistaken for tactics, in this context is strategy defined as a well considered plan regarding how to execute the plan and why this is the best way forward. A relevant strategy should consider both macro- and industry relevant movements that have an impact on the brand's future operations within digital marketing. The strategy also acts as a bridge between the social media objectives and the brand's overall business objectives. Brands that have the ability to craft a longterm social media strategy, supporting the overall business objective, will have a greater chance to connect the daily social media activities to the brand's overall purpose. The social media strategy serves as a guiding light for the organization as the context the brand acts within might change over the year.



You and your team can argue for an increased budget but this will only pay off if you've managed to place social media marketing in a larger business context. You must help those that decide on your budget to understand that social media results have a strong connection to the business' overall objectives. If given the opportunity to work with social media in a way that allows you to reach the full potential of your social media marketing - the overall business results will also benefit. This conversation is not an easy one since there are so many cost centers in an organization but it is crucial to have this dialogue with your management team if you want to see improved results by the end of 2025. Prior to deciding on platforms, formats and content calendars you should have a close look at your company's overall business objectives. Once you have understood the most important objectives for your organization in 2025, then can you start to define your social media goals. These goals should align with your organization's overall business objectives. The third step is to draft a strategy which helps you to achieve your business objectives and your social media goals.

Your chances to receive a budget which gives you a fair chance to be competitive with your social media marketing increases when the method above is applied. Prioritize to gain attention and interest from your management team and they will be more likely to prioritize your social media marketing in the budget process. All marketing activities are related to a cost, it can be time or ad spend but there is no such thing as a free lunch. Inflation, globalization, AI and other developments around us all indicate that marketing activities will require new tactics and strategy

in 2025 compared to 2024. An increased budget is not always the answer to handle challenges - the most important part is to understand how you can get the most out of the resources that you have for the coming year. Management author and guru, Peter Drucker said, "Efficiency is doing things right. Effectiveness is doing the right thing." This famous quote can serve as a guiding light for 2025 as it will become even more important to "doing the right thing" in order to optimize your resources.

2025 will in many ways be similar to previous years, challenges will arise and opportunities will be presented to you.

Perhaps you will need to update some of your social media tactics to handle transformations in user behavior or increased ad prices. The upcoming year will not be less challenging despite the progress within AI, rather the opposite. Social media is both much more complex and important than ever before, hence you should focus on finding a way to understand how to do things right in regards to your social media marketing. Identify a strategy that ensures that your tactics contribute to the overall business value. The teams that manage to connect their social media marketing with the overall business objectives will be the ones that obtain the best opportunities to create great results in 2025.



We hope that
you've gained some
new *insights* from
this report and wish
you the best for
2025!

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