



[@LENKAKOPP](#)

SOCIAL MEDIA TRENDS FOR 2020

**LENKA
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WHAT ARE THE 2019
SOCIAL MEDIA TRENDS?

**INSTAGRAM
STORIES?**

VIDEO?

**WHAT ARE THE 2019
SOCIAL MEDIA TRENDS?**

**FACEBOOK
MESSENGER
BOTS?**



WRONG!



2019 THEME...

**CONNECTING
WITH
CUSTOMERS**



**IT'S NOT ABOUT
YOU!**



IT'S NOT ABOUT YOU,
IT'S ABOUT
THEM



**IDEAL
CUSTOMERS**

WHO ARE THEY?

**WHAT ARE THEIR
CHALLENGES?**

**IDEAL
CUSTOMERS**

CUSTOMER PERSONA

**WHERE DO THEY
HANG OUT?**

**WHAT'S THEIR
BUYER JOURNEY?**



LISTEN!

**LISTEN, BEFORE YOU
START TALKING**

**ANSWER PEOPLE'S
QUESTIONS**

LISTEN!

**TO BE INTERESTING,
BE INTERESTED!**

**UNDERSTAND YOUR
AUDIENCE**




**GET OBSESSED WITH YOUR
CUSTOMERS!**

The background is a light blue color filled with a repeating pattern of white speech bubbles and stars. The speech bubbles are of various shapes and sizes, some with small tails. The stars are also of various sizes and orientations. The overall pattern is dense and playful.


**ASK
QUESTIONS!**

**BE GENUINELY
INTERESTED**



**LET'S
TALK!**

- COMMENT ON OTHER PEOPLE'S POSTS
- REPLY TO COMMENTS WITH FOLLOW-UP Qs
- SLIDE INTO DMS



WHERE ON SOCIAL
MEDIA SHOULD YOUR
BUSINESS BE?

**BE WHERE YOUR
IDEAL
CUSTOMERS ARE!**

**SOCIAL
WELLNESS**

VIDEO!

**WHAT ARE THE 2020
SOCIAL MEDIA TRENDS?**

**NICHE
PLATFORMS**

**PERSONALISED
COMMUNICATION**

The background of the image is a repeating pattern of stylized, hand-drawn mountains in shades of blue and black. In the center, there is a large, dark blue speech bubble with a white outline. Inside the speech bubble, the text is written in a bold, yellow, sans-serif font, arranged in five lines. The text reads: "MILLENNIALS AND GEN Z ARE TECH SAVVY GENERATIONS DEMAND INNOVATION, CREATIVITY, PERSONALIZATION, BRAND PURPOSE, AND TRANSPARENCY." The speech bubble has a tail pointing towards the bottom right corner.

**MILLENNIALS AND GEN Z ARE
TECH SAVVY GENERATIONS
DEMAND INNOVATION,
CREATIVITY, PERSONALIZATION,
BRAND PURPOSE, AND
TRANSPARENCY.**



TikTok Monthly Active Users



TikTok has

**500
million**

active users
worldwide.

(Datareportal, 2019)



**BUILD A
COMMUNITY!**

**TURN CUSTOMERS
INTO ADVOCATES AND
LOYAL FANS**

**MAKE CUSTOMERS
YOUR HEROES!**



HAVE A PLAN!

**BADASS
SOCIALS**



**QUALITY
OVER QUANTITY**



ENGAGE!
ENGAGE!
ENGAGE!



BE SOCIAL
BE ENGAGING
BE YOURSELF



**MORE SOCIAL
LESS MEDIA!**