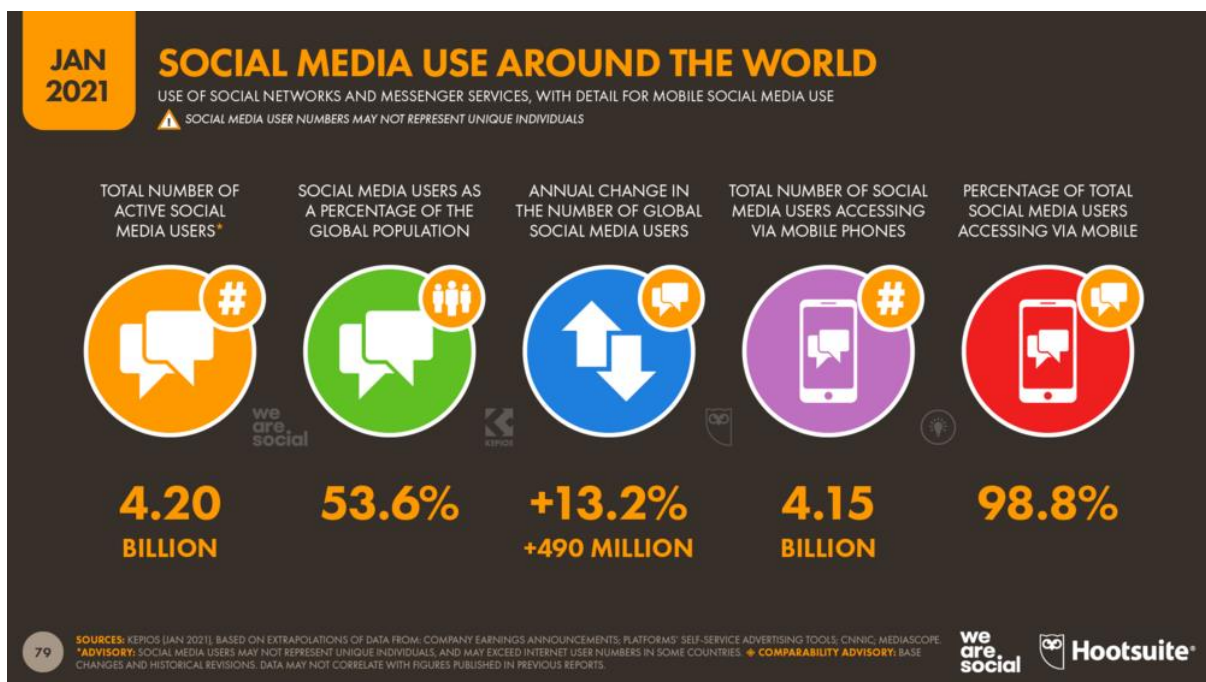


How has social media marketing changed during the COVID-19 pandemic?

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COVID-19 has had an impact on all industries, whether it be retail, the food industry, events, marketing, the list goes on. Looking particularly at marketing, COVID has put an emphasis on social media marketing.

According to [Data Reportal](#), the number of social media users grows daily, with the most recent estimate being 4.2 billion social media users in the world, which is a 13% increase from last year and is over half the world's total population.



The figures suggest that with the national lock down beginning in 2020, the urge to be entertained was seemingly fulfilled through social media apps. One of the fastest growing social media apps is [TikTok](#), with 689 million active monthly users in just 3 years. This makes TikTok the seventh largest social media platform right now and has been named as the most downloaded app in Apple's IOS App Store.

It is clear to see that TikTok is a huge platform right now, and marketers have been using this to their advantage in the past year. Businesses began using TikTok to promote their products/services, with many small businesses actually beginning on the app or reaching a larger audience, resulting in a boost in followers and engagement. [Music Business Worldwide](#) stated that the week of March 16th 2020, TikTok was downloaded 2 million times (an 18% increase in downloads from the previous week). This has created a shift in the way businesses choose to market their products, as it became clear to see that adapting to the newest digital trends was the only way to promote and advertise products during lock down. Businesses can partner with popular influencers on the platform to promote and wear their products, as well as create their own content and connect with potential/existing customers.

However, it is not just TikTok that businesses should be mindful of. According to a [GlobalWebIndex survey](#), social media usage as a whole rose by 10.5% in July 2020 when compared to July 2019. With

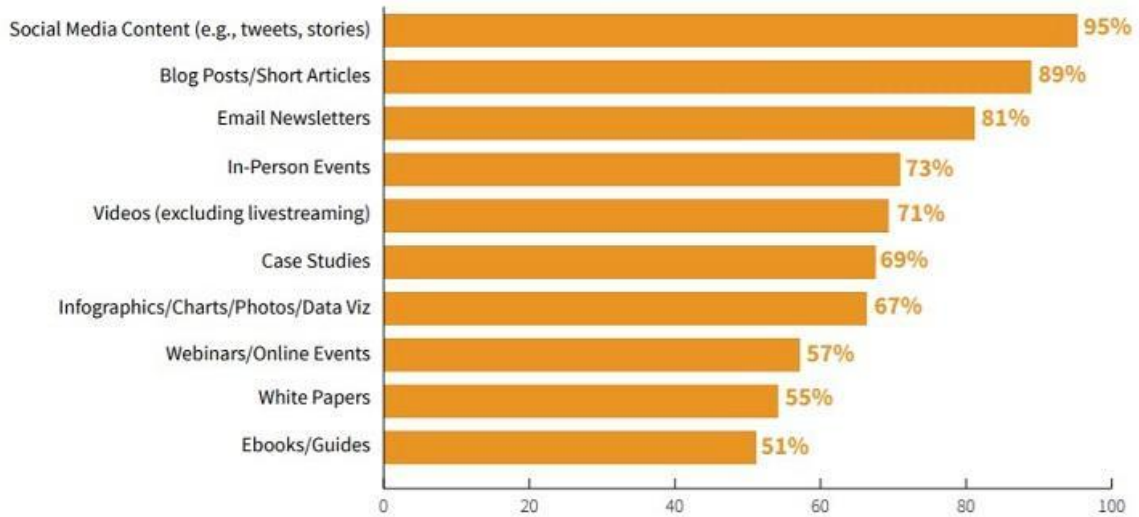
so much free time, consumers are clicking onto their social media apps more regularly, resulting in the discovery of new brands on their accounts. Social media marketing is a new, fast paced way of promotion and advertising, and has so many benefits for a business, such as:

- Increased brand loyalty
- Higher conversion rates
- Increased traffic to website
- Builds business-to-customer relationships
- Gain insight to valuable customer data
- Cheaper and targeted marketing strategy

Businesses should always bear their audience in mind when using social media actively, they must be aware of what their audience engages with the most, their interests, what doesn't seem to do so well etc. Utilising the insights and statistics gathered by social media apps can give businesses a better idea of how to create higher engagement and therefore create a larger social media presence. [Research](#) shows that 90% of people follow a business on Instagram, and 83% of people use the app to discover new products. A further 87% of people continued to state that they take action after seeing a business post on Instagram, such a buying the product. Just by knowing this information, businesses can adapt their social media strategy in a way that promotes their products and engagement simultaneously.

In comparison to previous years, social media marketing is at an all time high, and businesses must be prepared to act on this in order to effectively market themselves. In the last 12 months, online marketing was the most common form used by B2B marketers. The [graph](#) below shows that the top 3 forms of marketing was online, and the most common type of marketing was via social media content.

Content Types B2B Marketers Used in Last 12 Months (Top 10)



Base: B2B content marketers. Aided list; multiple responses permitted.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

In conclusion, the COVID-19 pandemic has had a huge impact on the way marketers work and advertise businesses, whether that is in B2B marketing or B2C marketing. Social media is constantly evolving and the trends change daily, and businesses must keep up with this in order to have an effective marketing strategy.