

Social Media Trends 2024

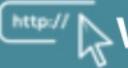


WE ❤
SOCIAL MEDIA
& PLANTS





Agnes Jaglarz

 www.marketingcircus.at
 hallo@marketingcircus.at

 @marketing.circus
 @agnesjaglarz



Social Media Trends 2024



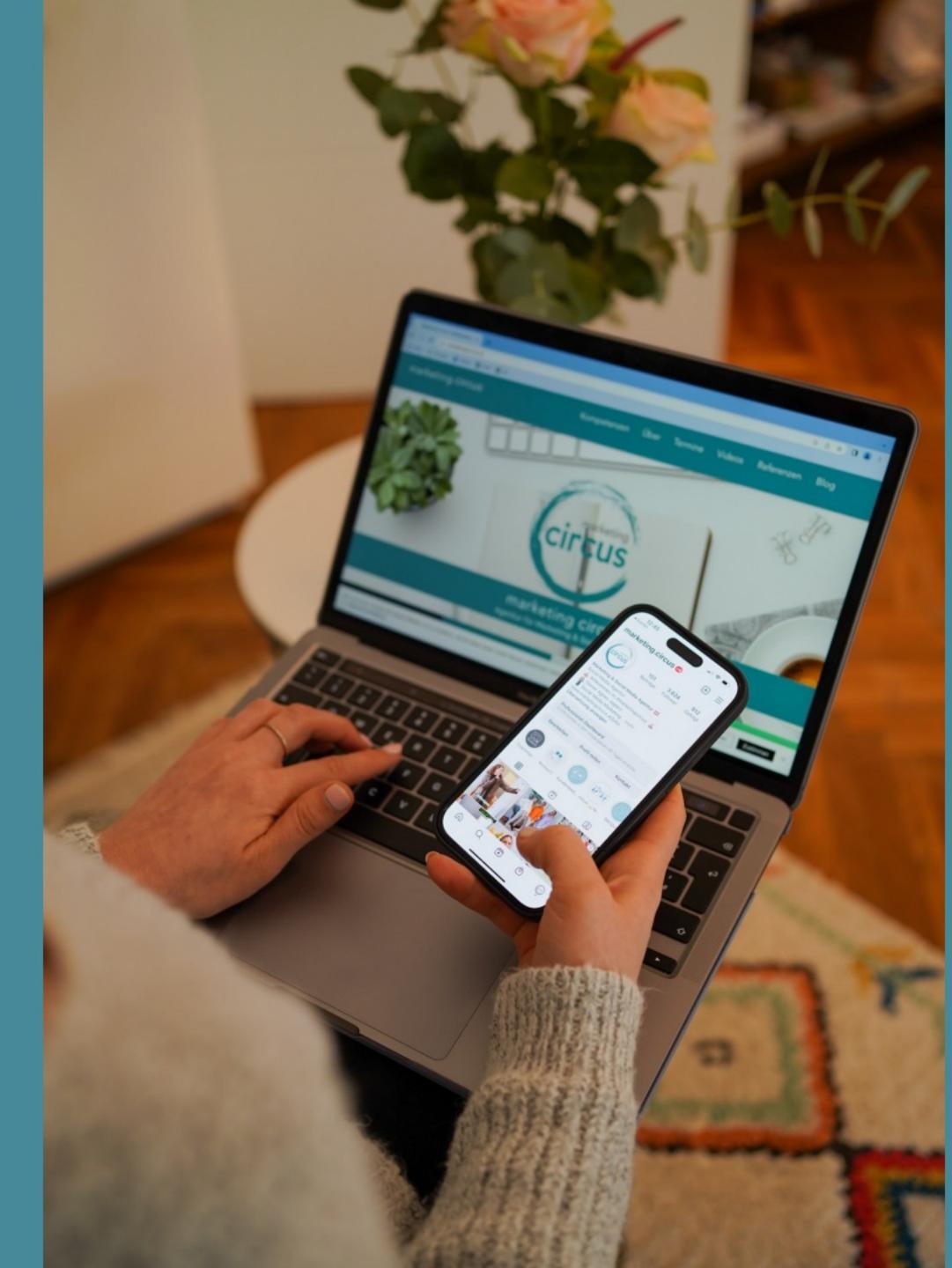
WE ❤
SOCIAL MEDIA
& PLANTS



„Die Frage ist nicht ob wir Social Media machen sollen, sondern WIE GUT wir es machen.“

Was ist Social Media?

- Online Dialogmedien
- Austausch mit der Community
- Aufbau einer Community
- Merkmal: Interaktivität

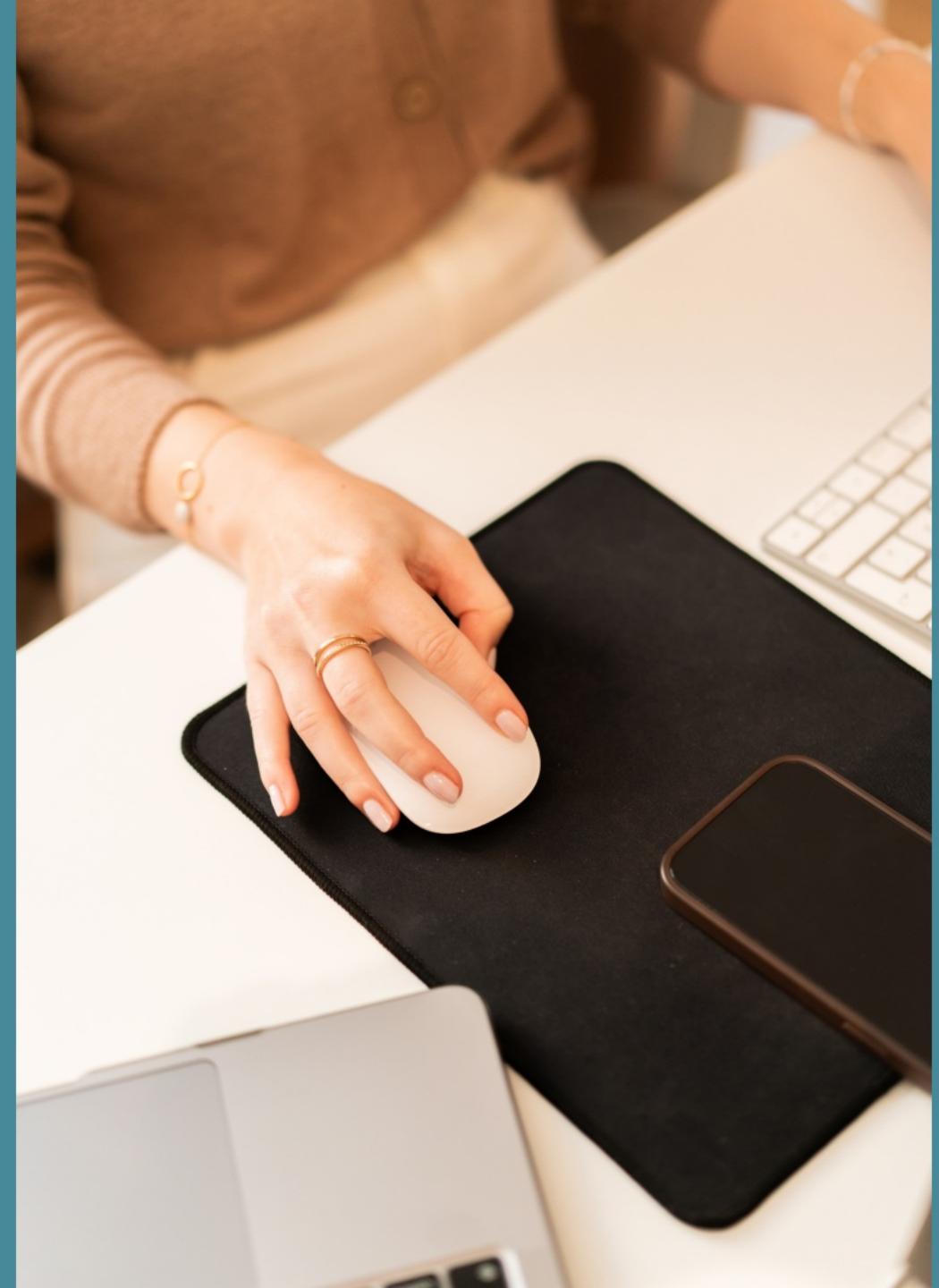
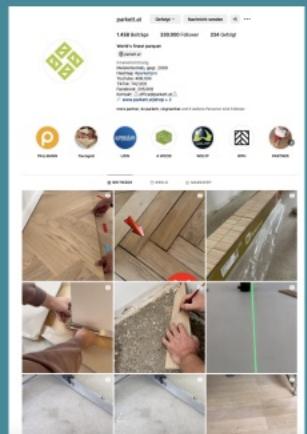


Homepage



So ist Social Media ...

- Videos Videos Videos
- Community Management
- Alle suchen Mitarbeiter!
- (Mikro) Influencer



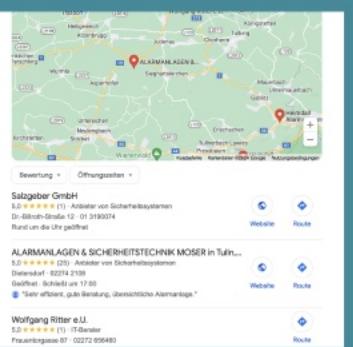
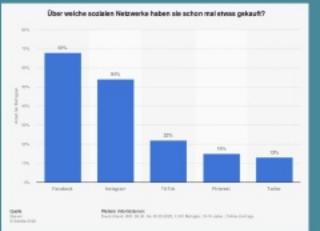
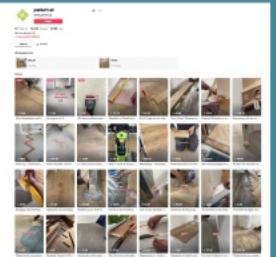
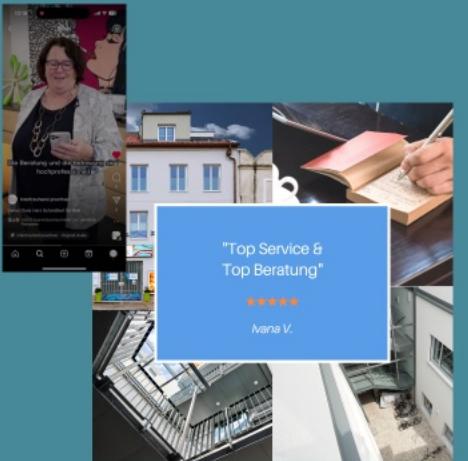
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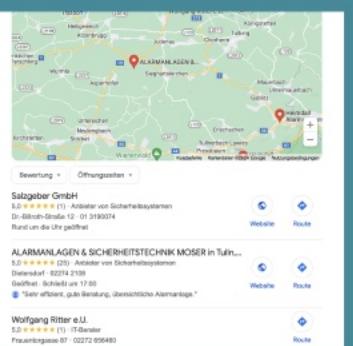
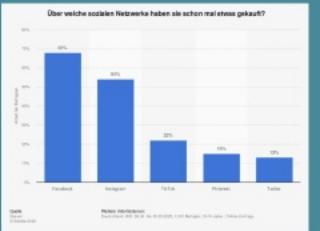
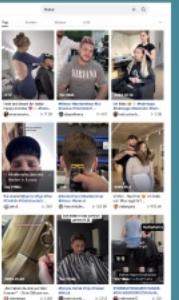
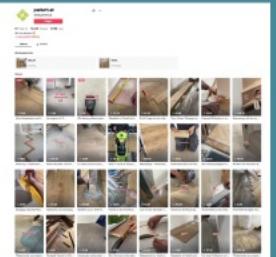
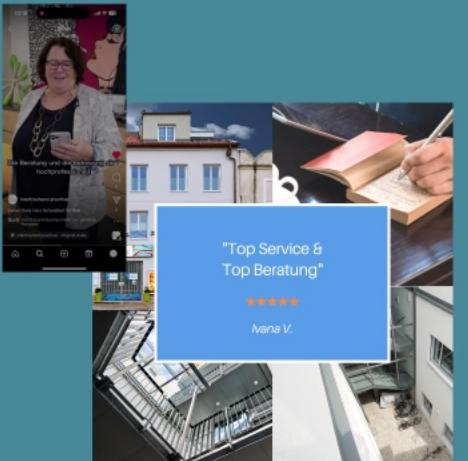
So ist Social Media ...

- Business-Netzwerke - LinkedIn
- TikTok für Unternehmen
- Bewertungen
- Onlineshops - LIVE Shopping



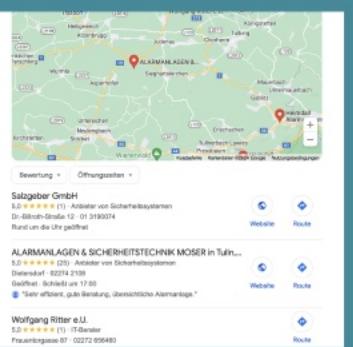
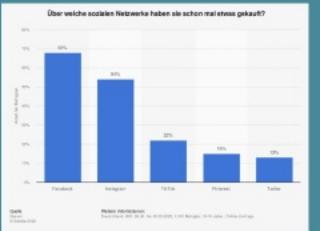
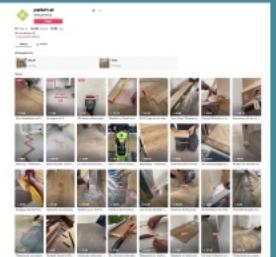
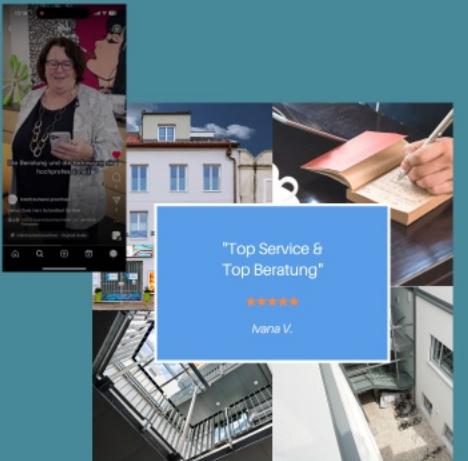
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Bewertung ▾

Öffnungszeiten ▾

Salzgeber GmbH

5,0 ★★★★★ (1) · Anbieter von Sicherheitssystemen

Dr.-Billroth-Straße 12 · 01 3190074

Rund um die Uhr geöffnet



Website



Route

ALARMANLAGEN & SICHERHEITSTECHNIK MOSER in Tulln,...

5,0 ★★★★★ (25) · Anbieter von Sicherheitssystemen

Dietersdorf · 02274 2108

Geöffnet · Schließt um 17:00

• "Sehr effizient, gute Beratung, übersichtliche Alarmanlage."



Website



Route

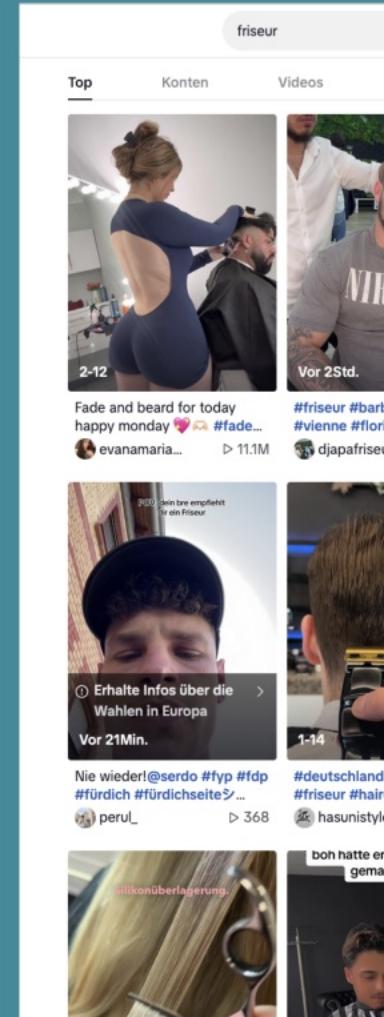
Wolfgang Ritter e.U.

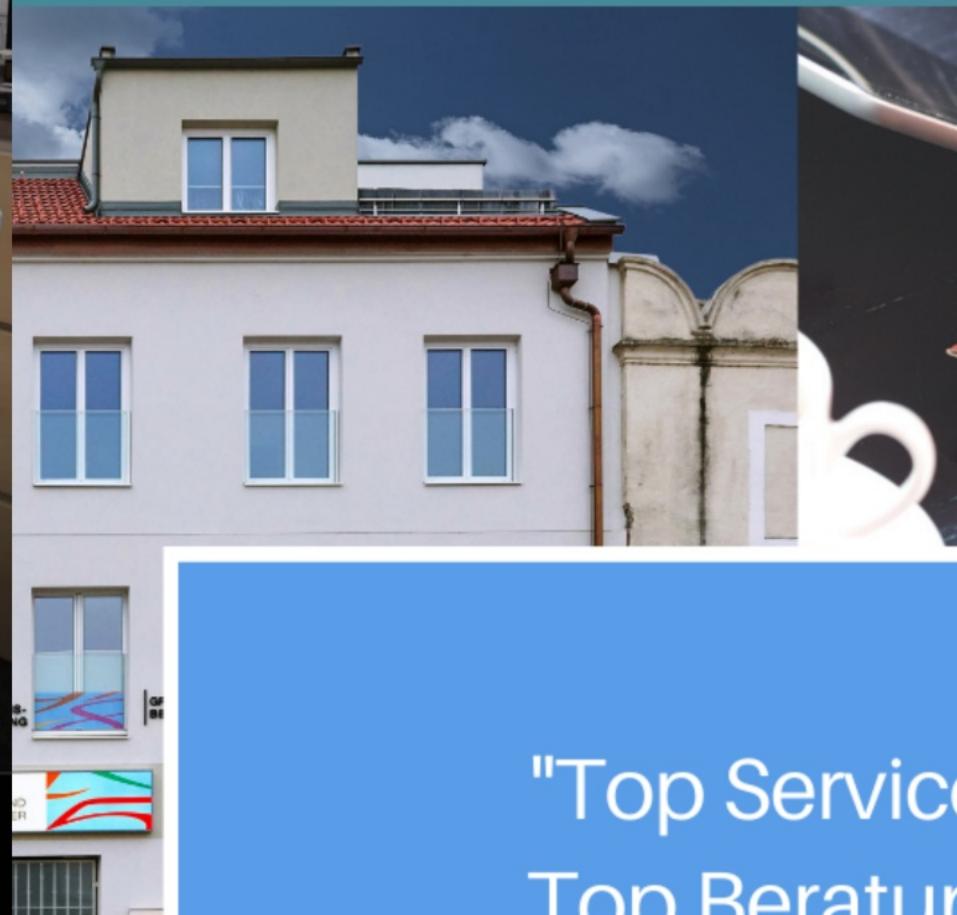
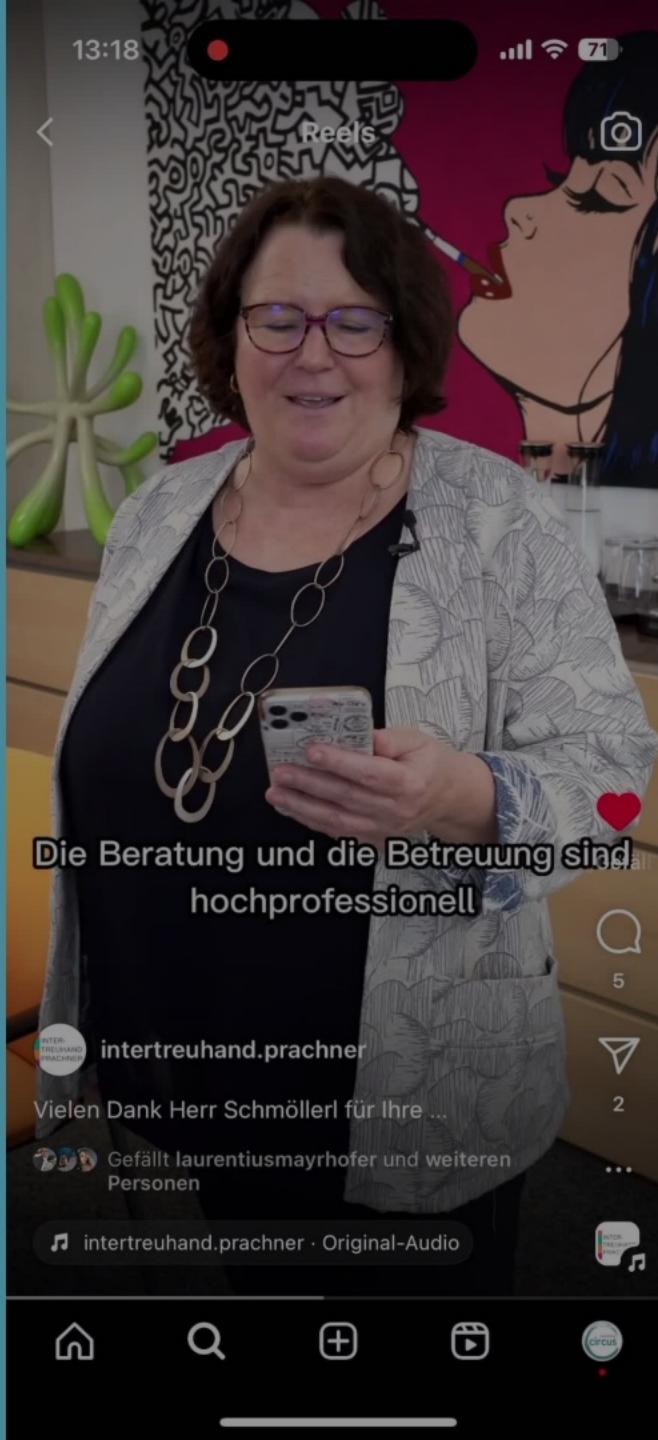
5,0 ★★★★★ (1) · IT-Berater

Frauentorgasse 87 · 02272 656460



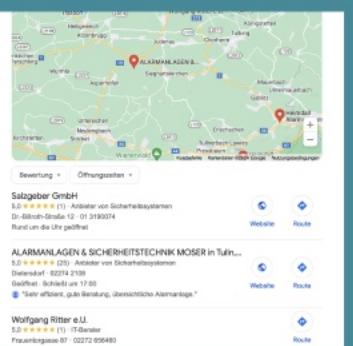
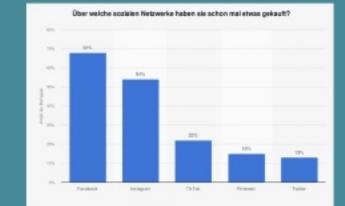
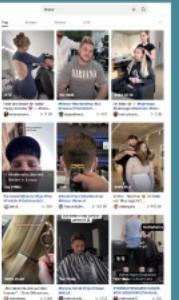
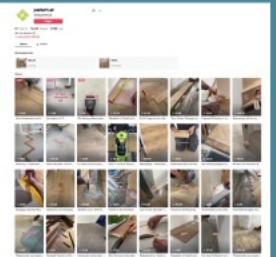
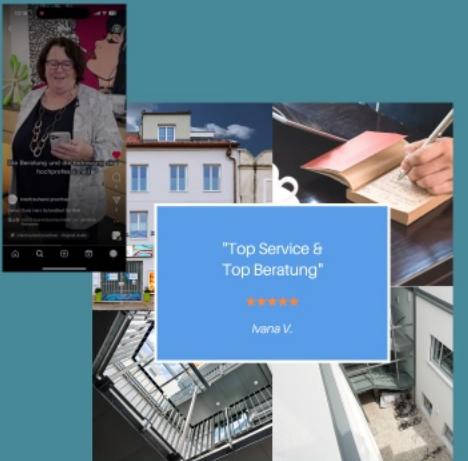
Route





So ist Social Media ...

- Business-Netzwerke - LinkedIn
- TikTok für Unternehmen
- Bewertungen
- Onlineshops - LIVE Shopping



Ohne Moos
nix los!

78% der Jobsuchenden
informieren sich online über
den zukünftigen Arbeitgeber



Briefe senden vs. Emails



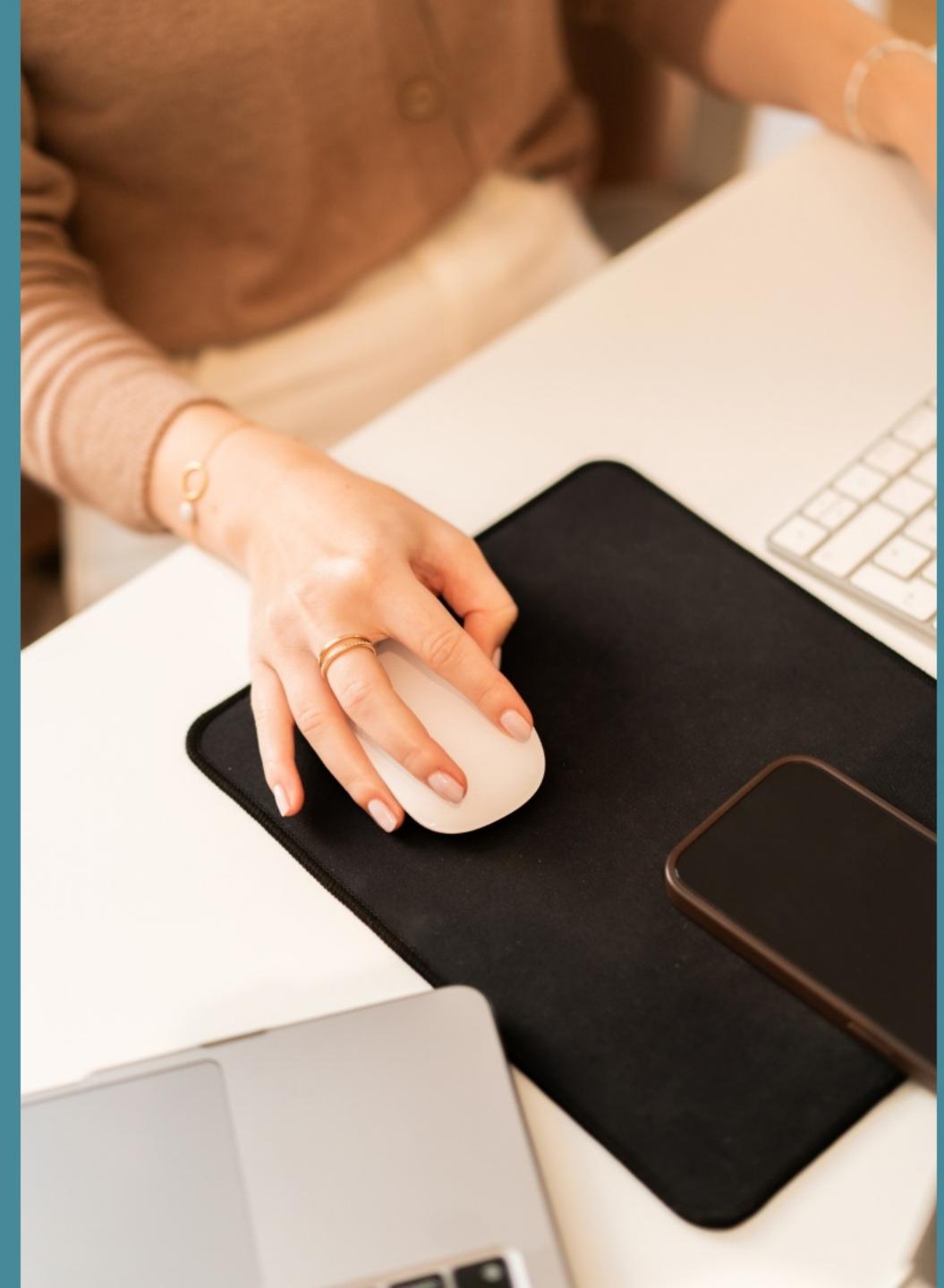
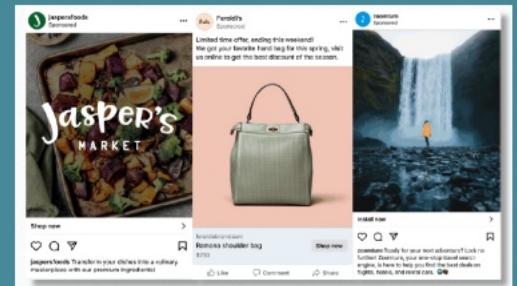
Analoge vs. digitale Fotografie



Künstliche Intelligenzen Chat GPT

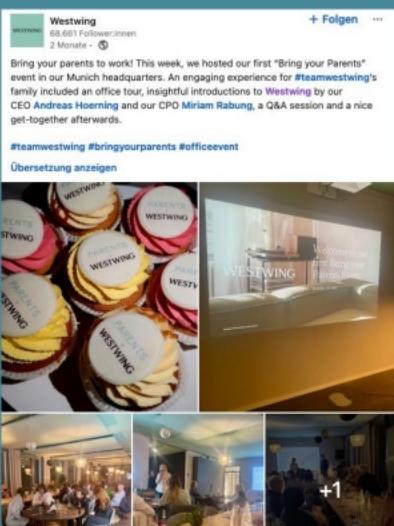
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#1 KI-Revolution im Community Management, Kundenservice & Content Creation



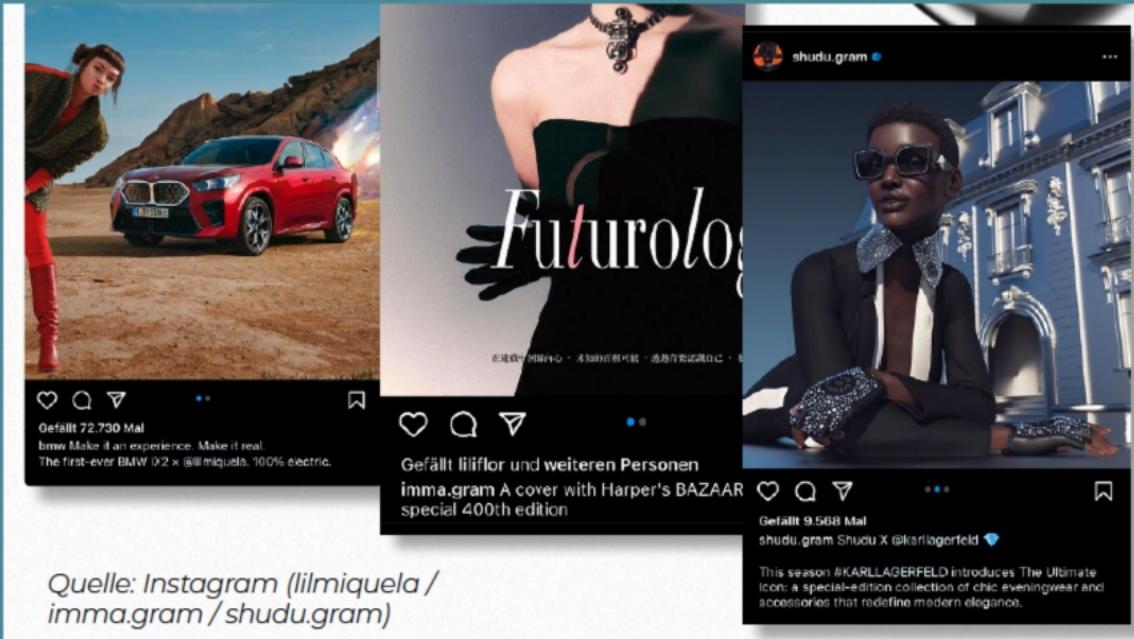
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#2 Employer Branding gewinnt an Bedeutung



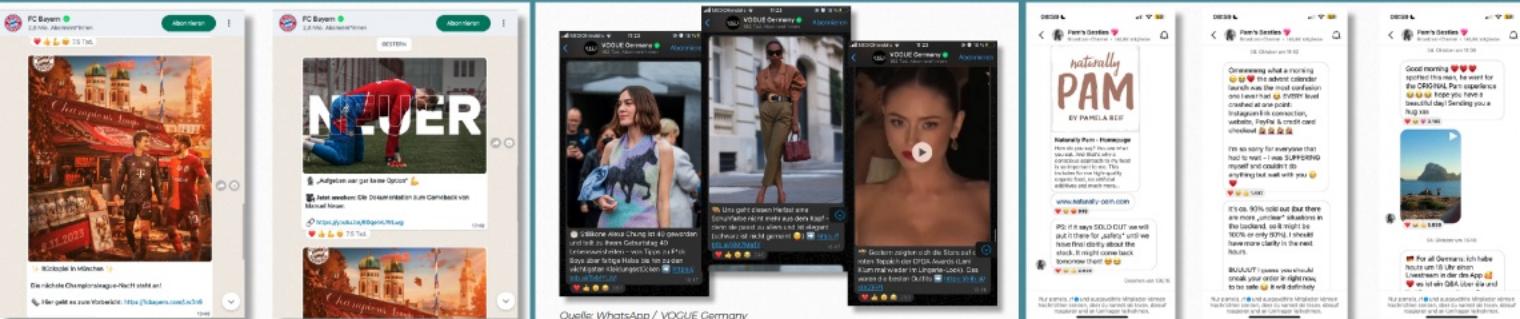
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#3 Virtuelle Influencer erobern 2024 die Social Media Szene



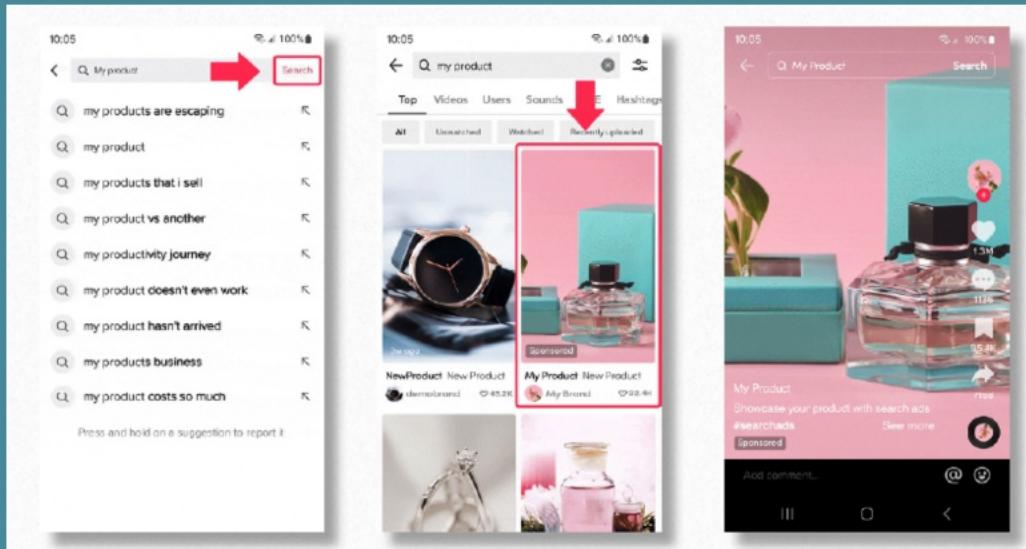
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#4 WhatsApp Channels und Instagram Broadcast als Must-Haves!



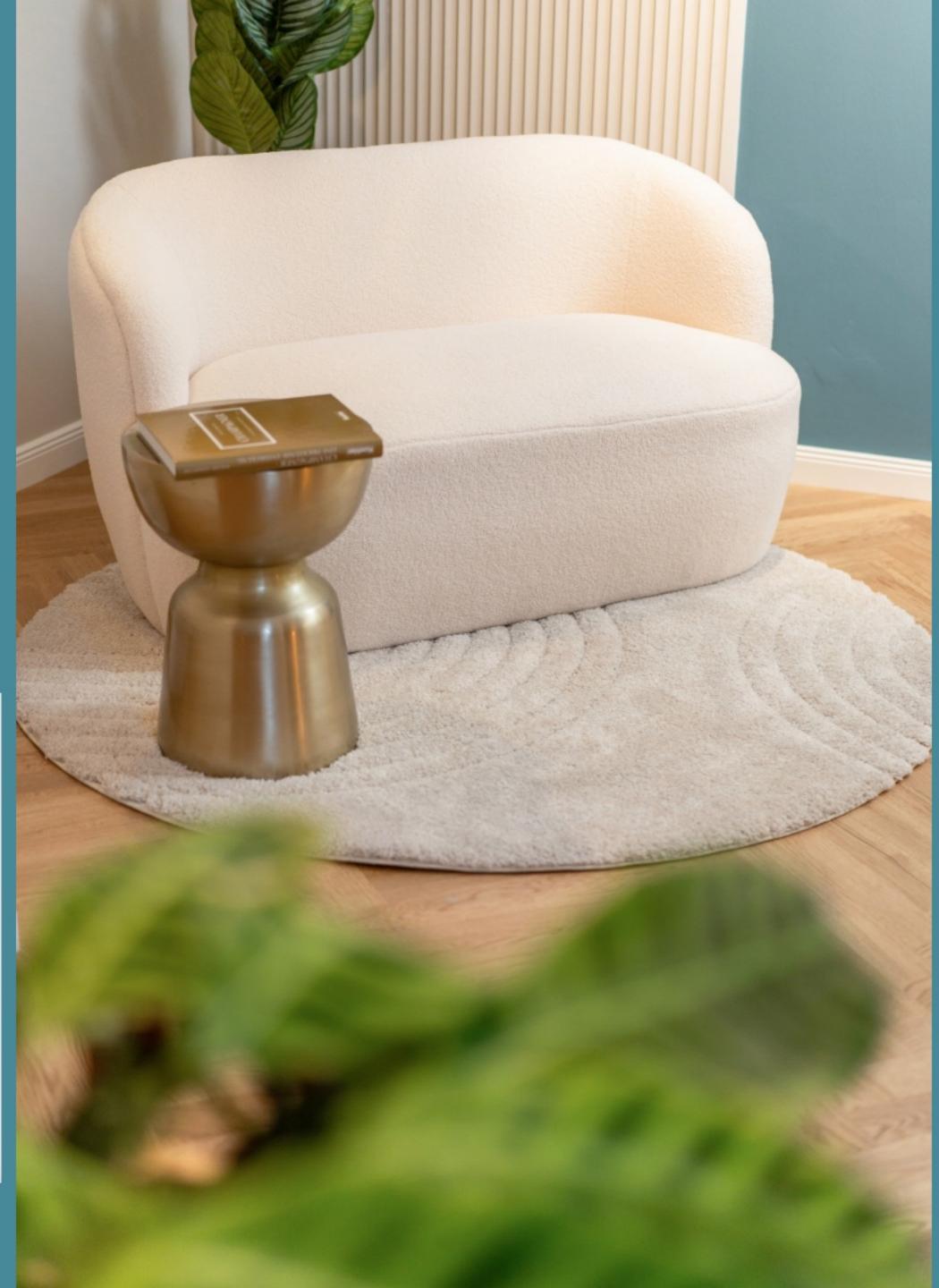
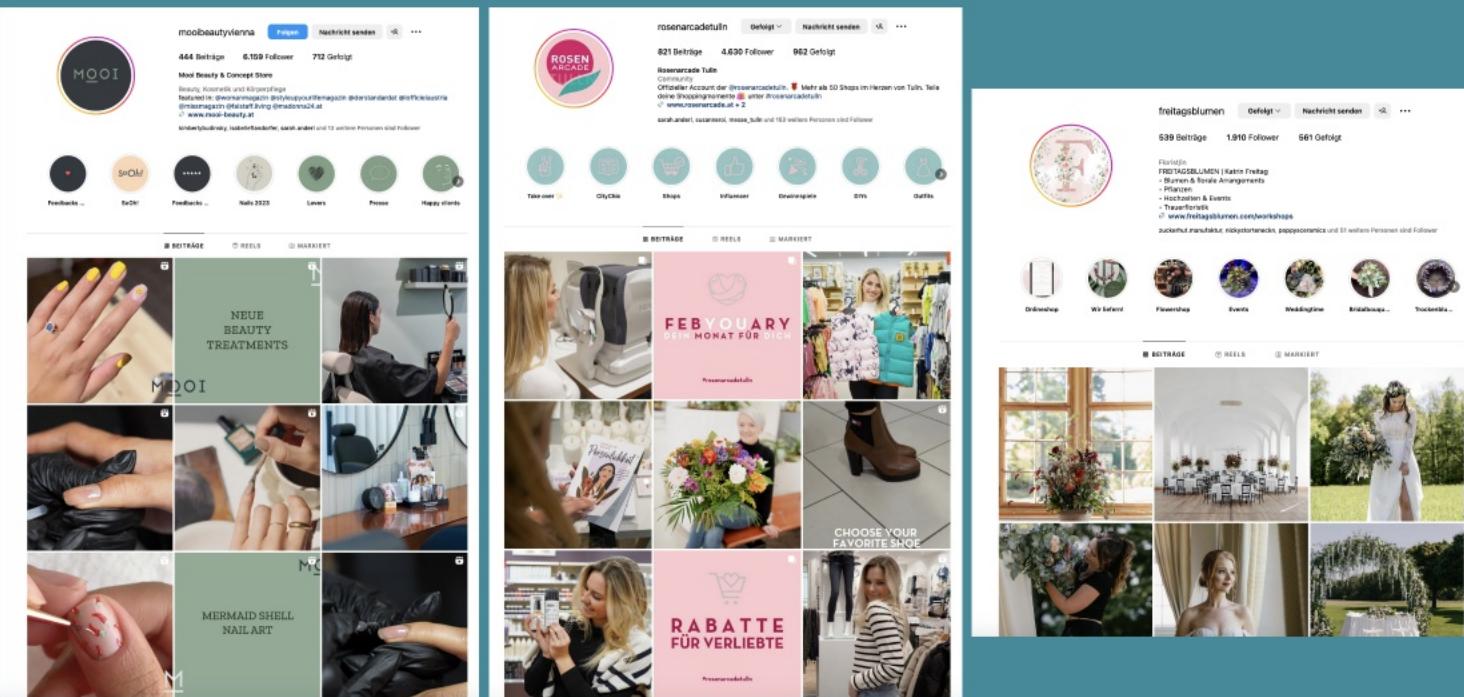
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#5 Social SEO im Rampenlicht



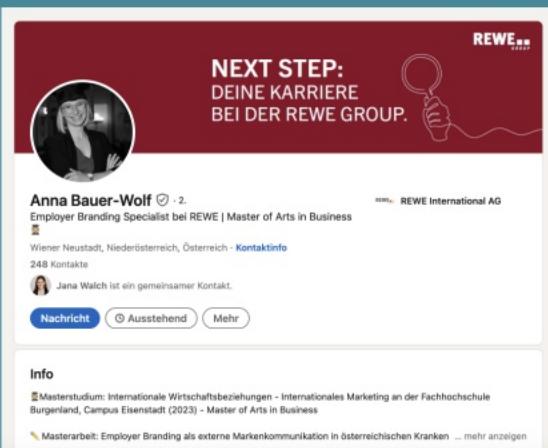
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#6 UGC vs. High-Quality Content



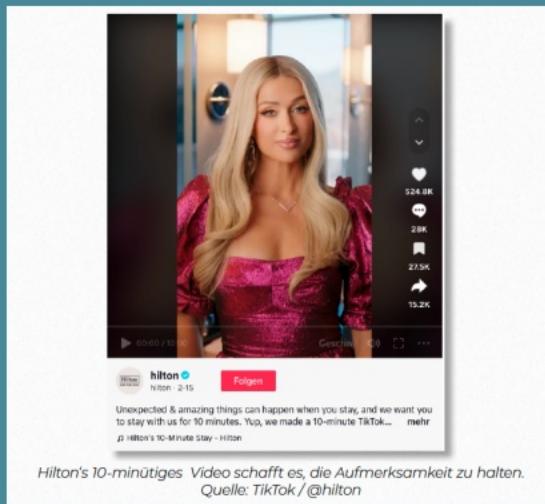
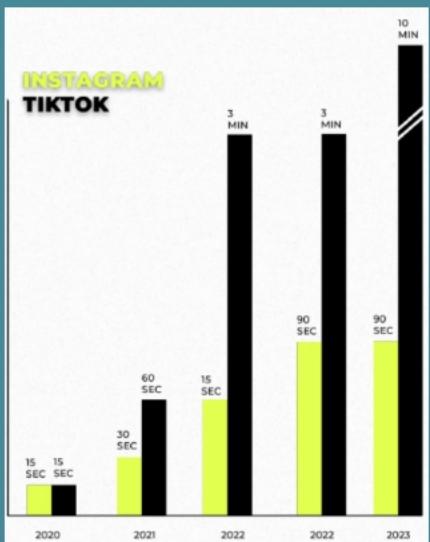
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#7 Business Influencer als Schlüsselstrategie für 2024!



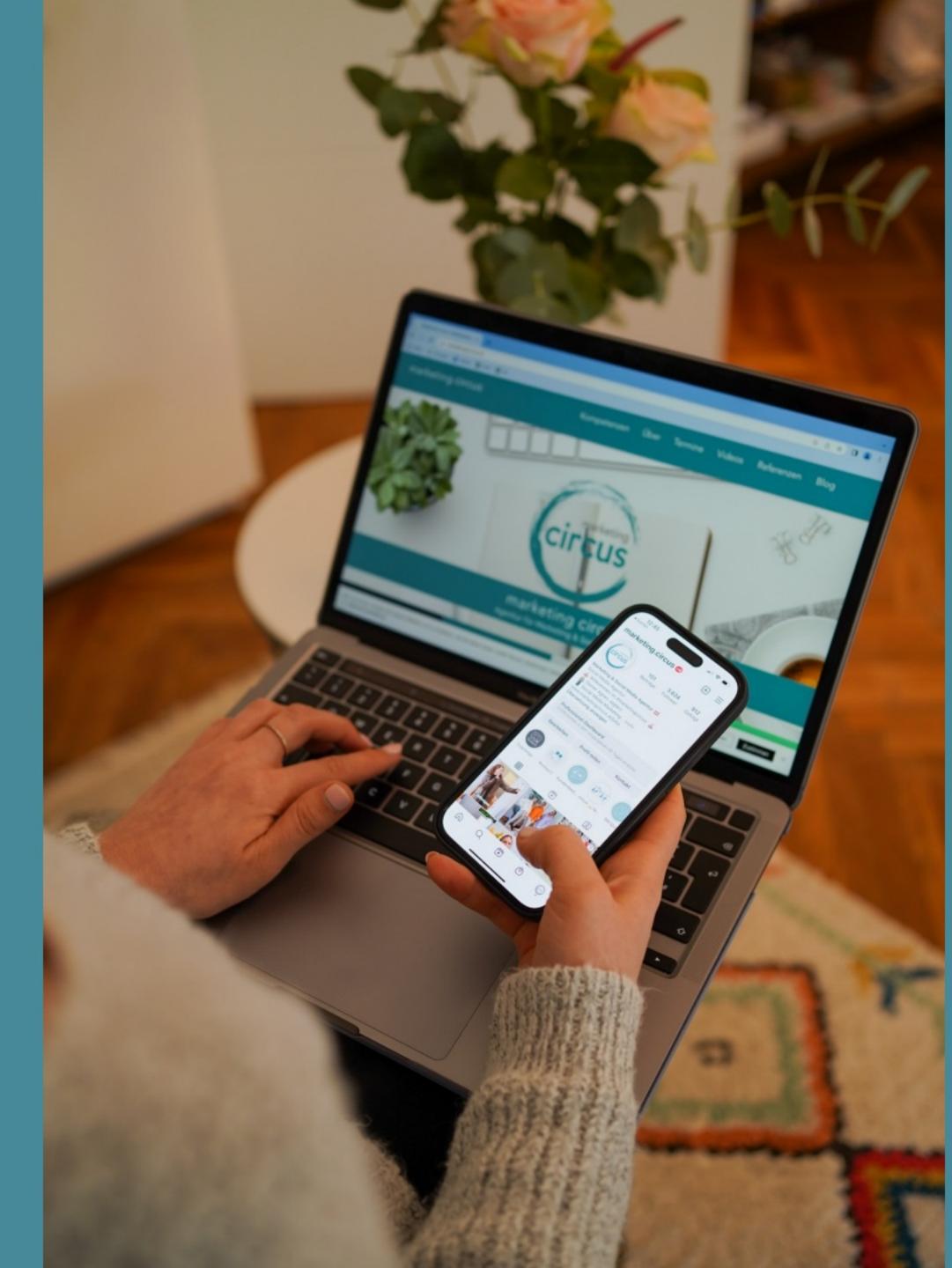
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#8 Wieder längere Videos



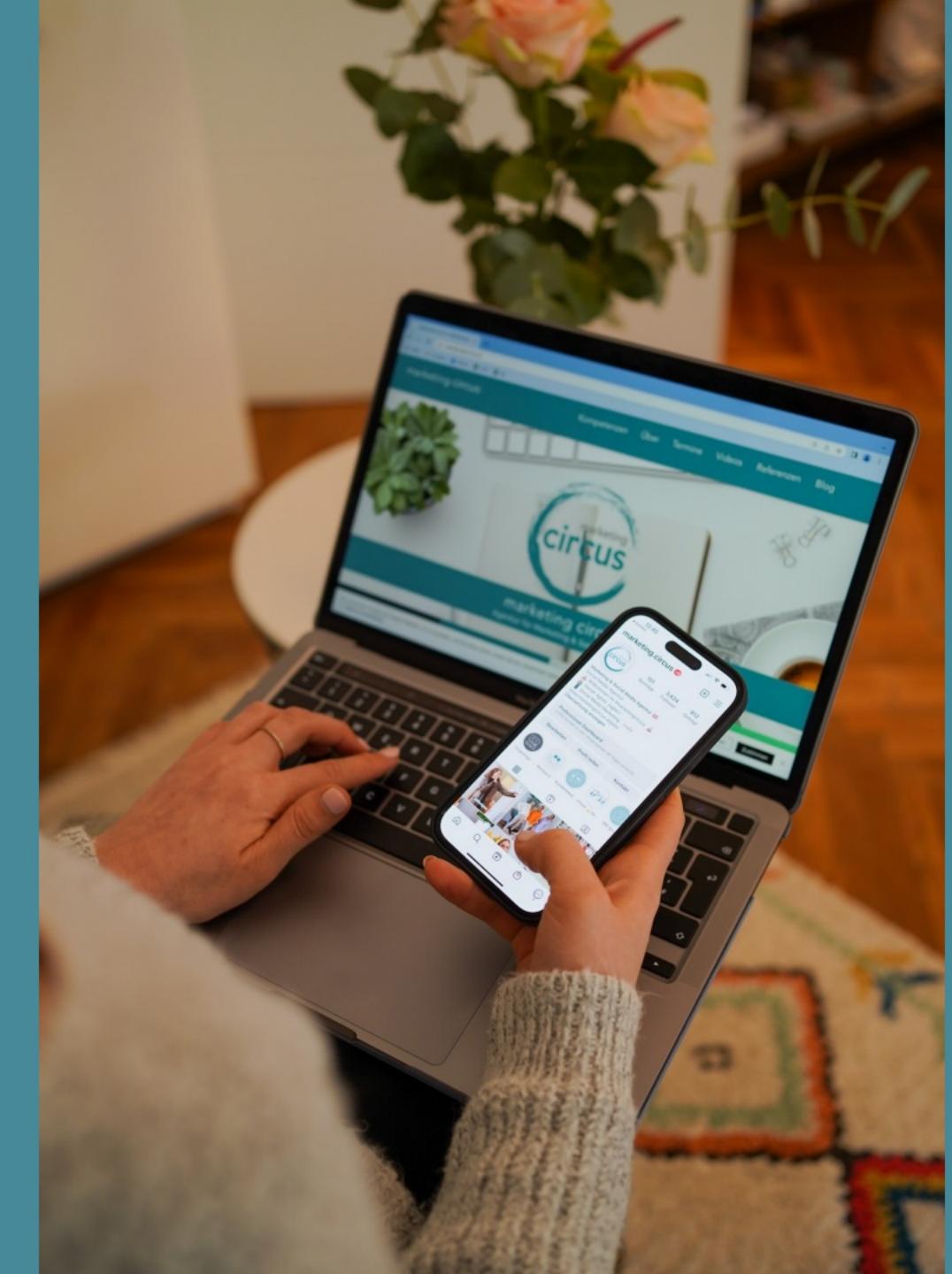
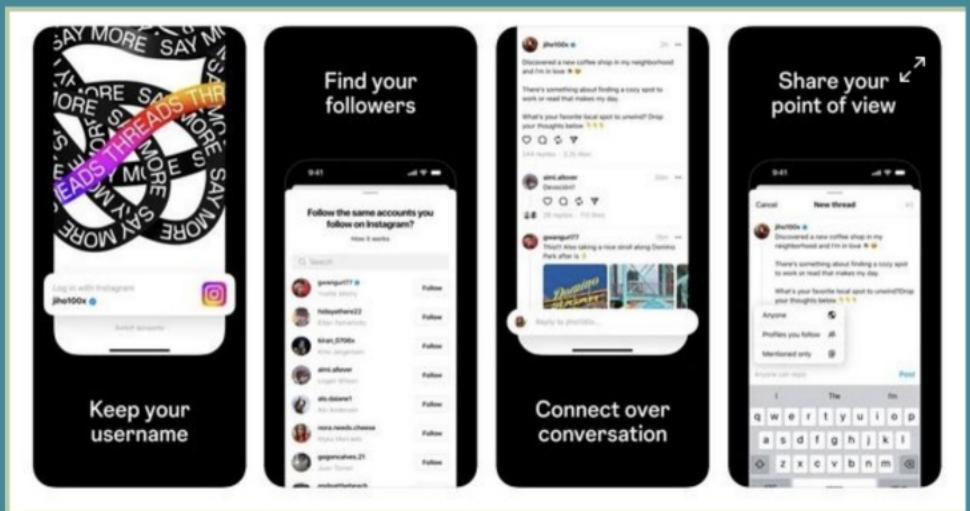
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#9 Podcast-Werbung



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#10 Threads



80% aller Inhalte in diesem Jahr bestehen aus Videos

40 % der Nutzer führen eine Handlung aus,
nachdem sie eine Videoanzeige gesehen
haben.

**64 % kaufen eher ein Produkt nach dem
Anschauen eines Videos.**

TIPPS & TRICKS

www.canva.com

The screenshot shows the Canva website interface. On the left, a sidebar for user 'Agnes Jaglarz' includes a profile icon (AJ), a dropdown menu, a 'Design erstellen' button, and links for 'Startseite', 'Alle deine Designs', 'Vorlagen', 'Fotos', 'Markenunterlagen', and 'Team erstellen'. Below this is a section for 'Ordner' with links for 'Rosenarcade Sprüche', 'CCA Sprüche', and 'Papierkorb'. The main content area features a large, colorful illustration of a person sleeping in a chair, a person climbing a mountain, and a person on a beach. The text 'Alles gestalten.' is prominently displayed in the center. A search bar contains the text 'Kalender' and a link to 'ausprobieren'. Below the search bar is a message: 'Halte die Verbreitung auf. Unterstütze die Verbreitung genauer Informationen über Covid-19'. The 'Create Design' section at the bottom shows examples for 'Instagram-Beitrag', 'Facebook-Beitrag', 'Instagram-Story Highlight', 'Visitenkarten', 'Broschüre', and 'Flyer'.

AJ Agnes Jaglarz
Dein Bild hinzufügen

Design erstellen

Startseite

Alle deine Designs

Vorlagen

Fotos

Markenunterlagen

Team erstellen

Ordner

Rosenarcade Sprüche

CCA Sprüche

Papierkorb

Alles gestalten.

Kalender ausprobieren

Halte die Verbreitung auf. Unterstütze die Verbreitung genauer Informationen über Covid-19

Design erstellen

Instagram-Beitrag

Facebook-Beitrag

Instagram-Story Highlight

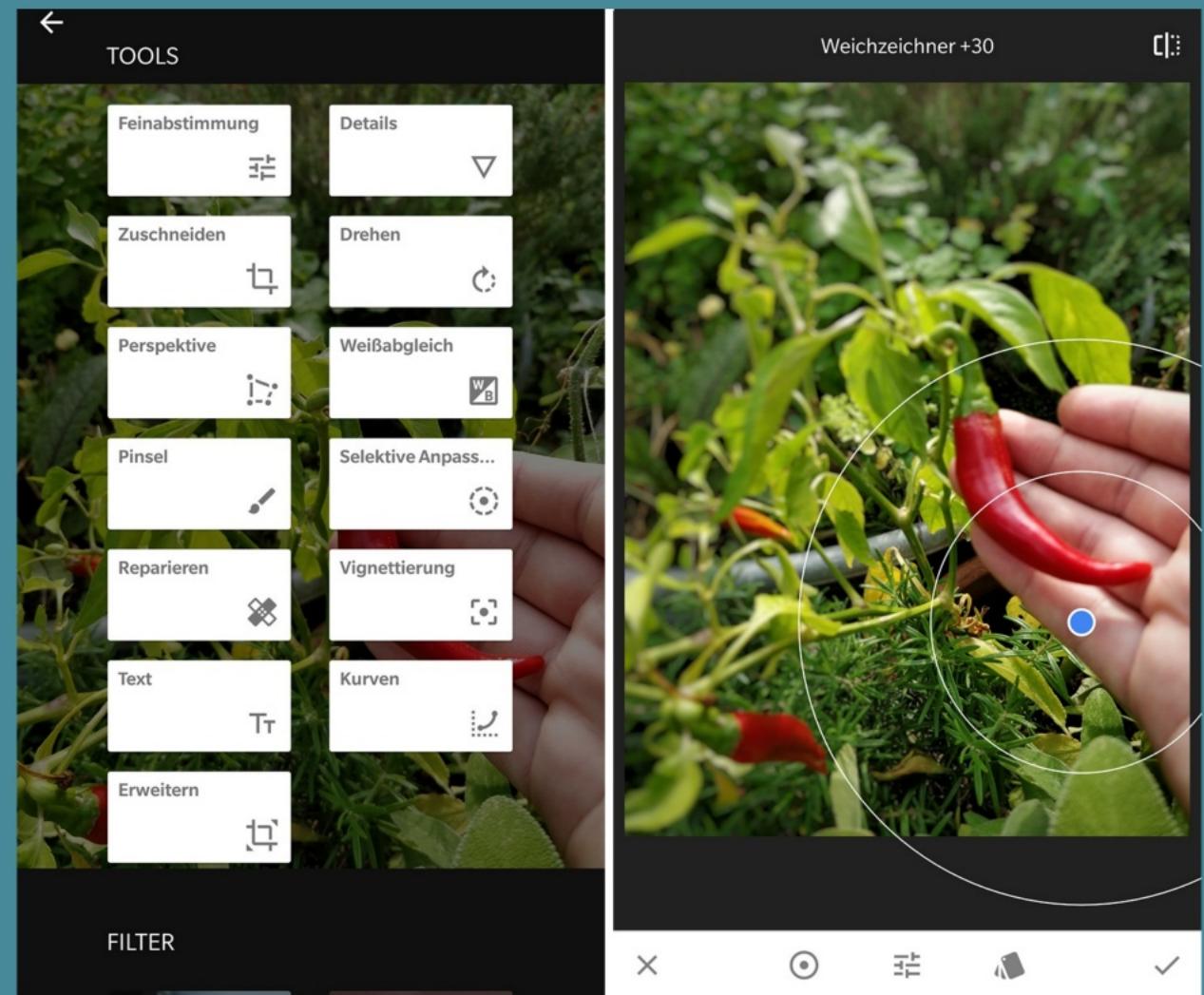
Visitenkarten

Broschüre

Flyer

BILDBEARBEITUNG

App Snapseed



VIDEOSCHNITT





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