



WE ♥
SOCIAL MEDIA
& PLANTS

Social Media Trends 2024





Agnes Jaglarz



 www.marketingcircus.at
 hallo@marketingcircus.at

 [@marketing.circus](https://www.instagram.com/marketing.circus)
 [@marketing.circus](https://www.linkedin.com/company/marketing-circus)
 [@agnesjaglarz](https://www.instagram.com/agnesjaglarz)



WE ♥
SOCIAL MEDIA
& PLANTS

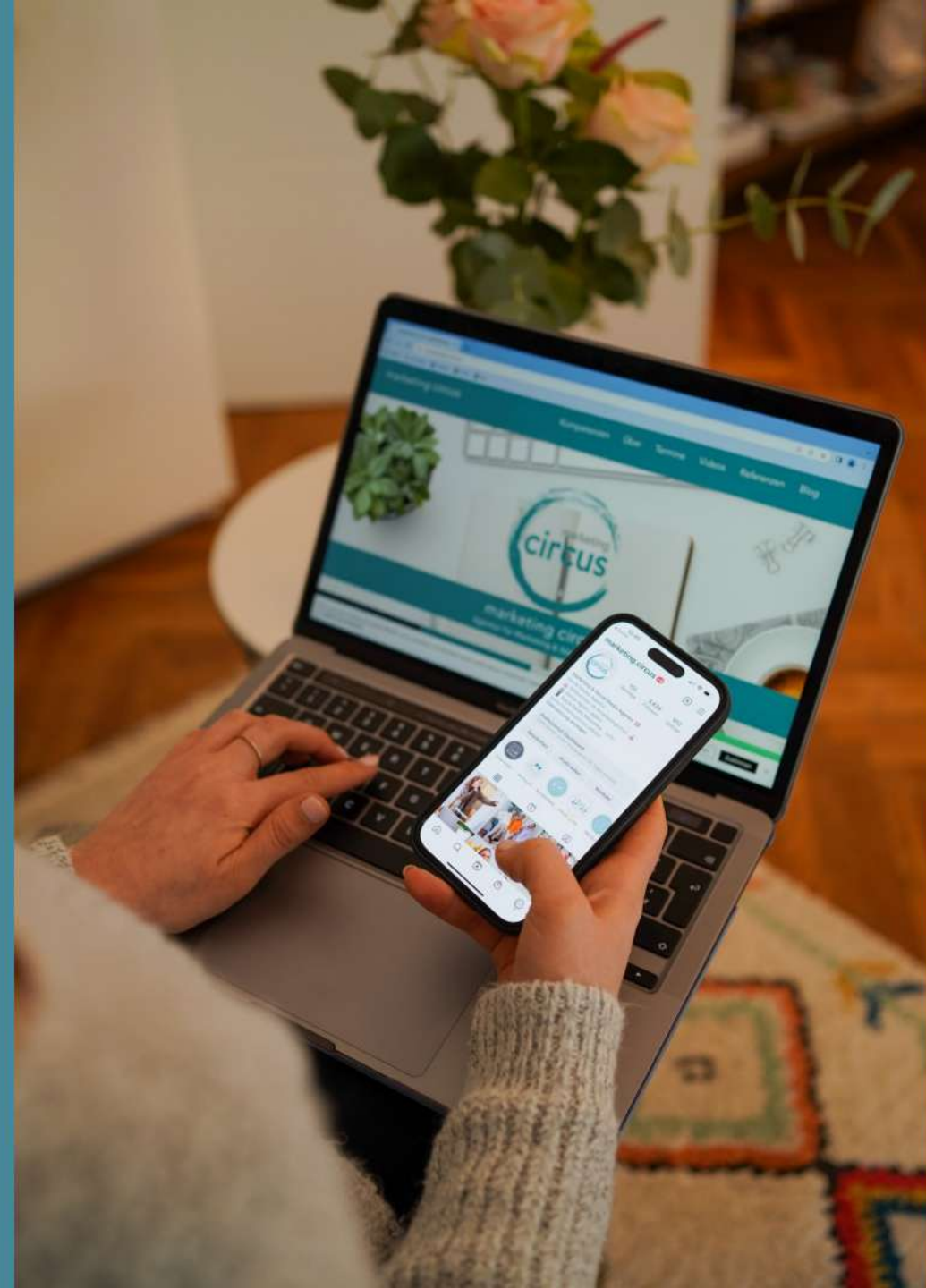
Social Media Trends 2024



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

Was ist Social Media?

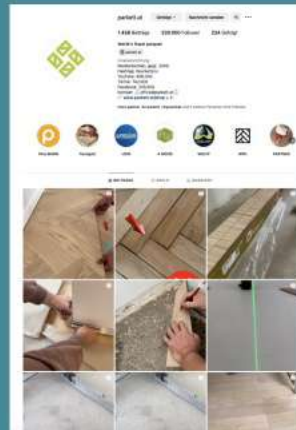
- Online Dialogmedien
- Austausch mit der Community
- Aufbau einer Community
- Merkmal: Interaktivität



~~HOMEPAGE~~

So ist Social Media ...

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



...ren eine
...bt...
...s als BaggerfahrerIn



Marketing.mba

We are looking for graphic designer

GRAFIK-DESIGNER
GESUCHT

Marketing.mba

Weitere Infos



samariterbundwien

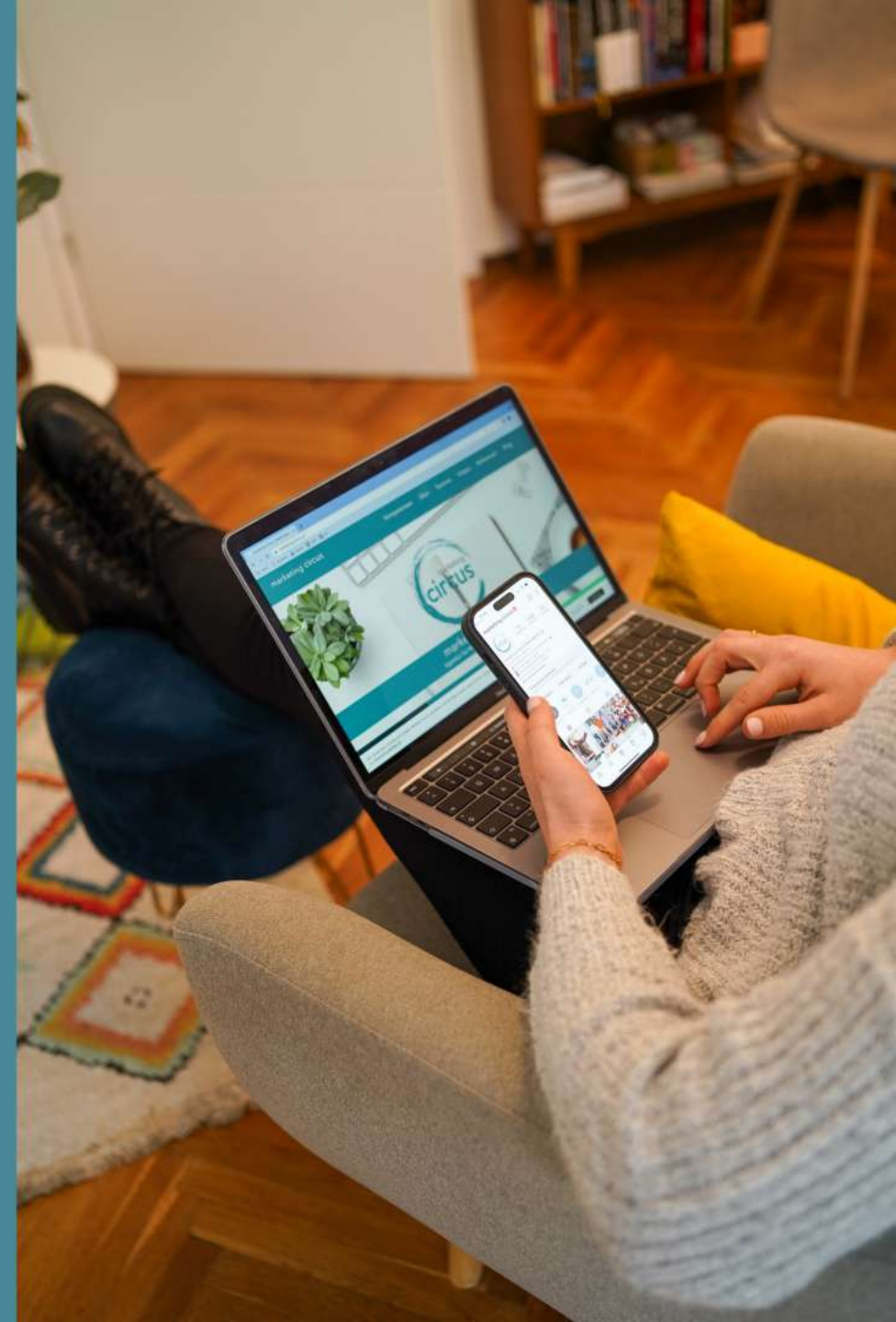
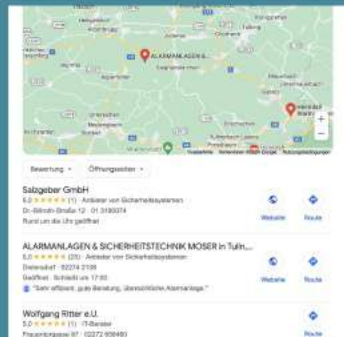
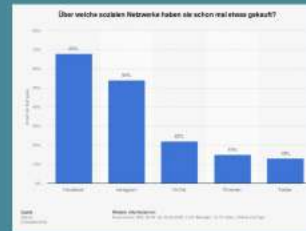
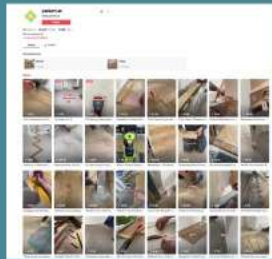
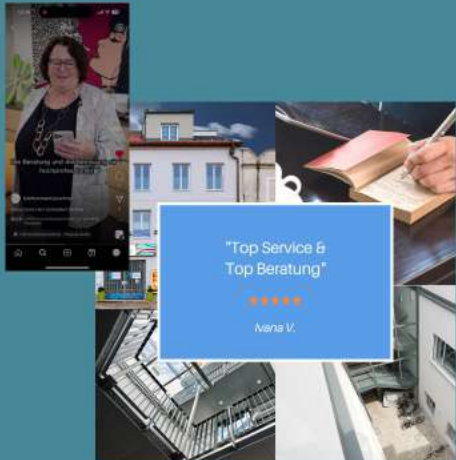
WIR KÖNNTEN
EINE TOLLE GESCHICHTE
ERZÄHLEN

ABER EIGENTLICH
DAS JA DEIN

SOCIAL MEDIA
MARKETING MITARBEITER
STRATEGIE UND CON

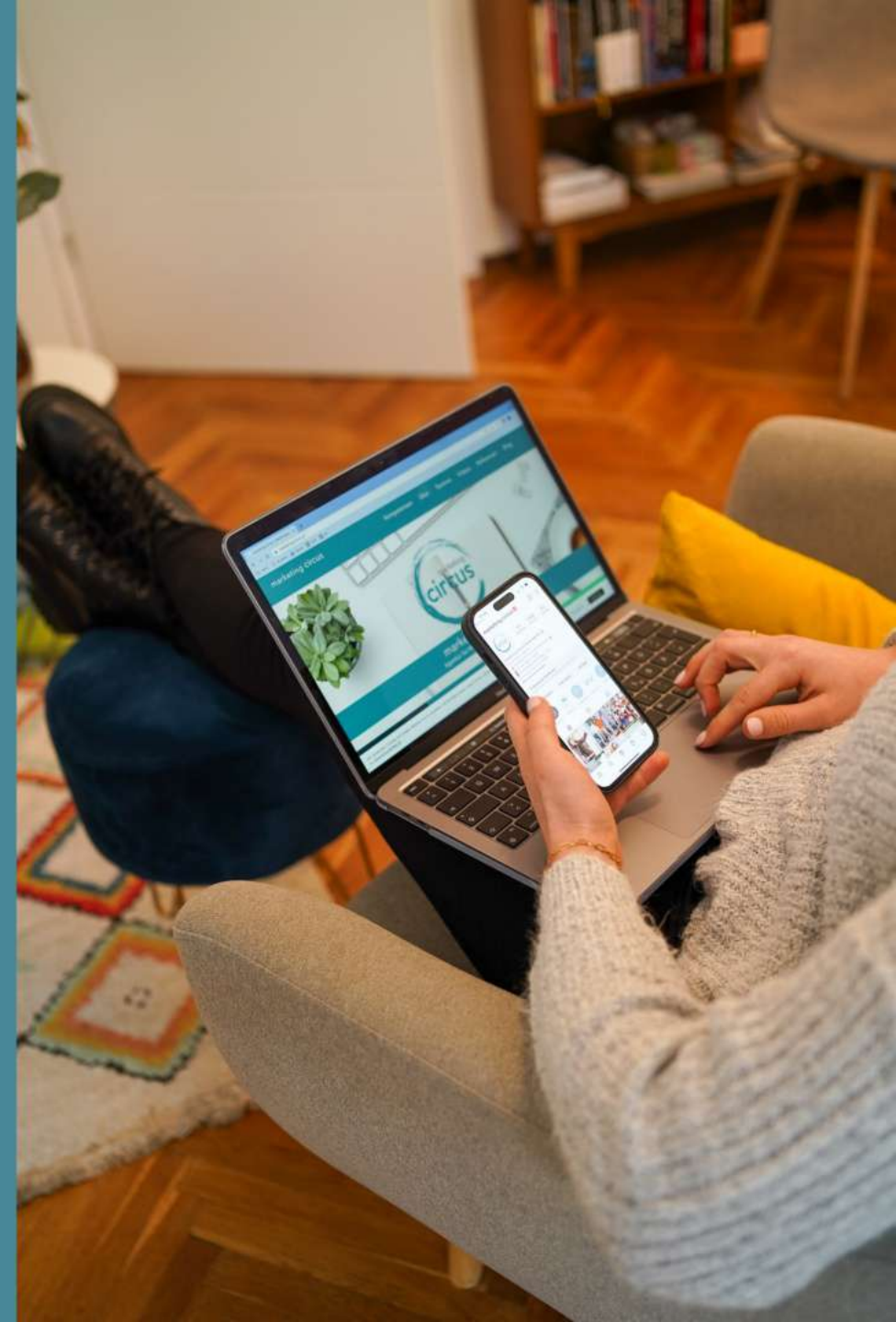
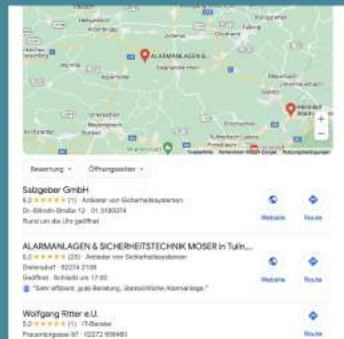
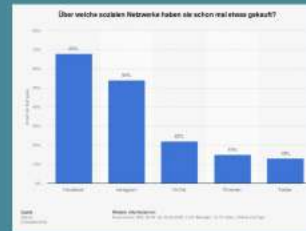
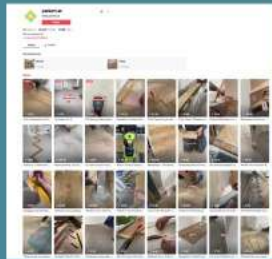
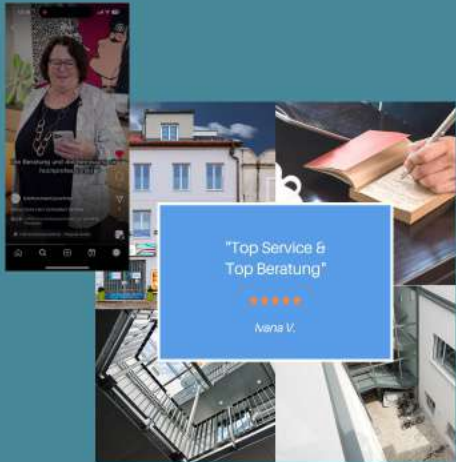
So ist Social Media ...

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



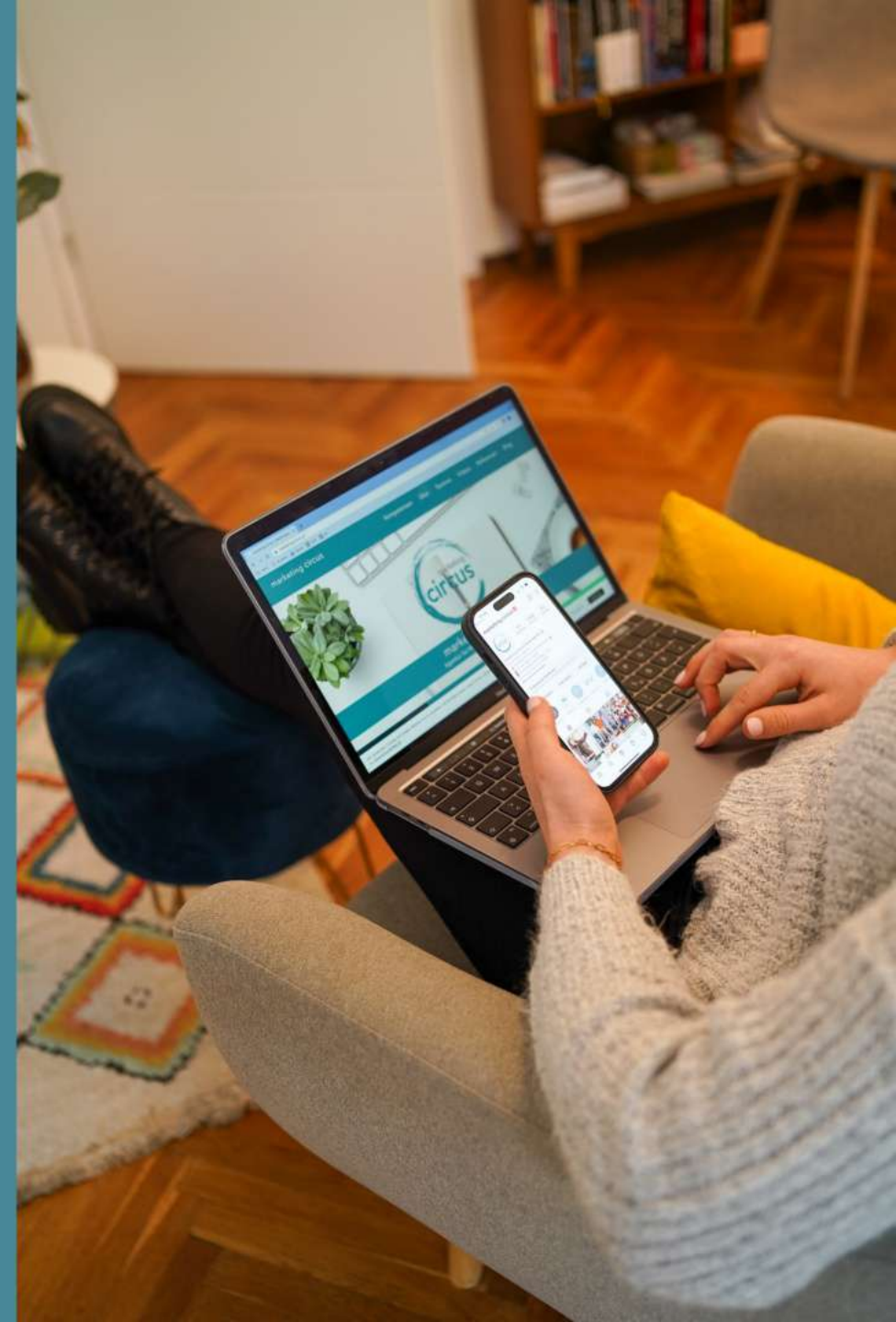
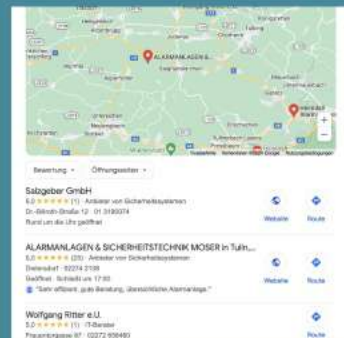
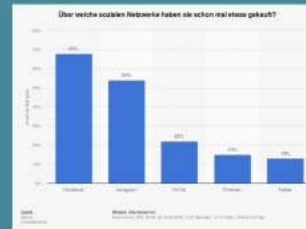
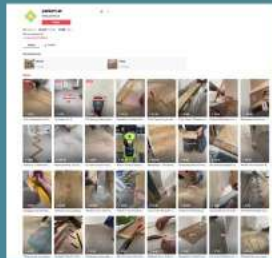
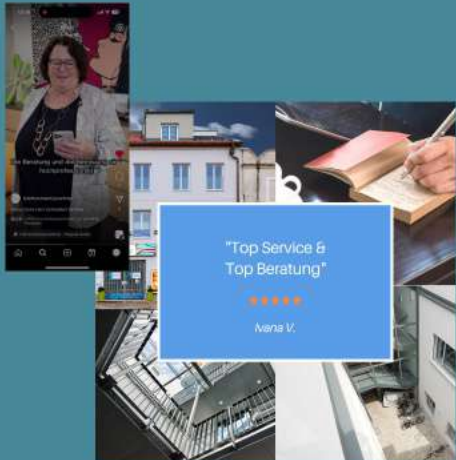
So ist Social Media ...

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



So ist Social Media ...

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





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



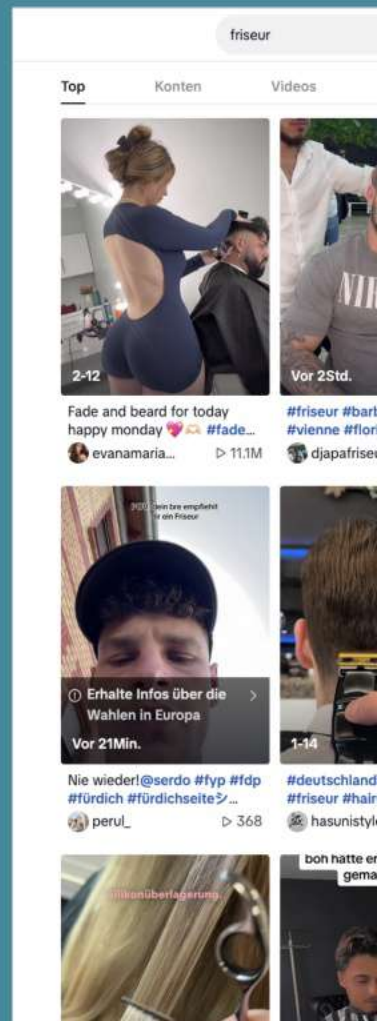
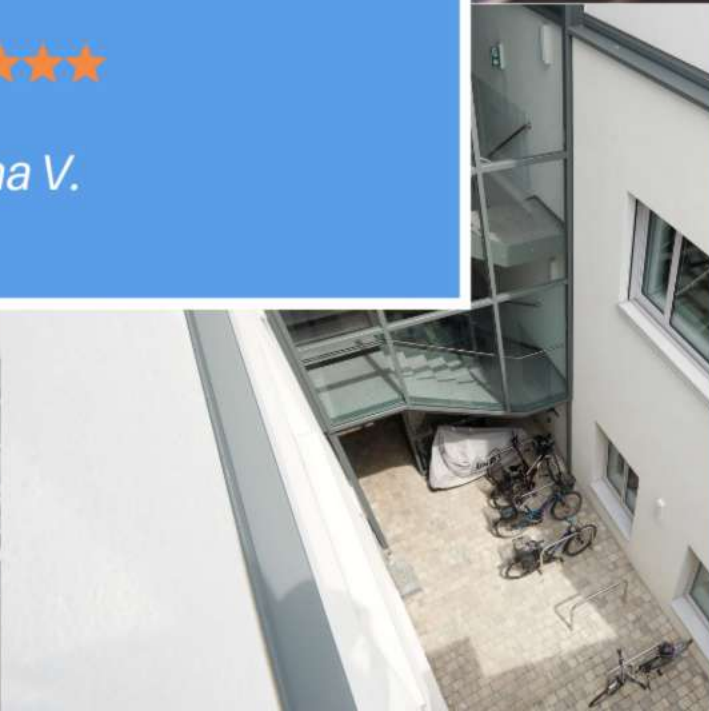
Route

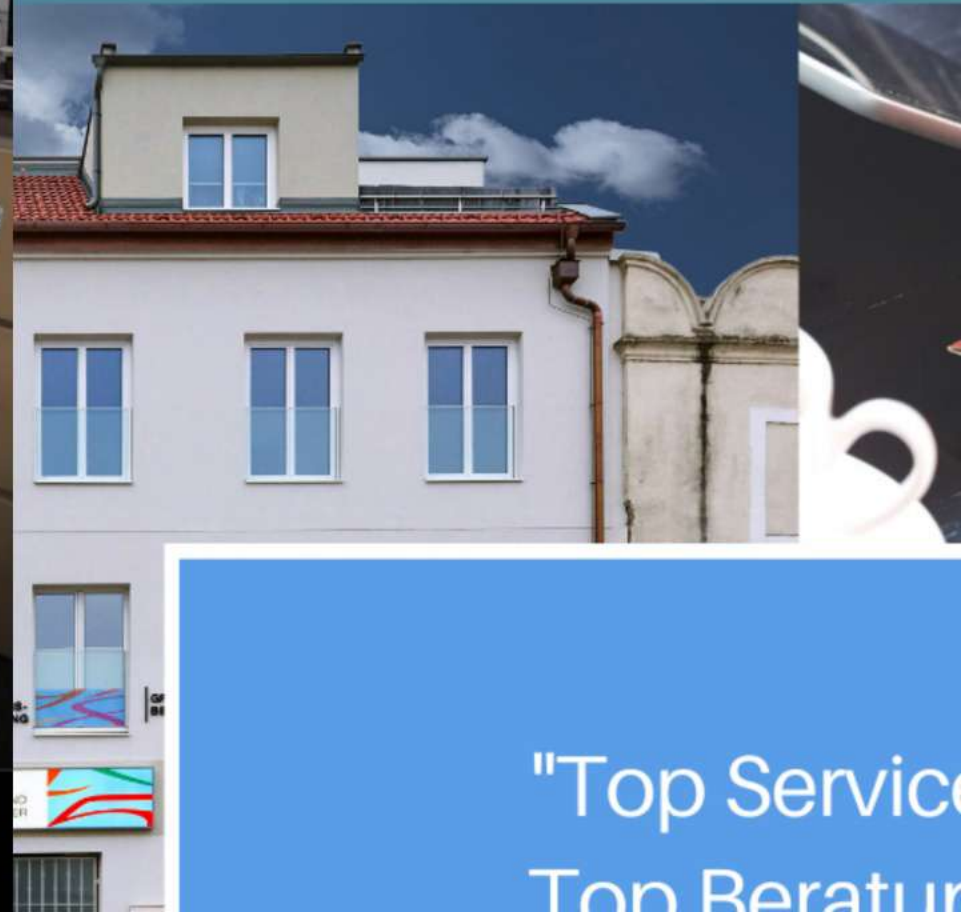


"Top Service &
Top Beratung"

★★★★★

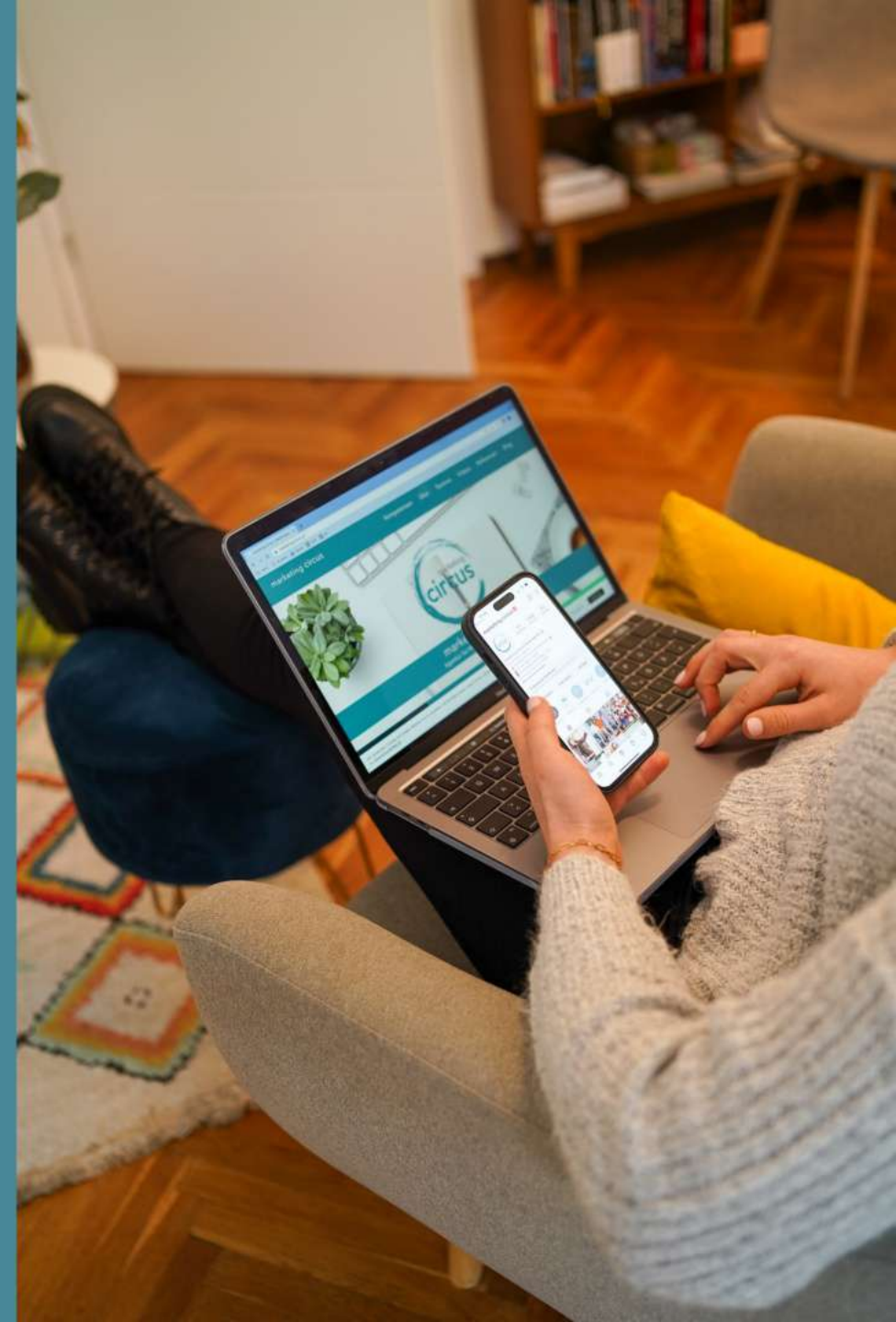
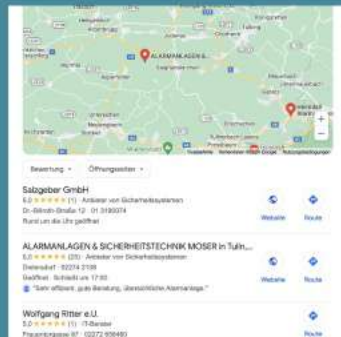
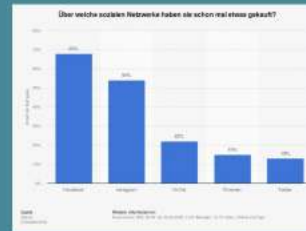
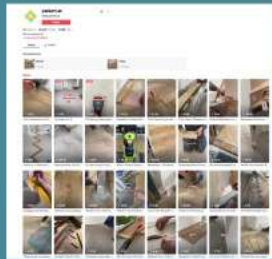
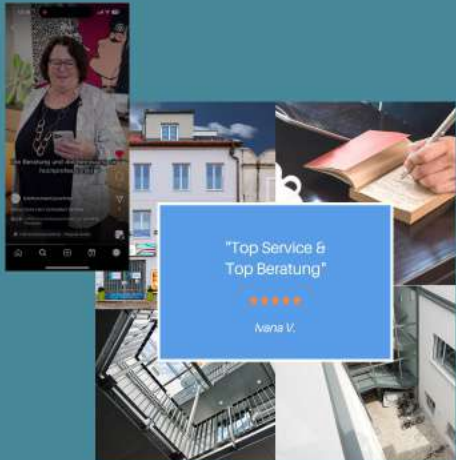
Ivana V.





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

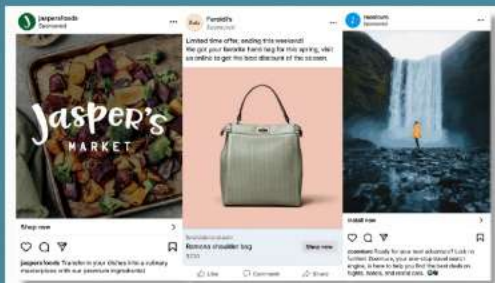


Künstliche Intelligenzen

Chat GPT

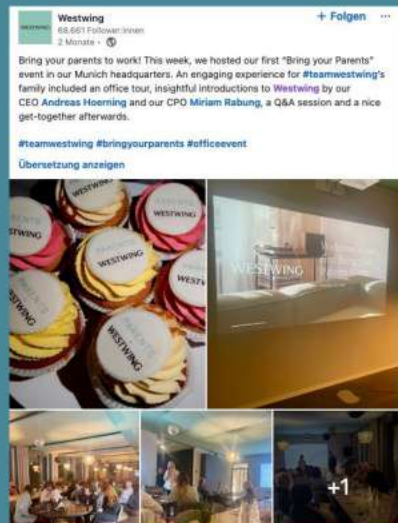
Social Media Trends 2024

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



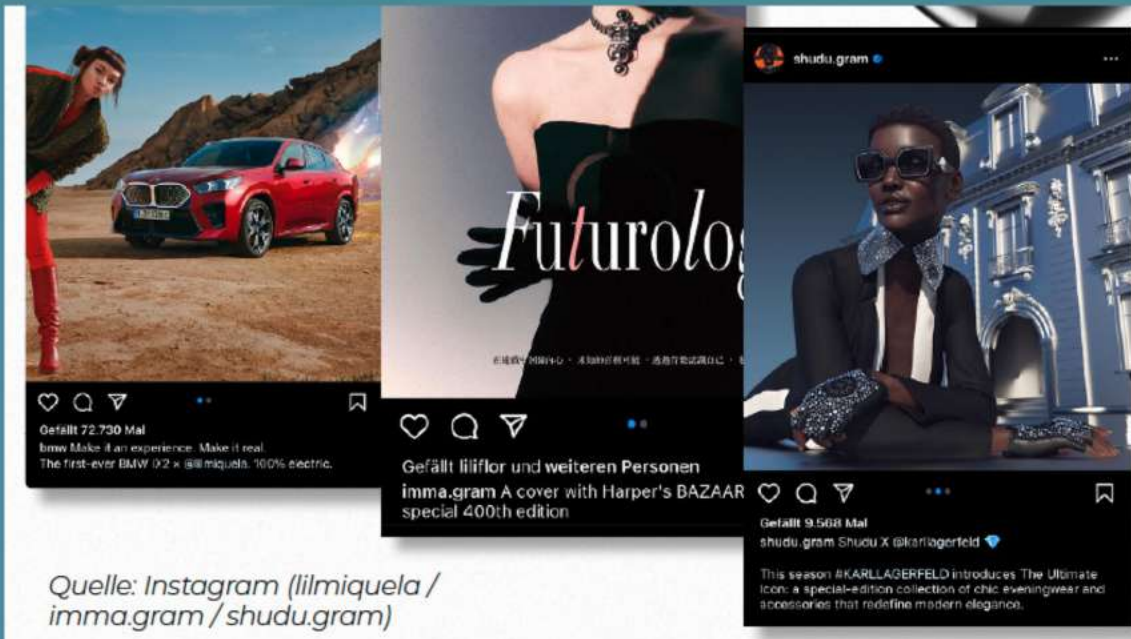
Social Media Trends 2024

#2 Employer Branding gewinnt an Bedeutung



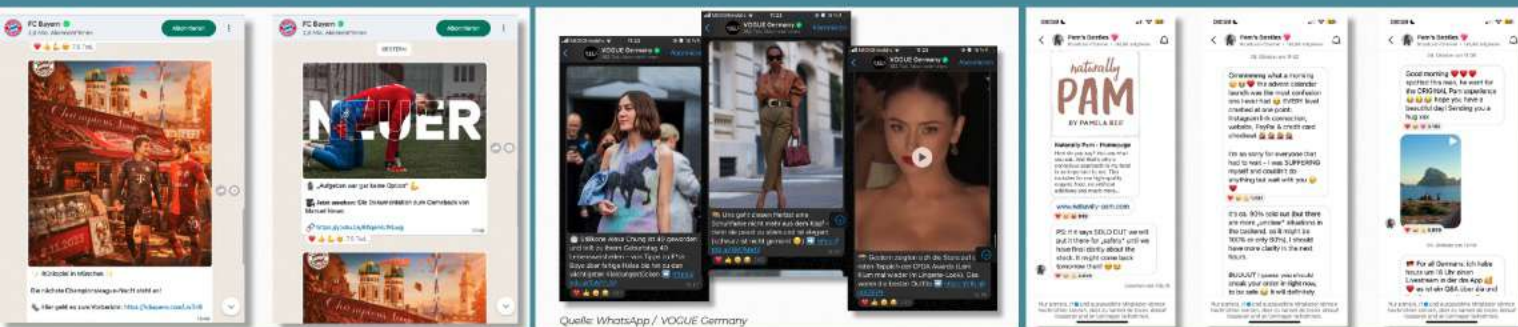
Social Media Trends 2024

#3 Virtuelle Influencer erobern 2024 die Social Media Szene



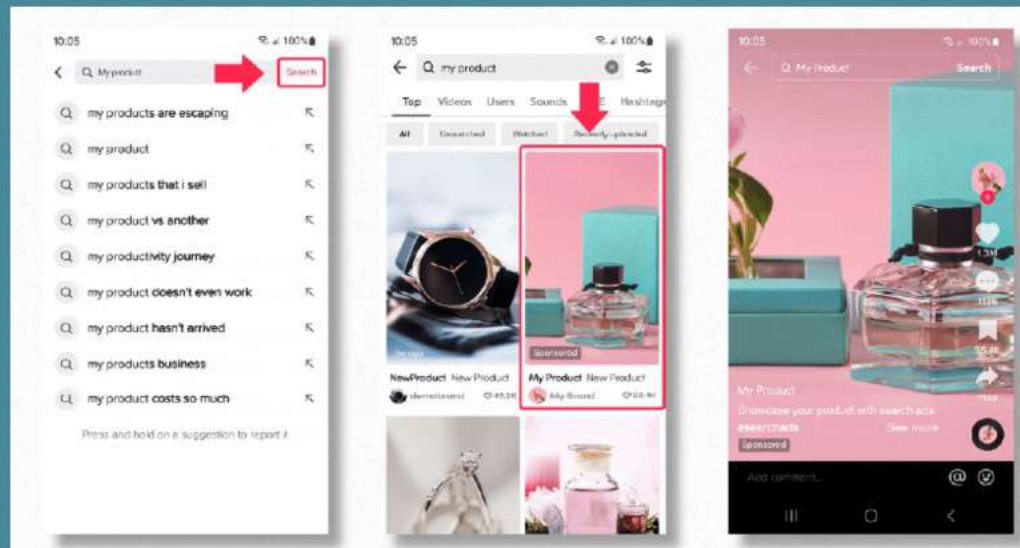
Social Media Trends 2024

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



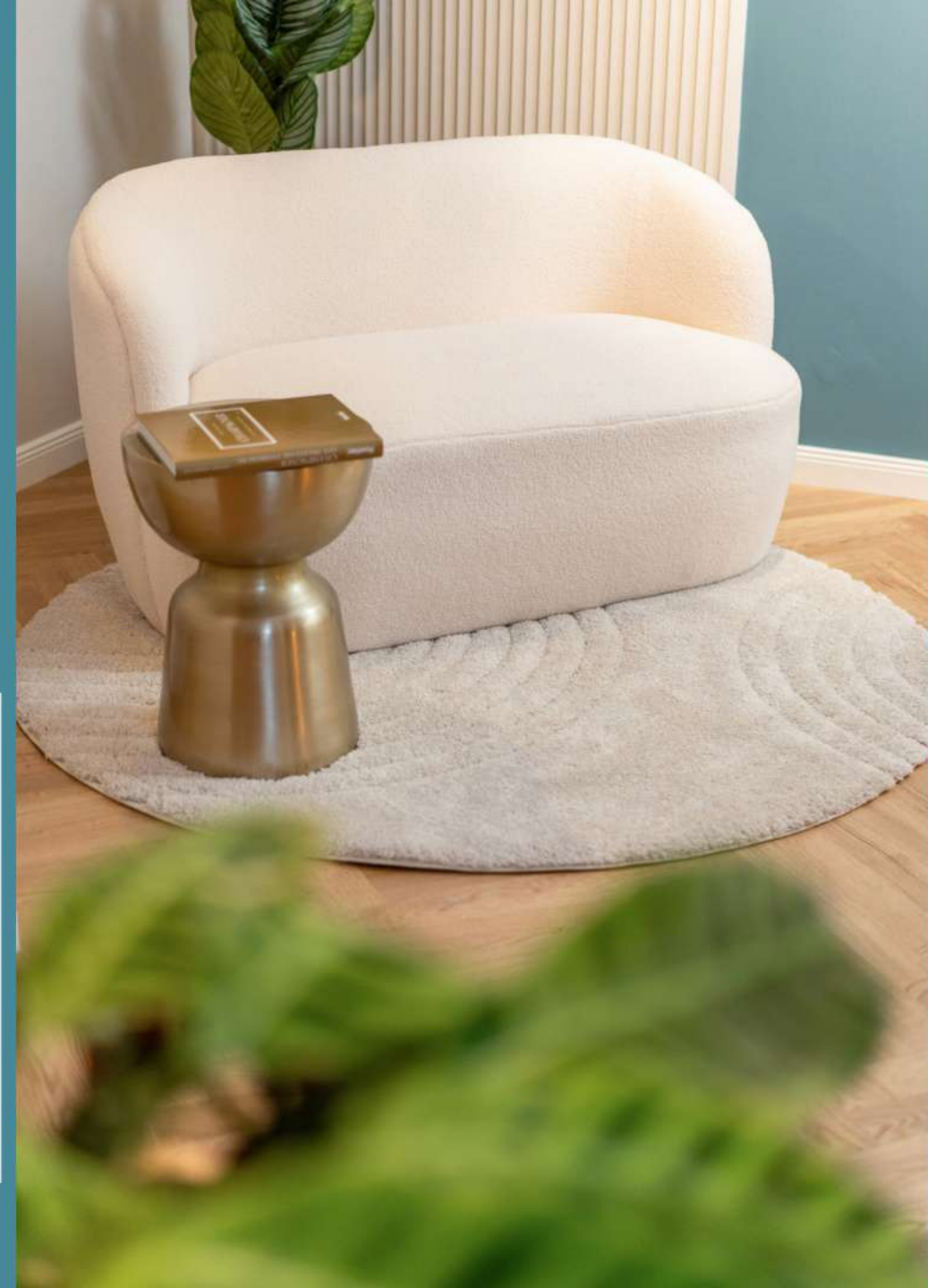
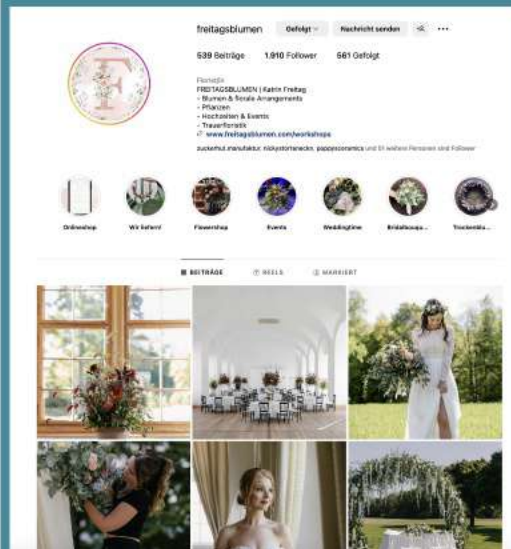
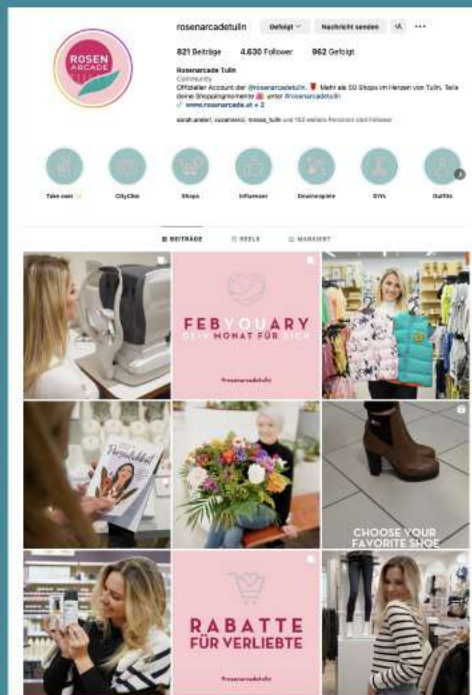
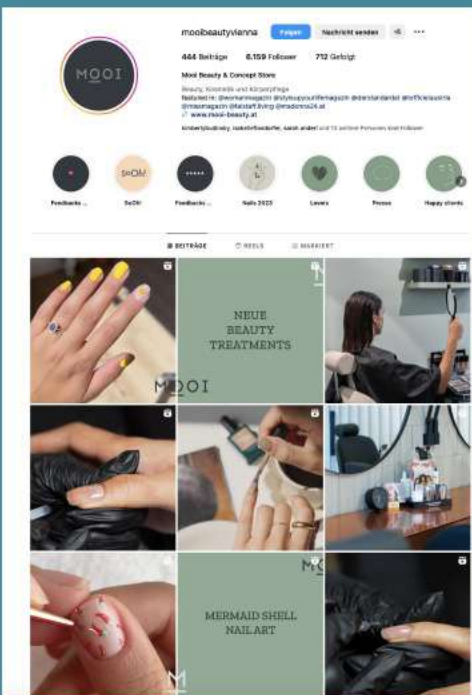
Social Media Trends 2024

#5 Social SEO im Rampenlicht



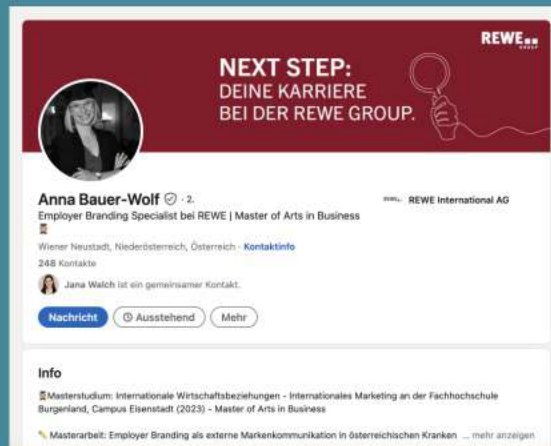
Social Media Trends 2024

#6 UGC vs. High-Quality Content



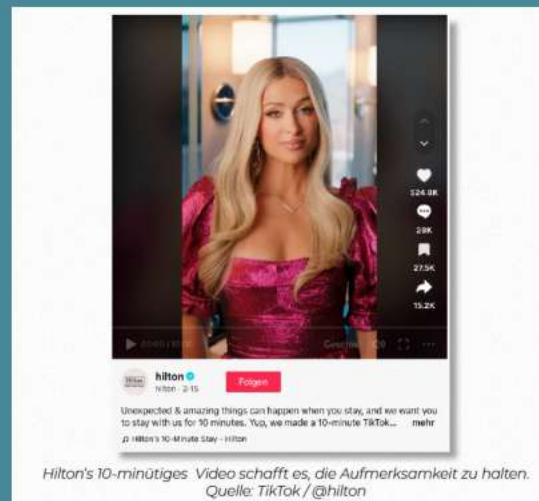
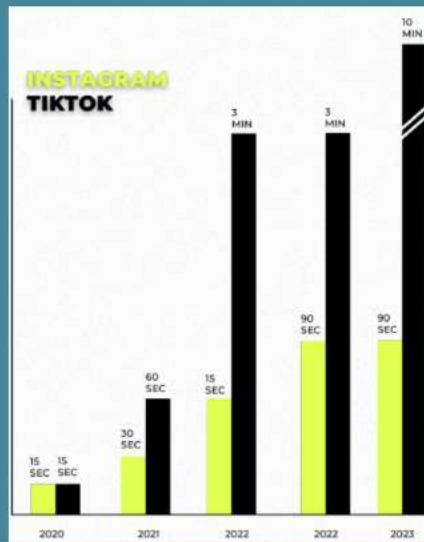
Social Media Trends 2024

#7 Business Influencer als Schlüsselstrategie für 2024!



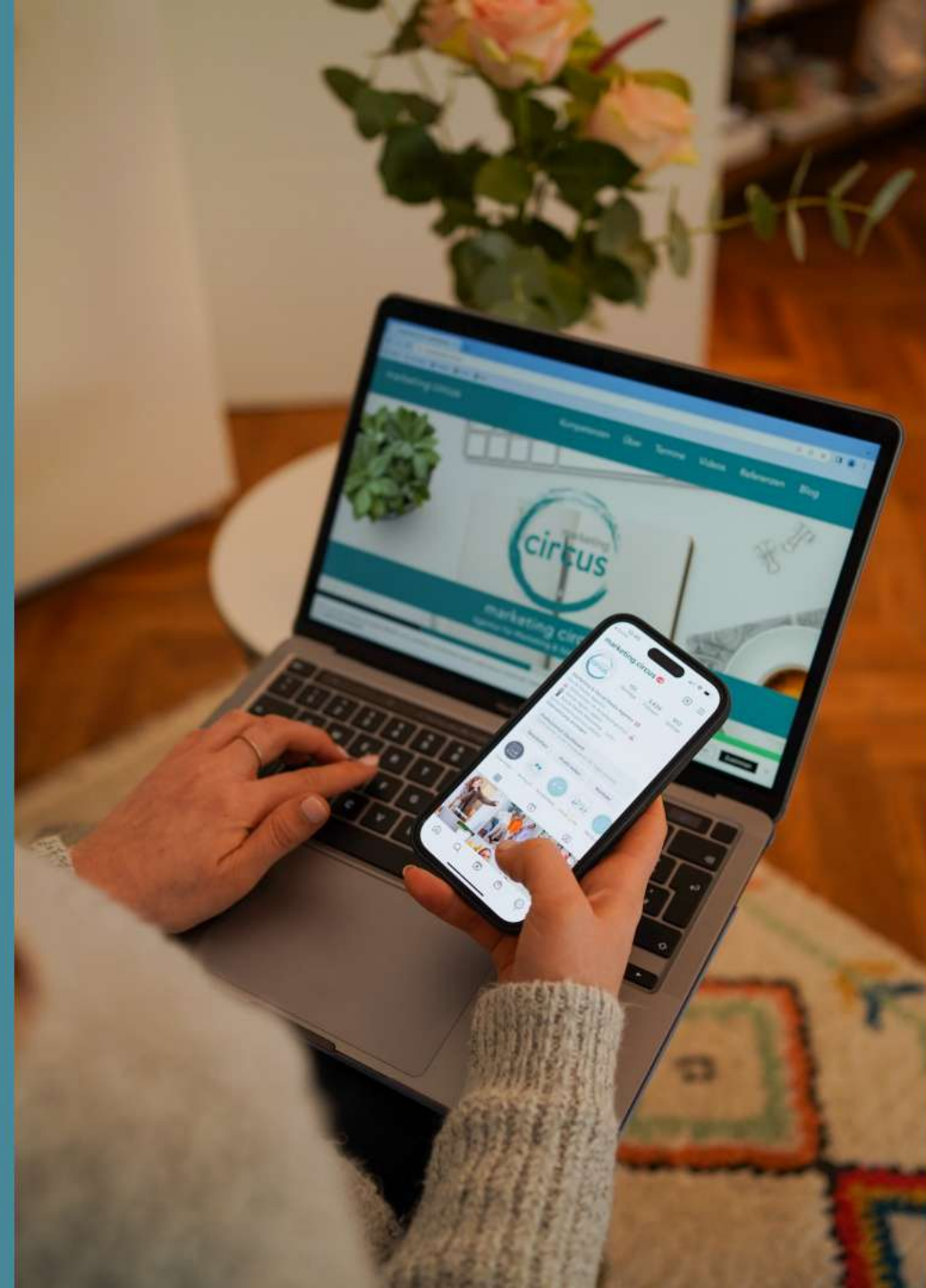
Social Media Trends 2024

#8 Wieder längere Videos



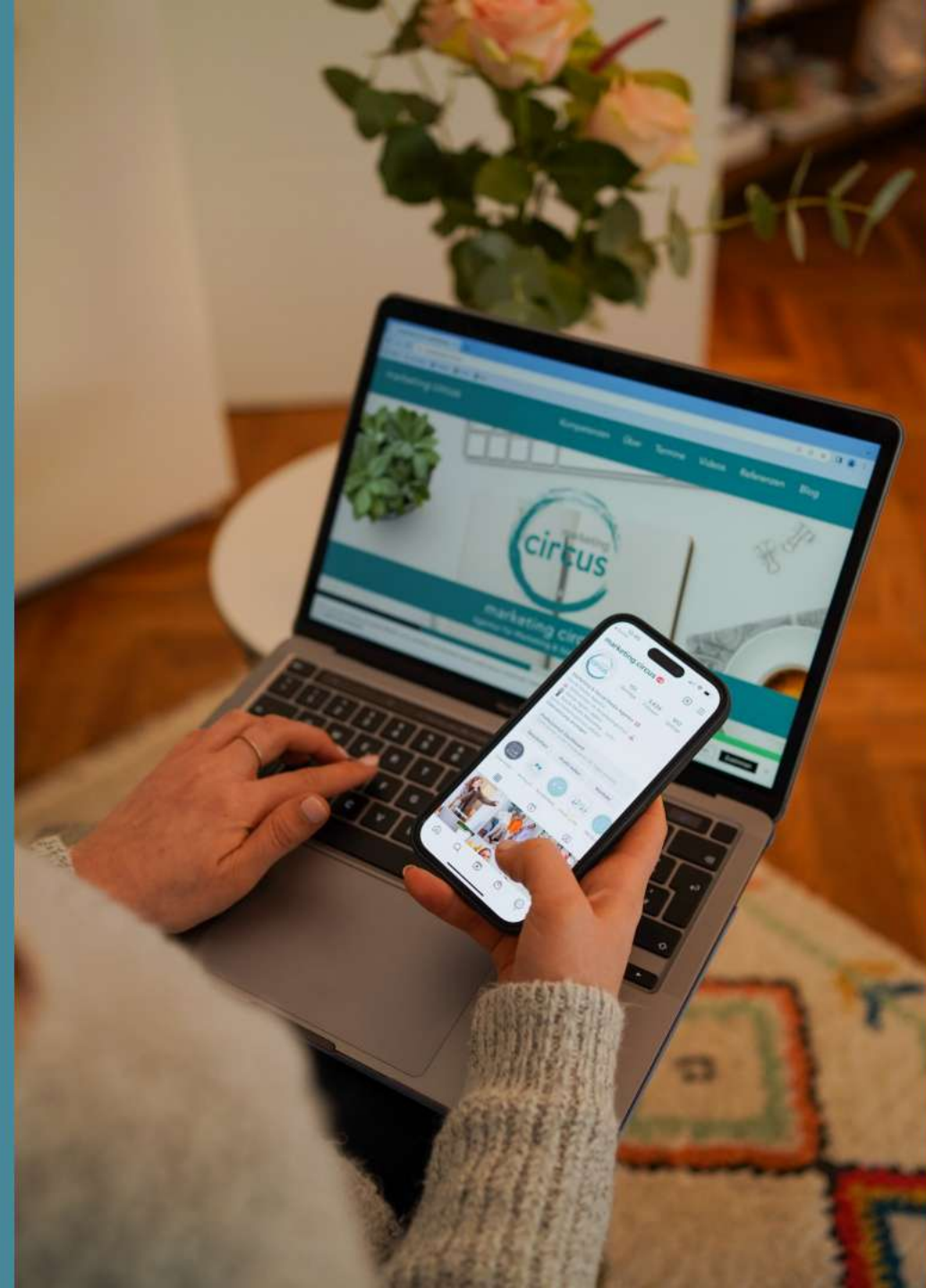
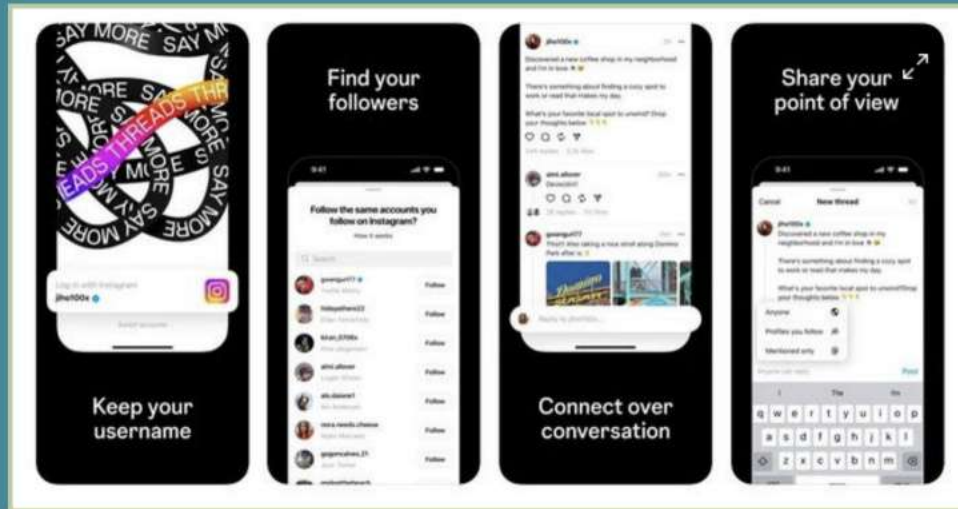
Social Media Trends 2024

#9 Podcast-Werbung



Social Media Trends 2024

#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

AJ Agnes Jaglarz
[Dein Bild hinzufügen](#)

Design erstellen

Startseite

Alle deine Designs

Vorlagen

Fotos

Markenunterlagen

Team erstellen

Ordner

Rosenarcade Sprüche

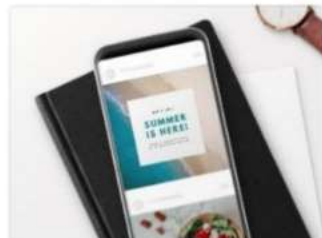
CCA Sprüche

Papierkorb

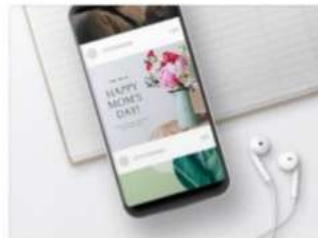


Design erstellen

Benutzerdefinierte Abmessungen



Instagram-Beitrag



Facebook-Beitrag



Instagram-Story Highlight-



Visitenkarten



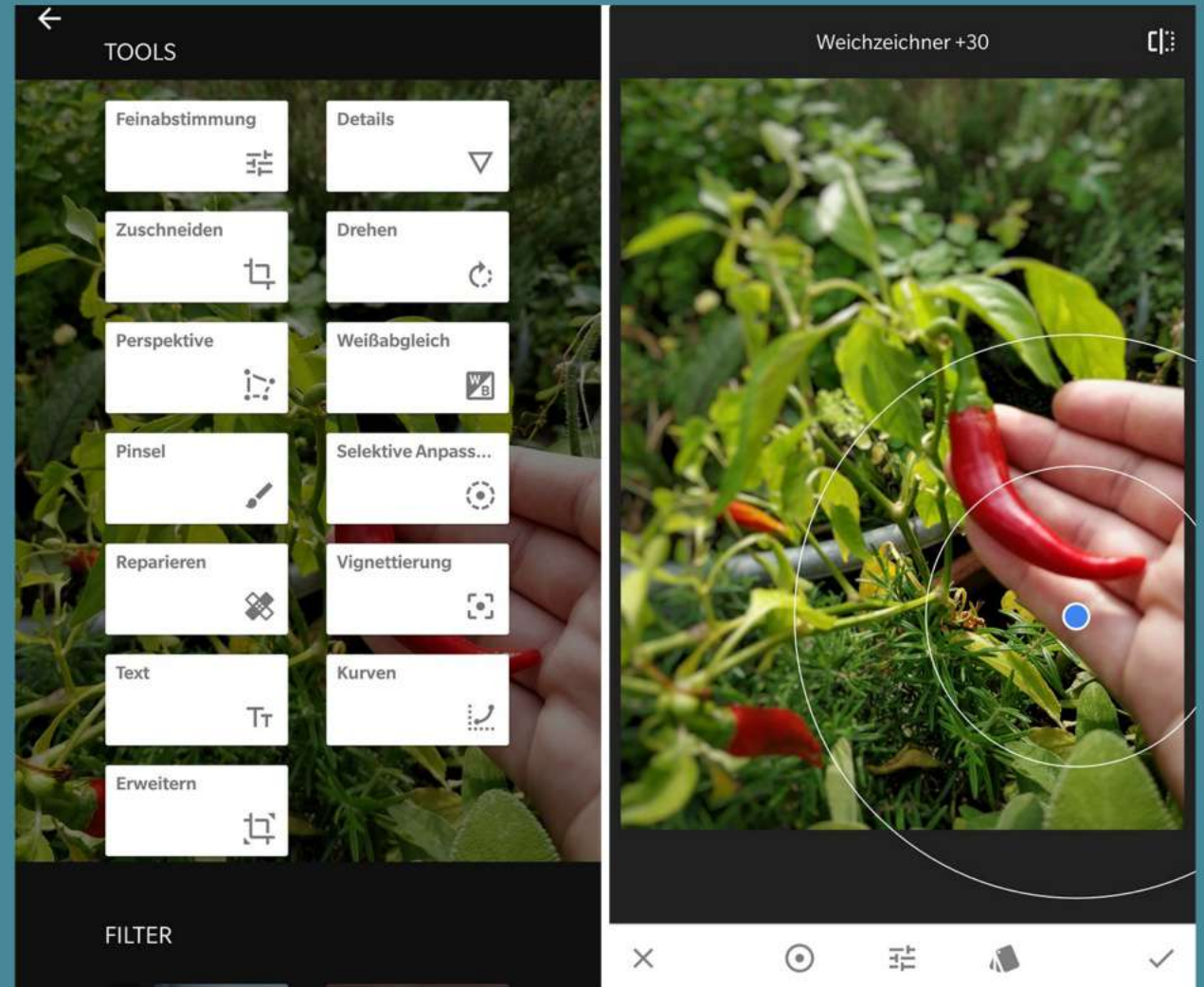
Broschüre



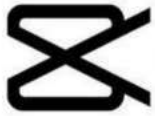
Flyer

BILDBEARBEITUNG

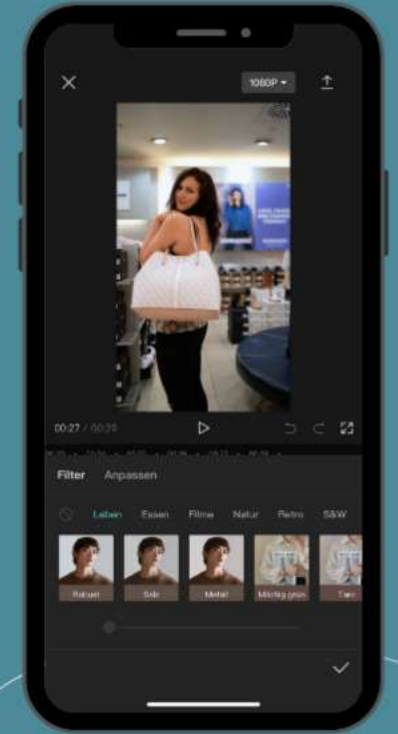
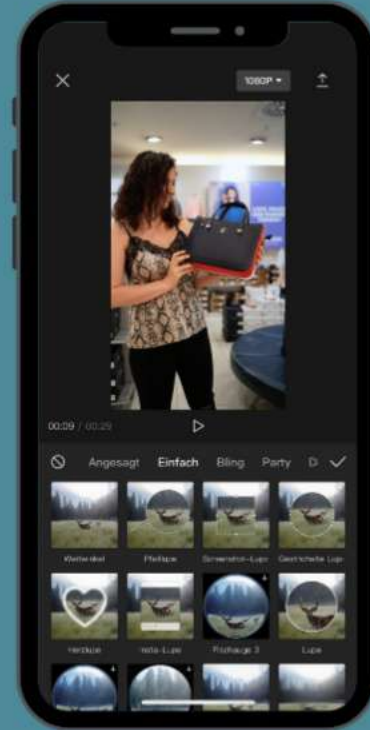
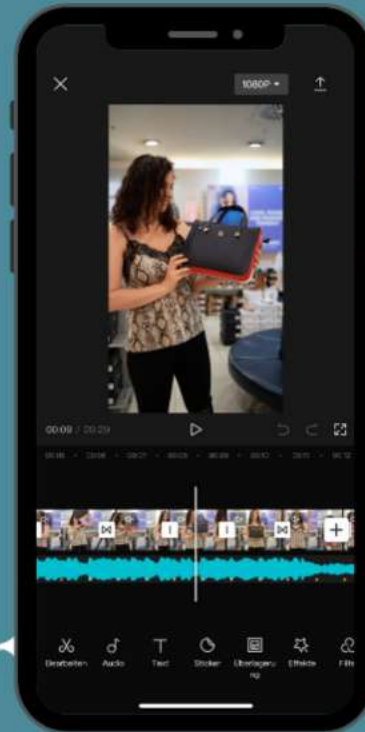
App Snapseed



VIDEOSCHNITT

 CapCut

CAPCUT







WE ♥
SOCIAL MEDIA
& PLANTS

Social Media Trends 2024

