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MALAYSIA'S 2022 SOCIAL MEDIA MARKETING TRENDS

Siti Rapidah Omar Ali,¹ Zuraini Jusoh¹

^{1,2}Faculty of Business and Management, UNIVERSITI TEKNOLOGI MARA, Cawangan Terengganu, Terengganu Malaysia

*Email: sitirapidah@uitm.edu.my

We saw the continuous growth of social commerce in 2022, which allowed users of social media to buy things on social media. Brands and marketers will keep using these and integrating social commerce into their sales strategy. Social media sites are anticipated to keep growing in popularity as consumer purchasing destinations in 2023. Social networks are constantly changing to become retail platforms, from shoppable posts to Instagram Storefronts. The following are Malaysia's current trends in digital marketing.

1. Videos on YouTube or Reels on Instagram

Trending music and eye-catching images are used to draw in consumers. Reels are currently the methods for structuring your content so that it quickly becomes popular among your target audience. Short films and reels that last 15 to 30 seconds let you reach your audience quickly and engrossingly.

2. Using influencers

Influencer marketing is now a tactic used by manufacturers to promote their products on social media. It will be easier for manufacturers to focus on them by using influencers because this new era technology follows several influencers. Along with the sheer increase in social media influencers, there has also been a spike in the amount of money that businesses are spending on influencer marketing. While influencer marketing costs significantly less than sponsored advertising, it nevertheless produces effective outcomes. Additionally, influencers can assist marketers in achieving more than just lead generation.

3. Stories on social media

The various social media elements used by entrepreneurs or businesses to push their tales. Stories contain a variety of features, such as polls, ask a question, swipe up, and many more, that let the target audience demand an immediate response to the advertisement. And this makes it easier for manufacturers to understand what their customers want and need.

So, which fresh social media marketing platform trending nowadays? The emergence of TikTok and short-form video content are the two most anticipated innovations. While Twitter and Instagram will still be significant (especially to B2B businesses). In the past two years, TikTok has also introduced a number of helpful tools geared toward businesses, such as advertisements and business profiles. Thus, it is no longer only a stage for emerging creators to perform dance routines. Overall, it is expected to emerge as one of the primary platforms that marketers may utilize to connect with millennials and Generation Z.

References

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