



Social Media Trends in 2020

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As business owners learned in 2019, social media plays a massive part in helping businesses grow. It has become a force that must be embraced if you want to take your business to the next level.

For example, when Facebook Pages began to grow in popularity, businesses that had a Page began to learn how to attract customers and clients to their Page, but, as each year passed, it became harder and harder to win at social media, since the rules kept changing.

It has been difficult for small business owners to keep up with these changes. First, it was about buying “Likes,” but then that fell out of favor; in 2019, it became all about organic traffic and catering to your followers’ needs and wants.

But what will be the secret sauce for creating a buzz in your social media that converts to sales in 2020?

Here are a few trends I feel will be essential to keep in mind as you progress through this new year:

Customer Service

Customer service will be vital to growing your social media followers. Customers in today’s marketplace expect 24/7 personalized responses. The company that responds first with a customized professional reply will most likely win the contract or get the sale.

This past year, one of my team members was looking for someone to come to her home to remove some yellow jacket bees that took up residence in her basement.

She contacted three local companies via Facebook Messenger. Within 15 minutes, she received a personalized response from one of the companies. She was able to ask numerous questions which were answered quickly. And within an hour of chatting, she had a free estimate and a booked appointment. The company’s technician came the next day, and the yellow jackets were removed.

The second company answered about 48 hours later. The third company never replied. So as you can see, customer service via social media can be really important.

It’s noteworthy to mention that the entire interaction, booking an appointment, giving directions to her home, and follow-up all occurred via Facebook Messenger.

And as you can imagine, she left a glowing review on the company’s Facebook Page and Google!

If people are treated politely and professionally online, they will leave a 5-star review or tell their friends and maybe even share your Page with others.

If they are not, they will post a negative review or leave an unfavorable post to your Page, which can have a ripple effect on your bottom line.

Geo-targeting

It can be difficult to get your local business found on social media (without working with an expert). To be discovered, local targeting will play a significant role in 2020.

What is local targeting or geo-targeting?

Geo-targeting is a type of paid advertising content that targets a particular audience in a specific geographic location.

While this type of paid advertising has been growing over the past few years, in 2020 it will become even more refined and prevalent for local businesses to attract quality consumers that will book an appointment or translate into sales.

Here is a quick tip you can implement today:

When you include photos with your post, make sure to add the location to each image. By doing this, your post on Instagram and Facebook will get pulled into local searches. For example, if you are targeting users who live in New Hope, PA, tag your photos with this location.

In the past, boosting posts was throwing your money away. However, in 2020 it’s worth trying again since there has and will be more

improvement as far as targeting your demographic.

Augmented Reality

Augmented Reality (AR) will most likely grow in 2020. It helps with product discovery, e-commerce, special offers and events, and much more.

Did you know that AR conversations had 13.2 million engagements in the first half of 2019? This was an increase over 2018.

With the advancement of AR, consumers will be able to try before they buy. For example, in real estate, homebuyers can virtually tour a home and see how paint colors, flooring, and even kitchen layouts will look.

Customers can virtually take a walk through your store, engage with others, and buy things right off the shelf.

While AR has been available for a few years now, it has been very costly. In 2020, we will see the cost of this technology decrease, making it more available.

Chatbots

Many small business owners can’t afford a 24/7 customer service team, but, with the implementation of chatbots, you can provide a higher

level of service to your customers.

Chatbots can answer general questions about hours of operations and directions to your locations, address updates, or handle password reset requests. With the bots answering general questions, business owners and staff can spend more time answering questions that need a personalized response.

These are just a few of the upcoming trends in 2020 that you can implement throughout your social media. Make sure you’re using the right platform for your demographic and know your customer or client.

There are also other things you can integrate into your social media presence that will help. But remember, you’re supposed to be working ON your business ... not IN it. Work with someone who knows what they’re doing. Give us a call; we love helping businesses grow!



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