



SOCIAL MEDIA TRENDS FOR 2020

**50+ INDUSTRY EXPERTS
DEFINE THE SOCIAL MEDIA
TRENDS YOU NEED TO KNOW
FOR 2020**

talkwalker **HubSpot**

The NEXT Generation of Technology

AR & VR Will Be Used Effectively In Your Marketing

- **Augmented reality and virtual reality conversations had 13.2M engagements in the first half of 2019, up 0.5% from H2 2018.**
- **5% of those mentions were in conversations relating to marketing.**



The key trends that link VR and AR to marketing. The future has arrived.

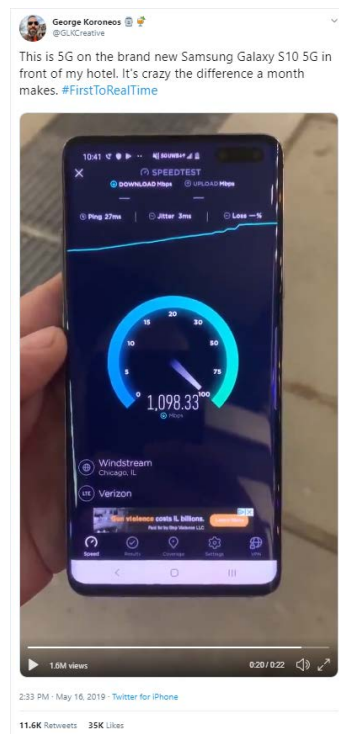
Augmented reality and virtual reality are the next big developments in technology, having integrated into our apps and social media channels. In 2020, we're expecting this growing trend in tech to be picked up by marketers, to boost user experience, and engage through gamification.

VR has 8.6 times the share of mentions relating to trends for 2020, compared to trends conversations in 2019. While AR has 7.03 times the share.

10. VentureBeat

That's due to the rise of 5G in 2020. 62K mentions of VR or AR were linked to 5G. In 2018, experts still considered the technology behind AR to be too discarded for practical use¹⁰.

But now, with 5G at hand, and the latest handsets with tech like 3D-depth lenses, 2020 looks to be the perfect time for the tech to finally take off. Big time.



A viral tweet showing the potential of 5G (47.1K engagements). People are excited for this next stage in technology.

What does this mean for marketers?

Start thinking what VR and AR can do to maximize your user experience, and the environment they will be most effective in.

AR will be integral to boosting fleeting numbers of bricks and mortar stores, offering interactive shopping experiences. From dinosaur hunts¹¹ to playing against soccer pros¹², you're giving customers interactions that can't be experienced at home.

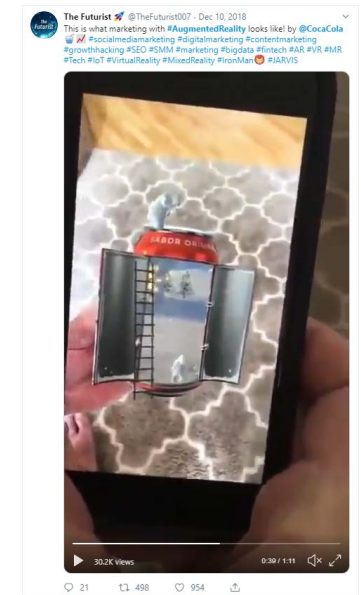
Brands like Coca-Cola are integrating augmented reality into all aspects of their digital transformation, particularly targeted towards the generation that "doesn't see a line between "the online world and the offline, the reality and the augmented reality."¹³

If AR helps improve the user experience instore, VR will be essential for boosting it online.

Japan Airlines is allowing customers to pre-experience trips as easily as trying on clothes, with their JAL xR Traveler¹⁴. While Lowe's Holoroom allows customers to learn new practical skills in a virtual environment. If you have a blockage in your buying cycle, due to selling high-ticket items that aren't readily available (because they're tailor made), VR will help customers pre-experience them.

- 11. Warrington Guardian
- 12. Campaign Live
- 13. The Drum
- 14. Asahi Shimbun

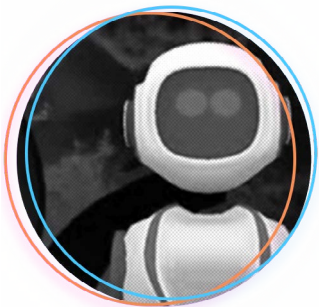
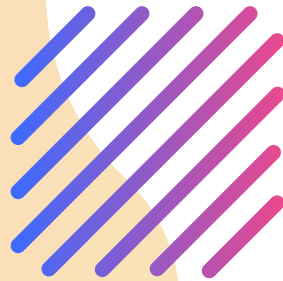
2020 will be the year that AR and VR takes off. If you haven't invested in the technology yet, now's the time.



Example of Coca-Cola's AR cans



Expert Insights



Martin Shervington, Organisational Consultant,
PlusYourBusiness.com

"As marketers we are always on the lookout for the 'next big thing', and many sense both AR and VR have major roles to play.

But full implementation is not here yet - we still need well priced and socially acceptable AR glasses, and VR headsets (and content/benefits) that make you want to 'dive in'.

In the meantime, our mobile devices are our best AR portals, and for VR the adoption seems to largely be 'gamers', but both the health and educational market remains an obvious play."



Janet Machuka, Marketing Director,
Sparks Corporates, and Founder
#AfricaTweetChat

"Tourism is the biggest industry in the world today and virtual reality has become the latest attraction point in tourism industry. 2020 will experience more in virtual reality tourism that will allow tourists to maneuver through the websites of places to visit before they make decisions on the destinations.

This pegging will advance the tourism industry as people can now 'tour before they buy' destinations. The same way Realtors use VR to sell apartments, they give you a chance to view the property before you get to the location, this trend will be a major focus because clients will want to believe before they commit."



Yosuke Noguchi, General Manager
of Social Media Business Dep., Opt
Inc

"One of the biggest themes in 2020 for technology industry is 5G will be available. When it becomes possible to send and receive large volumes of data at a different level than before, we expect social media that has evolved with text, images, and videos to enter the era of VR and AR.

In order for companies and brands to exert influence on social media, we recommend that you put an antenna in this field as the first movers can take advantage of it.

User will set VR goggles and enjoy various contents with people all over the world by manipulating their own avatars on social media. Surely such a future is right there."

Impact starts here.

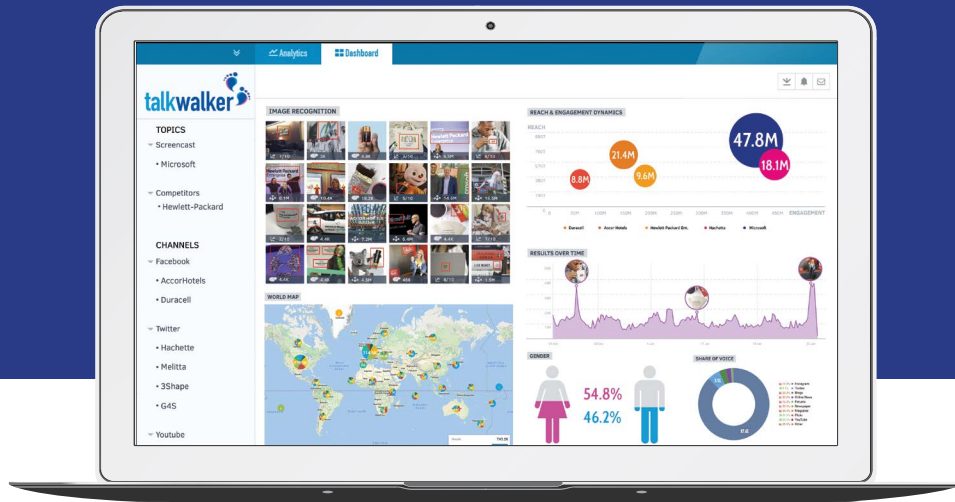
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