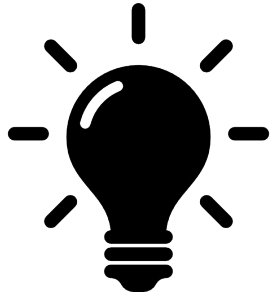


Mid-2015 Social Media Trends



Discontent Marketing

We still haven't figured out content marketing, which is largely because we still haven't figured out content marketing measurement.



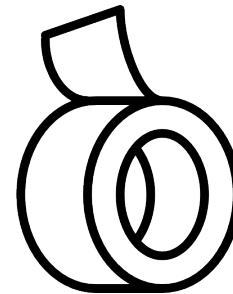
Broadcast Social

We've given up all pretense of social being anything other than a broadcast channel; change your strategy to mirror the reality.



Video 'Games'

Everyone is jumping into video, but resist the urge to make video one-size-fits-all; instead, customize for each platform's strengths.



Make It Stick

Algorithms from SEO to email to social reward bringing back users; be proactive in bringing users to reap the rewards of algorithm favoritism.