

September 2024

Brilliant Edge.

Your monthly round up of the latest food and beverage innovation, marketing campaigns, and social media that will keep your brand ahead of the curve.

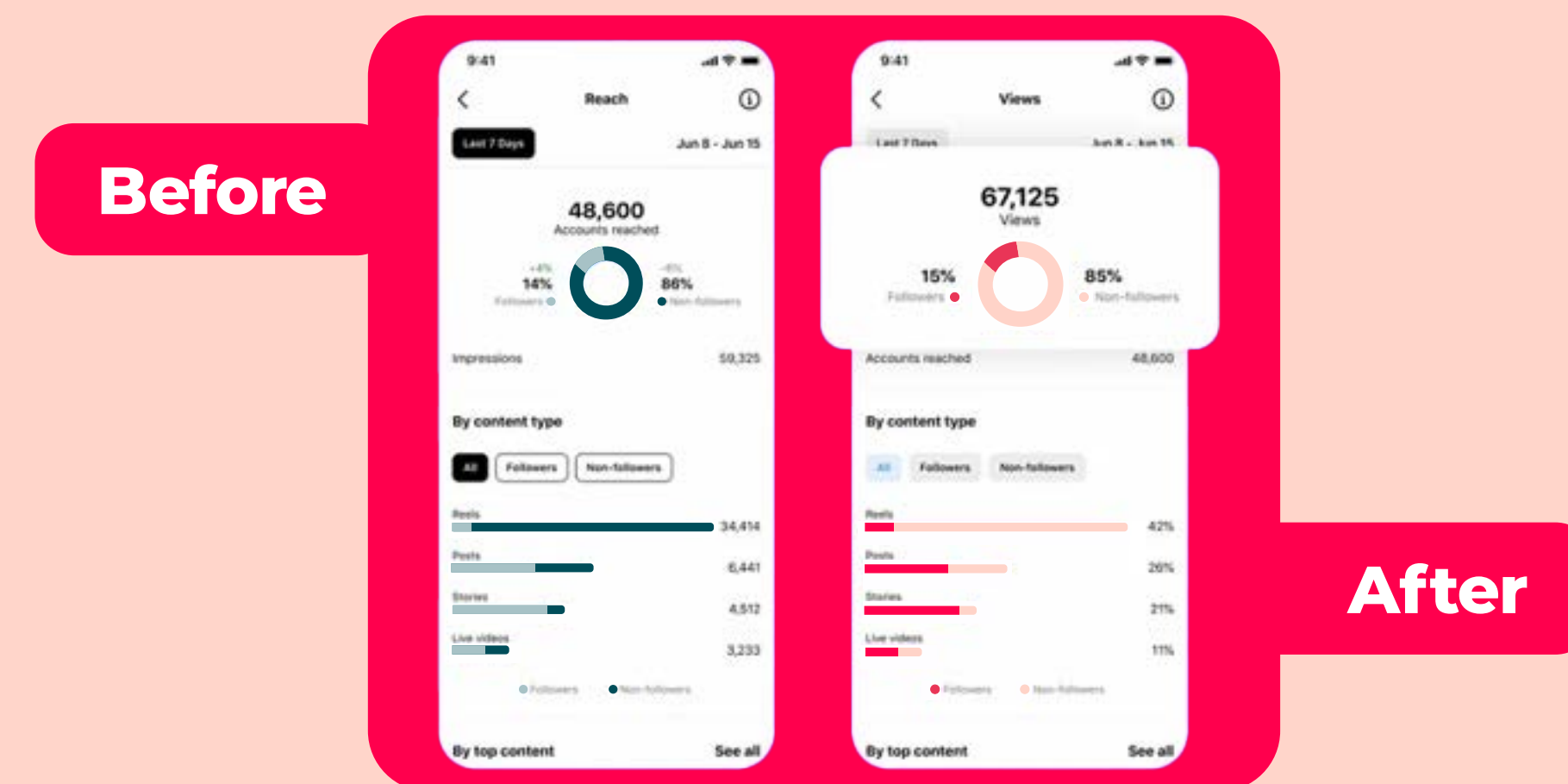
Brilliant.

Instagram Updates.

Forget your follower count - Instagram makes views their No. 1 metric!

Instagram has made account reach, or "Views" as it's now known, their primary metric across all content formats, including posts, Stories, Reels, and videos.

It's a shift that reflects Instagram's recent alignment with other social media platforms, standardising metrics and making it easier for brands to compare performance across channels. Where once brands worried about likes and followers, this change means it's now all about your view count, as Views will now be the primary indicator of content reach and visibility.



By focusing on Views, Instagram aims to provide a clearer understanding of audience engagement and content impact, allowing brands to better tailor their strategies for maximum exposure.

What this means for brands.

To maximise your content performance on Instagram, you'll need to prioritise visually compelling content that captures attention within the first few seconds, as a view is classed as anything over a second.

This will drive higher Views and ultimately increase overall brand engagement.

Instagram Updates.

Instagram's feed reaches new heights

Video has dominated social channels for quite some time and it looks like Instagram is finally accepting its fate!

This month, the platform has begun testing a vertical grid feed format in a move away from its traditional square ratio.

This change will align with Instagram's broader emphasis on **vertical video content formats**, more in line with the likes of TikTok. For brands, this means an opportunity to capitalise on a more immersive and engaging visual experience in the feed, as these posts will naturally take up more screen space, keeping users engaged for longer periods.



What this means for brands.

With more space to fill on your main feed, using the 9:16 ratio for thumbnails opens up a whole new world of opportunities for creative presentation.

Whilst this change is relatively subtle, it could potentially change your entire approach to feed presentation and content format.

TikTok Updates.

TikTok embraces customised covers!

It's about time! TikTok is now finally allowing users to add bespoke covers/thumbnails to their videos - although selecting a cover from video frames will still be an option.

This change may see users moving away from the more organic approach of the past, with many moving towards a more stylised presentation of their TikTok feed (think YouTube thumbnails!).

This update should also improve user experience when searching the platform, as it will be easier to visually spot and find content.



What this means for brands.

This update will allow brands to take a more visually strategic approach to content presentation, testing covers to increase engagement and incorporating brand cues/assets to build mental availability.

These changes are great for established brands and recognised creators, however will it reduce organic discovery of other creators or smaller brands?

TikTok Updates.

Brands are blowing up on TikTok shop!

TikTok Shop is proving to be a powerful tool for driving direct sales, to the point where some brands owe their entire revenue to it!

Make up brand P Louise generated an impressive £1.5 million in revenue within just 12 hours in early August, highlighting the impact TikTok Shop and Live can have on a brand's bottom line.

Brands can reach a highly engaged audience in a space where entertainment and shopping seamlessly blend and by leveraging the platform, brands can create a direct-to-consumer sales channel with substantial revenue potential.



What this means for brands.

To maximise the potential of TikTok Shop, brands should focus on building a robust TikTok presence through a well-crafted channel, creator, and content strategy.

This foundation will establish a trusted community, making it easier to convert followers into customers through TikTok's native shopping features.

LinkedIn Updates.

Is video content the future of LinkedIn?

Recent data suggests it could be! LinkedIn has reported "record levels" of engagement, coinciding with a 34% year-on-year increase in video content on the platform.

While it's difficult to definitively link the two, the rising popularity of video is clearly influencing how audiences interact with content on LinkedIn. Video offers a dynamic way to engage with both professional networks and potential clients, making it an increasingly vital component of a successful LinkedIn strategy.



What this means for brands.

Incorporate video content into your LinkedIn strategy to boost engagement, whether you're a brand looking to connect with your audience or a professional aiming to stand out to potential employers.

Influencer Marketing.

Niche influencer marketing
- bigger isn't always better!

Famous influencers and creators often dazzle with their follower counts, but recent **Sprout Social** research shows that micro and nano-influencers can have a more prominent role in your brand marketing.

Smaller influencers can often have more loyal and engaged followings, delivering higher trust levels and a more genuine brand alignment compared to mega counterparts.

While collaborations with mega-influencers can still be impactful, they don't always return the same level of business impact.



On average, brands are seeing a return of **\$6.50 for every \$1 spent** on influencer marketing in 2024, underscoring the effectiveness of well-targeted influencer strategies.

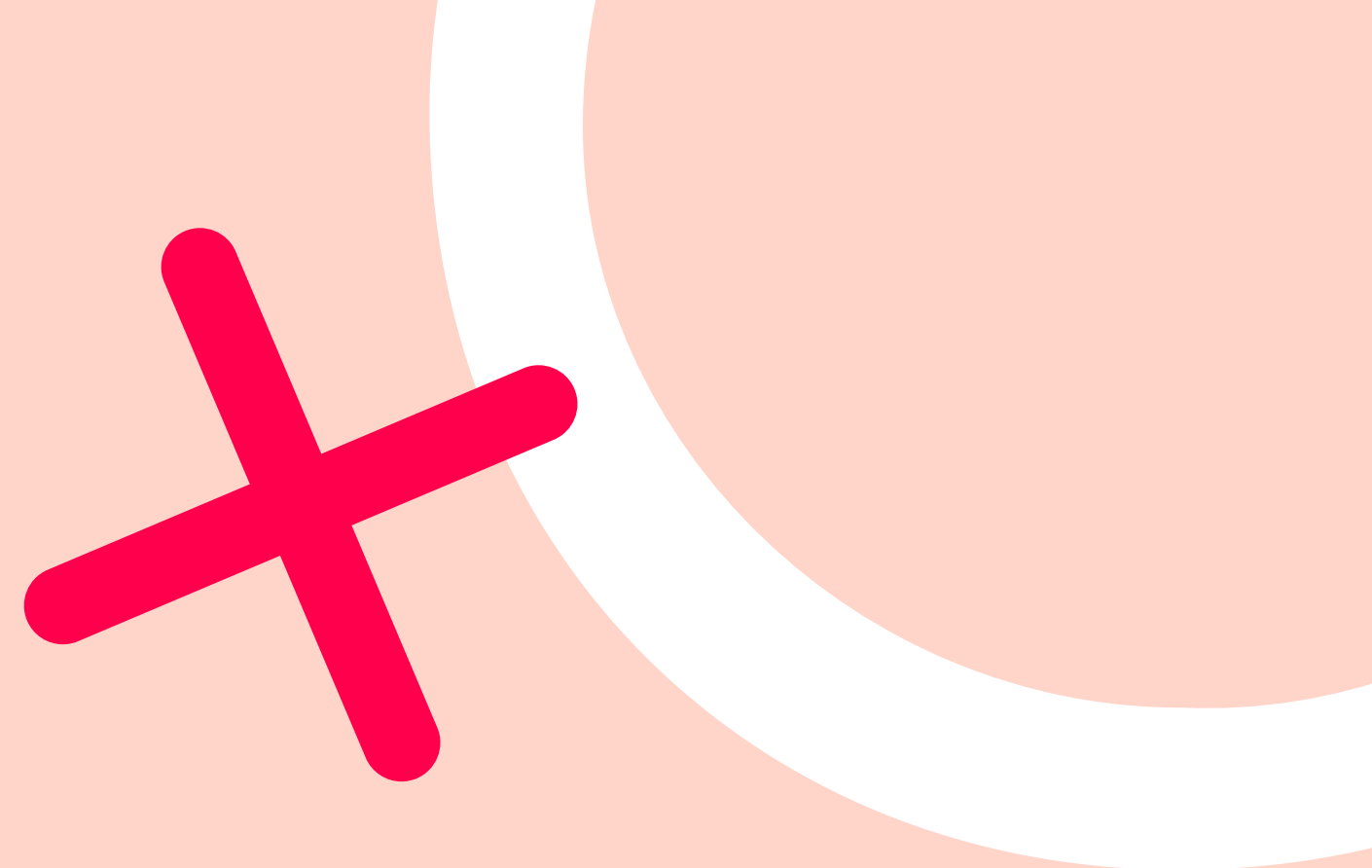
What this means for brands.

Identify and collaborate with micro-influencers by aligning your brand's value proposition with customer segment insights and popular hashtags.

This will guide you to the niche creators who align with both your brand and your target audience.



**Feeling
Inspired?**



If you've been inspired by any of the insights in this month's roundup or want to discuss implementing some ideas into your current social strategy, then drop us an email or reach out directly:

mike@brilliantagency.co.uk

   brilliantagency.co.uk

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