



CATCH UP WITH THESE TOP 5 SOCIAL MEDIA MARKETING TRENDS OF 2021





With the passage of time and changing societal situations, social media trends continue to evolve. Let's take a look at five social media marketing trends that will work wonders your business this year.



1. Nostalgia Marketing

This new trend of nostalgia marketing has taken off as a result of the huge transition between 2020 and 2021. Connecting your brand to the good old days elicits pleasant feelings in your target audience, serving as the ideal sentimental boost.



2. Meme-Based Marketing

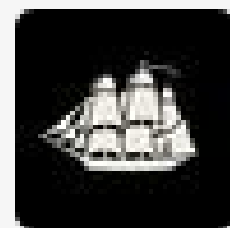


Nothing resonates with the present generation better than meme-based marketing on social media platforms, which is both funny and smart at its best. For example 'It's better than drugs' Jeremy was creatively associated by many brands for social media posts.

3. SOCIAL MEDIA BANTER



Social media banter is a quick and magnetic form of 'tongue-in-cheek' marketing that has recently taken social network handles like Twitter by storm. Old Spice and Taco Bell, for example, appeared to engage in some friendly leg-pulling.



Old Spice  @OldSpice

09 Jul

Why is it that "fire sauce" isn't made with any real fire? Seems like false advertising.



Taco Bell 

@TacoBell

 Follow

[@OldSpice](#) Is your deodorant made with really old spices?

1:52 PM - 9 Jul 2012

900 RETWEETS 557 FAVORITES



4. Cause Marketing



In today's volatile times, being "awake" is a significant matter, which is why Cause Marketing based on social causes is unquestionably here to stay. Starbucks' campaign to raise awareness about educational inequity is example of how, in the digital era, to be an empathic brand.



5. REMIXING ON THE RISE



Remixing is a new take on user-generated digital content, particularly via apps like Tik Tok and Instagram. In the emergence of remix culture, social media is functioning as a catalyst to create experiences and empower everyone to be digital content makers.





A trend-savvy digital marketing agency in Thane can help you empower your brand's trendy side on social media and make the most of your online presence. Let's get this party started by using these top social media trends.

CONNECT WITH US SOCIALLY

PHONE NUMBER

9769285224

EMAIL ADDRESS

collabs@theimpulsedigital.com

WEBSITE

<https://www.theimpulsedigital.com/>

