

The Key Social Trends of 2022: Viral commerce, micro-influencers, and more

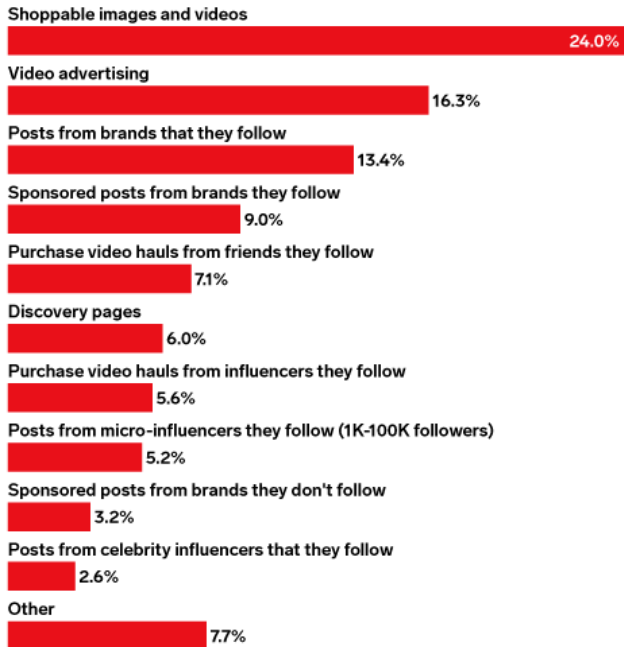
Audio

On today's episode, we discuss why viral commerce will be the "it" trend this year and why micro- and nano-influencers are making a comeback. We then talk about what to expect from

TikTok in 2022 and livestream shopping expectations. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Debra Aho Williamson.

Which Type of Ad/Content on Social Media Is Most Influential in Getting US Adults to Make a Purchase?

% of respondents, Dec 2020



Note: ages 18+
Source: Bazaarvoice, "A picture's worth a thousand purchases: How visual and social content increase online sales" conducted by Savanta, Jan 26, 2021

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