

Score's **PARTNERS IN SUCCESS** Newsletter

Dedicated to helping businesses thrive and prosper

Free Business Counseling

Confidential

Long Term Mentoring

Welcome to **SCORE's** monthly *Partners In Success* Newsletter

Dear Reader:

SCORE's **Partners In Success** is a monthly newsletter dedicated to business owners in any industry and market sector. Its purpose is to provide insight to business owners/managers looking for a practical, innovative and a bottom line approach on how to better manage their finances, access SBA loans, leverage social media marketing, better manage human resources and access a variety of digital resources. Each issue of the newsletter will address a different topic. **This issue will discuss SOCIAL MEDIA TOPICS that are IN THE NEWS.** As always, your feedback and input are welcome and encouraged.

Facebook is Redesigning its News Feed: What Marketers Need to Know

Back in July 2022, Facebook announced a change to its news feed — it's been split in two! Facebook now has a Home tab and a Feeds tab. The Home tab includes content recommended to users based on their actions on the app. The Feeds tab shows content from people, pages, and groups the user is following.

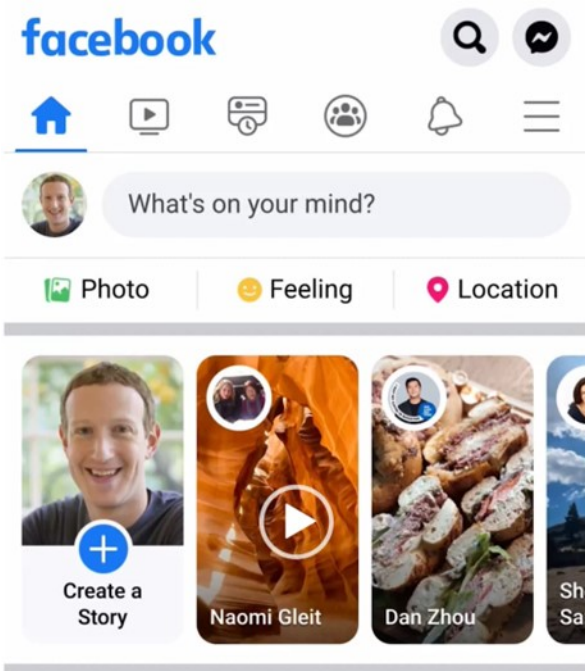
Facebook's Home Tab

The Home tab is the first feed users see when they open the app. Like the Feeds tab, Home will have content the user is already following (posts from friends and family, for example), but the feed will prioritize recommended content from the app's discovery feature.

"This system takes into account thousands of signals to help cut through the clutter and rank content in the order we think you will find most valuable," Meta said in a press release.

"We're investing in AI to best serve recommended content in this ranked experience."

Content prioritized in the Home tab will include Reels and Stories. To get your marketing content on the home page so your brand can reach new consumers, you should leverage short-form video content like Reels.



Inside this issue

Facebook redesigned home page

Trends to follow in the next 6 months

Marketing Trends for Non Profit Businesses to Watch for in 2022

To get a free and confidential advice for your business, contact SCORE SE Mass. at



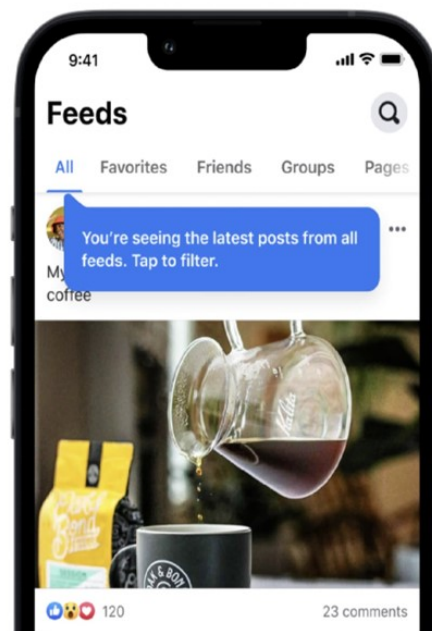
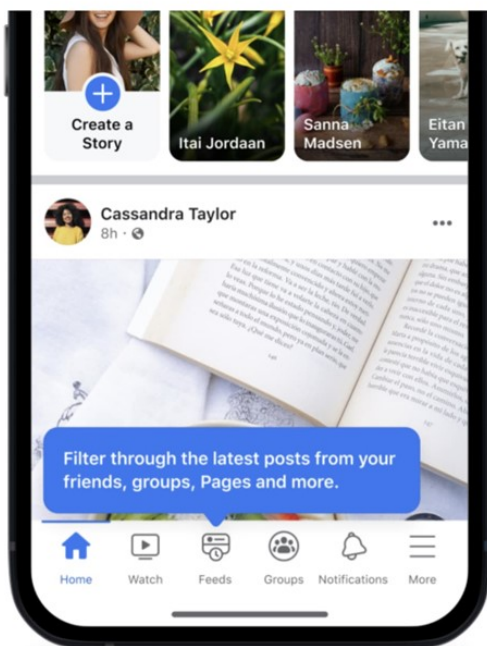
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Facebook's Feeds Tab

As mentioned, the Feeds tab shows content from pages, groups, and communities the user is already following. There is no content from the app's discovery feature — however, ads will still be shown on Feeds. Therefore, investing in Facebook Ads can help your brand's content get on the Feeds tab and expand your brand's reach there as well.

Addressing the audience you already have should be your focus when it comes to Feeds. Notice

that Feeds is separated into different sections — All, Favorites, Friends, Groups, and Pages. To stay top of mind for your audience, your company should have content in as many sections as possible, particularly All, Favorites, and Groups.



Trends to follow for the next 6 months

We're also talking about the next idea that's going to help business operators, including insights on emerging consumer trends they can leverage in their marketing strategies.

While you've likely learned about some of the latest consumer trends to watch in the State of Consumer Trends Report, we wanted to dive even deeper into the future business trends we plan to follow in the coming months.

Take a look at the following nine trends that we think will pop over the next six months, including NFT subscription services, virtual pop-up stores, direct mail marketing, and more

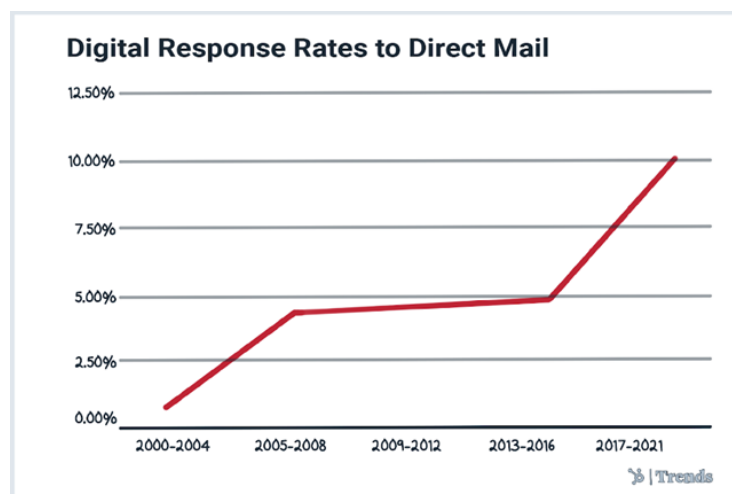
Direct Mail Marketing

Seth Greene, the bestselling author of seven marketing books, told Trends.co that "with all the changes in online media platforms like Google and Facebook, direct mail delivers better results than ever, with fewer restrictions."

Research backs this up, particularly when it comes to "digital interactive" — physical mail used to drive readers online — where response rates are ~9%-10%, roughly double what they were five years ago.

Some niches that will emerge in this space include:

- ◆ Voice-activated calls to action: Integrating smart-speaker apps into direct mail campaigns so readers can take action with an Alexa command
- ◆ VR integrations: Physical mail that pairs with a VR headset to provide deep, interactive experiences



Return of Retro

The resurgence of direct mail is just the tip of the iceberg when it comes to the bigger trend of all things **retro**. Subscribers to the [r/Retro](#) subreddit have doubled to 10k+ since 2020, and [r/80sDesign](#) has hit 86k+ subscribers. Retro search terms are also going wild on Amazon. For example, weekly searches for “retro home decor” have increased 290% in the US in the last year, according to Jungle Scout. Here’s how we expect to see the trend manifest over the next 6 months:

- ◆ Shutter-Lovin’: Film, old-school cameras, and darkrooms
- ◆ Experiences: Roller rinks and arcades
- ◆ Gaming: Old-school games and accessories
- ◆ Advertising: brands leveraging 80’s aesthetics in their ads



Can you tell which are from the 1980s vs. the 2020s? Only the top right one is original '80s (Source: [Eye on Design](#))

Audio SEO

The world of podcasts is growing [faster](#) than the entire internet did back in the early 2000s. Spotify alone now hosts over 3 million shows. (that’s 43x the number of titles on Netflix, Disney+, and Apple TV+, combined).

But the tools that help listeners discover new content haven’t kept up.

65 percent of people who’ve never listened to a podcast say the reason is that they don’t know where to start. Meanwhile, great new shows struggle to get recognition, and audiences tire of seeing the same old suggestions.

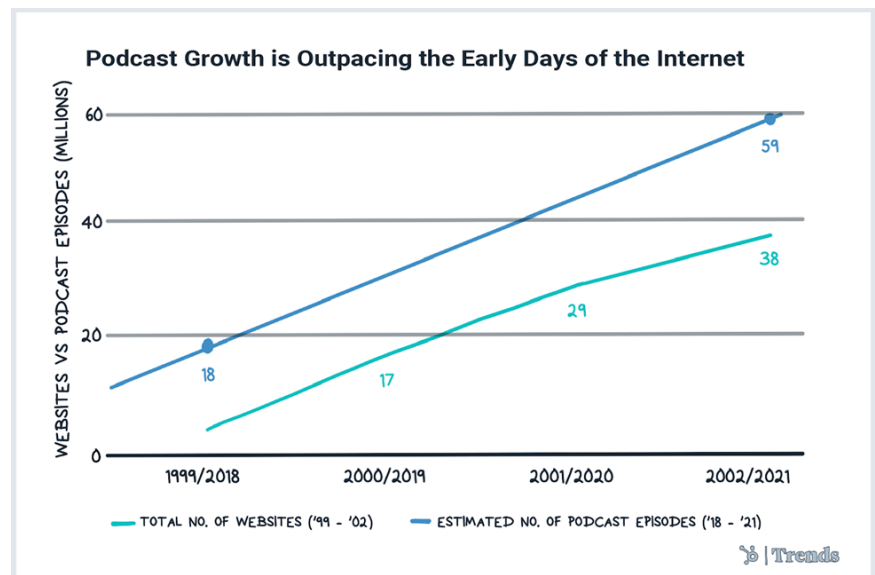
Audio search is due for an overhaul. Some solutions we may see emerge in the coming months include:

Audio search engines, like [Fathom](#), which recently raised \$15m for their AI-driven podcast player and audio search engine

Tools that let podcasters turn audio into snackable visual content for platforms like TikTok, similar to [Audiogram](#)

Audio SEO tools, like the [Ahrefs](#) or [Keywords Everywhere](#) equivalent for audio

Interactive/immersive podcast apps, like [Entale](#) and [Adori](#), which allow podcasters to include relevant links, images, polls, and offer codes so that they appear on the listener’s screen at the right moment



Content Marketing Trends

Content marketing is a top priority for marketing teams, encompassing multimedia formats and becoming more interactive and accessible in recent years. This year, video is the top media format (for the third year in a row) — but specifically, short-form video platforms like TikTok and Instagram Reels are growing the fastest. While marketers are most likely to use content that matches their brand identity or industry, the most effective posts are 1) funny and 2) interactive.

Brands will continue to show up and be authentic in their marketing, highlighting user-generated content and employee-generated content to showcase the voices of their organization.

Top Media Formats Marketers Use	
<i>Videos</i>	59%
<i>Blogs</i>	48%
<i>Images</i>	46%
<i>Infographics</i>	45%
<i>Case Studies</i>	42%

Most Effective Types of Content Marketers Use in Social Media	
<i>Funny Content</i>	80%
<i>Interactive content (polls, games, augmented reality...)</i>	77%
<i>Authentic/ “behind the scenes” content</i>	68%
<i>Relatable content</i>	67%
<i>Content that reflects your values</i>	63%
<i>Trendy content (cultural moments, news stories)</i>	61%
<i>Nostalgic content</i>	58%
<i>Educational/Informational content</i>	57%

This year, the most effective channels for acquiring new customers are social media (sensing a trend here?) It’s also the best source for high-quality leads), SEO, and events.

Most Effective Channels for Acquiring New Customers in 2022

1. Social media 2. SEO 3. Physical events and tradeshow