



Global Social Media Advertising Trends in 2021



Display, mobile, and social investment are growing MUCH faster now than pre-covid.

2.2x

Global display ad spend growth rate, including social, will be twice as fast vs. overall digital growth in 2020

A significant portion of marketers' budget is dedicated to social.
Facebook and Instagram get the most love in terms of spend.

74%

of marketing teams spend at one third or more of their marketing budget on social advertising

36%

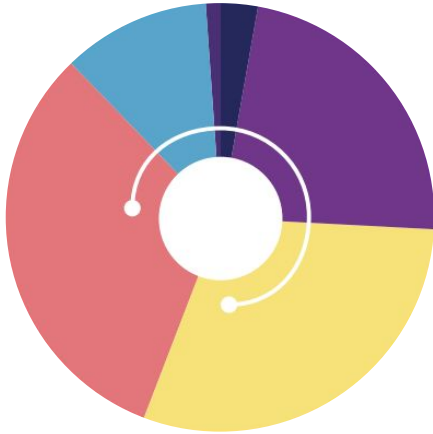
of advertisers spend the most on Facebook

29%

of advertisers spend the most on Instagram

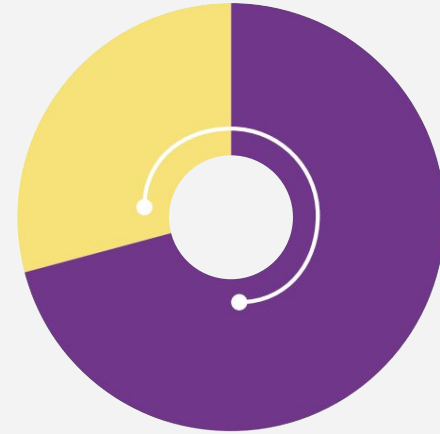


What percentage of your overall marketing budget is currently dedicated to social media advertising?



3%	23%	30%	32%	11%	1%
11-20%	21-30%	31-40%	41-50%	51-75%	76-100%

Do you feel your social media advertising and creative teams collaborate effectively in all stages of the marketing process?



71%	29%
YES	NO

There is also an opportunity to bridge the gap between performance marketing and creative teams.

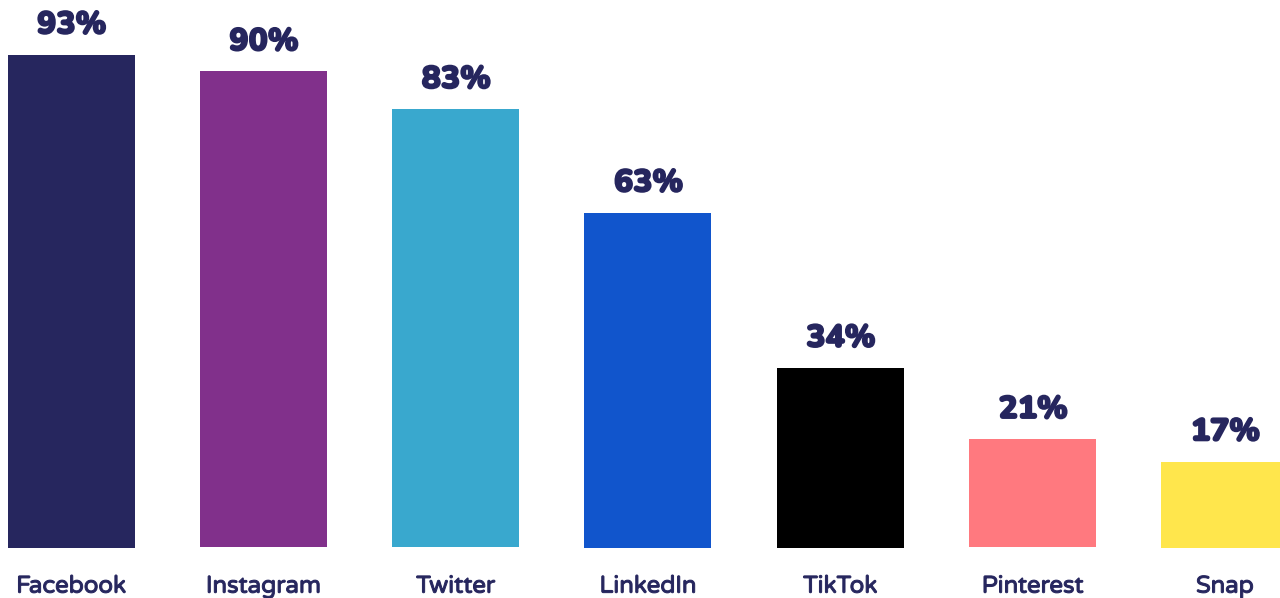
56%

Say that their media advertising and creative teams will work together more closely in 2021

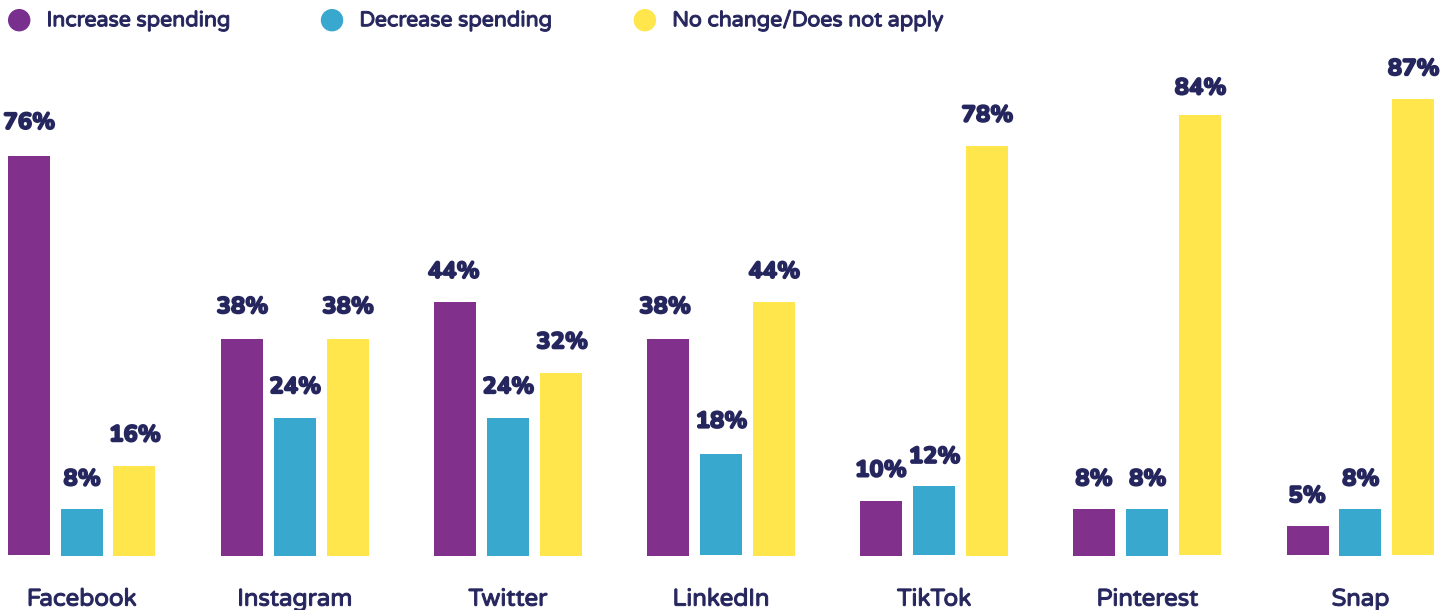


In 2021, marketers plan to increase their social advertising budgets across channels.

Which platforms are you currently buying social media ads?



Which platforms do you plan to increase or decrease your advertising spend in 2021?



Advertisers Are Also Looking to Automate Social Advertising.

72%

of advertisers say that their social advertising involve time consuming manual processes

81%

of advertisers are interested in automating at least part of this process.



Does your team currently use automation technology for its social media advertising creation and delivery?

Yes — we automate this process sufficiently and successfully



Yes — we automate at least part of this process, but it needs improvement



No — but we are interested in automating at least part of this process



No — and we are not interested in automating any part of this process



What are your plans for 2021?

Our social media advertising and creative teams will work together more closely



We will spend more on social media advertising in general than we did in 2020



We will expand our marketing team to better manage social media advertising



We will manage social media advertising in-house



Our marketing team's KPIs will change



We will invest in more robust social media advertising tools





Ensuring content (in social media advertising) is aligned to all the compliance checks is a painstaking task.”

Head Brand Marketing & eCommerce, Major Global
Athleisure Brand



Certain analysis procedures that we carry out before every campaign for social media are carried out manually for certain confidentiality measures. Its pains taking but protocol.

Director eCommerce, Major US Electronics Chain



Maintaining the brand image does require teams to assess creation and delivery processes manually. Some repetitive processes will be automated.

Director Brand Marketing, Major Global Denim Brand



Understanding customer behavior and developing content based on that behavior is a time consuming task.

Director Digital Marketing & Advertising, Major US
Department Store Chain



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THANK YOU