



# **Above & Beyond:**

**2020 Sprout Social Index™  
Deep Dive**



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# What we'll cover

- **The 2020 Sprout Social Index™: let's dive into the data**
- **Our panelists react + give advice**
- **Extended Q&A: Ask us anything**



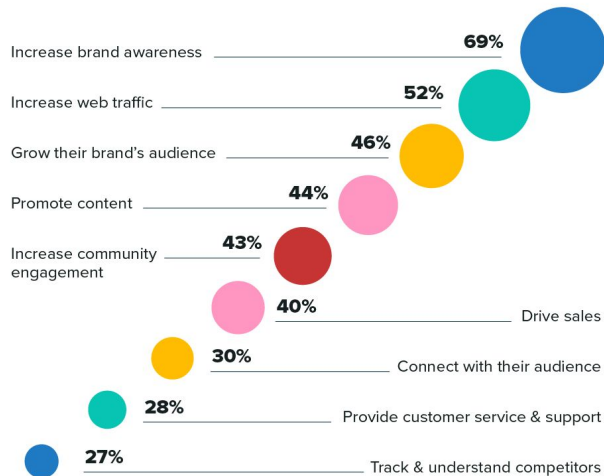


## About the Index

- Sprout Social surveyed more than 1,000 social marketers and more than 1,000 consumers for the latest [Sprout Social Index](#).
- The goal was to understand how marketers can turn social media into a business growth driver. We examined marketers' goals and challenges, and consumers' interests and brand preferences.



## Marketers' primary goals for social media



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## Brand awareness remains a top priority

69%

of social marketers focus on increasing brand awareness and top-of-funnel



## Skills marketers need to achieve their social goals



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## Communication is *still* key

62%

of marketers list communication  
as the #1 skill they need to  
achieve their goals on social

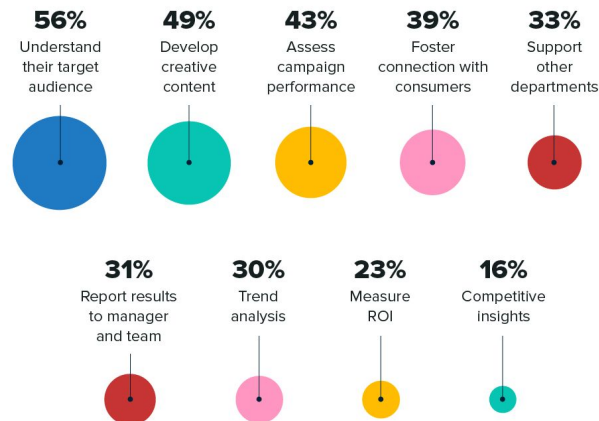


# Marketers aren't using social data to its fullest potential

77%

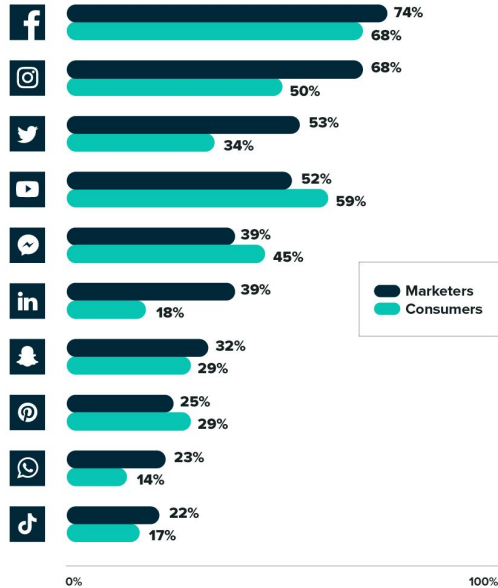
of marketers are not using social data to measure ROI

## How marketers use social data





## The platforms marketers and consumers plan to use more of



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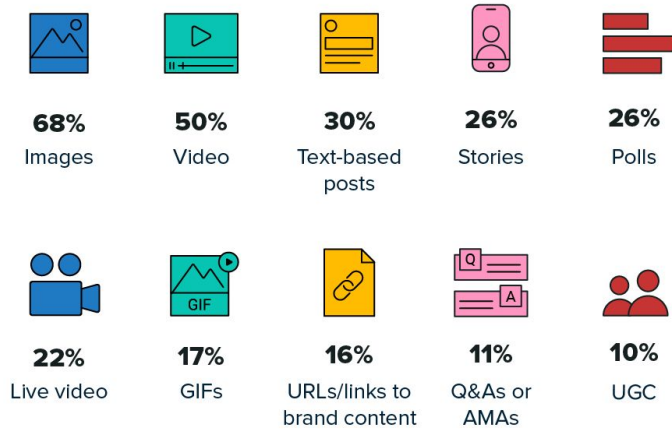
## Visual social platforms are popular with younger consumers

59%


of consumers plan to use YouTube more next year



## The types of content consumers want to engage with

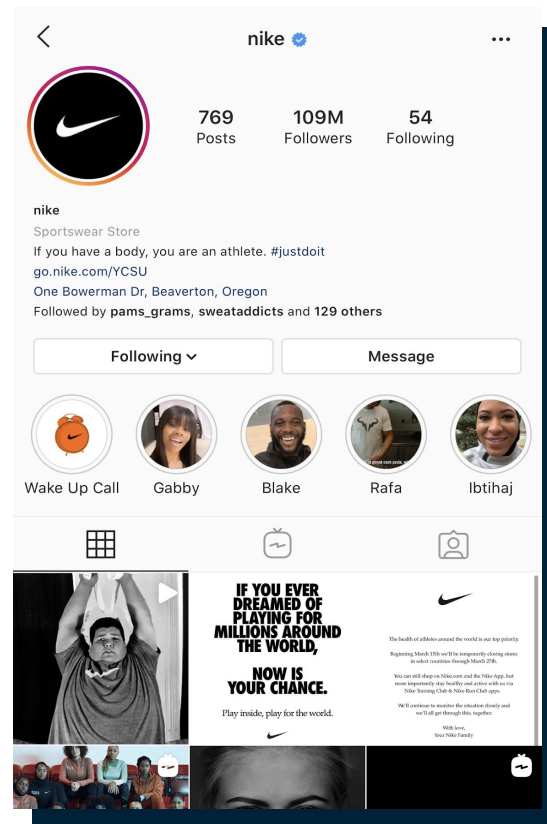
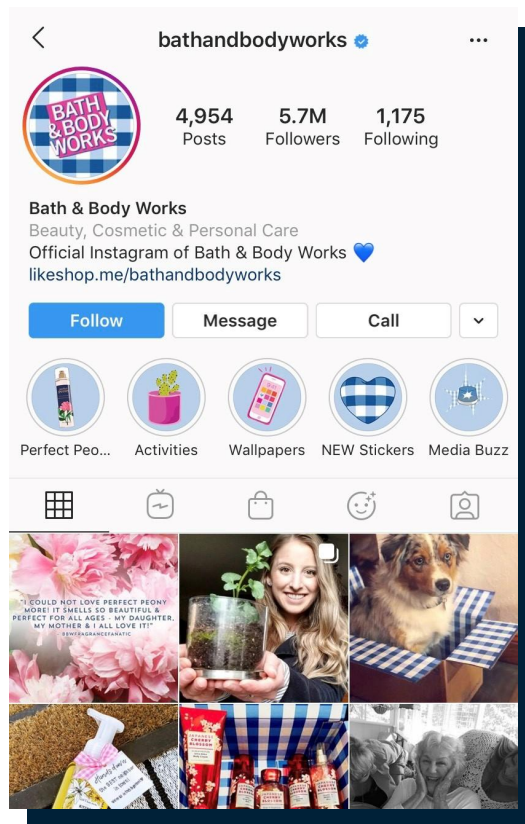
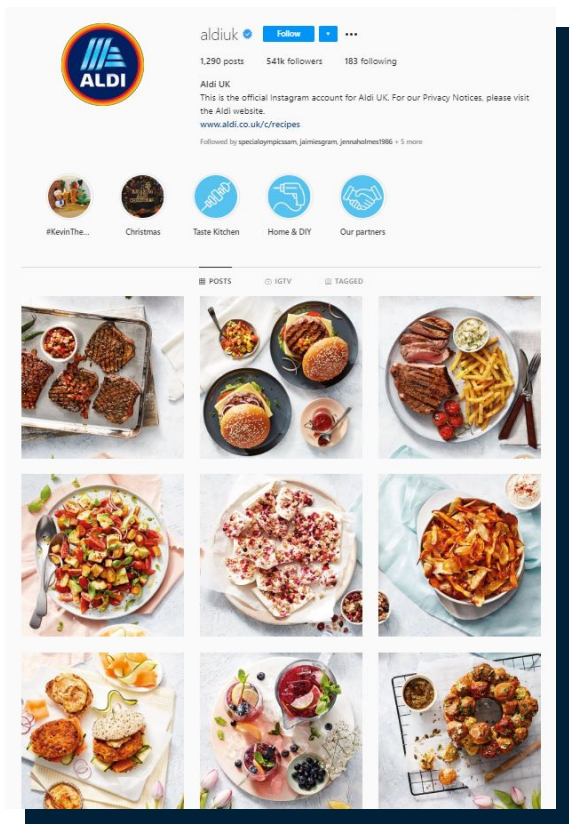


**If time or resources weren't  
a factor, what platform  
would you look to spend  
more time in as a marketer?**



**Are there any brands that you  
see leveraging visual platforms  
particularly well?**





## When people are most likely to be on social media



**50%**

Personal milestones



**45%**

Sporting events



**42%**

Natural disasters



**42%**

Holidays



**39%**

Political events



**38%**

Pop culture moments



**30%**

Award shows

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# Personal milestones send consumers straight to social

**50%**

of consumers turn to social to celebrate personal milestones, big or small



## Trends for 2020

- What marketers plan on trying
- What consumers want to see more of

### Live video



### Employee advocacy



### Stories



### Stickers, widgets, Q&As, filters, etc.



### Influencer marketing



### Viral challenges



### User-generated content



### AMA sessions



# Live video and Instagram Stories continue their rise

43%

of consumers want to see more Instagram Stories



## Actions consumers take when they follow brands on social



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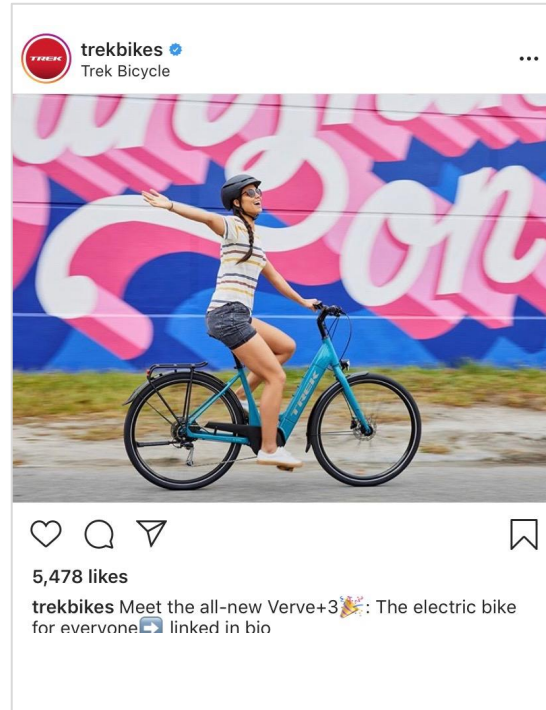
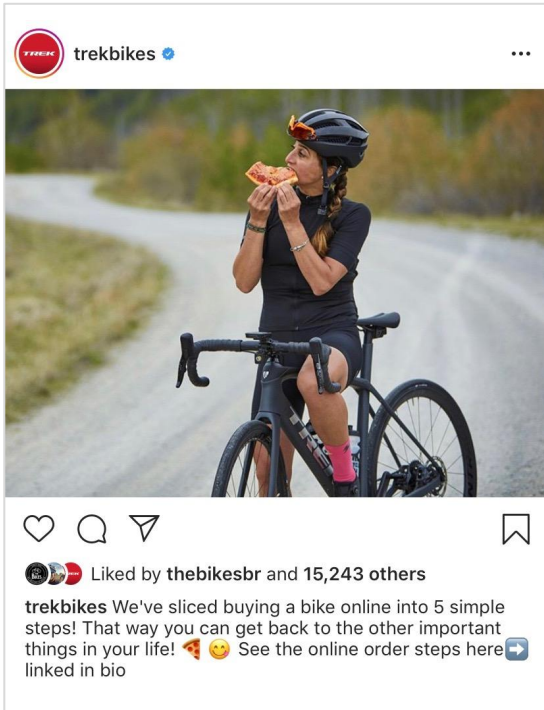
## Social media fuels bottomline growth

# 89%

of consumers buy from a brand that they follow on social











View Insights

Promote



Liked by kevinkoskphoto and 405 others

**nflpa** @willblackmon worked part-time at a vineyard during the off-season one year and found his passion for the wine industry. Now, with his WSET Level 2 certification, he's planning to share this passion in the form of a wine club launching this year 🍷.

We're more than just athletes. #AthleteAnd

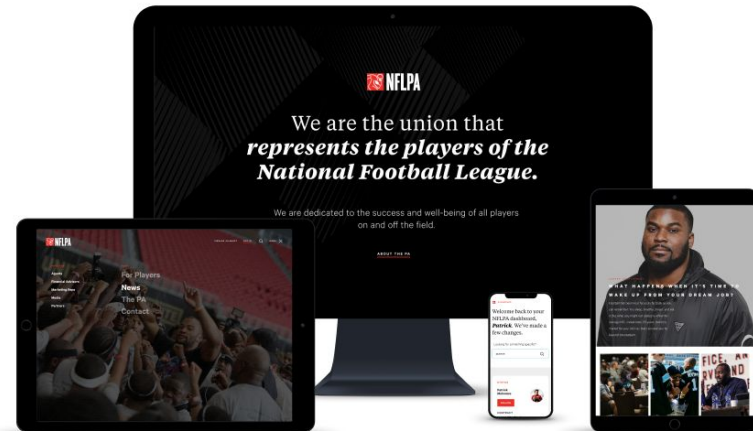


We asked players 3 weeks ago if they knew what #TikTok was... @bcop51 has #SocialDistancing changed your mind yet?

(ft. @RSherman\_25, Malik Reed, @cassojr\_, @mattkaskey78, Isaiah Johnson, @DDawkins66)



2,356 views



#SproutSessions



## Social marketers' greatest challenges

- 1 Identifying & reaching our target audience
- 2 Measuring ROI
- 3 Supporting overall business goals
- 4 Publishing content
- 5 Monitoring our competition
- 6 Securing budget & resources for social
- 7 Aligning social strategy with other parts of the business
- 8 Demonstrating social's impact to other departments
- 9 Creating engaging & innovative content
- 10 Team bandwidth & time

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## What gets in the way?

#1

Identifying and reaching our target audience



## Resources social marketers need to make a greater business impact



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## More budget, time, and buy-in, please

# 47%

of social marketers  
need more budget to  
make bigger impact







# Takeaways



# #SproutTips



## **Build a product-specific report**

To support and share with other departments like product marketing and field marketing



## **Use optimal send times**

Use Sprout's optimal send times feature to uplift your engagement



## **Monitor with social listening**


Limit your content to no more than five to six lines at most for the optimal visual and presentation results in your slides



## **Measure social video impact**

Measure the ROI on video-focused content across social networks, including Twitter, Facebook, and Instagram





# **Q&A:** **Ask us anything**

