The CMO's Social Media Marketing Agenda for 2024

Social media continues to revolutionize how consumers and brands interact. Letting today’s success dictate tomorrow’s strategy won’t guarantee results. To stay ahead of the competition, leaders must ensure all strategies are grounded in the latest research and trends.

The following is a list of the major forces that will influence social media marketing into 2024. Use it to identify how your brand can capitalize on the power of social media in the coming year.

### Embrace audience demands for authenticity and responsiveness.

**Considerations**
- How much of your team’s focus is spent on content creation vs. audience responsiveness?
- Is now the time to shift that balance?

**Consumers say they aren’t seeing enough authenticity and transparency around business practices and values in brands’ social content. They also want brands to keep the bidirectional nature of social media top of mind.**

More than half (51%) of consumers say the most memorable thing a brand can do is respond to customers.

**How can you weigh different interactions to quantify their revenue impact?**

### Take social customer care investments off the back burner.

**Considerations**
- Does social customer care have a clear owner within your organization today?
- Do your tools and/or processes support a steady flow of communication and data between teams?

Speed is critical to social customer care—but so is quality. To stay in line with consumer expectations, 96% of leaders plan to integrate social data into their CRM solutions within the next three years. While the tech end gets sorted out, marketing leaders should lay the groundwork for deeper collaboration between social and service teams.

**How can your social team and the rest of the organization support a steady flow of communication and data between teams?**

**Where is the distribution of insights?**

### Use AI as a means to re-energize, not replace, your team.

**Considerations**
- What can your executive and senior leadership teams do to champion the use of AI technology?
- How can AI tools create space for more creativity within your marketing organization?

More than 80% of marketers say AI has positively impacted their efforts, citing benefits such as more time for creativity and increased efficiency. To avoid becoming a bottleneck, executives must expand their knowledge of emerging technologies. Lack of leadership buy-in is the main obstacle to successfully implementing AI tools, according to 39% of business leaders.

**How can your executive and senior leadership teams do to champion the use of AI technology?**

### Experiment with new team structures to break down silos.

**Considerations**
- What business goals could inform the next iteration of your team structure?
- How can your social team structure improve the distribution of insights beyond marketing?

Social’s role has expanded well beyond marketing, touching nearly every corner of a business. Today, 75% of social marketers say their team’s insights inform other departments. Despite this consistent flow of information, 43% of social teams still feel siloed. To increase social’s impact, marketing leaders must rethink traditional team structures and tools that promote deeper integration.

**How can your team structure support a steady flow of communication and data between teams?**

### Align on the new metrics that matter.

**Considerations**
- Think about the typical buying process for your brand. Where do customers turn to social as a touchpoint?
- How can you weigh different interactions to quantify their revenue impact?

There’s a growing recognition that social efforts and interactions earlier in the customer journey—2023—audience engagement metrics are not just interesting; they translate to revenue. In 2024, quantifying the value of social media engagement in terms of revenue will be marketers’ primary way of demonstrating social’s impact on business goals.

The data referenced was collected as a part of the 2023 Sprout Social Index™ and The 2023 State of Social Media report.