



# Navigating Social Video in 2023:

What you need  
to thrive





**Social video is a big place and it moves fast.**

Without the right tools, **marketers can easily be left behind** while their competitors ride the waves of trends, audio sounds, and partnership opportunities.

Looking ahead into 2023, **Tubular has identified five areas in social video where marketers need to focus to get ahead of the game, and why.**

- ▶ Social video solidifies its position in marketing channel planning strategy
- ▶ Creators are the new economic drivers
- ▶ Digital communities influence social change
- ▶ Augmented reality fuels virtual worlds
- ▶ The future of search is in social

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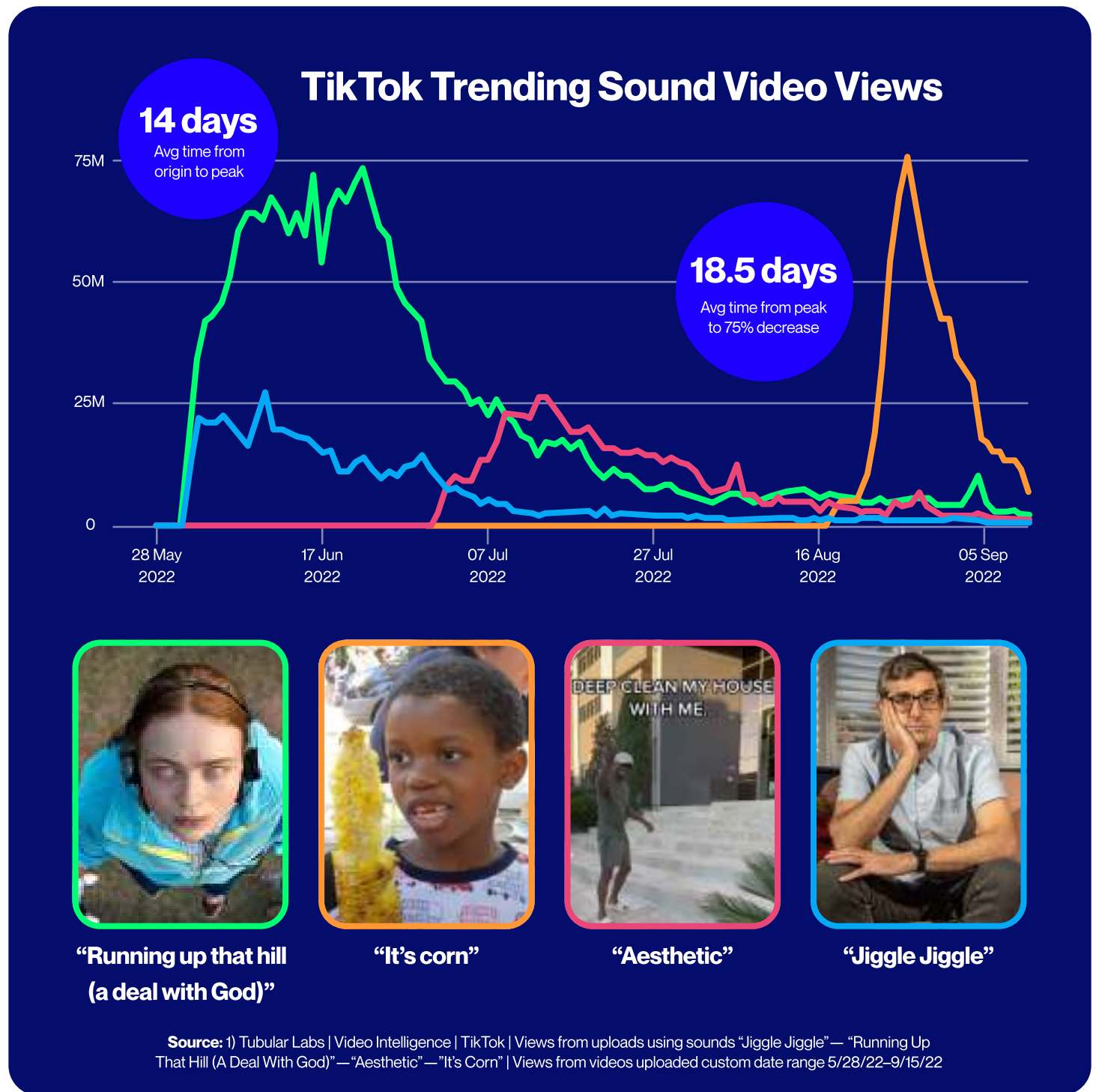
# It's all about pace

A marketing strategy that is solely **reactive** to trends is difficult to maintain in a timely way, and even more challenging to prove ROI. **Social video has emerged as the place where cultural trends originate so utilizing the format is no longer a “nice-to-have” for marketers and creators looking to grow.** Engaging target audiences is a key objective for many brands, and social video is a “must-have” channel to achieve this goal. However, the speed at which trends turnover is getting faster and faster. This means that waiting to catch a new popular sound, hashtag or TikTok challenge on your social feed could lead to missing the window of opportunity.

Tubular data shows that on average, **trending sounds on social have a short two-week window from origin to their peak, before dropping in popularity of viewership.**

When examining TikToks that used “It’s Corn” audio, Tubular data shows a period of only 10 days from its origin in August 2022, to its peak viewership on TikTok. For marketers to leverage a trend while it’s still relevant, they need early insight into what is trending, before it peaks.





**Social video is a big place – an entire universe within the internet itself.**

A format that lends itself to community-building and content sharing can easily spin into an overwhelming web of interconnectivity. The pace at which social video trends emerge, peak, and fall away is nerve-wracking, and the complexity of making sense of it can be even more of a trial. **Look to partners to help.**



## It's all about pace



Have a partner that can help you navigate through the complicated social video world. Without a comprehensive understanding of the social landscape, brands, media companies, and creators can easily get lost.

Say you're looking for content opportunities in the sports category—in the past **90 days alone over 1.3M videos have been uploaded across multiple platforms**. We don't know many marketers who have the time to sort through more than a million videos to understand what trends audiences are watching and which creators they love.

**Let's see what sports looks like through the Tubular lens.**



**Source:** 1) Tubular Labs | Video Intelligence | Cross-Platform | Number of all uploaded videos—videos in categories Sports—Motorsports, Soccer, American Football—Auto Racing, FIFA World Cup, Premier League, NFL—Super Bowl | Videos uploaded in the last 90 days as of 10/6/22

## Look Ahead

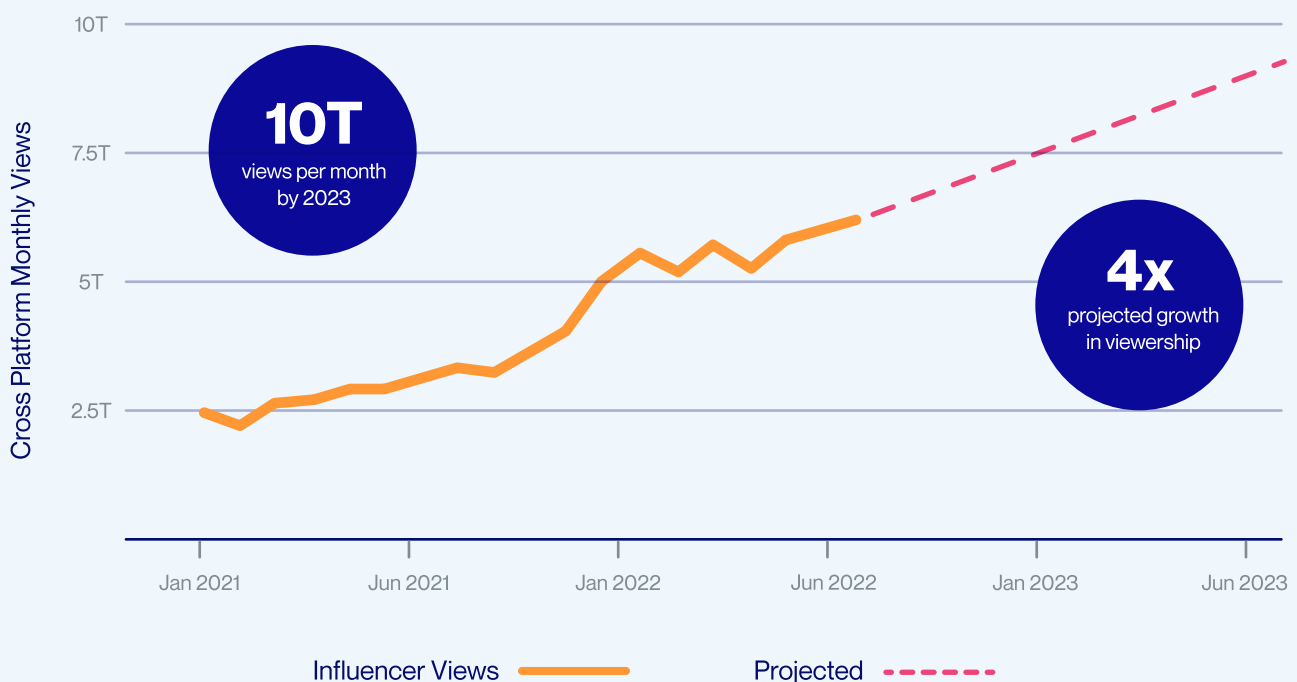
Without a roadmap to navigate a fast-paced social world poised for growth, it can feel unmanageable to meet the goals needed to drive your business forward. Are you prepared to devote the time to sort through complex video categories in order to make decisions, before a trend becomes obsolete? Do you know where to reach the audiences you need to be successful? To thrive in social in 2023 and beyond, having a proven, data-driven way to quickly sort through shifting trends and easily apply insights to your goals is key.

# 2

## Creator economy is the economy

At the dawn of “mommy bloggers” and OG YouTubers very few could have predicted that the creator economy would one day become a symbiotic component of the greater general economy. In the last decade, we’ve witnessed a mass reorganization of how companies target, sell, and retain consumers. The Creator Economy is here to stay. Over the past year alone, **influencer created content was watched 13.2x times more than media and brand content combined**. And more growth is coming. Based on past two year growth trends, Tubular anticipates the influencer market to continue to move upwards in the coming year.

### Projected 2023 Influencer Viewership



## Creator economy *is* the economy



The creator economy is rapidly becoming synonymous with “the economy”. Influencers are gaining more equity within companies. In the past, they were simply a new exciting form of advertising. **Today, influencers often serve as longterm brand ambassadors, stakeholders, marketing consultants, and more.** That’s why it’s so imperative that companies make informed decisions based on data that goes deeper than vanity metrics such as likes and views.

### **Uncovering deeper data on creators reveals the fingerprint of their unique audience & influence.**

Some creators have audiences that are massive but less likely to convert, while others have smaller audiences with enormous conversion rates. Certain creators might drive sales to a wide net of product categories while others are honed in on just one or two. Then, there are values and skill sets to consider—**especially if this individual might be a long-term partner or brand consultant.** Certain creators are live-stream gurus that drive major product sales while others have perfected the art of high-quality produced Reels that could better suit a hospitality brand.



**With so many creators to choose from, having access to metrics that allow you to accurately evaluate their worth and alignment with your unique needs is priceless.**





## Here Are 3 Tips For Identifying The Influencer That Will Help You Reach Your KPIs:

1

### **Focus on quality over quantity**

Uncovering quality metrics will save you money on influencers that pack a bigger punch when it comes to ROI. Never pay for inactive subscribers again by looking at measurements like watch time, unique reach, and consumer conversion rates.

2

### **Zero in on an audience's consumer behaviors**

Consumer Insights helps you identify audiences where potential consumers are hiding (who would have thought sports fans are highly likely to shop for cooking electronics?). With highly accurate consumer measurements, you can cut out the “media math” and project ROI like never before.

3

### **Drive growth with influencers from adjacent categories**

Just because you're a beauty brand doesn't mean you have to partner with a beauty influencer. Check out creators from adjacent categories like fitness or fashion that have audiences highly likely to also watch beauty content. This will help you reach your existing consumers while also exposing your brand name to new consumers.

While some creators are becoming intertwined with existing brands, others are building their own income streams through merch deals and their owned brands.





**MrBeast** is perhaps one of the most prolific influencers who has built a brand for himself by creating an authentic channel of content and extending to the consumer items his audience wants to buy. In addition to shoppable merch directly on his Instagram, YouTube, and website, he's launched Feastables chocolate bars and hosted a world-record breaking opening for his “MrBeast Burger” restaurant chain, after selling burgers and fries via delivery apps since 2020.



### Consumers and marketers agree

eMarketer projects 78.6% of marketers will incorporate influencer marketing into their strategies in 2023 - a near 18% growth from 2020 and a forecasted \$6B in spend.

Source: 1) [Insider Intelligence](#) | 2) [Insider Intelligence](#)

## Look Ahead

Are you prepared for the influx of influencer marketing spend in the coming year? Is your budget set up to accommodate the growing media tactic? Without insights to understand the complexities of how to choose the right influencer, you'll risk spending money on the wrong partnerships. For free tips to set up your 2023 influencer strategy, read Tubular's Influencer ID guide to get ahead of the trend.

# 3

## Virtual communities for good

**Digital communities are important components of brand loyalty strategies, and the strength of communities built on social media are well established.**

However, as these communities are anticipated to grow, we expect to see more brands, creators, and media companies using their communities to support the charitable social causes they are most aligned with.



**Digital communities are fluid and composed of different people with varied backgrounds but common interests.** The nature of social platforms makes it an obvious link as a channel where brands can both engage with and cultivate their communities in the same place. Social platforms will continue to evolve from just a place where brands can nurture community, but also a resource to use them for good.



**Indeed.com launched a campaign to share workplace experiences of LGBTQ+ professionals as a way to support the community and engage with younger audiences across key platforms.** Partnered with VaynerMedia and 13 creators across TikTok and Instagram, the campaign aimed to share a message of acceptance and authenticity, while helping individuals find jobs in a new hybrid-remote environment.


After the launch of the campaign, Indeed's audience viewing affinity for LGBTQ+ content shifted upward, indicating their social video strategy influenced digital behaviors and also attracted new audiences with diverse viewing habits.

**ADWEEK**

**SOCIAL MEDIA**

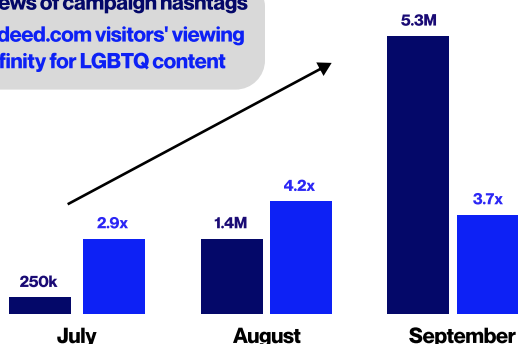
**How a Pride Campaign Caused a 'Seismic' Social Shift for Job Site Indeed**

The brand worked with VaynerMedia



**Some of the influencers involved in driving engagement through TikTok for Indeed's Pride 2022 campaign** Indeed

**Views of campaign hashtags**  
Indeed.com visitors' viewing affinity for LGBTQ content



## Campaign Reporting

To spread the word about acceptance and personal authenticity in the workplace, Indeed partnered with VaynerMedia and 13 LGBTQ+ creators and influencers on TikTok and Instagram.

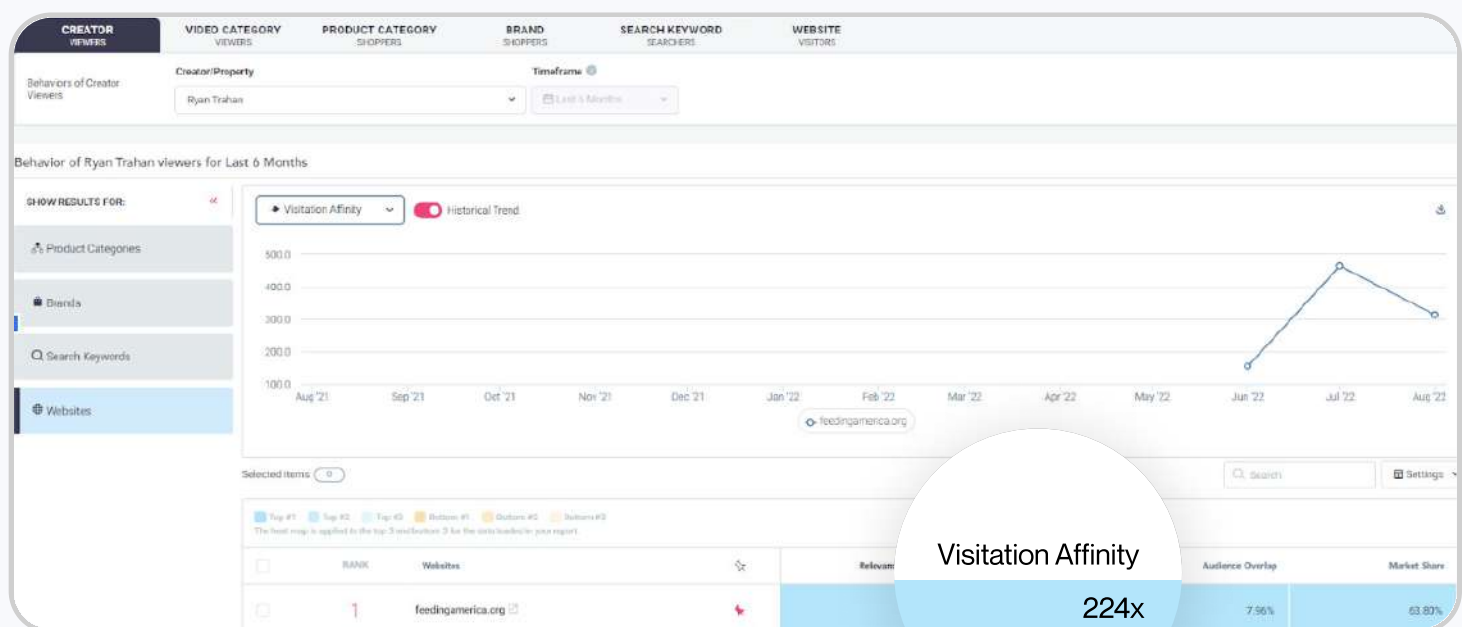


## Virtual communities for good

**Creator Ryan Trahan** is no stranger to using his platform to support charitable causes either. In 2022, Trahan partnered with Feeding America with a “one penny” challenge. He traveled across the country, starting out with only a single cent, to prove how “powerful a penny can be.” Later, he launched a New York City centric “penny challenge,” to see how much money he could turn that one cent into, in an hour.



During the period when he launched the content on YouTube, his audience was over **220x more likely** to visit the Feeding America site. Trahan’s challenges directly influenced charitable donations, drove visitation to the Feeding America site and raised **\$1.38M** for the cause. These outcomes are truly indicative of the impact influencers and social content can have on driving behaviors.



**Source:** 1) Tubular Labs | Consumer Insights | Creator to Websites | Cross-Platform | Visitation affinity and historical trend | Creator Ryan Trahan to Website [feedingamerica.org](https://www.feedingamerica.org) | Date range last 6 months as of 10/18/22

## Look Ahead

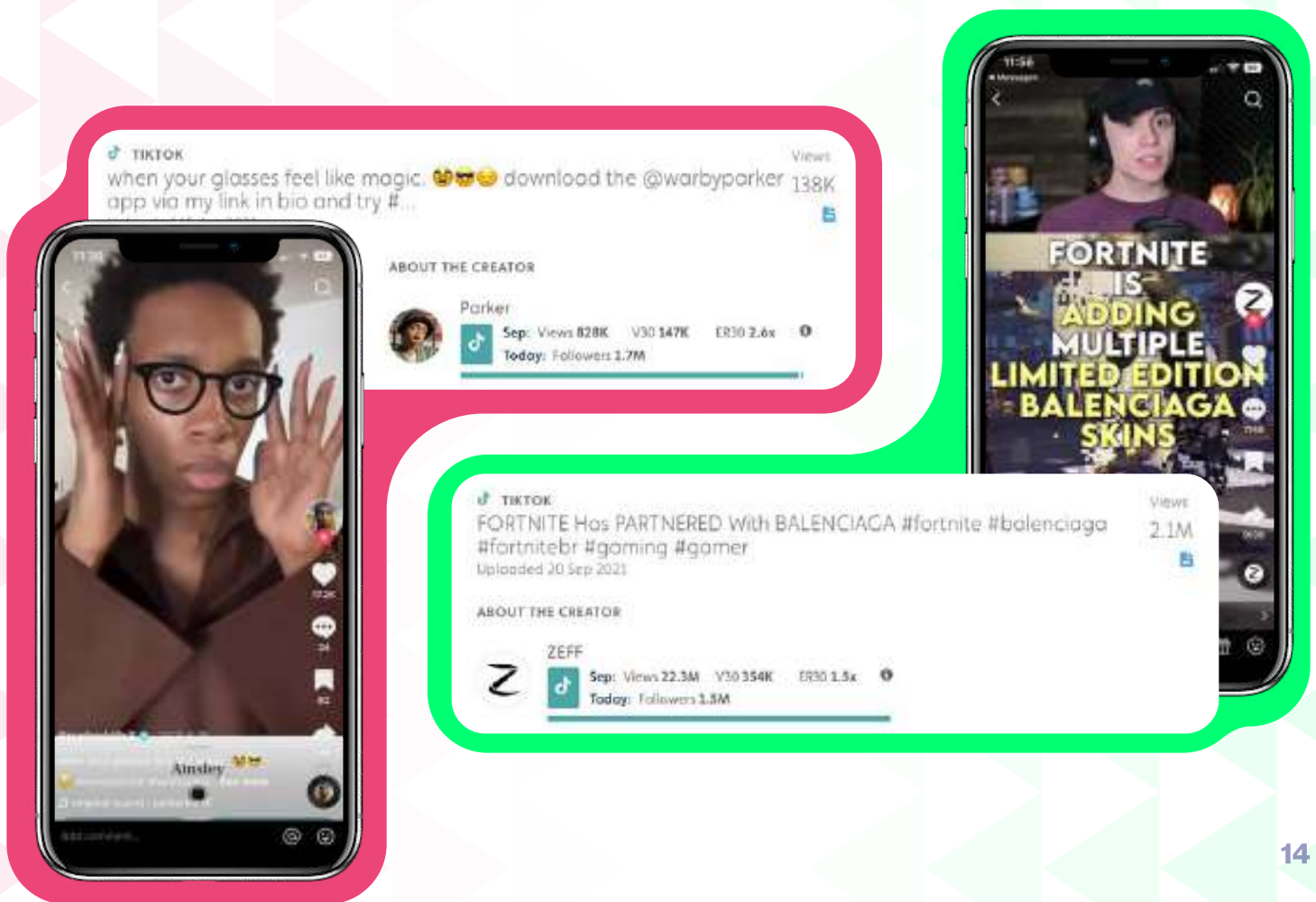
Digital communities are not new, but the way consumers and brands utilize them is evolving. Can you use your growing social audience to drive a social change or fuel a new behavior? Do you have the tools to understand which causes and charities your brand can make the biggest impact on because your audience is more inclined to support? Brands can build a larger loyal audience base by creating the content they want to see and ensuring their brand values are closely aligned.

# 4

## Augmented reality innovations in virtual worlds

With new budgets carved out to support the future of the Metaverse, many brands are at the forefront of opportunity to engage in the space. In many cases fueled by the pandemic, key sectors have already invested time and money in the technology needed to bring an augmented reality experience to their customers.

From furniture styling, to testing exterior home paint colors, virtual fashion, and eyeglass tryons, companies like Wayfair, Benjamin Moore, Dior and Warby Parker have already innovated with augmented reality. Brands have also readily inserted themselves in virtual worlds like Roblox, Minecraft, and Fortnite with virtually-exclusive fashions and skins. Platforms have invested in interactive filters and users are flocking to the tech. [Snap reports](#), for example, over **250M daily active users** engage in augmented reality on their platform alone.

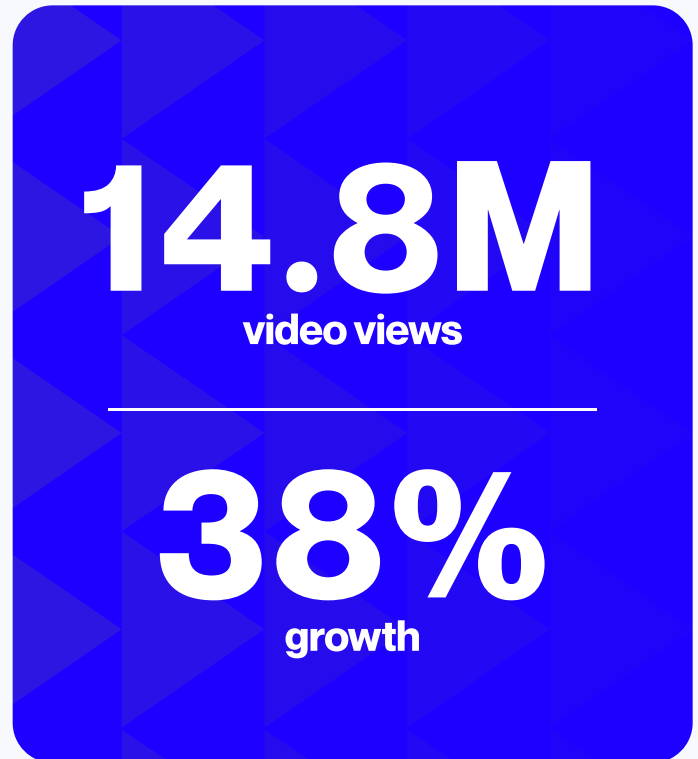


## Augmented reality innovations in virtual worlds



Engaging in virtual worlds is becoming more of a mainstay and less of a future-state for consumers and marketers. In the past year, the topic garnered nearly **15M video views across platforms tagged with a term related to augmented or virtual reality**. This nets to a 38% growth against the year prior, and is a clear business signal that social audiences are interested in engaging in the topic.

Researchers at [CCS Insight](#) predict virtual reality hardware sales to continue to grow year over year, fueled by standalone devices and the growth of glasses products. **Brands and marketers that want to emerge as leaders in the social space can't afford to watch innovative experiences slip by.**



**Source:** Total number of videos | Past Year vs prior year | Includes search terms “augmented reality,” “virtual reality,” “smart glasses,” “360 video”



## Look Ahead

AR and VR technology is poised for growth that marketers can't ignore. Are you positioned to understand virtual trends and the type of content audiences consume about the category? Are you in tune with the signals that indicate the way this space will change and grow in the coming year? As AR and VR worlds blend and hardware becomes more accessible for consumers, a new market emerges that you don't want to overlook.



# 5

## The future of search is social

Search and news are coming more frequently from social platforms and videos, not search engines, and this is anticipated to grow more in the coming year. Audiences are more frequently finding recipes for banana bread on YouTube and hitting TikTok for makeup tutorials. When audiences are looking for innovative answers to pressing questions, they're seeking out video more often than text. Is this trend a lasting one, and does it influence behaviors? Most of the time, the answer is yes.

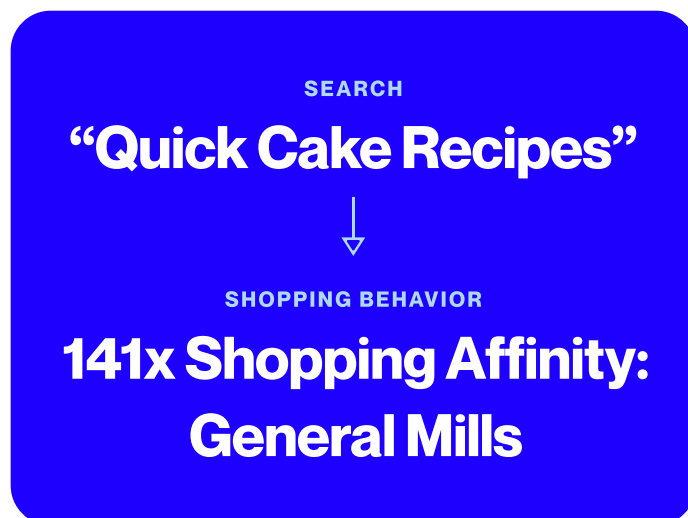
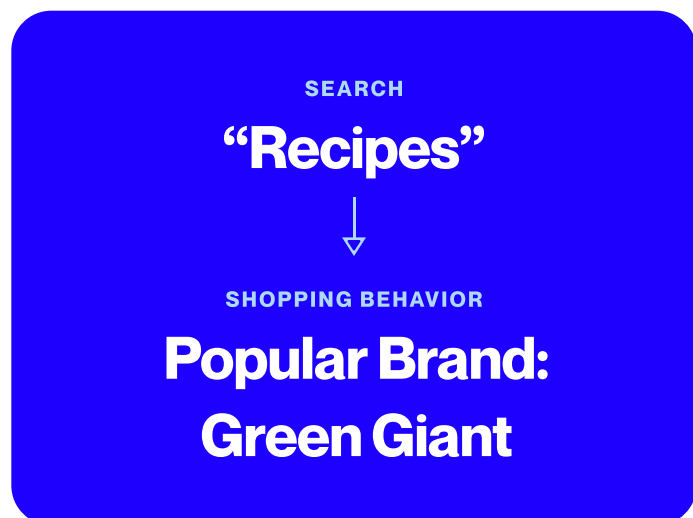
Tubular analysis of popular keyword searches indicate a relationship between search and the way audiences behave online and offline. Searches like, “recipes” or “how to” are leading directly to higher affinity to relevant site visitation and shopping behaviors.

**Those that search “how to” in a search engine, are 200 times more likely to watch Hershey’s social video content and 50 times more likely to visit AllRecipes.com.**

Source: Tubular Labs | Consumer Insights | Search Keyword to Social Video & Websites | Source—Search Engine | Search term—“How To” | Date range last 6 months as of 10/18/22







Recipe searches also stir up interesting connections to ecommerce shopping behaviors. After searching “recipes,” audiences are 204 times more likely to seek out Green Giant products on Amazon.

**These examples indicate the influence social video has on other digital behaviors, and identify ways marketers can optimize content to engage new audiences.**

A brand like General Mills, for example, could create more “quick cake recipe” videos in 2023 to take advantage of the growing connection between search and social behaviors in their category.



**Source:** Tubular Labs | Consumer Insights | Search Keyword to Brands | Source—Search Engine | Search term—“Recipes” and “Quick Cake Recipes” | Date range last 6 months as of 10/18/22

## Look Ahead

Leveraging “social search” can be a boon for brands and marketers wanting to make an authentic and cohesive connection to the way audiences use social media and engage in online and offline behaviors. Do you have a strong understanding of what social audiences are searching for? Can you create content for your brand that leans into commonly searched terms like “how to” or “DIY”? Are you able to understand the connection between the way consumers engage across social channels, and how that translates to behaviors like site visitation and ecommerce shopping? Access to the tools that answer these questions bridge the gap between a stagnant brand, and one poised for progression.

# Wrap Up



## Key Theme

## Takeaway

1

### **Social video is a “must have”**

Social video is no longer just a “nice to have” media channel. Thriving in social video means having a proven, data-driven way to quickly sort through shifting trends and easily apply insights.

2

### **Creators are the economy**

Be prepared for the influencer marketing influx with the tools to understand the complexities of choosing the right influencer, as brand partnerships are expected to soar.

3

### **Digital communities can drive change**

Cultivate a loyal community while supporting causes and charities by creating the content audiences want to see, while ensuring alignment with brand values.

4

### **AR & VR signals point to opportunity**

Tap into social video to understand the business signals that identify new and lasting trends. As AR and VR become more accessible for consumers, a new market emerges that can't be overlooked.

5

### **Use search to fuel social strategy**

Social search insights emerge as a new key tactic to directly connect social audience behaviors to offline conversions and outcomes. Use it to prove ROI and identify new content strategy goals and opportunities.

# Insights that matter



Tubular Labs believes the behavioral insights derived from the natural setting of social video is the gold standard for marketers looking to authentically engage their customers.

**We take the guesswork out of your social video strategy.**



We provide a unified view of the content, interests, and behaviors of audiences across the top social platforms. With the largest social video database covering over 11 billion videos and 30 million creators, Tubular helps hundreds of household name brands, leading agencies and the largest media properties grow their business and lead on social by anticipating trending content and new creators.

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