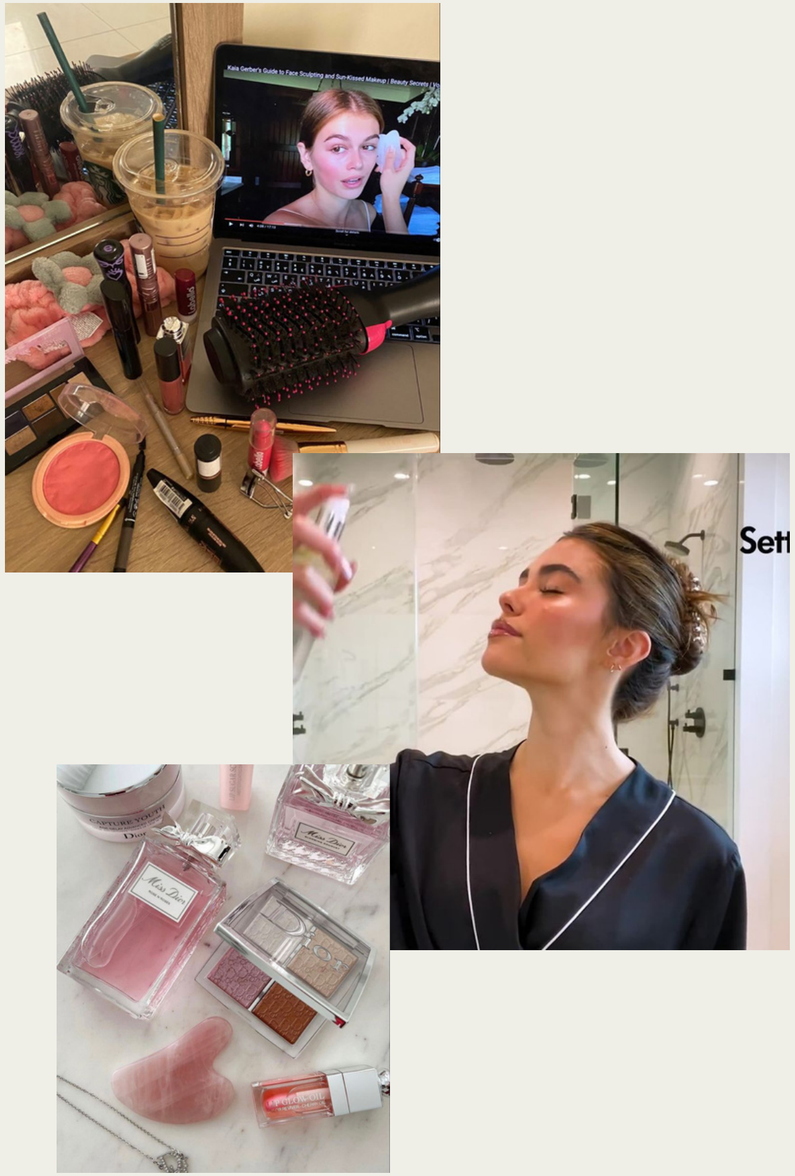


WEEK 5 BLOG POST

SOCIAL MEDIA TRENDS & KEEPING AUDIENCES ENTERTAINED

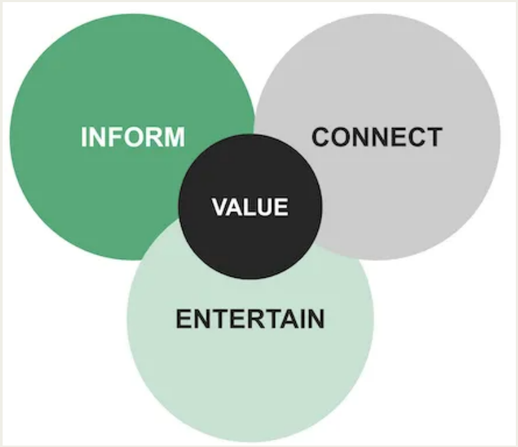
RHEYA WOOLLEY

GUEST SPEAKER & ASSIGNED READINGS

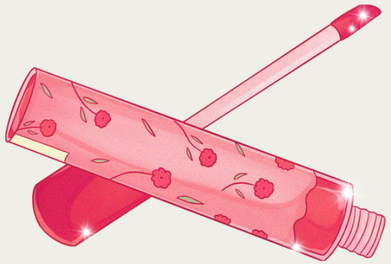
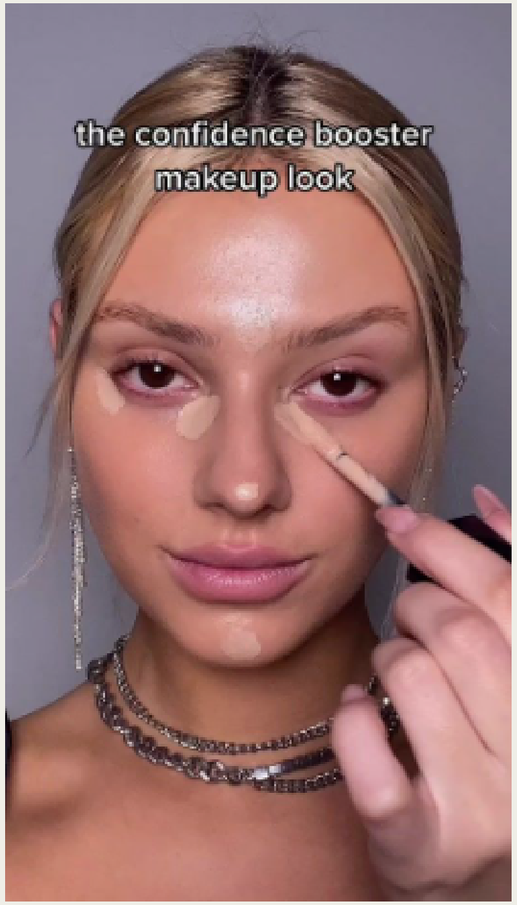
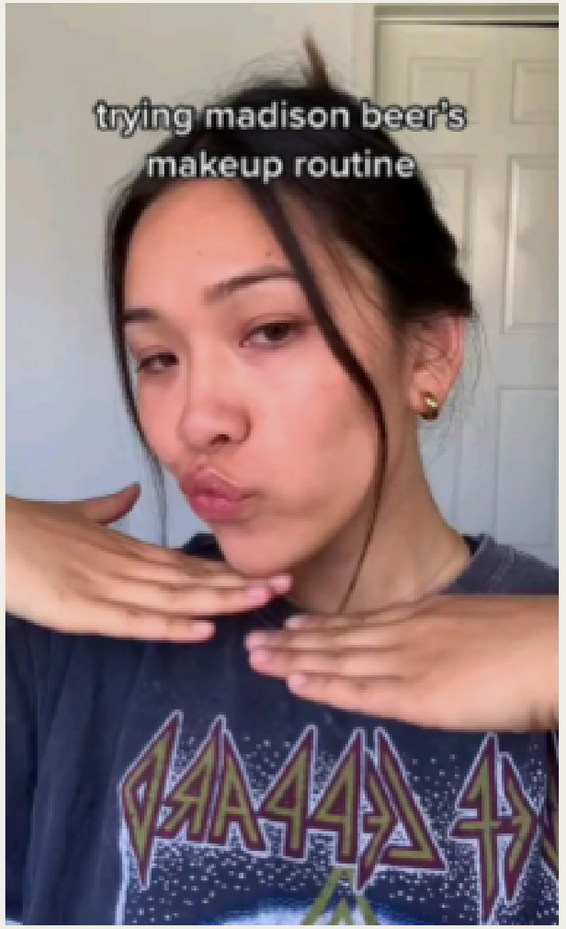
In week 5, our guest speaker, Huy Tran, and the assigned reading explained the concept of trends and the purpose they serve to entertain, inform and connect with audiences. In relation to what I've learned, I definitely see how this applies to what I interact with on social media. More specifically, what I watch on social media platforms like TikTok and Youtube in relation to makeup and beauty products.

My Experience with Seeing How Trends Appear on Social Media

I find that influencers and brands following beauty and makeup trends in their posts is a very relevant concept that I interact with. On Youtube, Vogue has a collection of videos known as Beauty Secrets where celebrities and influencers show audiences their makeup and/or skincare routines. Almost all of the products that these celebrities/influencers use have at least some attention online because of trends which make those products popular to use. Even the way in which they do their makeup is on par with the trendy way to do it during that time.



Market Funnel

In the article “How to Create a Content Marketing Funnel That Converts” by Ron Robbins, they discuss that there is a marketing funnel in which businesses will follow in order to increase sales and improve or maintain the connection they have with viewers. This connection or relationship with viewers is two sided, however, businesses must follow some strategies to maintain this relationship. One way in which they maintain this is by creating content that is valuable. In order to create valuable content, businesses create content that entertains, informs and connects with their audiences.

In understanding what Huy Tran had to say about the importance of climbing onto trends as soon as possible and taking into consideration what the article had to say, I can see how this applies to makeup and beauty content online. Makeup and beauty companies make it apparent that they produce content which facilitates a trend in order to promote their products. In taking into consideration what Huy Tran noted, brands attempt to facilitate this content as quickly as possible so that they remain relevant to viewers.