

# Drive Springtime Sales with 3 Big Social Media Trends



Ahh... social media. The all-encompassing digital channel, intended to connect with others and share content. Really, though, it has become way more than just that. For a lot of businesses of any scale, social media has become a selling tool, a newsletter, an information hub, a means of marketing – all in one. In 2021, if your business does not have an active social presence, you are automatically deemed “fake” or “untrustworthy”. My point is: It’s important to be on social media and have a good knowledge of the ever-changing landscape.

That being said, trends come and go. Stay in the know by educating yourself on what works and what doesn’t on social media. Luckily, your favorite Gen Zer and resident social media savant has done the research for you. All you have to do is apply the information to your daily social media routine. So, let’s get into it!

***Here are some 2021 social media trends you should be incorporating into your social strategy!***

## Social Commerce

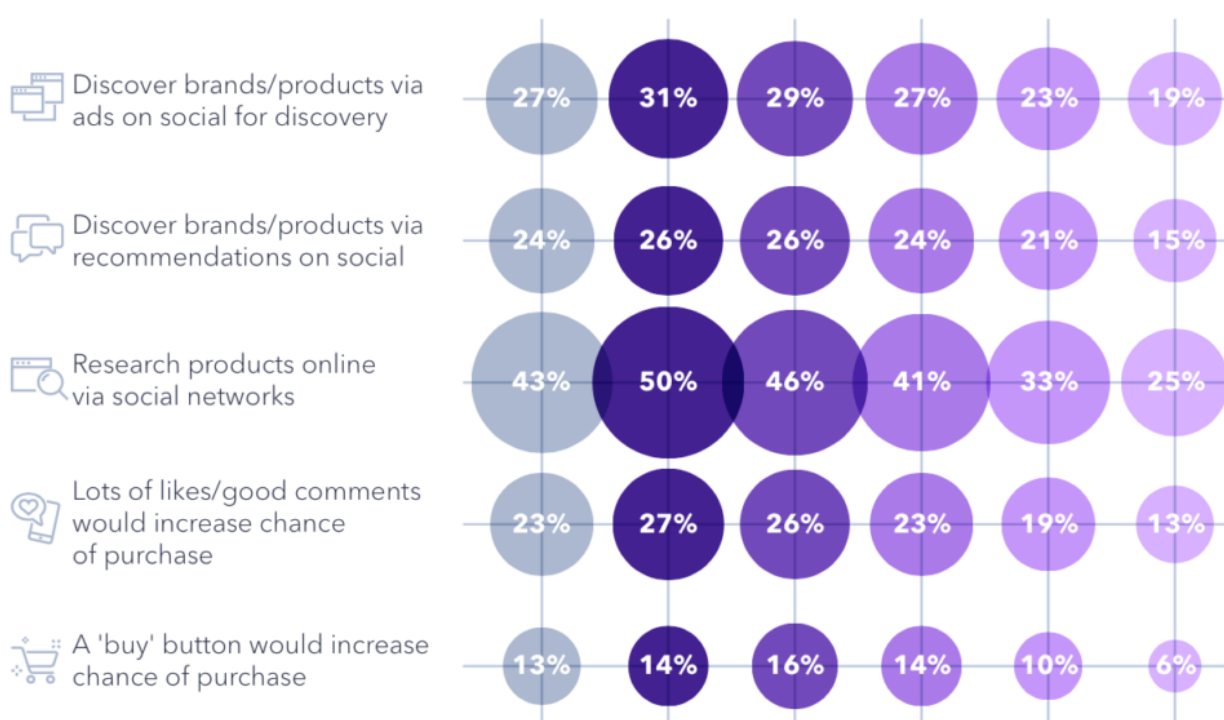
So, this is a biggie, especially for you, the modern jeweler. Social commerce is basically just the ability for consumers to shop directly from the platform. Facebook and Instagram are spearheading this trend, in efforts to enhance social media user experience. Since Stuller does not sell direct to public,

Stuller doesn't participate in this trend, but it does make the shopping experience for a Facebook or Instagram users more effortless, which can directly increase your profits. Consumers are more likely to make purchases if they don't have to jump through hoops to do so, which makes social media commerce a commodity you need to be implementing for your business in 2021.

### THE SOCIAL PATH TO PURCHASE

% who say they do the following applies to them

● Global ● 16-24 ● 25-34 ● 35-44 ● 45-54 ● 55-64



[SproutSocial](#)

## Live Videos

Live videos have been popular for quite some time now, and they aren't going anywhere. In fact, I've heard a lot of success stories from jewelers when discussing live content. Things like giveaways, product demos, and the like have performed well in their favor. Here at Stuller, we give a lot of informational live videos on Facebook, packed with

merchandising, jewelry repair, and even social media tips! You can check our latest live series out [here](#). (Bonus: you'll get to watch a video of yours truly and my sweet friend and coworker LeeAnn talk about social media photography!)

Utilize live videos on your social platforms and encourage your audience to engage with them. This is a low-to-no cost way of getting up close and personal with your product and staff. These perform especially well when you've got someone charismatic in front of the camera!



### Facebook Live Holiday Learning Series

29.3K followers

✓ Following



#### All Videos



#### Designing Your Holiday Experience

21 weeks ago · 1.9K Views

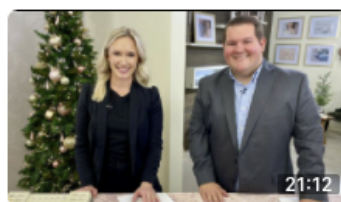
👍❤️👍 39



#### #302onYou - Gifts for the Holidays

20 weeks ago · 1.4K Views

👍❤️ 16



#### Finding Holiday Inspiration

19 weeks ago · 2.4K Views

👍❤️ 35



#### Merry Metals

17 weeks ago · 1.2K Views

👍❤️ 32



#### Kicking Off the Holiday Bridal Season

18 weeks ago · 3.2K Views

👍❤️ 42



#### Holiday Social Media Tips

16 weeks ago · 2K Views

👍❤️ 44

# Stories

Similarly to live videos, stories are here to stay. Speaking from experience here at Stuller, you guys love when we share behind-the-scenes or uncut looks at what happens here in the building. Another thing you all really enjoy is when we take a more organic approach to highlighting our products – stripped down iPhone shots of things like necklaces or diamonds. (Check our Instagram story highlights if you're interested in seeing how Stuller does stories.)

Stories are a great channel to showcase things you don't want living on your feed. Promote things like jewelry sales, new inventory sneak peaks, customer testimonials, etc. The options are endless!



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In closing, it's so important to be up-to-date on social trends, because these are the things that will help you grow your following, and ultimately your customer base! As always, reach out to me if you have any questions/comments/concerns about social media, and get to posting trending content today!