



Talkwalker and HubSpot define top social media trends for a successful 2022

- **Over 70 marketing professionals and industry influencers, including Neal Schaffer, Dr. Jillian Ney, and Janet Machuka to help you engage these trends for your brand.**
- **Actionable insights you can develop immediately, to get a step ahead for 2022.**
- **On-trend examples from brand trendsetters, including GoPro, TikTok, and Louis Vuitton.**

New York, 10/19/2021. Talkwalker, **the #1 consumer intelligence company**, and **HubSpot**, the customer relationship management (CRM) platform for scaling companies, have published their latest **Social Media Trends Report** in 7 languages, tailored for markets worldwide.

The pandemic has accelerated The Age of the Consumer, and for brands to survive, they need to anticipate and respond to consumer demands. The current global situation is challenging but also offers opportunities for certain companies to get ahead. The top trends and consumer insights included in this report will help marketers and top global brands plan successful strategies for 2022.

Trends include:

- How TikTok will take over social media, leaving other platforms to adapt.
- Why brand inclusivity will be brand critical.
- How metaverses will be the next consumer connection.

"Consumers have taken control, with more demands, more urgency, more unpredictability," said Elena Melnikova, Talkwalker CMO. *"They're driving this year's trends, but we're giving brands the power to take back control. By revealing the trends for 2022 using accelerated consumer intelligence, and inspiring actions, Talkwalker is enabling brands to drive business value next year, and beyond."*

"The tumultuous events of the last 18 months have created widespread uncertainty for marketers across all industries. Although we have started to see the light at the end of the tunnel with some of the biggest brands showing signs of recovery from the impact of the pandemic, knowing the trends most likely to define the coming year is one of the best ways marketing leaders can combat the ongoing unpredictability and set their teams up for success in 2022," said Susanne Ronqvist Ahmadi, VP of international marketing at HubSpot.

Additional resources:

- Read the full report here: **Social media trends 2022 - How to drive success in the accelerated age of the 'now' consumer**
- Check out the Talkwalker **Careers page** for open positions.
- **Contact us** to learn more about Talkwalker's consumer intelligence platform.



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About Talkwalker

Talkwalker is the #1 Consumer Intelligence Acceleration platform for brands to drive business impact. Recognized by Forrester as a Leader in Consumer Intelligence and Social Listening, the platform combines a multitude of internal and external data sources with AI powered by Blue Silk™ technology, for the most expansive view of consumers. Talkwalker Activate professional services team can augment, accelerate, or fully service brands' insights needs to increase their ROI from the Talkwalker platform. With offices around the globe, Talkwalker helps over 2,500 brands to maximize profits with actionable consumer intelligence.

To discover more about Talkwalker, please visit www.talkwalker.com.

About HubSpot

HubSpot is a leading customer relationship management (CRM) platform that provides software and support to help companies grow better. The platform includes marketing, sales, service, operations, and website management products that start free and scale to meet our customers' needs at any stage of growth. Today, more than 121,000 customers across more than 120 countries use HubSpot's powerful and easy-to-use tools and integrations to attract, engage, and delight customers.

Named Glassdoor's #4 Best Place to Work in 2021, HubSpot has been recognized for its award-winning culture by Great Place to Work, Comparably, Fortune, Entrepreneur, Inc., and more. HubSpot was founded in 2006 and is headquartered in Cambridge, Massachusetts. The company's thousands of employees work across the globe in HubSpot offices and remotely.

Learn more at www.hubspot.com.