

# PRESS RELEASE

## **JULIUS ANNOUNCES SOCIAL MEDIA TRENDS TO EXPECT IN 2022** *Leading Influencer Marketing Platform Shares Predictions and Insights on What to Expect from TikTok, the Metaverse, Social Media Marketing and More*

**NEW YORK, NY/January 12, 2022**--Julius, one of the fastest-growing influencer-marketing platforms, today announced the top social media trends to expect in 2022. Based on years of data intelligence, analytics and influencer marketing expertise, Julius reveals industry insights to help marketers stay ahead of the social media curve in 2022. The complete list of trends can be found at [Julius.com](https://julius.com) with excerpts below.

With the growing shift from traditional marketing to social media marketing, understanding the trends reshaping the industry is more important than ever as marketers plan for the year.

“We pride ourselves on having unrivaled market expertise, and we are excited to share our thought leadership and predictions to help marketers budget, plan, and create successful and innovative campaigns in the year ahead,” said Jared Augustine, CEO of Julius. “With an 88 percent increase in consumers’ purchase intent when they see a product promoted by a trusted influencer, it is critical for marketers to identify authentic creators, and to know what they can do differently in 2022 to have campaigns break through the noise.”

Below is an excerpt of Julius 2022 trends to expect, and the full list is found at [Julius.com](https://julius.com):

- 1. Real, raw and relatable: Influencers will continue to be more honest in showing their vulnerabilities and imperfections.**  
From hair thinning and acne, to baby loss and mental health struggles, influencers will be sharing more of their ‘lows’ and turning to deeper, more personal ways to connect with their audiences. In 2022, brands--from beauty to CPG to pharmaceuticals--will succeed by discovering micro-influencers with niche emotional or physical health challenges to demonstrate their brand’s solution in an authentic, engaging and symbiotic way.
- 2. Into the metaverse: Big name brands and influencers will have to start planning for digital as well as physical experiences if they want to cultivate new audiences and sales.**  
One of the best early examples was Gucci’s metaverse play with Roblox in summer 2021 which resulted in young fans buying Gucci digital handbags for prices that exceeded real ones. In the year ahead, cutting-edge brands will quickly learn how to capitalize on the metaverse by collaborating with creators who are able to bridge the gap between the physical world and the metaverse.
- 3. Creator-led NFT collections: Next year will see more social platforms building infrastructures that allow creators to sell NFTs because they understand the importance of**

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**this to their long-term monetization plans.**

The recent growth of the metaverse has brought legitimacy to the concept of non-fungible tokens, also known as NFTs. Initially, digital art dominated this scene, but now creators of all kinds are building ownership of their content, and they're creating deeper relationships with their audiences through rewards. TikTok recently launched their NFT project, "[Own the Moment](#)," that lets fans own culturally-significant moments from top creators.

Additional trends can be found on [Julius's website](#), along with other social media marketing [resources](#) and [case studies](#) of brands using Julius to connect with the right influencers and creators resulting with greater engagement, sales leads and strong ROI.

### **About Julius**

Julius is an influencer-marketing platform offering scalable full-funnel solutions driven by data. Its proprietary technology serves enterprise clients' unique needs in identifying creators, activating campaigns and accurately measuring their ROI. The company has attracted global clients including Abbvie, AT&T, Foot Locker and NARS, alongside emerging brands such as Organic Basics. With a footprint in influencer marketing dating back to 2012, Julius was formalized in 2017 by Jared Augustine, Tiki Barber and Mark Gerson. Julius acquired HYPR in 2020, accelerating its market leadership in influencer marketing expertise and data analytics. Julius was named on the Inc. 5000 list of fastest-growing private companies in 2021. Headquartered in New York City, Julius has additional offices in San Francisco, London and Krakow.

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