

PARADIGM'S HINTS & TIPS

AS PART OF OUR MARKETING MONTH

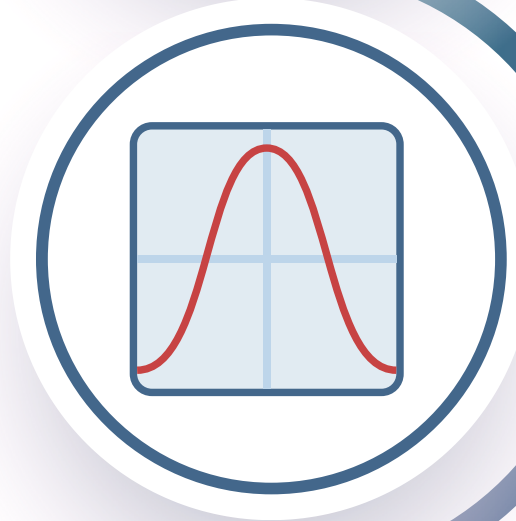
#TRENDING

Many of us are aware of trends and the turbulence they can sometimes bring, but have you ever broken it down and thought about what a trend actually is? It can simply be defined as something that is popular at a certain point in time. There can be mass trends the majority of people are talking about and getting involved or, there can be industry trends which are a bit more niche. You can break each trend down into two categories, micro and macro.



SO, WHAT IS A MICRO TREND?

Micro trends are short bursts of popularity that can best be described as a fad. It's short lived, but intense. When we say short lived, this can be anywhere between 1 week to 5 years. Think of it on a graph as a high incline, which reaches its peak and then declines just as quickly.



HOW ABOUT A MACRO TREND

These trends are more long-term and often shift behaviour until it becomes the "norm" and widely accepted. A good example of a macro-trend is both social media and the implementation of ESG in businesses. Overtime, businesses have had to adapt to these shifts in behaviour to remain successful.



HOW DOES THIS RELATE TO SOCIAL MEDIA?

We would recommend using social media to adopt any micro trends as it's quick, cheap and easy to show that you're up to date and help you stand out from the crowd, without wasting any resources when it's no longer popular.

For macro trends, we would definitely recommend spending more time and money on these as it's a better long term investment i.e. paid for advertisement.



REMEMBER! SOME TRENDS COME WITH A SLIGHT RISK SO AGAIN, ALWAYS PROCEED WITH CAUTION. MAKE SURE YOU DO YOUR RESEARCH FOR CERTAIN UPDATES INCLUDING NATIONAL DAYS OR MONTHS!