



# Social SEO Report: New Strategies and Examples for B2C Brands (with Real Results)



STATUSPHERE

# SOCIAL SEO REPORT: NEW STRATEGIES AND EXAMPLES FOR B2C BRANDS (WITH REAL RESULTS)

Stop us if you've heard this one before: **"Social media is the new search engine."**

In July 2022, a Google Executive's offhand comment about how [Gen Z prefers TikTok and Instagram](#) to Google for everyday searches felt like a bombshell moment for marketers.

The hype regarding the future of social search hit a fever pitch.

And in the immediate months afterward, something happened that took us by surprise.

One of our brands mentioned a flood of new customers from TikTok.

Those customers weren't coming from landing pages or affiliate links: they were coming directly from social search. Then, more brands shared similar stories so we investigated.

We realized that even more of our brands were ranking for competitive keywords on TikTok and Instagram. At the same time, both platforms ramped up their social search features.

Brands have *finally* entered an era where the benefits of social SEO are tangible. We also have first-hand and third-party insights to know what a social search strategy entails.

In this guide, we'll explain:

- How social SEO works and why brands are getting serious about their strategies
- Actionable ways to rank for competitive keywords regardless of your industry
- Real examples of how brands are ranking in social search (and tips to do the same)



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# What Is Social Seo (And Why Does It Matter So Much)?

## WHAT IS SOCIAL SEO?

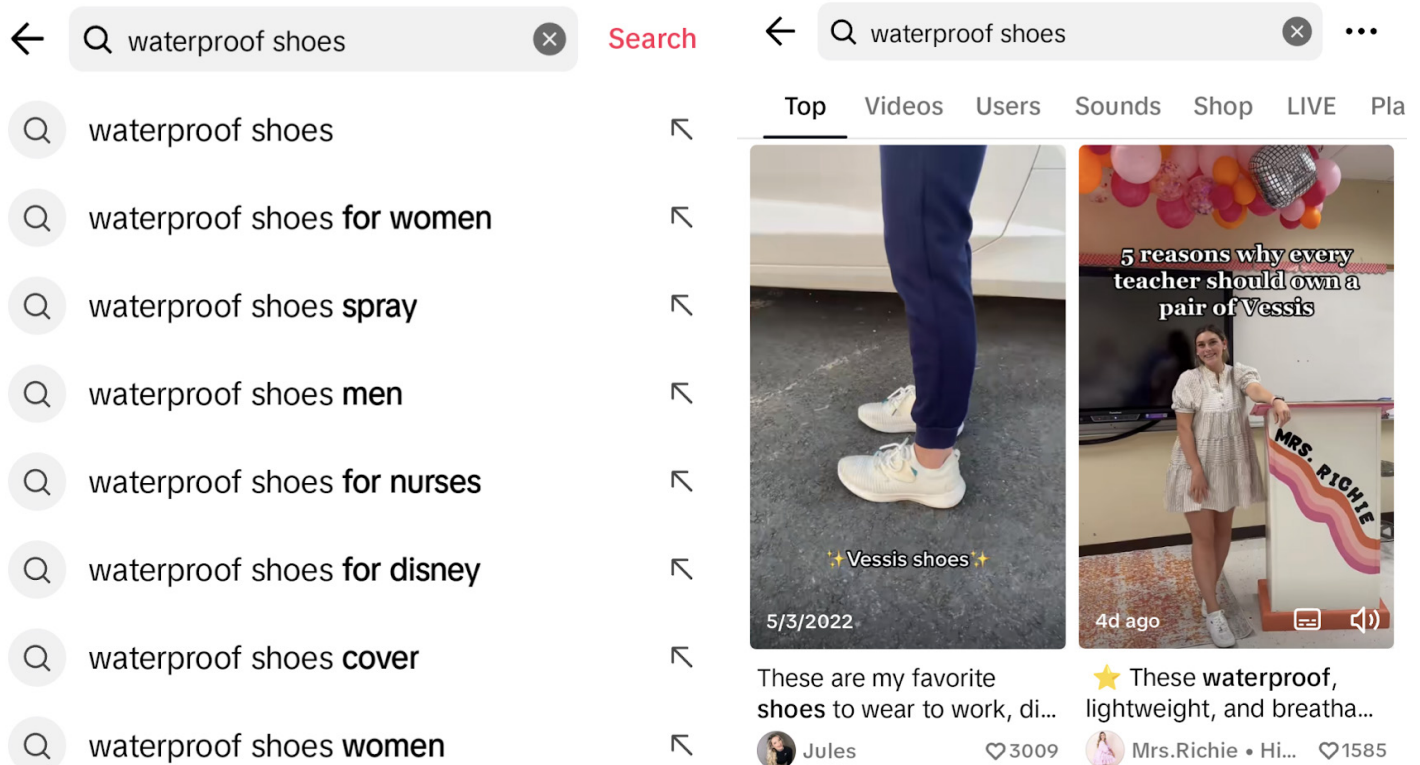
No surprises here! Social SEO refers to social search engine optimization.

When we talk about “optimizing” for social search, we’re talking about three concepts:

- Thinking of social media as a search engine (not just a distribution channel)
- Identifying search trends to inform your organic and paid social strategies
- Creating social content to satisfy search intent and rank for relevant terms

Chances are you already create content and optimize your site for Google search to maximize traffic. Well, social SEO applies similar principles to TikTok and Instagram.

As more consumers rely on social media to discover and research products, brands need to “rank” on TikTok and Instagram just like Google or Amazon. Social SEO uncovers new opportunities to increase your visibility and get found by relevant shoppers faster.



SOCIAL SEO VS. TRADITIONAL SEO (AND GOOGLE SEARCH)

If you’re familiar with the concept of optimizing content for Google search, you’re ahead of the curve. Social SEO and traditional SEO share many of the same core elements:

<b>Content</b> Much like blogging, social SEO involves creating content that ranks.	<b>Search Intent</b> Researching trends, topics and content formats that people want to see based on the terms they’re searching for.	<b>Keyword Phrases</b> Naturally weaving relevant phrases and keywords into your content. Unlike traditional SEO, this is usually done unconsciously.
<b>Algorithms</b> As with Google, ranking in social search hinges on ever-changing algorithms and platform updates.	<b>Consistency</b> Google rewards fresh content with higher rankings, social algorithms reward consistency with greater reach.	<b>Best Practices</b> SEO should not interrupt or spam your customers. This applies to traditional and social SEO alike.

Despite these similarities, social SEO is not identical to Google search when it comes to execution and strategy. Optimizing content for social media is a much more subtle process with fewer “rules” or best practices.

Comparing a TikTok video to a blog post or product page is apples and oranges. Tactics like keyword stuffing won’t fly on social media. Likewise, social content perceived as spammy won’t receive engagement or rank long-term.

What Social SEO is	What Social SEO is NOT
<ul style="list-style-type: none"><li>• Making small tweaks to your social content strategy to increase reach and discoverability</li><li>• Creating content that satisfies the search intent of your audience</li><li>• Optimizing posts for organic visibility and engagement</li></ul>	<ul style="list-style-type: none"><li>• Cramming keywords and hashtags into your social captions</li><li>• Brute-force posting to try to outsmart social algorithms</li><li>• Sacrificing creativity and authenticity for “optimization”</li></ul>

## “Okay, But Why Haven’t I Heard About All of This?”

Sure, the idea of using social media as a search engine might feel like a stretch.

But it’s already happening among consumers (like, big-time).

And after all, the concept of social search isn’t exactly new.

Hootsuite and GWI reported that [45% of people](#) rely on social platforms to search for products over two years ago. Fast forward to now and consumers are even more reliant on platforms like TikTok and Instagram to make purchases with confidence.

**Social media is not out to replace Google! Instead, social is a viable, alternative search engine for consumers to discover products and research B2C brands.**

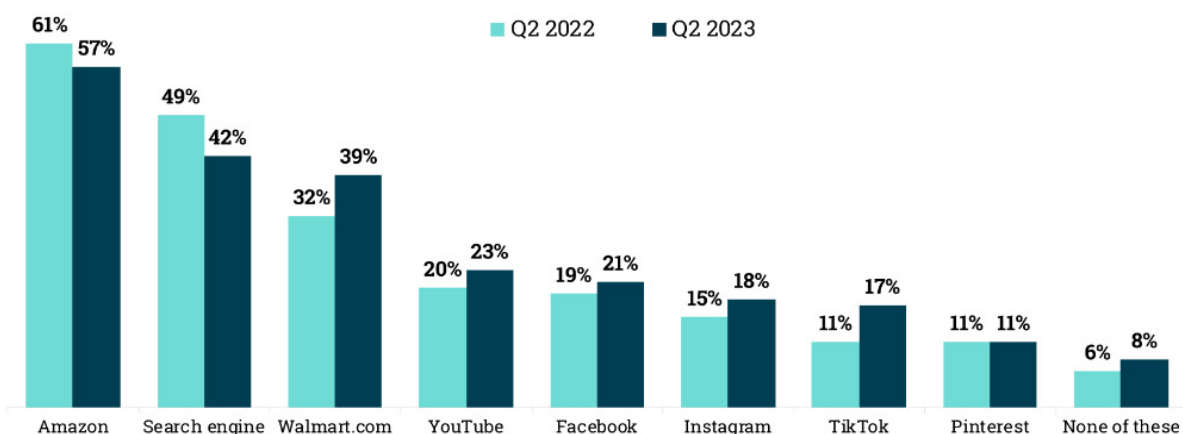
### WHY BRANDS ARE GETTING SERIOUS ABOUT SOCIAL SEO

The data regarding the rapid rise of social search speaks for itself. Consider the shift in consumer behavior from 2022 to 2023 when it comes to product discovery.

- **54% increase** in consumer searches on TikTok
- **20% increase** in consumer searches on Instagram
- **-14.2% decrease** in consumer searches on Google
- **-6.5% decrease** in consumer searches on Amazon

#### Where US Consumers Start Their Online Product Searches

marketing  
charts



Source: [MarketingCharts](#)

## TIME SPENT ON SOCIAL MEDIA IS AT AN ALL-TIME HIGH.

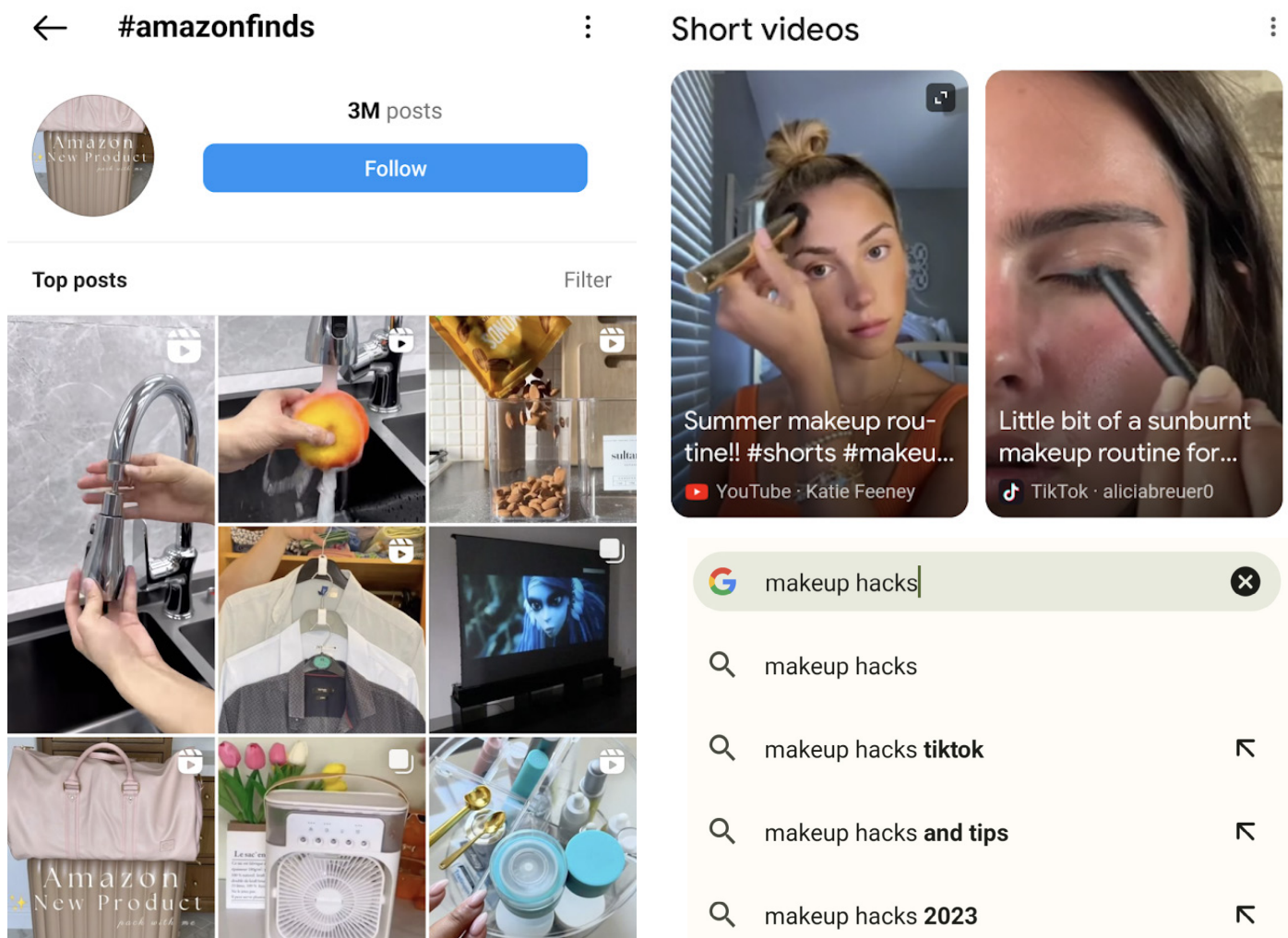
This includes a staggering average of 45+ minutes spent daily on TikTok and 30 minutes daily on Instagram. **The more consumers are glued to social media, the more comfortable they are conducting searches there.** Besides, both platforms' billions of active users feature communities that are laser-focused on finding new products.

## SOCIAL COMMERCE IS EATING INTO GOOGLE'S GRIP ON B2C SEARCHES.

Evidenced by falling ad revenue and the buzz around AI search via ChatGPT, Google's monopoly on search is slipping. The search giant also lacks the loyalty from Gen Z and younger consumers that it has with the older crowd. **Digital natives have cut their teeth on social search and watching short-form videos versus written, long-form content.**

## SOCIAL SEARCH IS A STAPLE OF THE MODERN BUYER'S JOURNEY.

**As modern shopping involves so much bouncing between platforms, social search is now an integral part of product discovery and research.** Cross-platform searches like #AmazonFinds on Instagram or #AmazonMadeMeBuyIt on TikTok are great examples of this. Even Google highlights search results from social media.

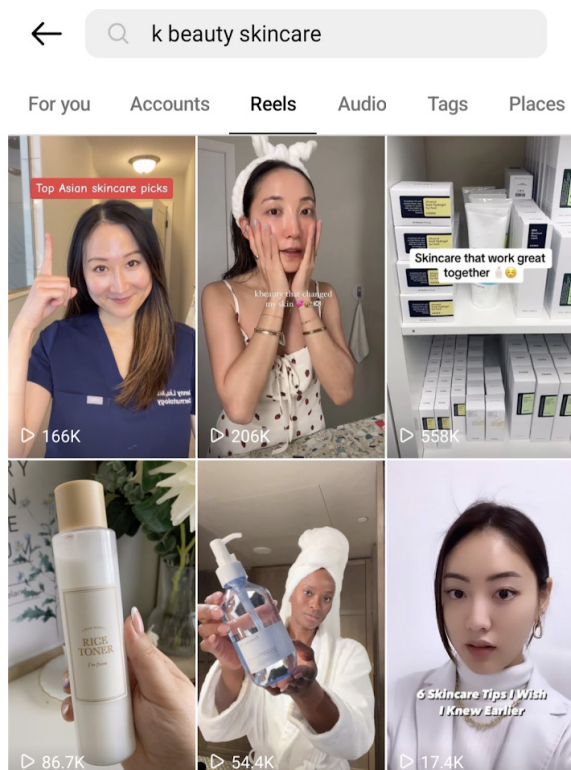




## WHY SOCIAL SEARCH > GOOGLE FOR GEN Z

Digital strategist [Adrienne Sheares](#) recently conducted a Gen Z focus group on why the younger crowd prefers TikTok videos to Google results. Here's what she found:

GEN Z SAYS	TAKEAWAY
<b>"TikTok shows them relevant content FASTER than Google.</b> The algorithm knows them WELL. They love that. No two feeds are alike."	Social algorithms are already feeding consumers relevant content.
<b>"They <i>don't</i> want to read to find information.</b> They will if they HAVE to... But if they can get a quick video with the answer - that's what they prefer."	TikTok videos provide quick and easy search results from real people.
<b>"The group didn't really care about misinformation. They know it exists and will <i>avoid content on TikTok that can easily be false.</i>"</b>	Gen Z trusts information from creators they can see (versus people and brands they can't).



### Others searched for

best skin care korean products men

best korean skin care products beginner

korean skin care recommendations

actual korean skincare

korean skin care best products 2023

best korean bodycare products

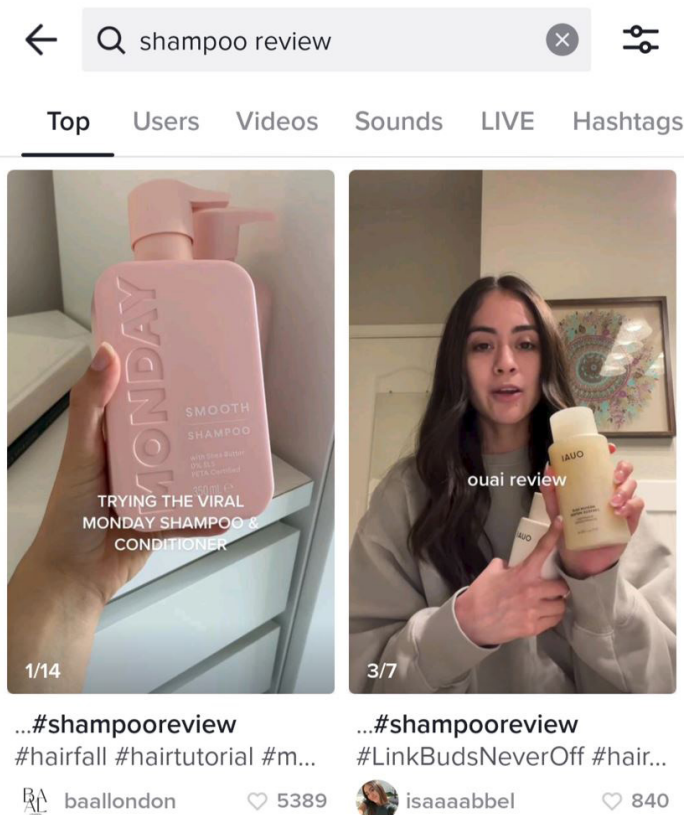
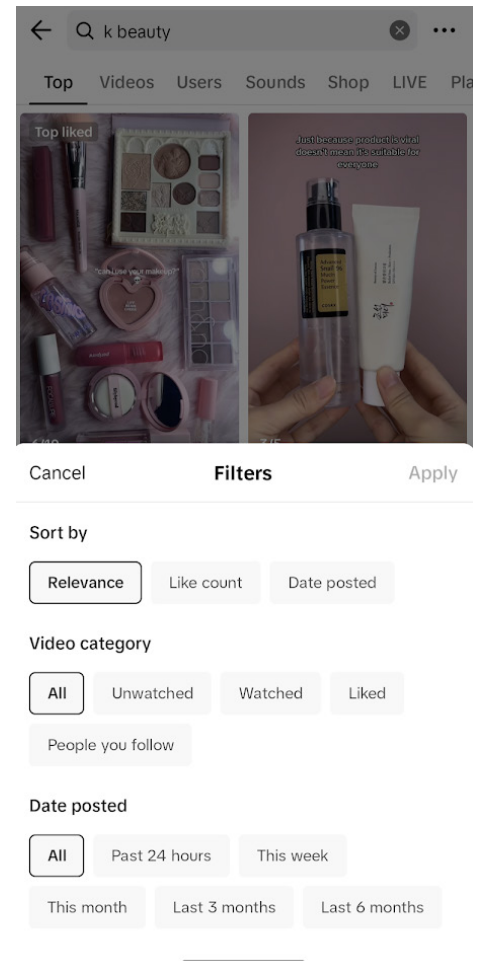
korean body odor products

korean body care products men



## SIGNS THAT SOCIAL SEARCH IS GROWING

- **Social platforms are regularly rolling out search-friendly features.** From recommended queries and autocomplete results to advanced filters and beyond, social apps today resemble traditional search engines more than ever.
- **The search capabilities of TikTok and Instagram are becoming more sophisticated.** In the past, social media platforms had limited search features to avoid being too much like Google. Both TikTok and Instagram are streamlining searches to help people find what they're looking for based on their preferences. This includes searches by keywords, hashtags and even specific content formats (like Reels).
- **More search-focused social ad formats are on the horizon.** We're already seeing Google Ads-like performance data through TikTok's [Creative Center](#). Meanwhile, Instagram is also testing more search-focused ads [[TechCrunch](#)].



## THE IMPACT OF SOCIAL SEARCH FOR B2C BRANDS

Social search impacts brands' ability to generate leads and drive sales.

- 61% of TikTok users **actively shop and research** products on the platform [[TikTok](#)]
- 71% of Gen Z say social media is where they **most often discover** new products [[HubSpot](#)]
- 44% of consumers shop on Instagram **weekly** [[Instagram](#)]

# How Social Search Works (and What It Takes to Rank)

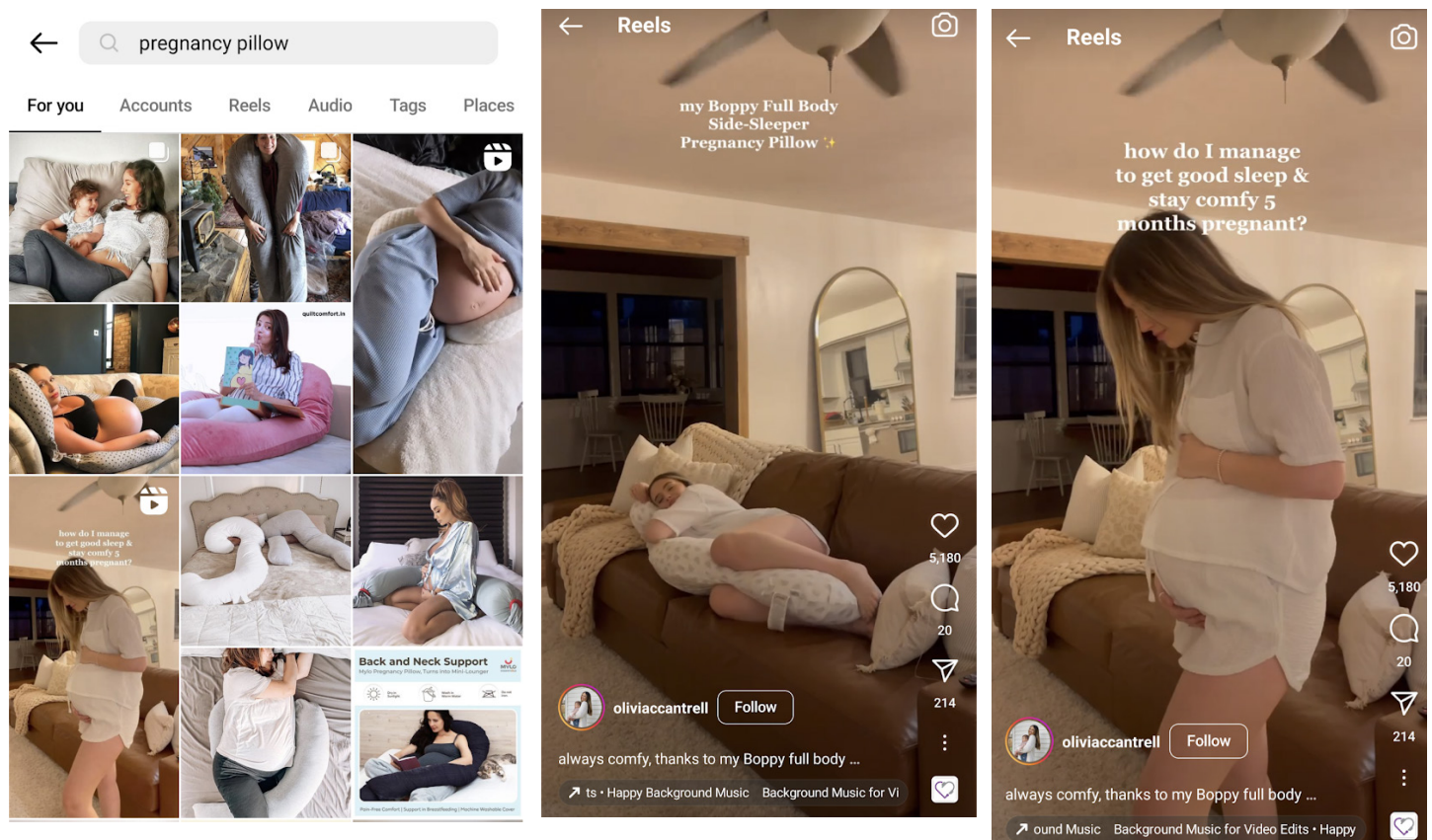
## HOW DOES SOCIAL SEARCH WORK, ANYWAY?

Great question! Much like explaining how Google works, there are a lot of moving pieces. And cracking the code of any ranking algorithm is complicated.

While Google is (somewhat) transparent about its ranking factors and the inner workings of how they serve content, social apps are more of a mystery. TikTok and Instagram will occasionally throw marketers crumbs and clues about how their algorithms work.

Think about how Google has 200+ ranking factors. Similarly, social apps don't follow a one-size-fits-all rule for whether a piece of content ranks in search.

Thankfully, we do have some insight into how social algorithms work and ways for brands to “beat” them organically.



The short of it? Ranking requires a combination of tactics. In this section, we'll break down the four ranking factors that you can (mostly) influence yourself, including:

- Engagement
- Content Formats
- Keywords
- Hashtags

## ALGORITHMS: THE ROBOTS THAT RANK YOUR SOCIAL CONTENT

Whether in your personal feed or through native search, algorithms ultimately determine what pieces of content get served to folks on social media.

And just like Google, social algorithms are consistently evolving with new updates.

However, comparing Google's algorithm to TikTok or Instagram is apples and oranges.

To make things even more complicated, these social apps don't follow the exact same rules when it comes to ranking content.

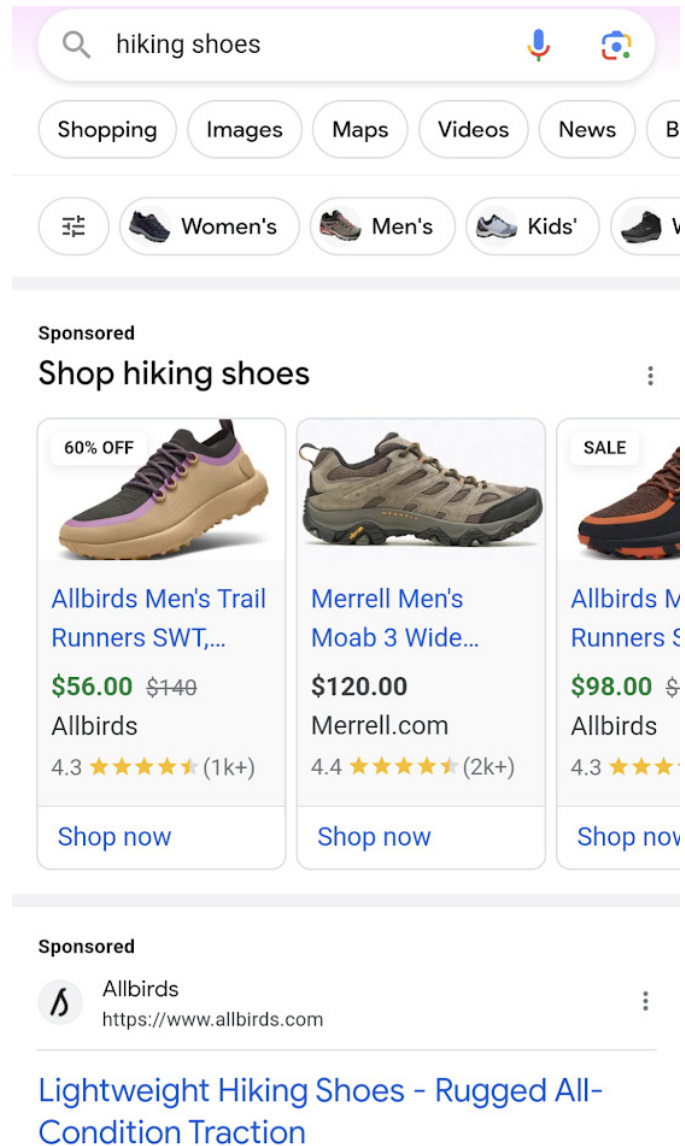
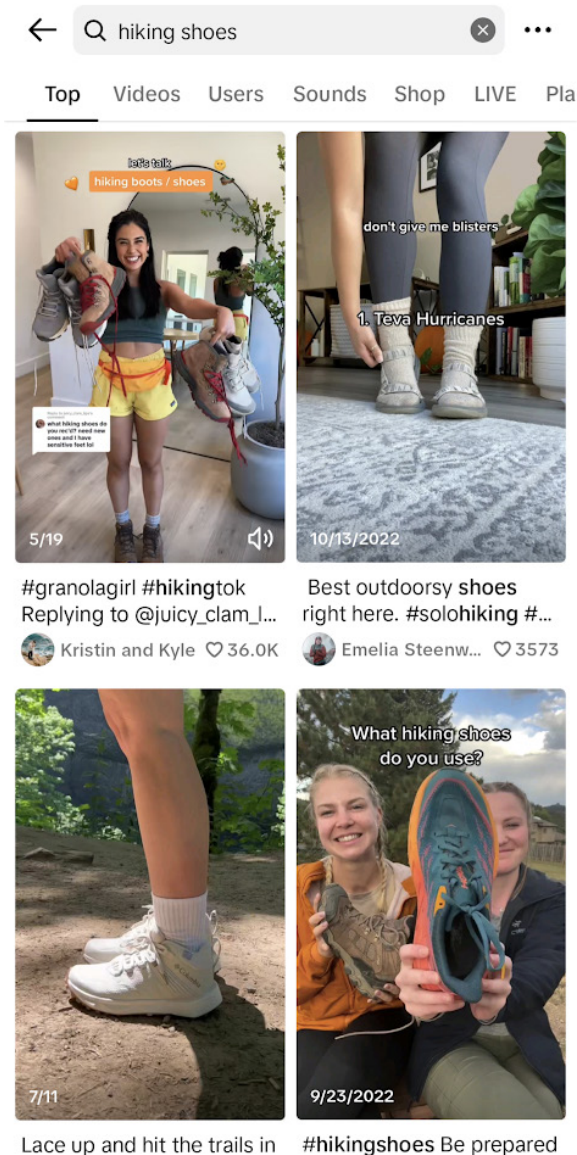
However, here's what *we do know* about the TikTok and Instagram algorithms:

- **Content isn't manually assessed for quality or relevance.** That's what the algorithms are for!
- **Both TikTok and Instagram use AI and machine learning to figure out "what" a piece of content is.** For example, algorithms can determine that a cat video is a cat video based on hashtags, captions and the visuals in a piece of content.
- **Algorithms "prioritize" and rank videos that are likeliest to earn engagement.** This refers to comments, "Likes," shares and saves. Likewise, you get served content that the algorithm thinks you'll engage with based on your activity. This explains why you typically get a mix of high-engagement posts and posts specifically tailored to your interests in your feed.
- **The content that you get served is largely influenced by your behavior.** This includes accounts you follow, posts you engage with and content you publish.
  - For example, somebody that primarily engages with Reels on Instagram will get served more Reels. Vice-versa if they mostly engage with static photos.
  - If you primarily engage with makeup tutorials on TikTok, expect to be served more and more beauty-focused content in your feed.
  - The more time you spend on a platform, the more its algorithm learns about you. Searches will become more relevant and refined over time.



## Takeaway for Brands:

Algorithms are the gatekeeper that determines where your content ranks in Reels or gets picked up in the #ForYou feed. Ranking requires a combination of engagement (think: influencers posting about your brand) and light optimization to signal that your content is “relevant.”

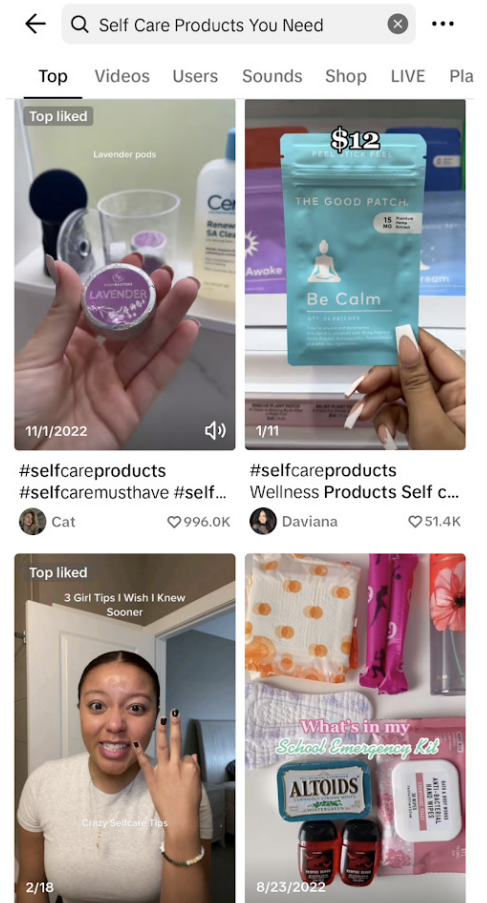


## SOCIAL ALGORITHMS VS. GOOGLE'S ALGORITHM

- **When it comes to products specifically, social searches are inherently more personalized than Google searches.** All Google searches for consumer products above the fold will be either sponsored or ads. Contrast this with social searches which show commercial content but what you see is specific to your activity.
- **Although Google search results will vary slightly from person to person based on their ac-**

tivity, this phenomenon is much more visible in social media. You can see this for yourself if you search the same keyword on TikTok multiple times. Results will be similar but not identical.

- **Social algorithms have more opportunities to learn about consumer preferences than Google does.** This circles back to the hours per week that the average consumer is spending on TikTok and Instagram. All of that activity is fuel for the algorithm to recommend hyper-relevant content and products.
- **Manipulative SEO techniques don't work on social algorithms.** For brands, this is actually a net positive. Whereas spammy content can still rank for search terms in Google, social algorithms are built to filter out low-quality, low-effort content. Any given social search for products will yield either high-engagement posts or lower-engagement content from smaller accounts that are authentic and relevant.



- **Social algorithms don't require a backlink profile or a certain account "size" to rank.** We've seen countless brands and creators go viral despite relatively low (or even non-existent) follower counts. Whereas ranking for high-competition terms on Google is seemingly impossible without a massive site and thousands of backlinks, social SEO involves a much more level playing field (for now).

## ENGAGEMENT: INTERACTIONS = HIGHER RANKINGS

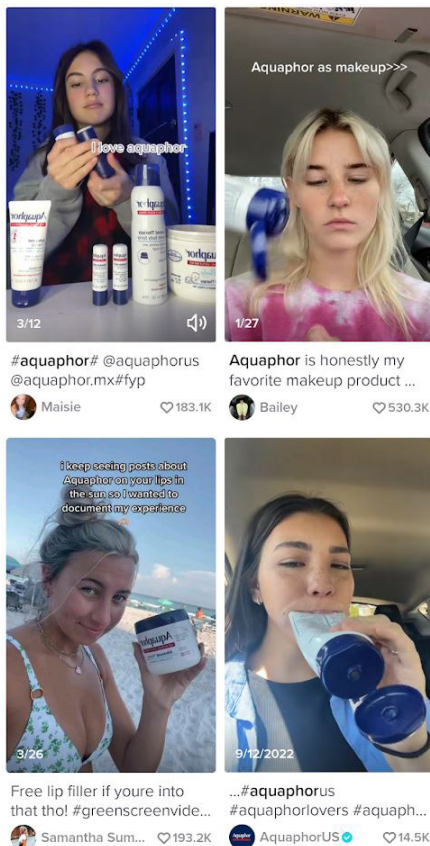
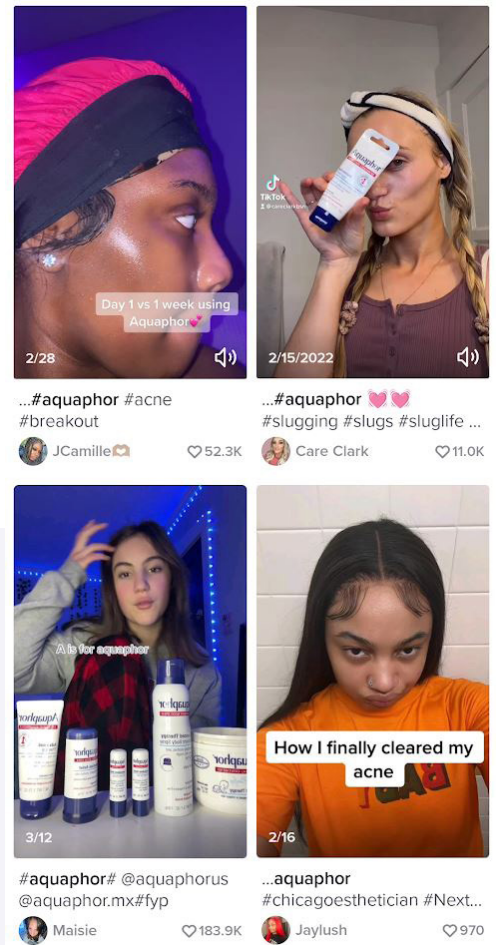
- **Engagement is particularly important for branded searches.** For example, branded searches via Google will almost exclusively yield results for your website, third-party storefronts and review sites. On the flip side, social search results will often show content from real customers before you actually see content from your brand's account.



- **Think of engagement as a combination of organic traffic and inbound links in Google.** The more engagement a piece of content receives, the more likely it is to rank. Interactions including “Likes,” comments, shares and saves send positive search signals to TikTok and Instagram.
- **Engagement influences reach, meaning that brands need to regularly drive interactions to earn both.** This highlights the value of consistently earning tags and comments from influencers.

## Takeaway and Tips:

Brands can only realistically publish so much content themselves whereas customers and creators can pick up the slack. Compare a handful of posts per week versus (potentially) hundreds from influencers. In traditional SEO terms: Think of this as outsourcing SEO blogs to professional freelancers versus creating a super high volume of content in-house.



## FORMATS: WHY SHORT-FORM VIDEO IS THE GO-TO FORMAT FOR SOCIAL SEO

- Short-form video formats like TikTok videos and Reels are dominating both organic and paid social media right now.
- Video results are immediate and comprehensive and require less work on the part of shoppers. No reading or scrolling required.
- Consumers spend **45+ minutes** daily on social platforms with short-form videos (with TikTok taking the top spot). [\[Statista\]](#)
- 62% of consumers want to see videos **with real people** before making a purchase [\[Bazaarvoice\]](#)
- Reels see up to a whopping **55% higher reach rate** than other types of content such as Carousels or Static photos.



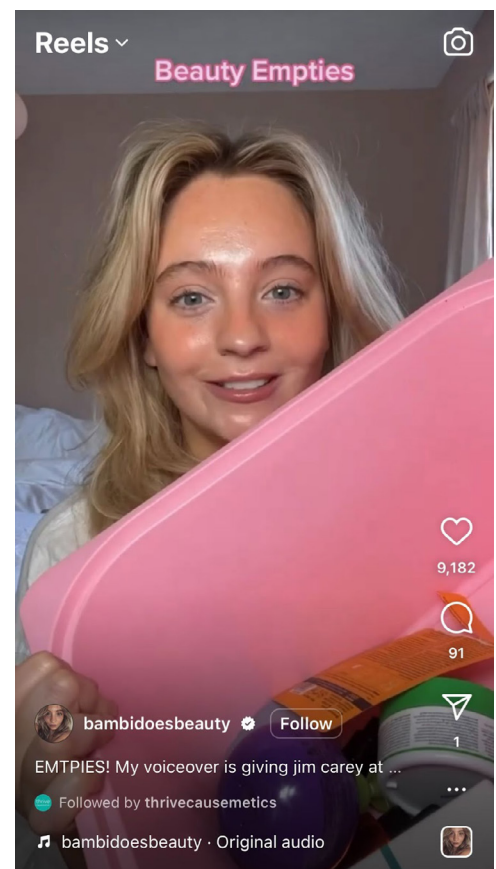
## Takeaway and Tips:

Given that engagement goes hand in hand with higher reach, building your social SEO strategy around short-form video makes sense. Whereas TikTok is almost exclusively short-form video, we're seeing more and more brands ramp up their Reels in favor of other types of content on Instagram. That's no coincidence!

### KEYWORDS: HOW THE RIGHT PHRASES AND TERMS BOOST YOUR VISIBILITY

**Important:** just like keyword stuffing is a no-go on Google, the same rules apply to social SEO. Do not cram keywords into your content!

- Social apps detect phrases and keywords via text used in captions, descriptions and hashtags. The algorithm can also detect spoken words and phrases in videos.
- Search terms also pop up in comments sections on TikTok. This can inspire people to seamlessly move from product research to consideration.
- Most keyword optimization via social search happens unconsciously. Chances are you naturally use “keywords” in your content all the time without realizing it.
  - For example, a fitness brand can seamlessly weave high-volume keyword phrases (“protein bar”) and longer-tail keywords “vegan pea protein bar”) without being distracting or spammy.
- Autocomplete results and “Others searched for” queries are goldmines for social keyword research. Not to mention potential angles for your content.
- Note that the keywords you rank for in Google won't be identical to social SEO. Audiences and searchers behave differently on each platform.

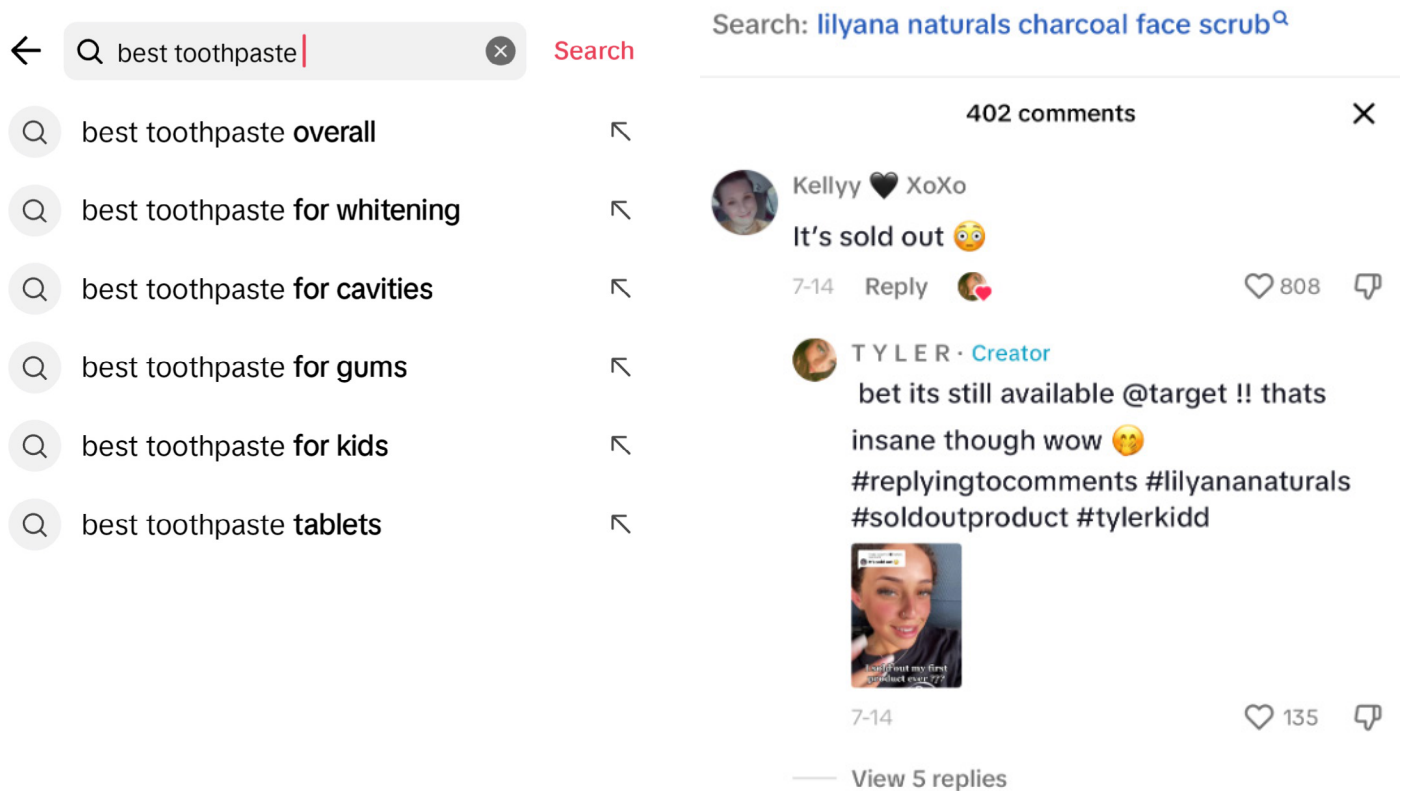


## Takeaway and Tips:

Brainstorm keywords and phrases relevant to your brand, industry and target audience on social media. See for yourself what happens when you search high-volume and long-tail keyword phrases on TikTok and Instagram. This can inspire terms to target and likewise, relevant content ideas to rank in the near future.

## HASHTAGS: HOW THEY HELP ALGORITHMS RANK YOUR CONTENT

- The importance of hashtags for reach has been debated (and possibly inflated) for years. However, their role in social search is well-documented.
- Hashtags provide context to social algorithms as to “what” a piece of content is. Including hashtags in your context is a low-hanging, non-spammy way to boost your content’s ranking potential.



- Branded (#CrocodileCloth), industry (#skincare) and review-specific (#makeupreview) hashtags are all fair game for social search.
- **Report:** Beauty brands leveraging TikTok hashtags earned 4x median industry engagement rate ([RivalIQ](#)).

## Takeaway and Tips:

While brands shouldn’t obsess with hashtags, tacking a few onto any given post is a low-hanging way to boost visibility and provide context about your content to social algorithms.

## #crocodilecloth

34.8M views



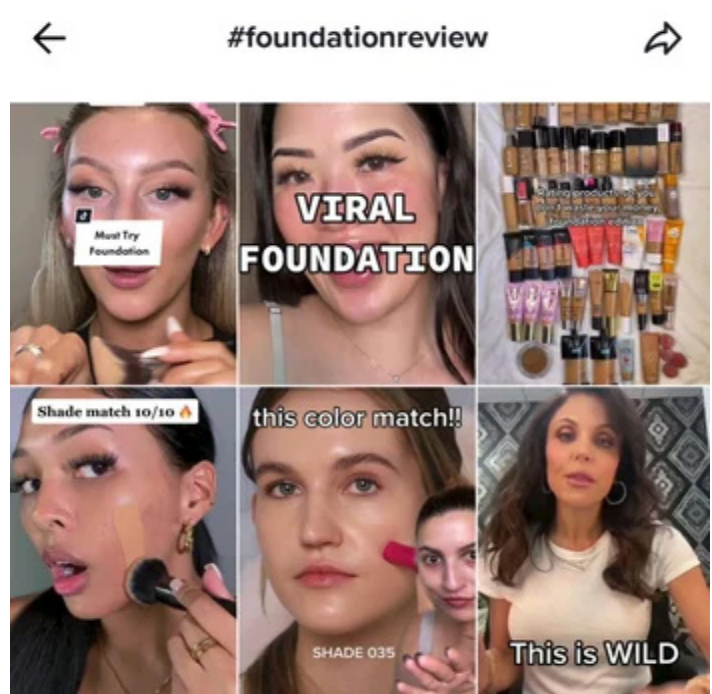
Touch up your walls with #crocodilecloth #al...

Alec Paints 🍷 5631



@Crocodile Cloth keeps my palette clean 🦎🎨 #...

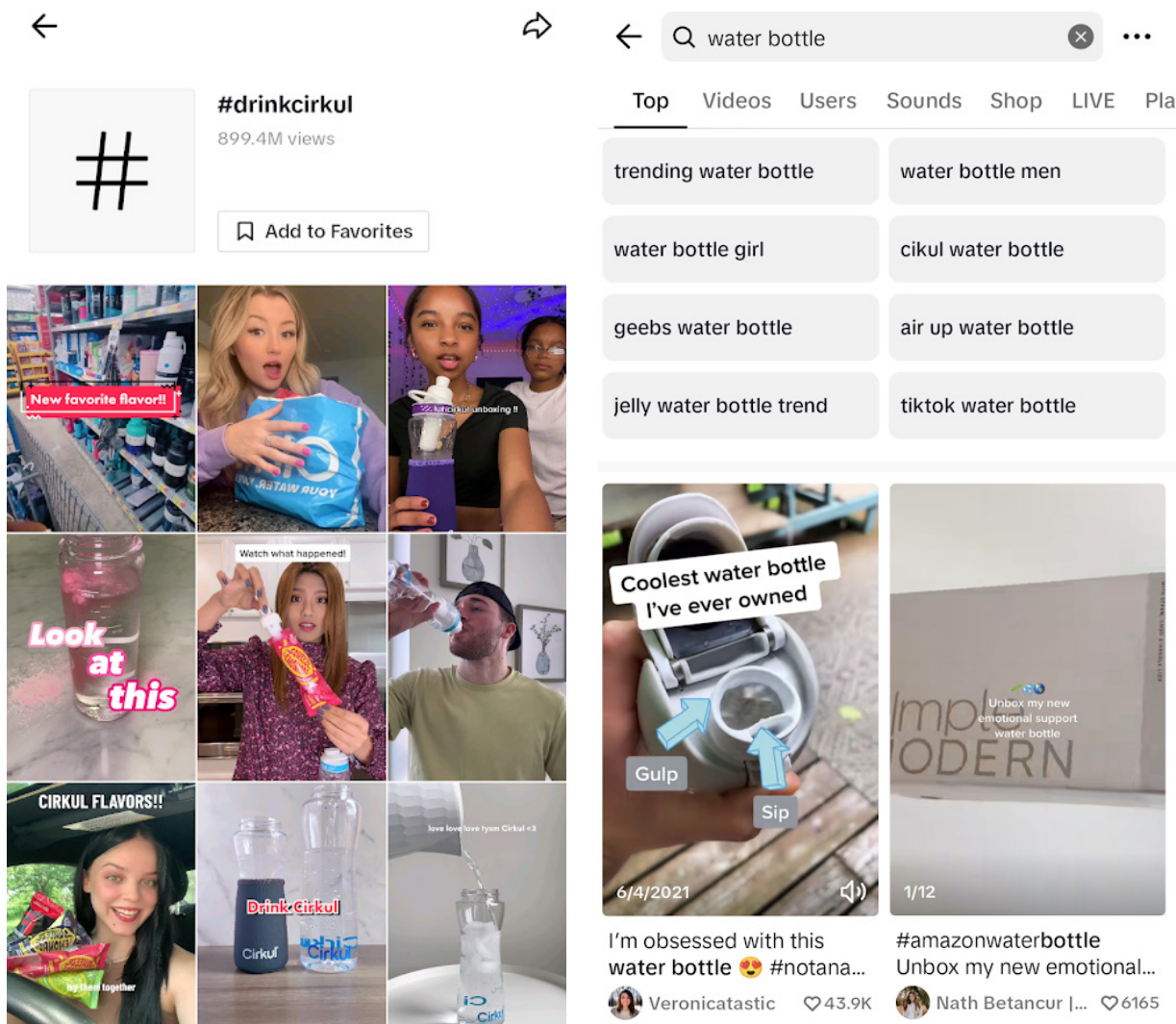
fritzdoesart 161.3K



# Ranking in Social Search vs. Google Search

- Ranking via social SEO can happen faster than Google search. Anecdotally, social rankings also seem “stickier.” Some videos published years ago have cemented themselves on TikTok for high-volume keywords.
- Ranking in social search is not nearly as competitive (for now). The idea of ranking for a high volume term (think: “running shoes”) that would otherwise require a massive SEO campaign in Google is much more realistic in social search.
- Whereas brands can get a majority of Google traffic with a single blog post ranking for multiple keywords, brands can potentially dominate a single keyword with multiple pieces of content from a variety of accounts (such as influencers).
- Social SEO is largely a numbers game. All SEO hinges on some form of optimization and engagement. How much content you’re able to create on social media requires interactions with accounts other than your own. This explains why brands that rank almost exclusively have a high-scale influencer presence.





# How to Rank in Social Search

## HOW BRANDS ARE INCREASING THEIR SOCIAL SEARCH RANKINGS

The stakes are high for B2C brands as social commerce booms and product discovery continues to shift to social media.

And there's a big window of opportunity for brands that can nail down their social SEO.

Again, there's no one-size-fits-all "hack" for higher rankings and visibility.

The good news? There are plenty of actionable ways to boost your social presence sooner rather than later. Bonus points if you currently work with influencers (particularly nano and micro-influencers) that can scale your social SEO ASAP.

## INCORPORATE RELEVANT KEYWORDS IN CAPTIONS AND NARRATIONS

- Research terms relevant to your target audience and industry. This includes industry-specific terms, product details such as ingredients.
  - Brainstorm big-picture ideas with free tools like Ahrefs Free Keyword Tool, Google Search Console and AlsoAsked
  - Look at autocomplete search results (Instagram and TikTok) for inspiration
  - Browse “Others also asked” on TikTok for examples of real-world questions your audience is askingTake advantage of TikTok’s Creative Center to see trending keywords is top-performing ads related to your industry
  - Conduct competitive analysis to see what your competitors are ranking for (hint: search “[competitor] vs” or “[competitor alternatives]” to understand pain points and problem details you can emphasize in your content

### Others searched for

best toothpaste for whitening black girl

best whitening toothpaste 2023

best whitening toothpaste ever

best whitening toothpaste for kids

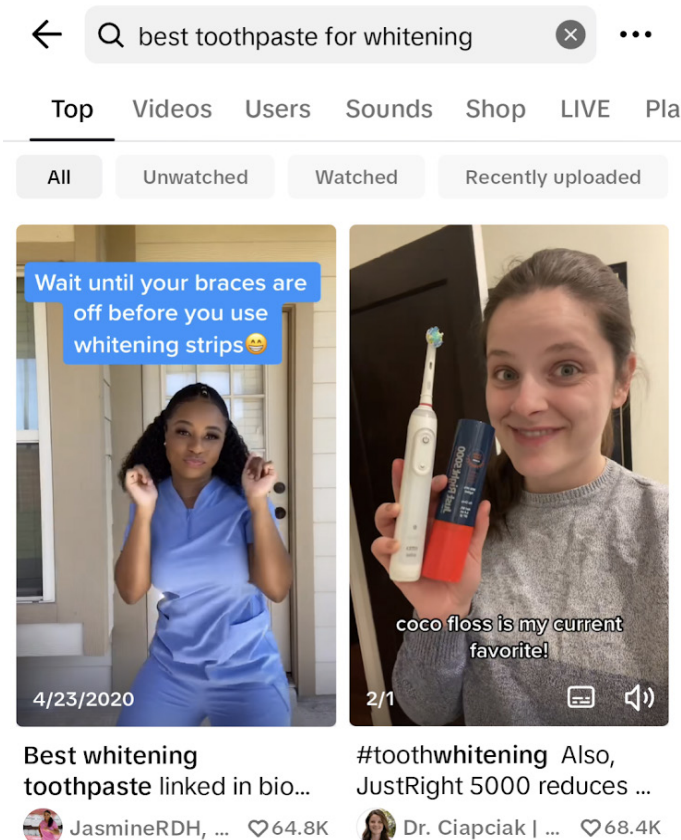
best tasting whitening toothpaste

toothpaste whitening dermatologist

best everyday whitening toothpaste

best affordable whitening toothpaste

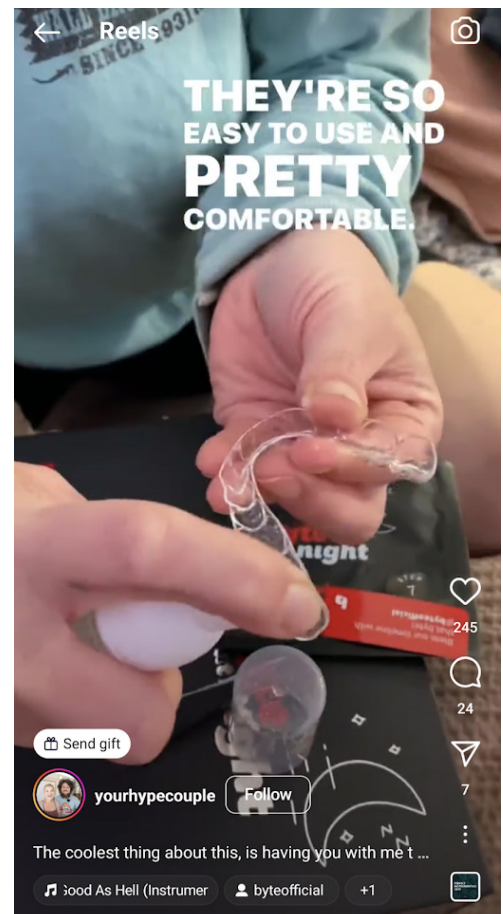
- Align your keywords with search intent that applies to your product. For example, what do you want to emphasize?
  - Price point? (“best budget [x]”)
  - Ease of use? (“best [x] for beginners”)
  - Time-saving? (“fastest way to [x]”)
- The more keywords that can be naturally spoken, the better!
- Weave these keywords and terms into your brand’s creative briefs for influencers (but don’t go overboard with requirements)
- Superlatives (“best,” “easiest”) are a great starting point for keyword ideas across social media.



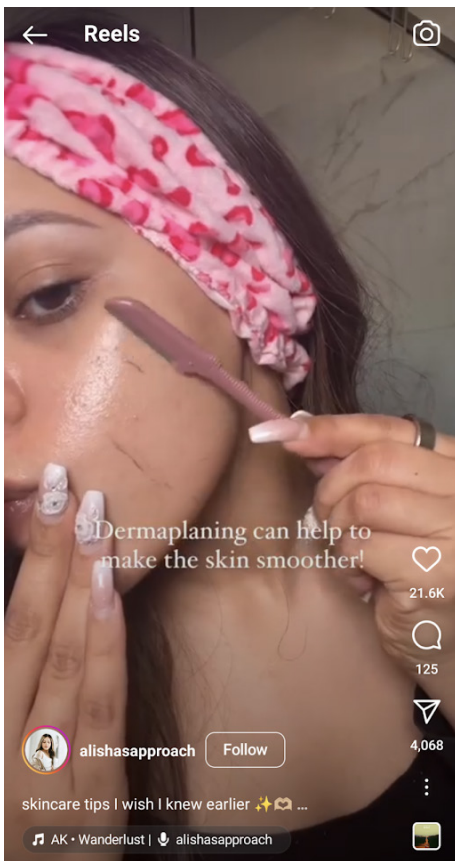
Ranking	Keyword	Popularity ? ↕	Popularity change ? ↕	CTR ? ↕
1	oil	111	▲ 103.45%	1.83%
2	longsheng rice sham...	102	▲ 218.42%	0.93%
3	hair growth	96	▲ 84.27%	0.81%
4	shampoo bars	94	▲ 225.81%	0.94%
5	hair care	90	▲ 86.49%	0.63%
6	hair oil	85	▲ 98.33%	0.79%

## CONSISTENT HASHTAG STRATEGY

- Prioritize hashtags that imply purchasing and problem-solving intent, including
  - #[product type]review
  - #best[product type]
  - #[product type]hacks
  - #[pain point]hacks
  - #[pain point]tips
  - #[product type]musthaves
- Experiment with a combination of hashtags:
  - Industry-specific vs. product-specific vs. pain point-specific
  - High-volume hashtags (with millions of views) and lower-competition hashtags (with thousands of views)
- If you haven't already, consider creating your own branded hashtag (#myfabletics) as a way to drive engagement and source user-generated content
- Review your competitors' hashtags strategies to see which tags they're targeting
- Both Instagram and TikTok recommend anywhere between three and five hashtags as being the sweet spot for any given post [[source](#)]

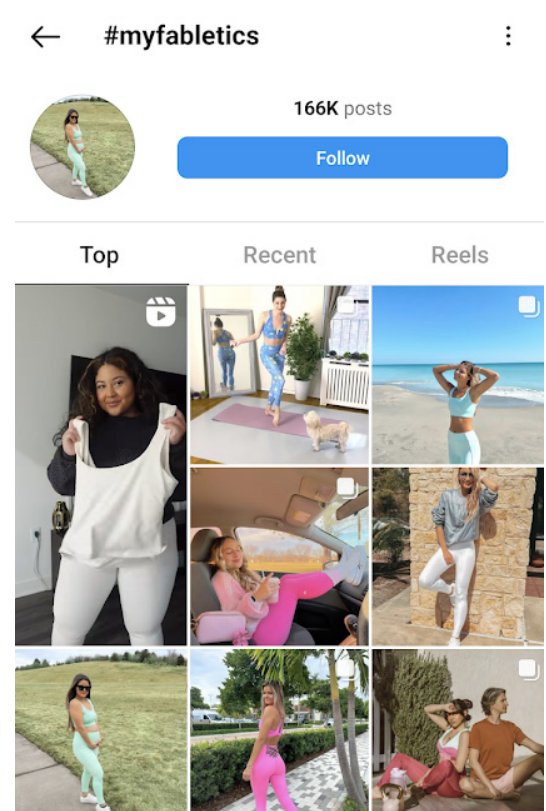
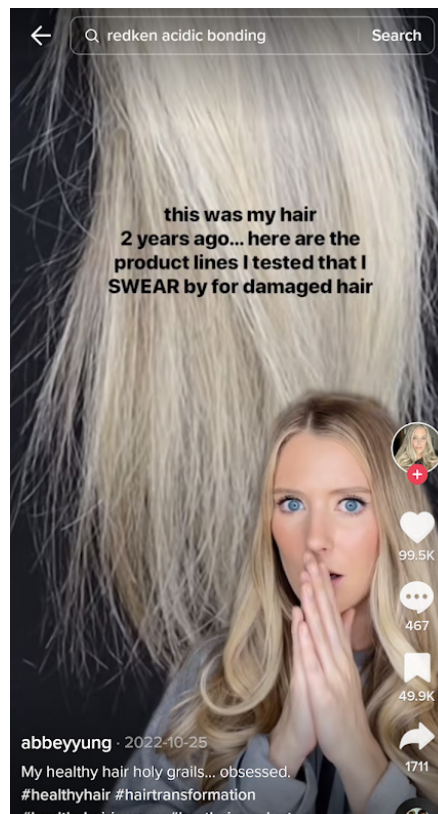
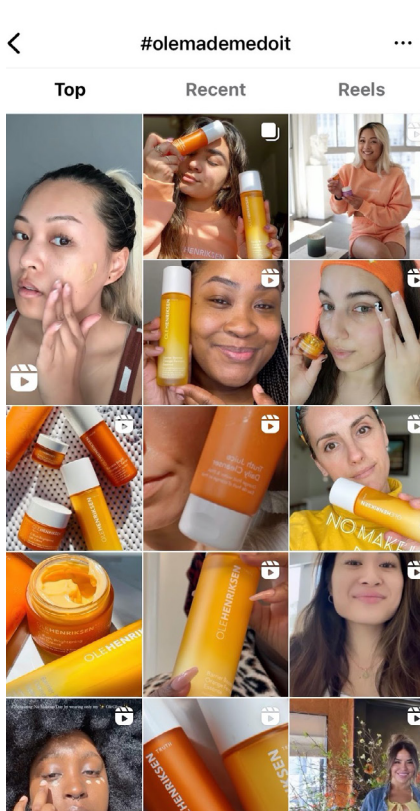






## GET HIGH VOLUMES OF INFLUENCERS POSTING ABOUT YOUR BRAND

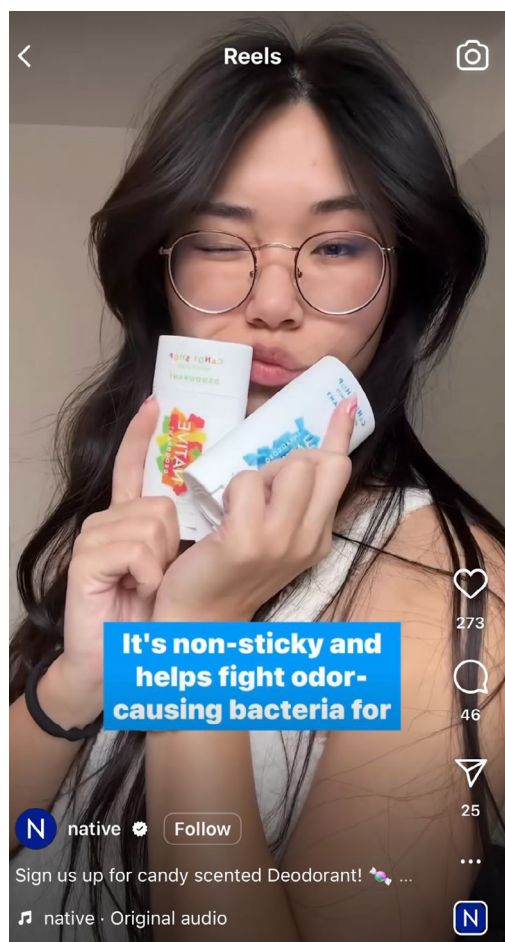
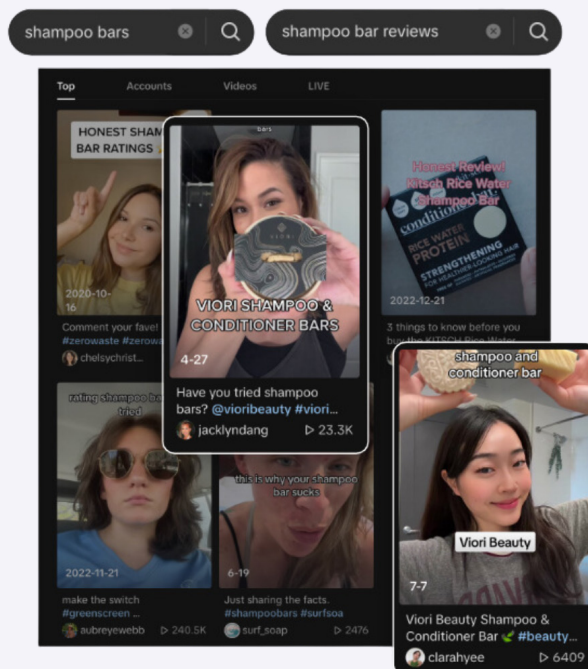
- Social algorithms reward consistency — influencers empower brands to earn ongoing engagement and long-term rankings.
- Influencers also drive interactions by default. Creator content on both [Instagram](#) and [TikTok](#) see higher engagement rates versus brand-generated content.
- Nano and micro-influencers represent an effective and scalable way to cement your social search rankings. Follower counts do not determine the reach or ranking potential of a piece of content, particularly on TikTok.
- While brands can't brute-force hundreds of pieces of content, smaller creators can in a way that builds meaningful awareness and social proof (not to mention repurposable content).



## Case Study:

Viori saw their social SEO results spike on TikTok after generating 779 assets in 10 months with the help of Statusphere's platform and creators.

When surveyed at checkout, the overwhelming response from shoppers was that they found Viori through TikTok.



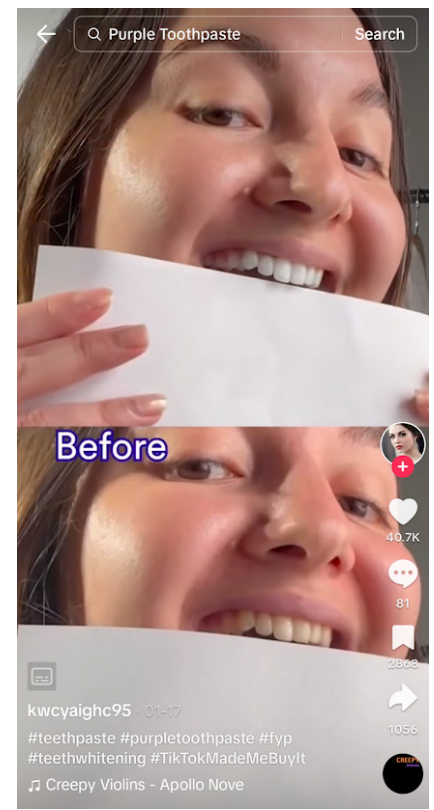
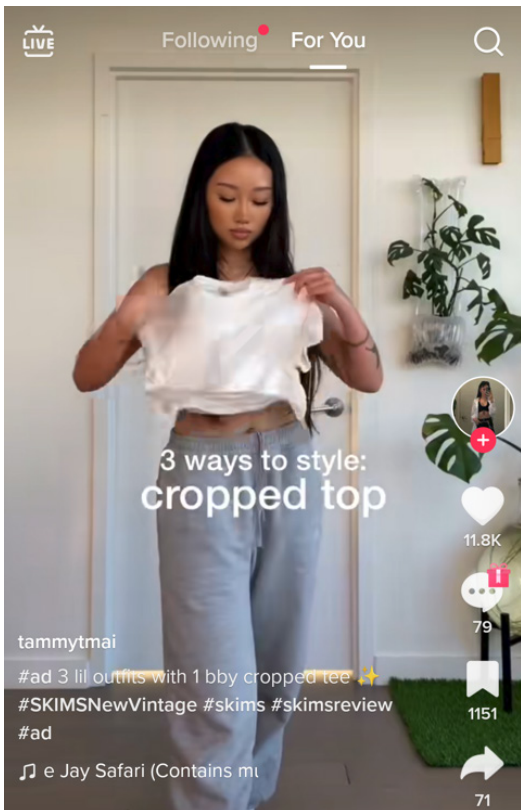
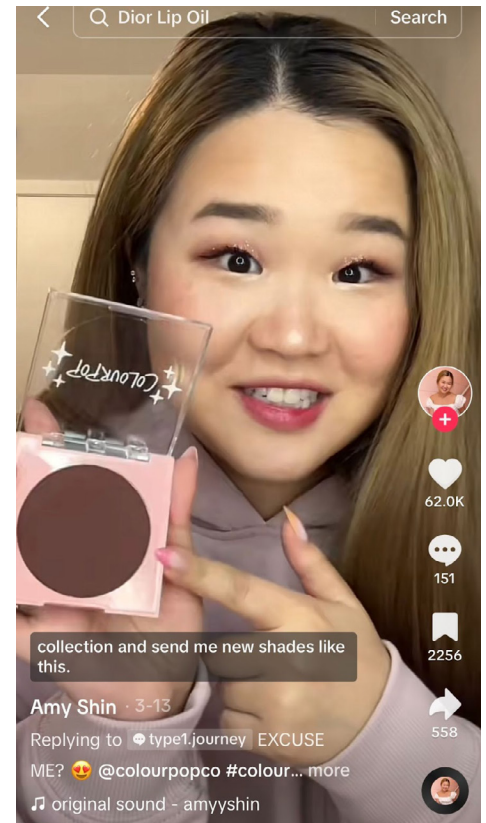
## PRODUCE ENGAGEMENT-DRIVEN INFLUENCER CONTENT

- Content engagement isn't a vanity metric! 55% of Gen Z (and 44% of Millennials) say influencer recommendations are one of the most critical factors in their purchasing decisions [[HubSpot](#)]
- Viral content does help with social SEO considering that top-liked posts are highlighted in any given social SERP. However, even posts with just over a thousand likes can make it into the top results section of TikTok and Instagram. Given that users can also filter search for content based on how recently it was uploaded, having ongoing content keeps your brand top of mind regardless of engagement.
- Interacting with influencer content via tagging, commenting and republishing likewise means more juice for the algorithm(s)
- Micro-influencers with growing accounts have a pulse on the latest trends, music and content formats — all help your products and brand earn even more visibility



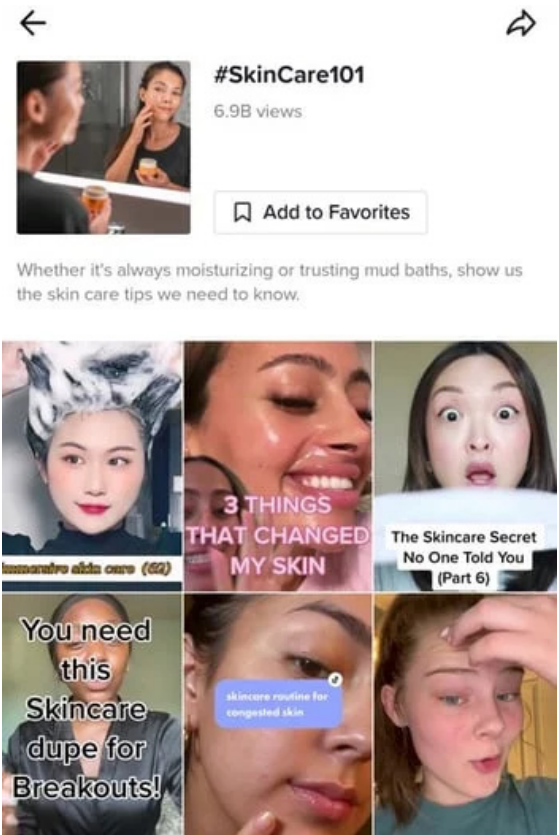
## CURATE AND CREATE CONTENT AROUND SEARCH-FRIENDLY TOPICS

- This applies to both your own and account and your influencers' content
  - How-to and tutorial-style posts
  - Storytimes featuring your product in action
  - Before and after posts that highlight your product's positive outcomes
- Create content that balances education and entertainment value. For example, TikTok content discovery is driven by the desire to “discover something new” (49%), “learn something new” (35%) and find “inspiration” (29%) [TikTok]. Just like searchers turn to Google to get their questions answered, the same rings true for social media.
- Strive to give searchers something they *won't* find on Google. For example, influencers can bring your products to life and make meaningful connections that aren't possible with static product photos.
- Influencers are experts at creating content that inspires followers to test-drive new products.



## OPTIMIZE PREVIEW AND THUMBNAILS FOR SOCIAL SERPS (SEARCH ENGINE RANKING PAGES)

- Thumbnails and previews serve similar functions to titles and meta descriptions in Google
- Content that teases results or has a built-in hook can reel in more views (and that means more engagement)
- Posts featuring real people likewise earn more engagement than thumbnails of featuring products alone
- Problem-solving, how-to and before-and-after content really shine in social SERPs



## Key Takeaways for Brands:

- **More product searches are shifting to social media, full-stop.** This trend will continue as young consumers are accustomed to searching via videos on social media and YouTube versus long-form written content on Google.
- **Social media is integral for product research and discovery (even for searches that don't start on social media).** Consumers are bouncing from Google and Amazon to TikTok and Instagram to see what real people have to say about any given product.
- **Optimizing for social search increases your overall social media ROI.** As shoppers look at your social presence across platforms, having optimized content and high visibility in search is a win-win. Social SEO ensures that searchers are met with authentic, impactful content when they seek you out.
- **Influencer content at scale goes hand in hand with better social SEO.** From dominating keywords to generating more reach and engagement, the connection between social search performance and creator content is crystal clear.



If you need help improving your social search rankings or earning more content from influencers, Statusphere can help. Our micro-influencer marketing platform is built for busy consumer brands that need authentic creator content at scale in a fraction of the time. We've helped more than 400 brands generate 75,000+ pieces of content.

[Chat with us](#) to learn how we can help you get guaranteed influencer content at scale while increasing your team's bandwidth.

## About Statusphere

Statusphere is a influencer marketing platform that helps brands earn authentic micro-influencer posts at scale in a fraction of the time.

With Statusphere, brands save 98% of the time they'd typically spend on influencer marketing while securing dozens, hundreds or thousands of guaranteed posts.

With our streamlined matchmaking algorithm, fulfillment technology and in-depth reporting, we help brands drive maximum results with minimal setup.

Brands use Statusphere to:

- Get guaranteed user-generated content
- Increase reach and boost social SEO
- Generate repurposable content for paid social ads, product page UGC, and more
- Get retail support, including geo-targeting for specific storefronts

Unlike other platforms, Statusphere guarantees a high volume of rights-ready content at scale and takes a data-driven approach to creator matchmaking using 250+ unique, first-party data points.

For more information, visit [www.joinstatus.com](http://www.joinstatus.com).



**STATUSPHERE**