

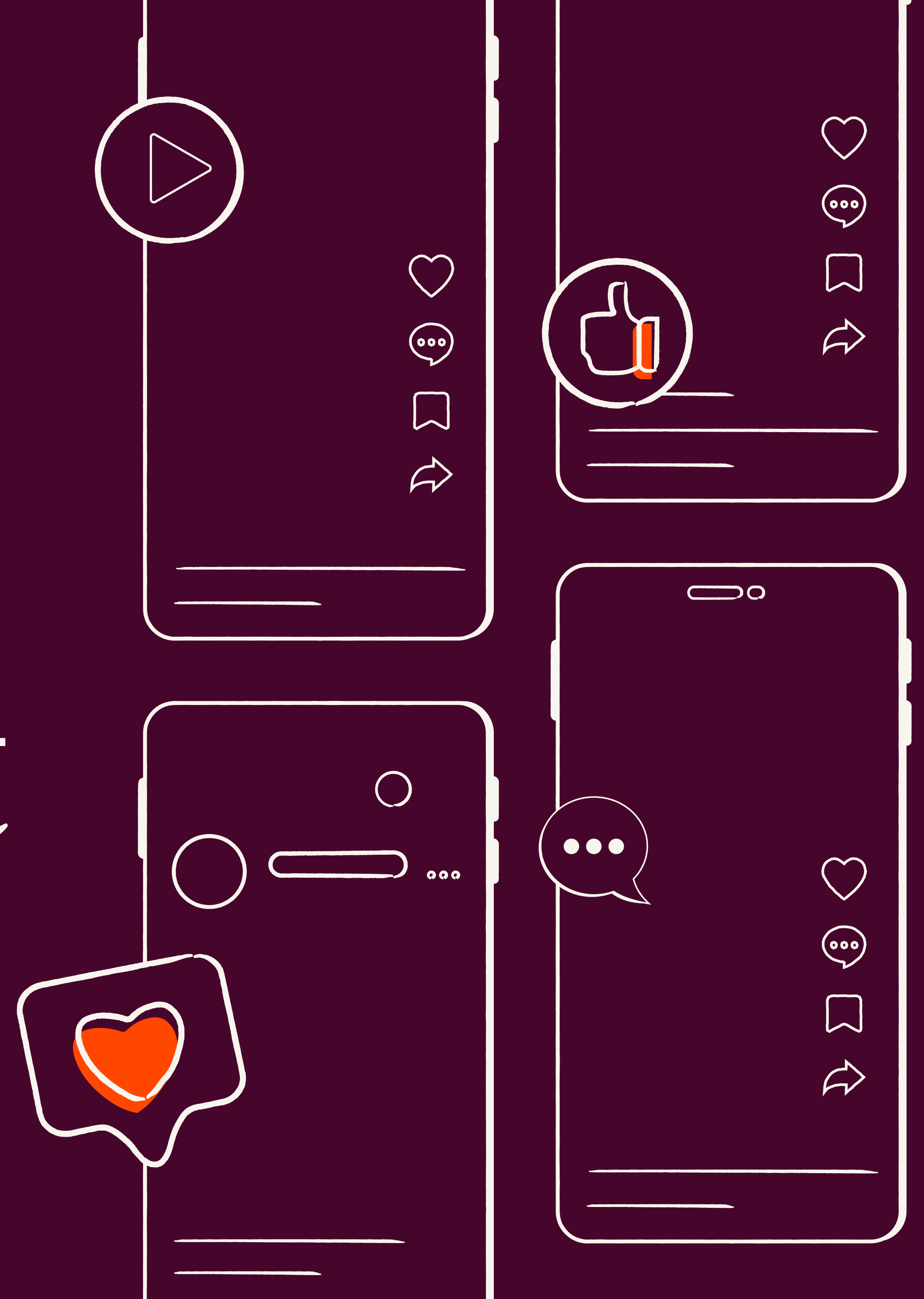


Social Media Trends Report

How marketers are stopping the scroll in 2026

2026

The Social Media Trends Report





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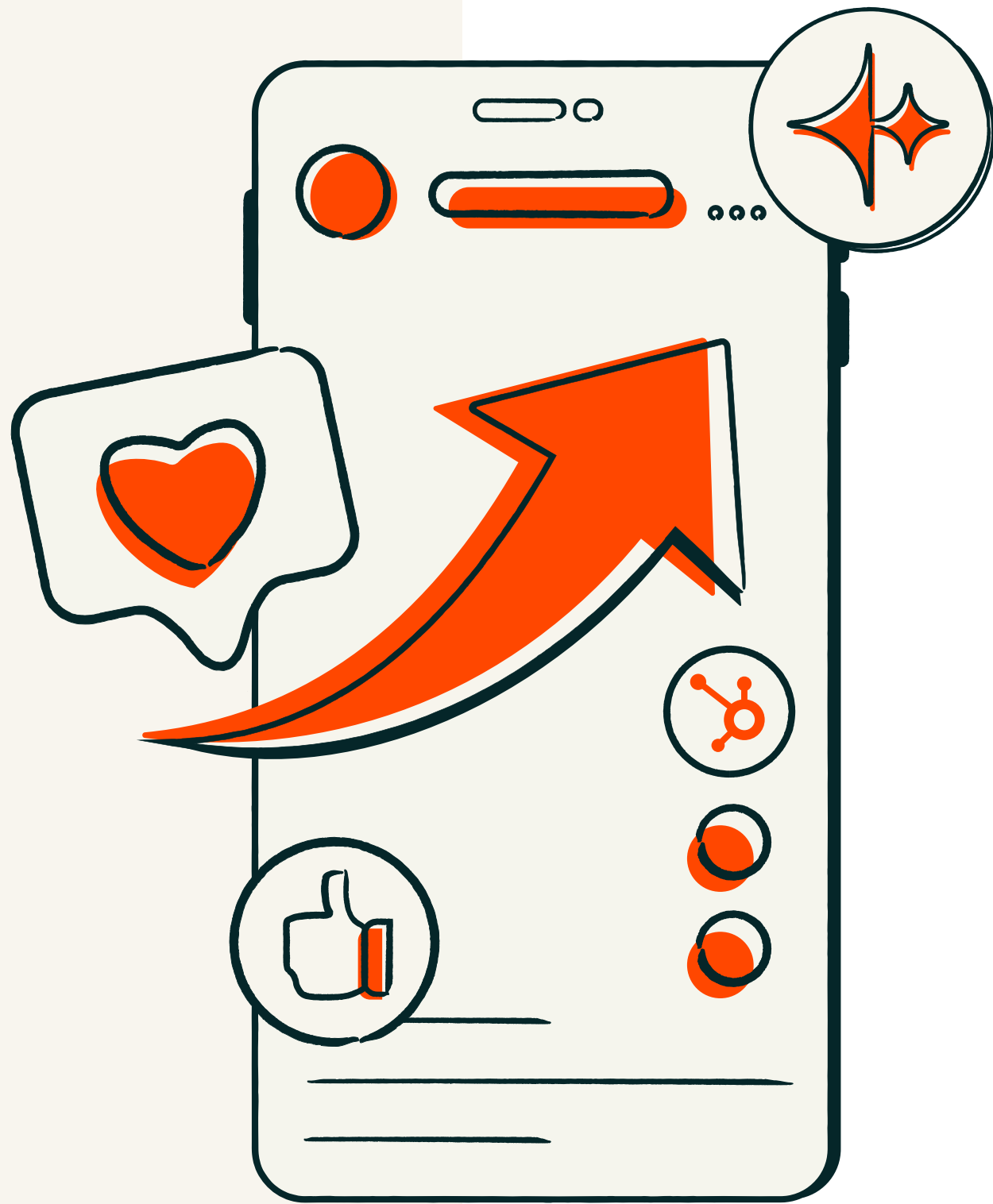
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The loop never stops, here's how to run it





FOREWORD

Is social media finally having its moment in the corporate sun?

Whether you're jumping in on the latest trend, or going behind-the-scenes with an employee, or showing off a new product, social media is a place where brands can loosen up, be more informal, and let their personality shine.

In the age of AI, social media is gaining more importance. When everyone can churn out generic content, your unique brand voice and personality matter more than ever.

63% of social marketers say their executives think social media will play a more important role in 2026 than in 2025. Brands today are [paying creators upwards of six figures](#) to run their social media accounts, and they're putting social media at the center of their Loop Marketing strategy.

While social media gains importance as it relates to business goals, it's also getting harder to stand out. Expectations are high, but social teams are creative and resilient. Here's how they're thinking about strategy in 2026.

**Bryna Corcoran**

Director of Global Brand & Social Media, HubSpot



INTRODUCTION + KEY FINDINGS

The feed has changed, but social teams haven't caught up



67%

of marketers expect social media to become more important in the next 1–2 years, but the tactics that worked just two years ago are losing steam today.

Many companies still treat social as a channel. The highest-performing brands build it as an operating model — where cultural relevance, creative velocity, and business impact are tightly connected. Social media is the Amplify engine at the center of the [modern marketing loop](#). It's where brands express who they are, meet audiences where they are, and evolve based on what they learn.

We surveyed over 1,000 social media marketing decision makers across North America, Europe, Asia, and Australia about the state of social media at their companies. In this report, you'll learn their goals and challenges for 2026, their content strategy, their approach to various channels, and much more.



Key findings

THE ROLE OF SOCIAL

59%

of social media teams cite increasing brand awareness as their #1 goal in 2026

63%

of execs say social is playing a more important role in 2026 vs. 2025

85%

believe social media is becoming more important for brand-building than performance marketing

2026 TRENDS

94%

of social media marketers use AI in their workflows in some capacity

60%

of marketers plan to increase influencer investment in 2026

77%

of marketers say authenticity trumps production value for their brand on social

KEY CHALLENGES

45%

say consistently producing high-quality content is their top challenge

73%

believe it is harder to stand out organically on social platforms

LOOKING AHEAD

48%

expect their social media tool stack to grow in the coming year

The two most in-demand skills on social teams:

48%

Video production

41%

AI usage



GOALS + STRATEGY

What social teams are chasing — and what's chasing them

Brand awareness and increasing engagement are the top goals for social media teams



The pendulum is swinging back to brand



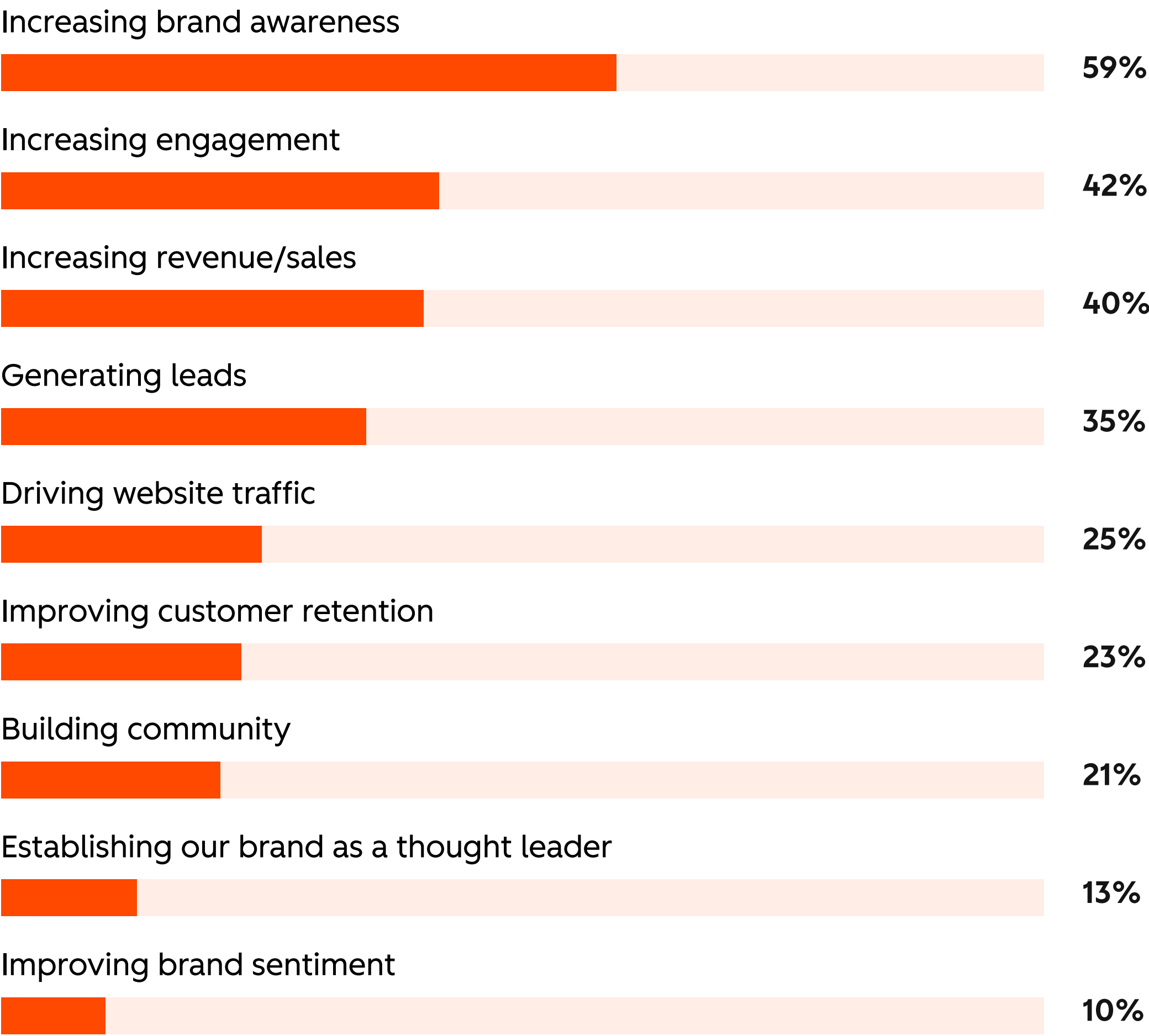
We’ve tallied up the votes.
(Any Survivor fans out there?)
By a decisive margin, **brand awareness** is
social media marketers’ top goal in 2026.

Brand awareness was the top priority in 2025 too, tied with customer service and retention. But only 29% of marketers named it their primary goal last year, reflecting a massive refocusing on brand.

The reason lies in the increasingly fragmented nature of discovery. Customers in 2026 explore social media feeds, creator posts, communities, review sites, and answer engines to find brands and make purchase decisions. To keep up with all the channels where they need a presence, companies turned to AI to produce content.

But AI tools have made it almost too easy to produce content that’s often bland and boring. In a market flooded with generic, one-size-fits-all messages, brands with a strong personality, defined point of view, and good taste will pull ahead of those that sound like the rest of the pack.

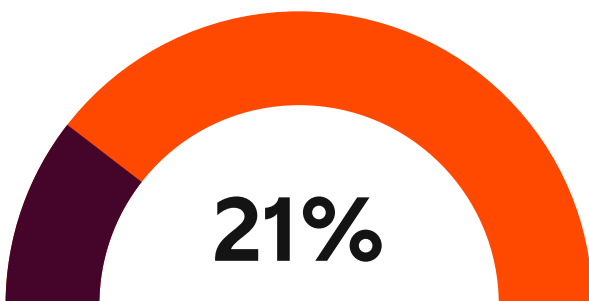
Primary goals for social media in 2026



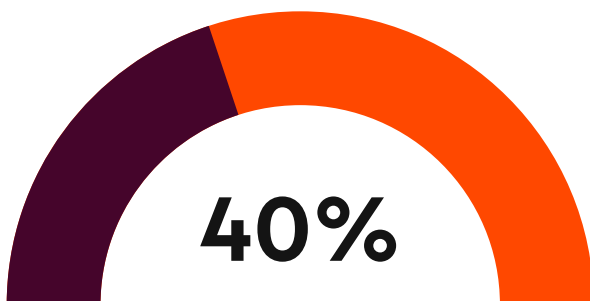
How priorities have changed



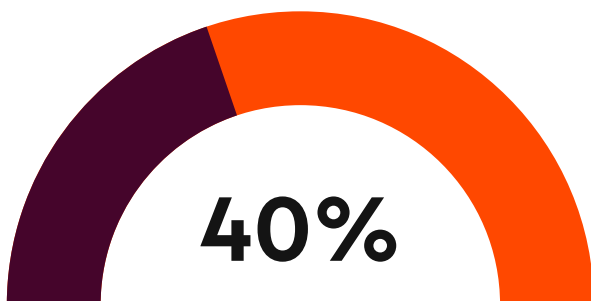
Increasing revenue and sales



2024

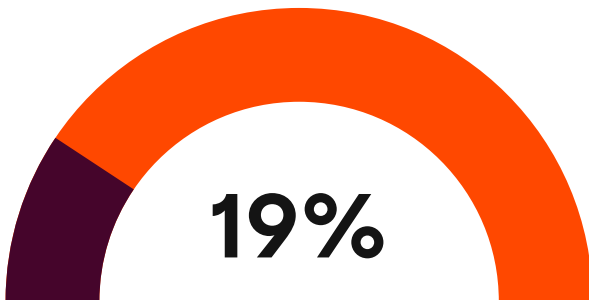


2025

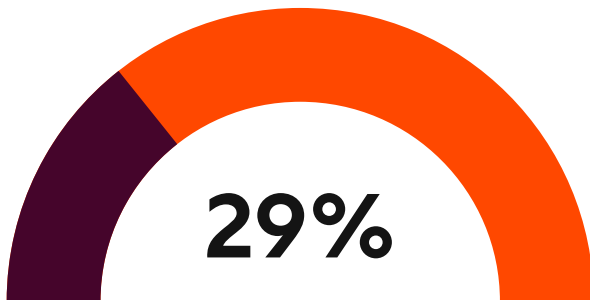


2026

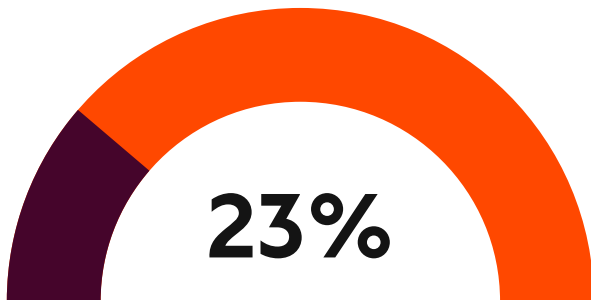
Improving customer service and retention



2024



2025



2026

“

Over the past few years, social media teams have been led to believe that trends are the easiest way to grow. The result is throwing spaghetti at a wall instead of darts at a bullseye. A clear vision for your social media presence actually reduces burnout. Some of my favorite brands post once a week and don’t have big budgets. But because they have that sharp editorial focus, the views keep going up.



Rachel Karten
Author of Link in Bio



The bar is higher, but social teams aren't bigger

Last year, the top social challenges were keeping up with trends (22%), measuring ROI (21%), and creating engaging content (20%). This year, they're producing high-quality content (45%), standing out in crowded feeds (41%), and keeping up with platform changes (34%).



73%

of social teams believe it's harder than ever to stand out organically, and only 4% think social will become a less important channel in the next few years.

As social increases in importance, the battle for visibility and relevance will only become more difficult to win. Reactive content ideas — like participating in social media trends — have a place on your social calendar and are a great way for your brand personality to shine, but a proactive strategy is essential to steady, organic growth.

A differentiated POV and clear target audience shape what and where brands post. Experimenting with formats and channels generate useful insights that drive future iteration, and AI tools can make it easier to repurpose content across multiple channels.

Top social media challenges in 2026

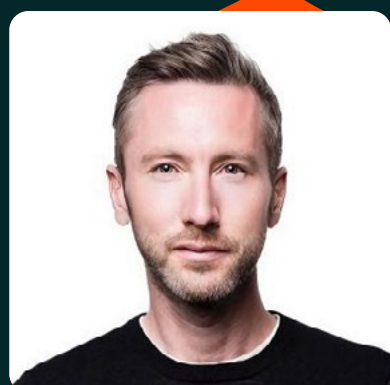


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The issue isn't just crowded feeds, it's undifferentiated content. AI is making it easier than ever to produce 'good enough' posts, which means average content is getting ignored faster than ever.

The mistake most teams make is trying to out-produce or out-post the competition. But algorithms aren't rewarding volume. They're rewarding signals like watch time, saves, shares, and repeat engagement. The most effective shift social teams can make in 2026 is moving from 'content output' to 'content systems'. That means focusing on fewer, higher-impact ideas, building repeatable formats, and doubling down on what actually performs.

If you want to stand out, don't try to be louder. Be more recognizable.

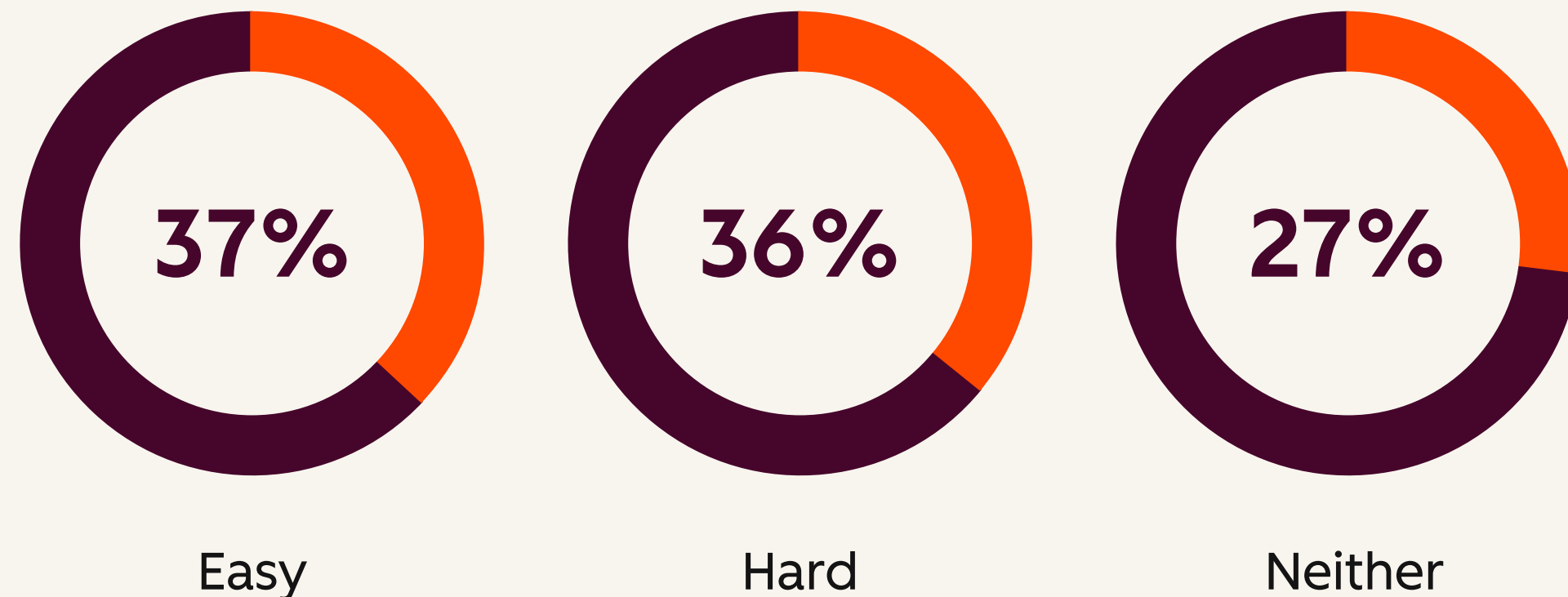


Matt Navarra
Author of Geekout



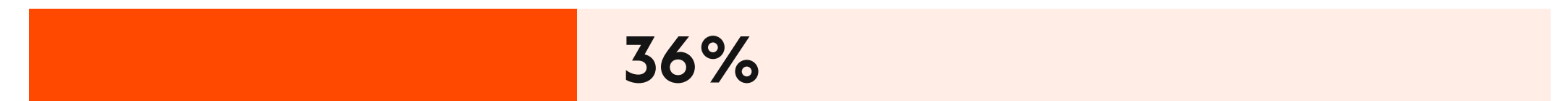
Social teams know they're influencing revenue — proving it is a whole 'nother story

Although 69% of social teams say they're under increasing pressure to prove the ROI of social media, marketers are divided on whether it's easy to tie their work to business outcomes.

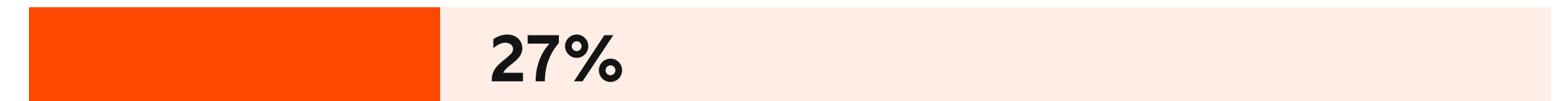


The top 3 social attribution challenges

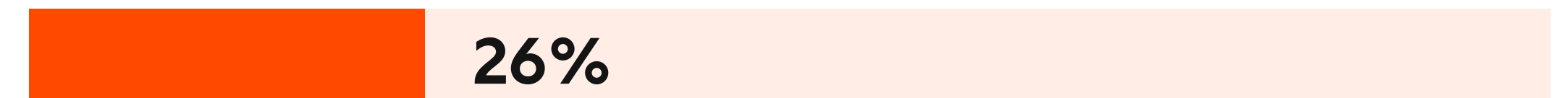
Platforms limit links to other sites, making it hard to track how social tactics drive traffic, leads, and sales on their brand's website



Lack of tools that can attribute leads or revenue to specific social media content or channels



Customers engage with multiple channels before conversion, making it difficult to attribute value to social



Attribution will only get more complicated as the buying journey does, but this nearly-even split shows that some marketers have figured it out. The rest may struggle due to a combination of education, software, and process gaps. The more complex a company's sales process is, the more likely a team is to face challenges with multi-touch attribution. Marketers may not have the right software or the right integrations to unify data stores and connect social touchpoints with revenue. And teams may not know the best way to attribute ROI to their work.



The B2B attribution challenge

B2B marketers tend to struggle more with attribution.



41%

of B2B marketers say it's hard to tie social activity directly to business outcomes compared to 31% of B2C marketers.

When you're dealing with longer, more complex sales cycles that often involve multiple decision makers and economic buyers, it's harder to isolate how any individual channel contributes to a sales outcome. But this complexity means it's even more crucial to understand the impact of social and how it fits in with your other channels, so you can fine-tune your process.

Adding more tools doesn't fix a broken tech stack

Only 36%

of social tech stacks are very cohesive or fully integrated

With the high proportion of social teams who find it difficult to measure social's ROI, there's a lot of opportunity for social teams to improve how their stack works for them.

While the vast majority of social media marketers believe that their tech stack will either stay the same (45%) or grow (48%) in the coming year — only about 5% plan to remove tools — more tools won't necessarily translate to more impact. Adding functionality is one thing, but better integrating existing tools or consolidating multiple point solutions onto a single platform can eliminate the need to manage multiple workstreams across multiple tools, while simplifying reporting and attribution.



Teams want hires who can do it all

The most in-demand skills on social teams



48%

Video
production



44%

AI usage



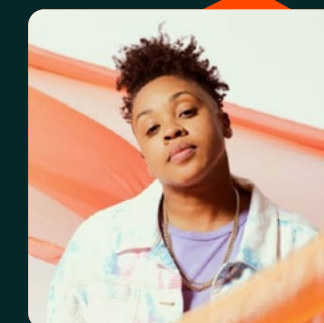
40%

Ability to grow one's
personal social brand

Social marketers have always worn multiple hats. As the social landscape becomes more complex and competitive, they need to be part creator, part strategist, part data analyst, and part AI prompt engineer. The marketers who will succeed aren't the ones who do more for the sake of doing more. It's quite the opposite: They're the ones who know how to test a defined set of hypotheses, focus on high-impact work, and use technology to make them more efficient.

“

Social media is going through an identity crisis. Our feeds are clogged with stagnant, irrelevant algorithmic recommendations. The dopamine detox will drive social managers and community managers to create new methods of growth, which will include the bridge between digital social media and real life experiences, in addition to community based 3rd spaces that are both online and in person.



Dréa Hudson

Audience Development Strategist



Save these social takeaways

Set clear goals before choosing social channels

To create a complete picture of performance, track both leading and lagging indicators. These goals will determine your [channel strategy](#).

For example, a B2B brand hoping to establish itself as a thought leader should build a presence on LinkedIn, while a B2C brand can share behind-the-scenes videos on YouTube, TikTok or Instagram.

Audit your attribution stack before adding more channels

Your stack should unify all social data so you can build a complete picture of visitor, prospect, and customer social activity.

It's easier to [prove the ROI of social](#) if you use a centralized marketing automation platform, rather than individual point solutions.



Get in the Loop

Use the Evolve stage of our [Loop Marketing framework](#) to establish a real-time social dashboard before your next campaign launches, not after. Use AI to generate real-time recommendations that predict campaign outcomes, and alert you to performance anomalies that may indicate the need for a pivot or a new strategy. Rapid experimentation and iteration create learnings that feed back into how your brand expresses itself across social channels.



CHANNELS

Show up where it counts and post what lands

Instagram leads the pack in all major social media metrics



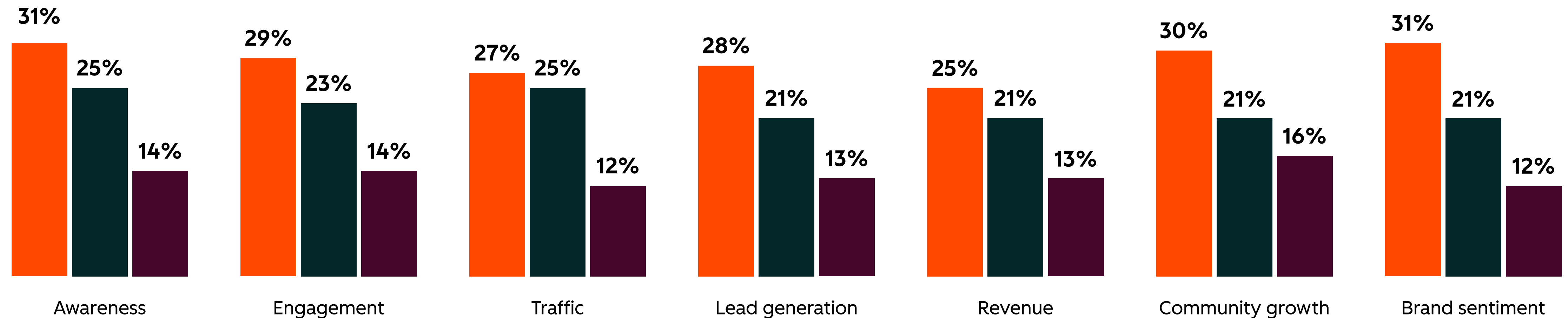
The platform landscape in 2026

While LinkedIn is the most-used B2B platform, used by 42.08% of marketers, social platforms designed for consumers occupy four of the five top spots.

When it comes to performance, **Instagram** is the clear winner — and **Facebook** and **TikTok** are close behind.

Across every major metric, marketers said this trio yields the best results compared to other platforms:

 Instagram  Facebook  TikTok



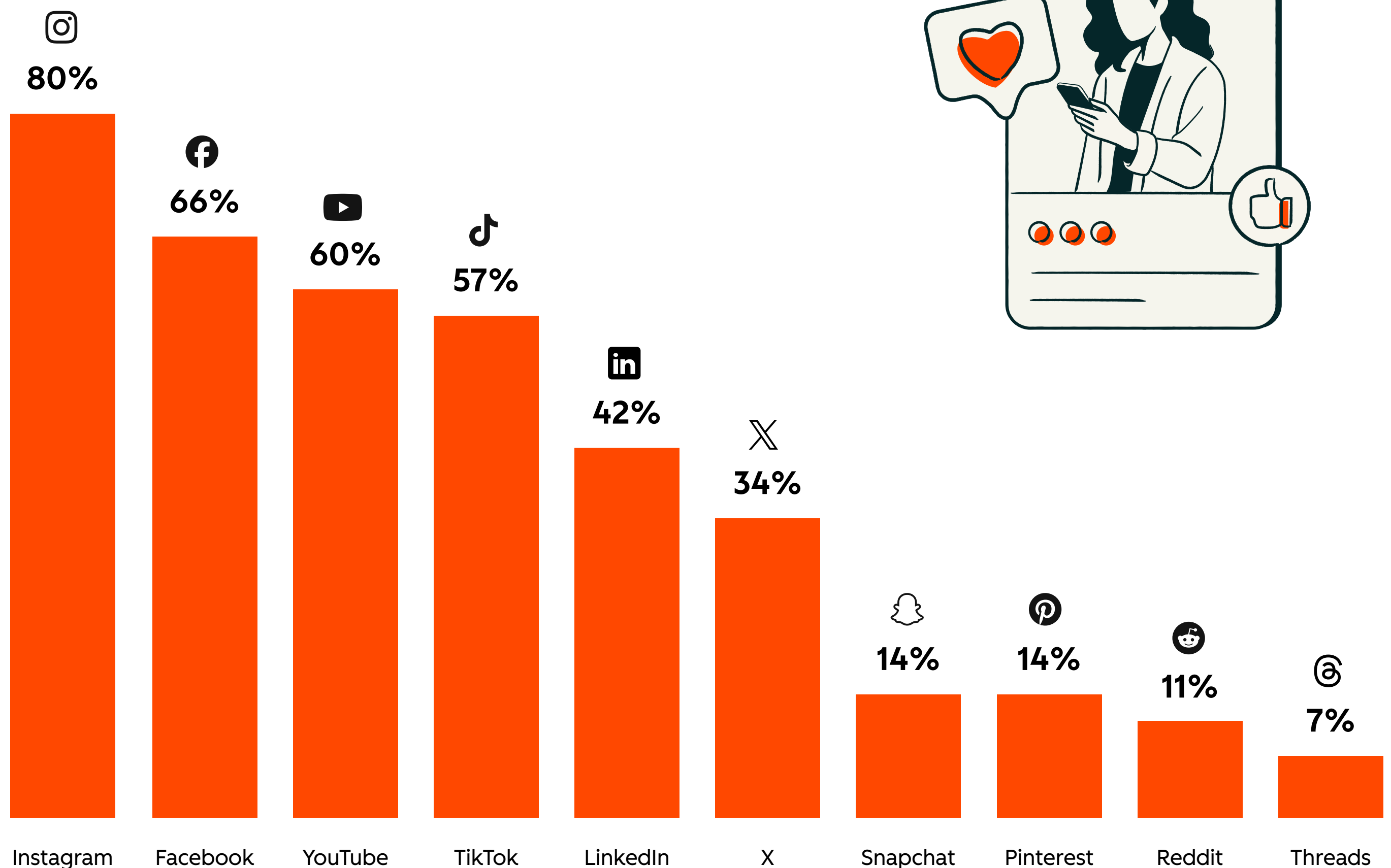
What do the top social media platforms have in common?

Consumers spend a *massive* amount of time on them. Instagram's nearly [2 billion daily active users \(DAUs\)](#) spend an average of [46 minutes per day in the app](#), which equates to over 33 trillion minutes spent in the app per year. Facebook boasts over [2 billion DAUs](#) and [34 minutes average daily use](#) (24.8 trillion minutes a year), while TikTok is estimated to have [1.99 billion DAUs](#), with a 2025 report estimating that American users spent an average of [108 minutes per day](#) on the platform (78 trillion minutes a year, assuming that trend holds globally).

All this time generates massive stores of user data that enable precise ad retargeting, as well as sophisticated algorithms that aid in content discovery.

Meanwhile, Threads, Bluesky, and Reddit have small but growing presences. These emerging platforms are worth monitoring, but not necessarily worth large investments yet.

Top 10 social media platforms in 2026



Here’s how to play in a visual-first world

Short-form video dominates on the big three platforms (TikTok, Instagram, and Facebook). On YouTube, marketers see more returns from long-form. Both LinkedIn and X support video, but are still text-first platforms. This is important for B2B marketers, who are 74% more likely to use LinkedIn than B2C marketers. A video-first social strategy may feel difficult to pull off, but 77% of marketers say authentic and relatable content is more important on social media than polish high production value.

Which post/content format drives the highest engagements (clicks, shares, likes, etc) on each channel?

	Short-form video	Long-form video	Static images	Text-based posts	Live content	Image carousels
 Facebook	43%	13%	18%	15%	5%	5%
 Instagram	62%	9%	14%	6%	4%	5%
 TikTok	73%	9%	7%	5%	5%	1%
 YouTube	30%	54%	7%	5%	4%	1%
 LinkedIn	22%	6%	20%	38%	4%	10%
 X	21%	8%	24%	39%	5%	3%
 Pinterest	19%	9%	41%	15%	2%	14%
 Snapchat	49%	9%	22%	10%	8%	3%
 Reddit	15%	12%	24%	42%	5%	2%
 Threads	31%	4%	22%	33%	5%	5%



TikTok trends in 2026

In the [2026 TikTok Next Trend Report](#), TikTok revealed three particular signals that our survey of global social media marketers echoed.

“

As technology becomes more accessible to everyone, the brands that stand out will be the ones that feel most human. For marketers building pipelines, communities, and customer relationships through platforms like HubSpot, the opportunity is clear: use technology to scale smarter, but rely on human insight to grow stronger.

 **TikTok**



01

TikTok shoppers want brands to keep it real.

In the AI-saturated, economically tricky climate, audiences have become more intentional about buying products from brands they trust or feel a human-level connection to.

Content fueled by honesty, realness, and relatability (which TikTok calls “Reali-Tea”) can outpace perfectly polished brand editorial.

When HubSpot asked social media marketers which types of content see the highest impact on TikTok, polished product content was still a priority — but some of their biggest wins relied on their teams to recognize, understand, and relate to target audiences on a human level.

1 in 5

see their highest returns from “Relatable and/or Behind-the-Scenes” content

30%

report high engagement from videos their audience would find “funny or humorous”



#Reali-TEA

#joblife

#lockedin

02

Brand discovery is changing

While some TikTok shoppers might open their app and search directly for a brand or product, many now discover products via “Curiosity Detours” where they start swiping into videos on one topic, branch into videos about another semi-related topic, and might then end up branching into video or ad about a product in that topic category.

As we’ve seen with Loop Marketing: Brands must evolve to meet prospects at any stage of the funnel — even when making content for just one platform.

SKINCARE
SUNDAYSCARIES



CURIOSITY DETOURS

HIDDEN GEMS
BOOKTOK

#OOTD



#POOLSIDE



03

TikTok content + data = optimal connection

When HubSpot asked social marketers to choose the top 3 TikTok tactics they're leveraging in 2026:

 **68%**

said in-feed ads

 **38%**

said they boost (or put paid) behind influencer videos (likely via TikTok's "Branded missions" feature)



This isn't surprising with the level of data and audience engagement TikTok's amassed.

The average TikTok user watches 75 short videos in the time it takes someone to watch a long-form video elsewhere. With each swipe, TikTok gathers more data than channels where longer-form reigns supreme.

As a result, TikTok's ad platform is able to connect brands to the right target audiences at the right time.

Here are just a few of TikTok's advertising options:

TopView

Appear once a day as users open their app for the first time

[71%](#) of users say TopView ads grab their attention

In-Feed

The fourth video users scroll to in their "For You" feed

In-Feed ads earn [23%](#) higher detail memory than TV ads

Branded missions

Turns top-performing user-generated videos into ads

[77%](#) of users like brand-created trends

Branded effects

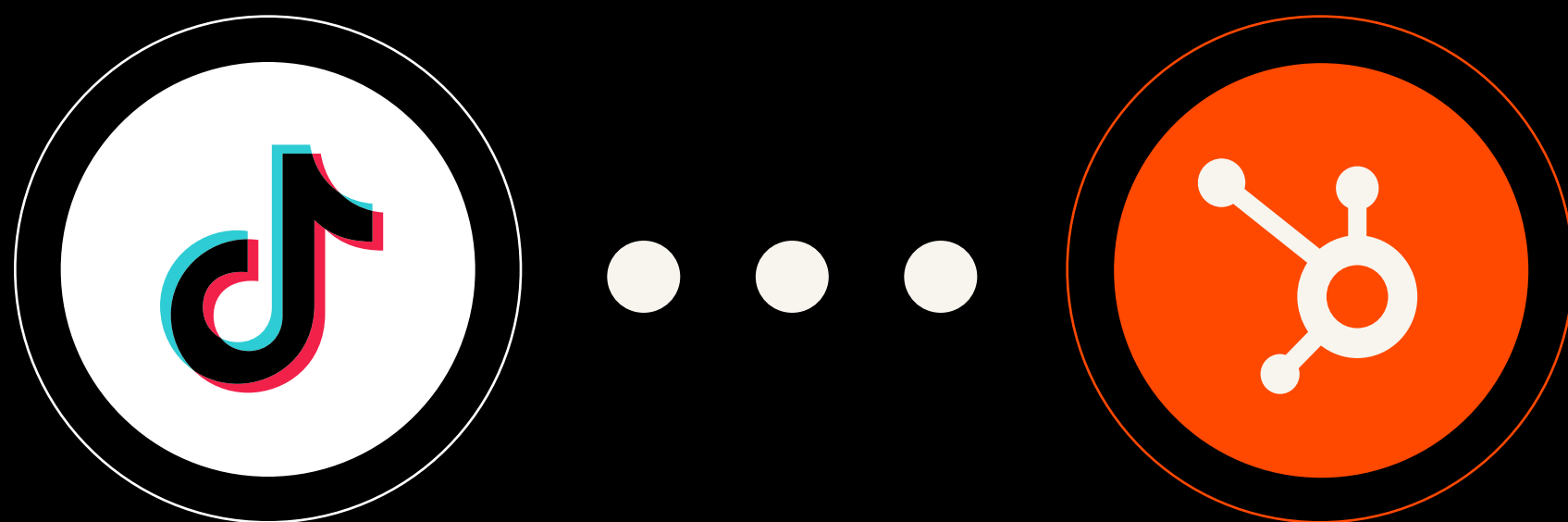
2D, 3D or AR stickers users can add into TikTok videos

Connecting TikTok with HubSpot opens up new marketing and advertising opportunities

When integrating TikTok's data with business context in your CRM, you can also target, deploy, and track impact with even more precision.

For example, HubSpot's [TikTok Ads integration](#) lets you connect TikTok ads with HubSpot, measure deployments with TikTok pixel capabilities, and collect leads or contacts in your CRM.

If you're one of the 45% of social media marketers who focuses on an organic TikTok strategy, you can also install [TikTok in HubSpot](#) to publish, schedule and reply to comments of TikTok posts — while also tracking TikTok performance against your other channels within HubSpot Analytics.



If you're prioritizing or only able to zone in on organic, here are some content strategies to test out based on data we gathered from our global survey:

Videos under 2 minutes

73% of TikTok marketers say videos with this length drive more engagement than others

Influencer marketing

61% of social media marketers leverage TikTok influencers in their campaigns

Product content

While most TikTok marketers publish it, 25% of them say it's their "highest" engagement driver

Save these social takeaways

Build for discovery

The algorithm's job is discovery, so [optimize for social search intent](#). Write captions, scripts, and on-screen text the way people actually search on TikTok and Instagram.

[Social listening tools](#) can help you understand how consumers talk about not just your brand and product, but other brands and products in your category.

On TikTok, lead with paid

[TikTok ads](#) help build your reach: Guess' [brand takeover](#), which included a hashtag challenge and in-feed ads, generated 10M video views, and 12K new followers.

[Organic TikTok content](#) matters, too. For example, a Duolingo campaign that featured the brand's owl mascot explaining popular TikTok hashtags generated 90M views and 1400% follower growth.



Get in the Loop

Use the Amplify stage of Loop Marketing to [remix your top-performing content](#) into platform-native formats. Let's say you're a jewelry company that specializes in engagement rings, and one of your highest-traffic pages is a guide to selecting the right diamond. Turn this content into an image carousel, and vertical videos showcasing different diamond cuts, walking through the 4Cs with a real gem, and more. AI tools like [HubSpot's Marketing Studio](#) and [video clip search agent](#) automate the production and splicing of promotional assets at scale.



AI TRENDS

AI has raised the bar for social marketers

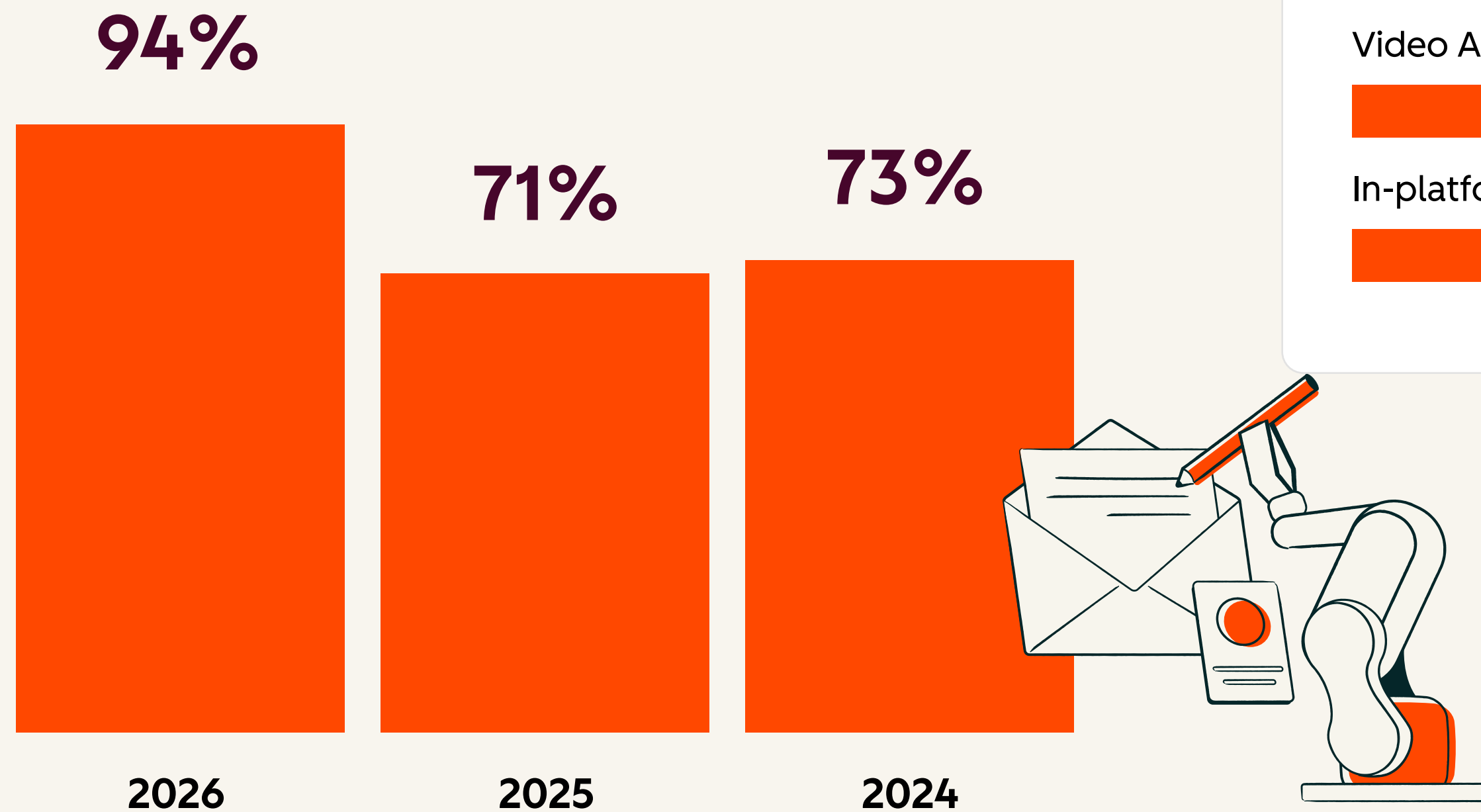
Nearly all marketers use AI to work more efficiently



Agentic AI is this year's generative AI

The overwhelming majority (94%) of social media marketers use AI in their workflows, a 32% increase from 2025.

How AI use has changed over time



What AI tools marketers use

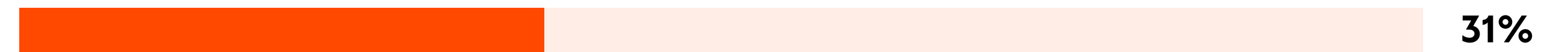
Chatbots



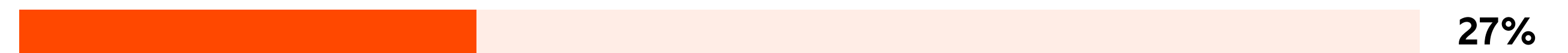
Agents



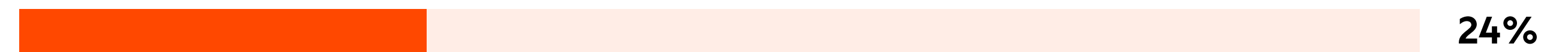
Visual AI



Video AI



In-platform AI tools



Marketers have consolidated around conversational AI (ChatGPT, Gemini, Claude). Last year, visual AI tools like Midjourney and Adobe Firefly were the most popular category (53%), edging out chatbots (52%).

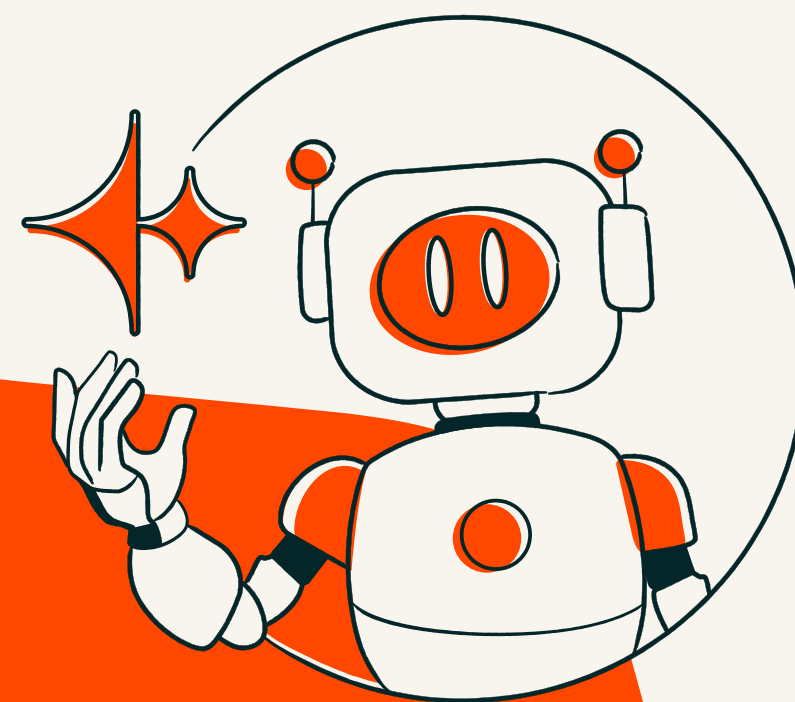
Visual AI adoption has dropped 42% year-over-year while chatbot adoption has grown 37%, suggesting that the novelty of standalone image and video generators has worn off. 68% of marketers use ChatGPT, but 47% also use Google Gemini, 18% use Claude, and 5% use other tools. This suggests that marketers use different chatbots for different functions, and don't rely on a single tool.



Paradoxically, agentic AI adoption has dropped as agents have become more powerful

50% of marketers used AI assistants like HubSpot Breeze, Salesforce Agentforce, Lindy, and [Agent.ai](#) last year, but that proportion dropped to 32% this year. Deloitte's [2026 State of AI report](#) predicts 3X growth in agentic AI in the next two years.

This gap represents a huge opportunity for social marketers — AI agents can analyze audience sentiment, create synthetic audiences to test messaging, vet micro-influencers, and more. Assistive and generative AI are an important part of any marketer's arsenal, but agentic AI can level up your operating system and help you keep your social team lean.



“

GTM leaders are entering our context era. While most companies might look to automate for volume, the context and human in the loop will be the core differentiation of the quality of output. Each creator, brand and agent will do their best when they have as much clarity and context as possible.



Dréa Hudson

Audience Development Strategist

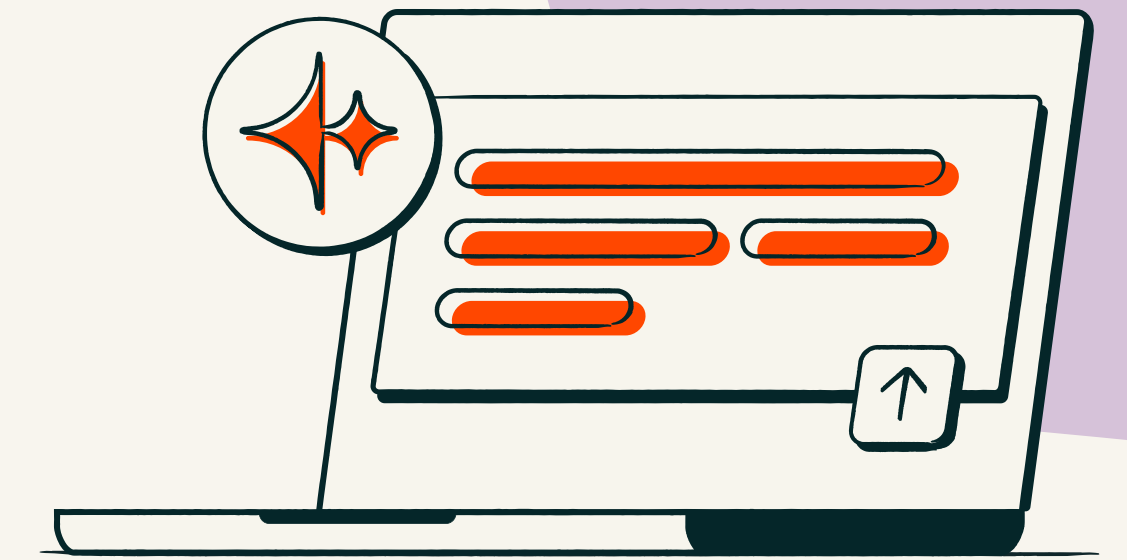


What social marketers actually use AI for

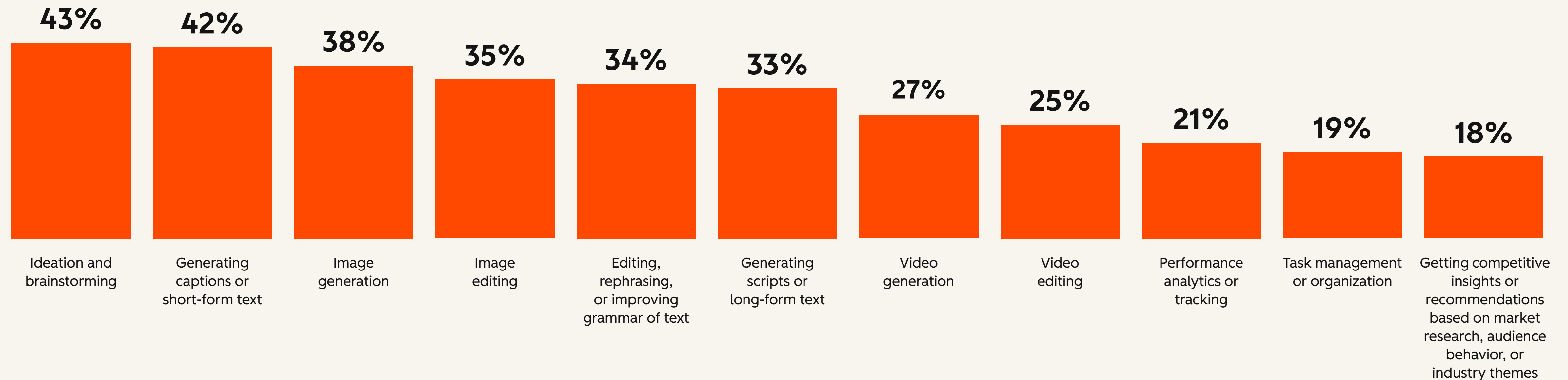
AI-generated short-form video was the top use case (56%) in 2025, followed by image generation (53%).

This year, ideation and brainstorming tops the list. Marketers are using AI more for pre-production thinking, complementing their creativity rather than replacing it.

The underutilized opportunity? Only 14% of marketers use AI for social listening and trend monitoring, and only 10% for brand voice and alignment auditing. These are high-leverage use cases where AI can automate typically manual and slow processes.



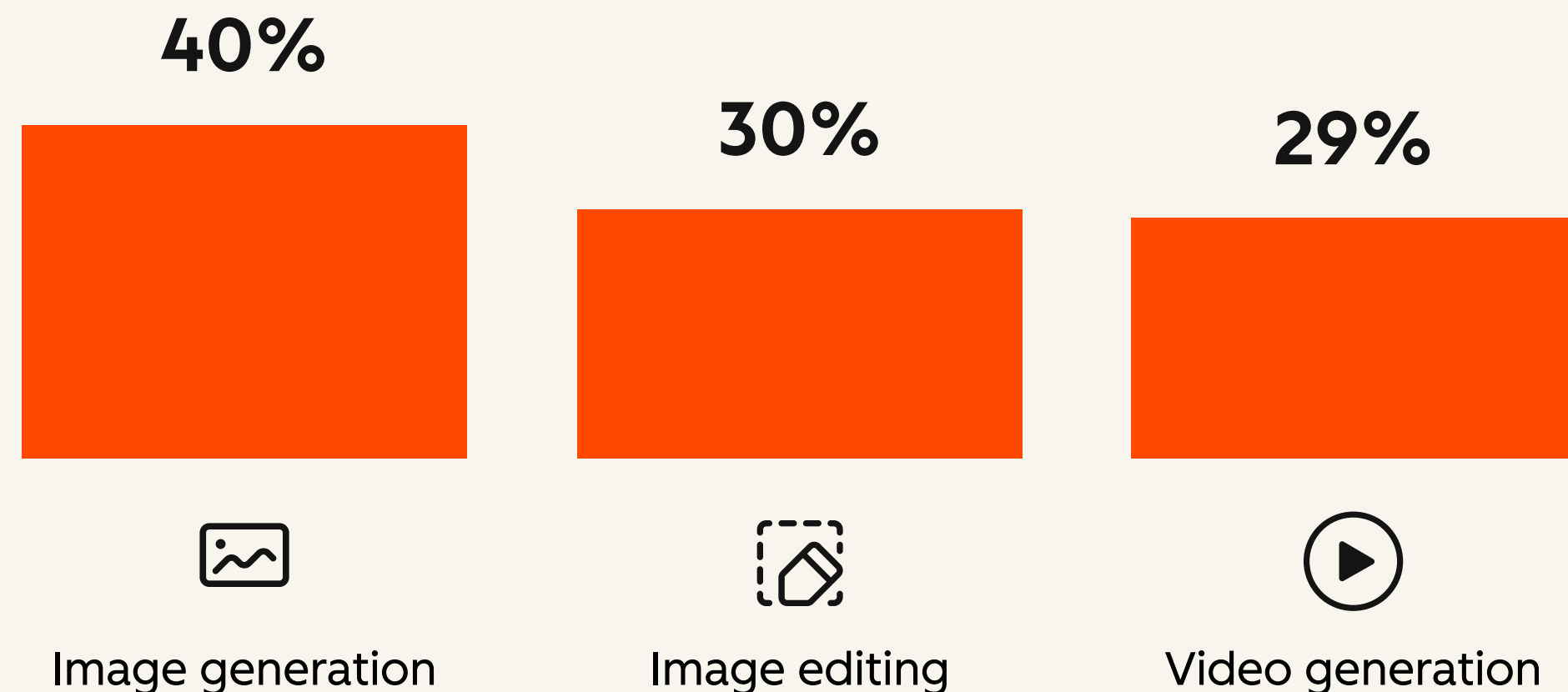
What do you use AI for in your social media role?



Where AI is letting social marketers down

Whether it's an agent that pulls a weekly report showing which posts have taken off and how audiences are responding to them, an AI-powered alert system that notifies you when a campaign's engagement starts flagging, or a tool that remixes existing brand assets into various formats for different social channels, AI's true power lies in automating manual work and generating strategy-shaping insights more quickly than a human could. So it's no surprise that marketers struggle with AI when it comes to use cases that attempt to replace the marketer's creativity.

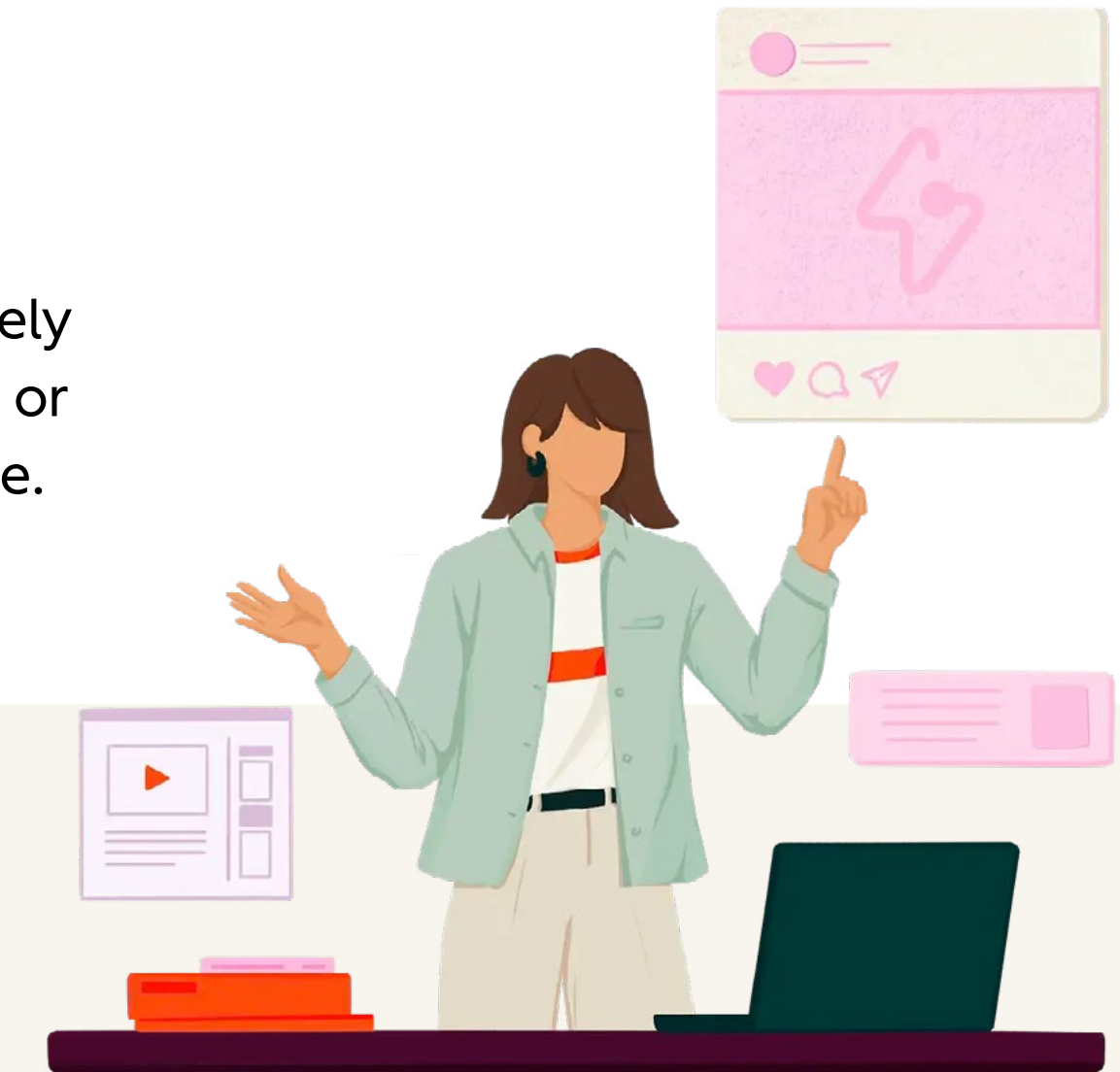
Marketers say AI falls short in...



Authenticity is the invisible gap:

16%

of marketers cite
“implementing AI effectively
without sacrificing quality or
trust” as a top AI challenge.

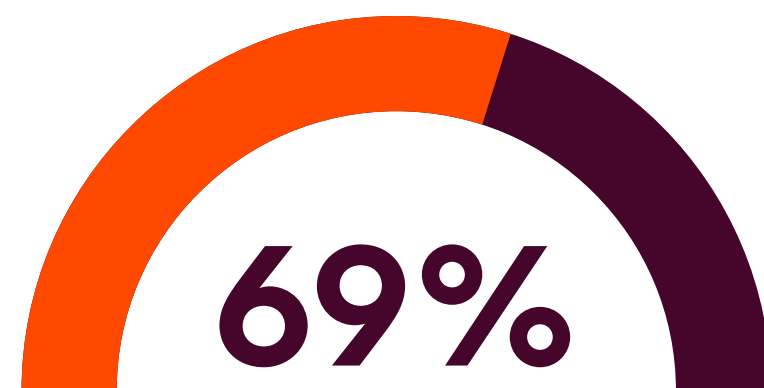


The question then becomes, *How can we use AI but stay credible and real?* AI can generate content quickly, but it can't replicate a brand's real voice, a creator's personality, or a moment of cultural relevance. These factors depend on a brand's unique point of view and marketers' good taste, things that shouldn't be handed off to AI.



Marketers believe AI's best days are ahead

Social marketers are optimistic about the future of AI. Over 70% agree AI will be a critical content creation and strategic planning tool, and important to overall social media strategy in 2026. 75% say it will enable them to create more content or campaigns this year compared to last. As standing out in the feed becomes more competitive, AI will help marketers move faster, learn faster, and improve faster.



of marketers say AI has positively impacted the workdays of human social media marketers



Save these social takeaways

✦ Audit your AI use cases

Invest in [AI to help you work smarter](#)

- **Competitive intelligence:** AI can summarize what your competitors post about and even what influencers they work with.
- **Trend monitoring:** Learn what your customers care about and how they talk about your brand.
- **Performance analysis:** AI can analyze engagement and sentiment, and generate insights into why social posts did or didn't work.

🔄 Build a hybrid workflow

Create a workflow with clear delineation between tasks for [AI agents](#) and tasks for your human team.

For example, AI could generate a suggested social calendar for the next week. A human would review the proposal and decide what content to post. AI could draft text posts or captions for video, and a human could edit and approve for brand voice.



Get in the Loop

Use the Evolve stage to set up AI-assisted performance monitoring, so you're acting on insights in real time. Let's say you work at a commercial construction company that's just launched a new workplace refresh service. In the first few days, your monitoring tools report that the top-performing videos are a before-and-after video from a recent project and posts from a microinfluencer. You decide to reallocate your budget to the microinfluencer for a series of videos featuring more workplace walk-throughs, which take off.



COMMUNITY + CREATORS

Community is back (but it never really left)

Community is a competitive differentiator,
and smaller creators may drive bigger results



When your audience is talking, are you in the room?

Buyers now turn to their peers as trusted sources for unfiltered information.

The most popular community platform used by marketers:

Facebook Groups 54%

LinkedIn Groups 39%

Reddit 21%

Regardless of the platform, consumers increasingly trust each other more than they trust you.

That means community is more important than ever. Helping customers connect with each other fosters a greater sense of trust — and if done right, creates a group of ready-made promoters for your brand. Companies that engage with their audience show that they're invested in what their customers think, instead of just pushing content onto them. This sense of connection will only matter more as the market is flooded with generic AI content — 1,000 engaged customers who are excited to share your brand's news will always be more valuable than 100,000 who have tuned you out in the feed and immediately scroll by.

The most popular community tactics

54%



Replies and comment engagement

45%



Direct messages

36%



Groups or servers



66%

of marketers believe community-building is important to their social strategy

73%

of marketers believe community and trust will matter more than reach in the future



When it comes to influencer marketing, prioritize quality over quantity

60%

of marketers expect to increase influencer investment in 2026

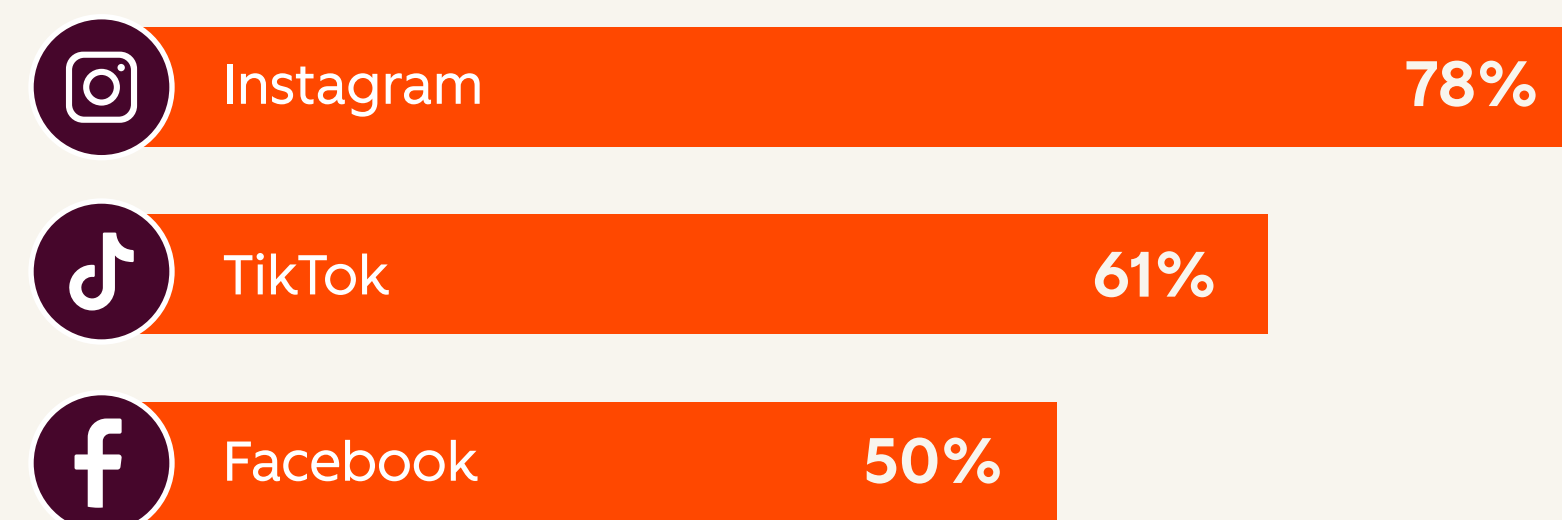
67%

currently work with or plan to work with influencers



Influencer marketing allows brands to tap into already engaged, already trusting new communities. Social teams most often work with mid-tier influencers with 100K to 499K followers (47%) and micro influencers with 10K to 99K followers (45%). Unsurprisingly, these influencer tiers are also the best-performing. Creators with relatively smaller communities tend to be at an earlier stage of their growth, often with a narrower content focus, and therefore with an audience that will be more interested in a product that lines up with that focus.

The top platforms for influencer marketing are:



And creator marketing isn't just a B2C tactic — 21% of companies work with LinkedIn influencers, a smaller but still significant share of investment.

Brand's top goals:



Brands work with creators across the full funnel. When selecting creators, brands prioritize content quality, engagement rate, and authenticity.

Follower count ranks fourth, showing that reach matters, but more often brands are paying for intangible factors like the trust and authority that creators have built with their communities.



Save these social takeaways

🔍 Prioritize mid-tier creators

Maximize the ROI of your [influencer marketing](#) budget by working with mid-tier influencers with 100K to 499K followers.

To [pick the right creators](#), find the ones who align with your brand. Does their audience closely resemble your target customer? Do they have credibility and trust with their audience? Use AI to generate reports on a creator's audience, comment sentiment, and typical focus.

🔍 Treat engagement and community as leading indicators

Strong, [successful communities](#) will drive revenue in the long run if you prioritize engagement today. Aim for steady, consistent growth month-over-month, and high-quality engagement.

To [measure influencer marketing success](#), look for positive sentiment and substantive posts. Someone sharing how they used your product and what problem it solved is gold.



Get in the Loop

Use creator content as raw material for the Amplify stage in Loop Marketing. A great creator video can be repurposed into social ads, organic posts, email embeds, and more. Sharing creator content in channels beyond branded social feeds, such as your social-based communities, creates a virtuous feedback loop and drives more engagement for both you and the creators you work with.



2026 SOCIAL PLAYBOOK

The loop never stops, here’s how to run it

LOOP STAGE	WHAT THE DATA SAYS	YOUR SOCIAL PLAY	RESOURCES		
Express	Brand awareness is the #1 goal, and authenticity beats production quality	Define your brand voice before you post anything	➤ Why your brand voice matters more than ever	➤ Our guide to crafting your brand voice	Try AI Brand Voice to create content that embodies your brand
Tailor	Community trust matters more than reach, and audiences want to feel seen	Use AI + CRM data to personalize social content by segment and platform	➤ Explore use cases for AI personalization	➤ Our guide to AI-powered content personalization	Try AI-powered segmentation to activate high-value audiences
Amplify	Video dominates every major platform, and TikTok Ads outperform organic	Remix content into platform-native formats and invest in paid where it counts	➤ The most effective types of content for each channel [research]	➤ Our guide to multi-channel content distribution	Try Content Remix to repurpose content with one click
Evolve	69% are under pressure to prove ROI, and most audit quarterly	Build a real-time social dashboard and let AI surface insights faster	➤ Learn the social media metrics that matter	➤ Our guide to AI reporting	Try ChatGPT Deep Research Connector to uncover patterns, insights, and optimization opportunities





Connect with the people who matter most.

HubSpot's social media management software saves time and helps you prioritize your social interactions. Run all your social media campaigns from one central location, never miss a mention, and attribute business value to social media.



Build and publish campaigns with ease.

Use HubSpot's AI-powered social post generator (beta) to quickly draft and publish content directly.



Monitor social mentions.

Use AI insights to track sentiment and protect your brand reputation from your inbox (beta).



Report on social media marketing ROI.

Out-of-the-box social reports compare the performance of different platforms, campaigns, and publishing times.

[Get a demo](#)

[Start a 14-day free trial](#)





Convert TikTok audiences into customers

Connect TikTok ads directly to HubSpot to track TikTok campaigns, measure real results, and track engaged customers into your pipeline without leaving your CRM. No extra tools, no manual setup, just clearer results. Sign up and get a limited-time TikTok ads credit for up to 30 days after registration. Terms and conditions apply.

01

Native TikTok ads inside HubSpot

Create a new TikTok ads account or connect an existing one directly from HubSpot.

02

Track performance of your TikTok campaigns

Easily configure the TikTok pixel anywhere your HubSpot tracking code is already running.

03

Use your CRM data for better targeting

Turn your HubSpot contact lists into TikTok custom audiences and retarget people who already know your brand.

[Learn more](#)

[Add the integration](#)



Optimize and grow even more with TikTok

Whether you're a seasoned TikTok advertiser or a small brand launching its first TikTok videos, connecting TikTok within HubSpot Social can help you build or optimize your next content strategy.

- **No budget? No problem.** Manage, schedule, publish and refine your TikTok content from HubSpot
- **Get social.** Comment and reply to your audiences
- **Easily prove the ROI.** Track TikTok against other social accounts that you've also link HubSpot Social

[Install TikTok by visiting the marketplace page](#)





Methodology

HubSpot conducted a survey in **February 2026** with a total of 1,007 marketers across North America, Europe, Asia, and Australia across industries to gain these data points.

Created in collaboration with Datalily.
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