



Turning Social Media into a Revenue Stream During Economic Slowdowns



by Maryam Golabgir

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Hello. I'm Maruam



Hi, I'm Maryam Golabgir, the founder and Chief Amazement Officer of Digital Marketing Experts. I'm passionate about helping businesses grow through innovative, sustainable digital strategies that deliver real results.

My background blends creativity with technical expertise—I'm a digital marketer, programmer, and website strategist. Over the years, I've developed deep experience in social media marketing, website development, search engine optimization, paid advertising, and video/mobile marketing. I believe that a successful digital strategy requires not just vision, but also data-driven insights to guide every decision. My mission is to help small and medium-sized businesses compete, thrive, and stand out in today's fast-moving digital world.

You can learn more about our work at www.digitalmarketingexperts.ca or connect with me on [LinkedIn](#)

Maryam Golabgir
Chief Amazement Officer



2025 Social Media Trends



Social Commerce Becomes Mainstream

- Platforms like TikTok Shop, Instagram Checkout, and YouTube Shopping are transforming social feeds into storefronts.
- SMBs can now list products directly within platforms—cutting friction and boosting impulse buys.
- In the U.S., TikTok Shop now integrates with Shopify and BigCommerce, making it easy for SMBs to sync their inventory.



AI-Powered Ad Targeting Without Cookies

- With third-party cookies gone, social platforms lean heavily on AI-based predictive targeting.
- Meta Advantage+ campaigns in 2025 automatically adjust creatives, placements, and budgets in real-time.
- Even with smaller budgets, AI allows you to get the same reach once reserved for enterprise players.

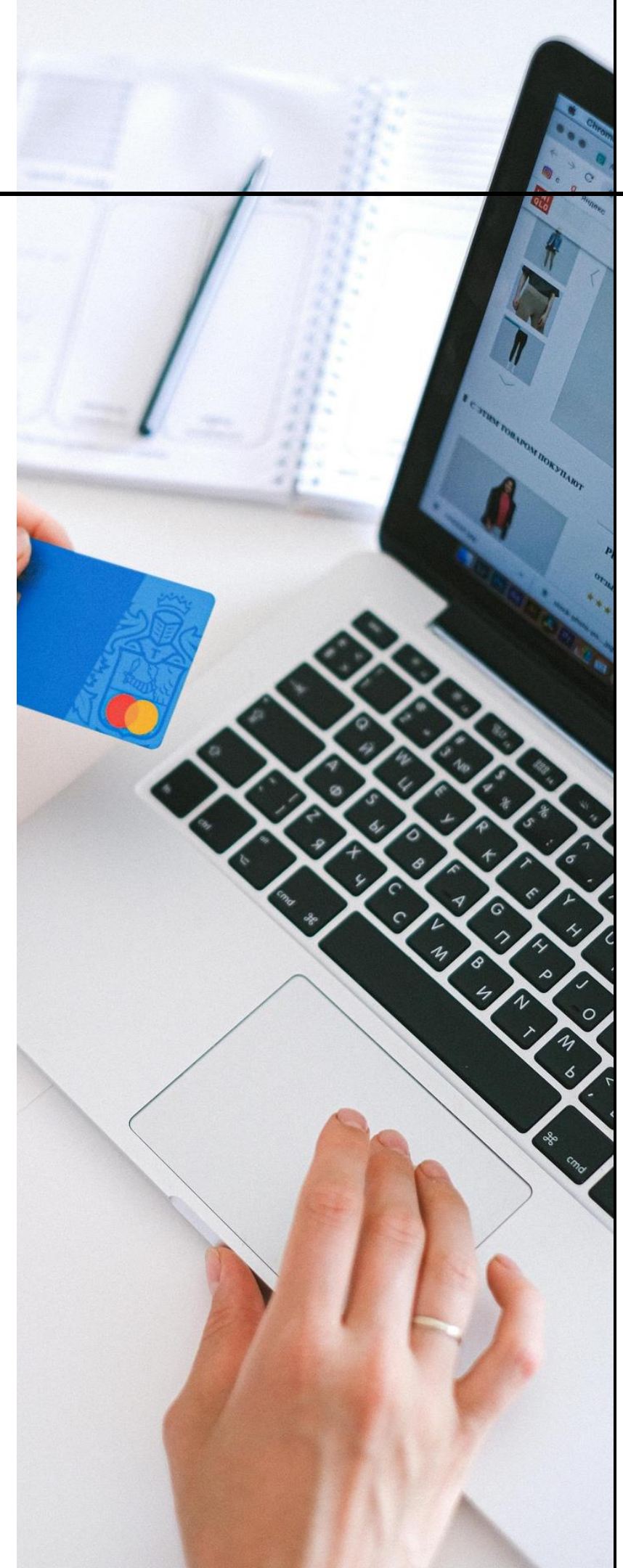


Rise of Short-Form and Micro-Communities

- Attention spans are shorter; 15–30 second videos dominate.
- Niche groups (Discords, Facebook Groups, SubReddits) drive buying decisions.
- Create short, vertical videos that showcase product use-cases and foster conversations in smaller, loyal communities.

Step-by-Step Framework for SMBs

- ✓ **Step 1: Audit Your Social Presence**
- ✓ **Step 2: Layer Organic and Paid Content**
- ✓ **Step 3: Use Social Commerce Features**
- ✓ **Step 4: Build Revenue Around Short-Form Video**
- ✓ **Step 5: Engage Through Micro-Communities**
- ✓ **Step 6: Repurpose UGC for Paid Ads**
- ✓ **Step 7: Measure and Optimize**



Step 1: Audit Your Social Presence

- Look at which platforms your audience actually uses.
- Use analytics tools (Meta Insights, TikTok Analytics, or Hootsuite AI reports).
- Don't spread yourself thin across five platforms. Master one or two where your buyers are most active."

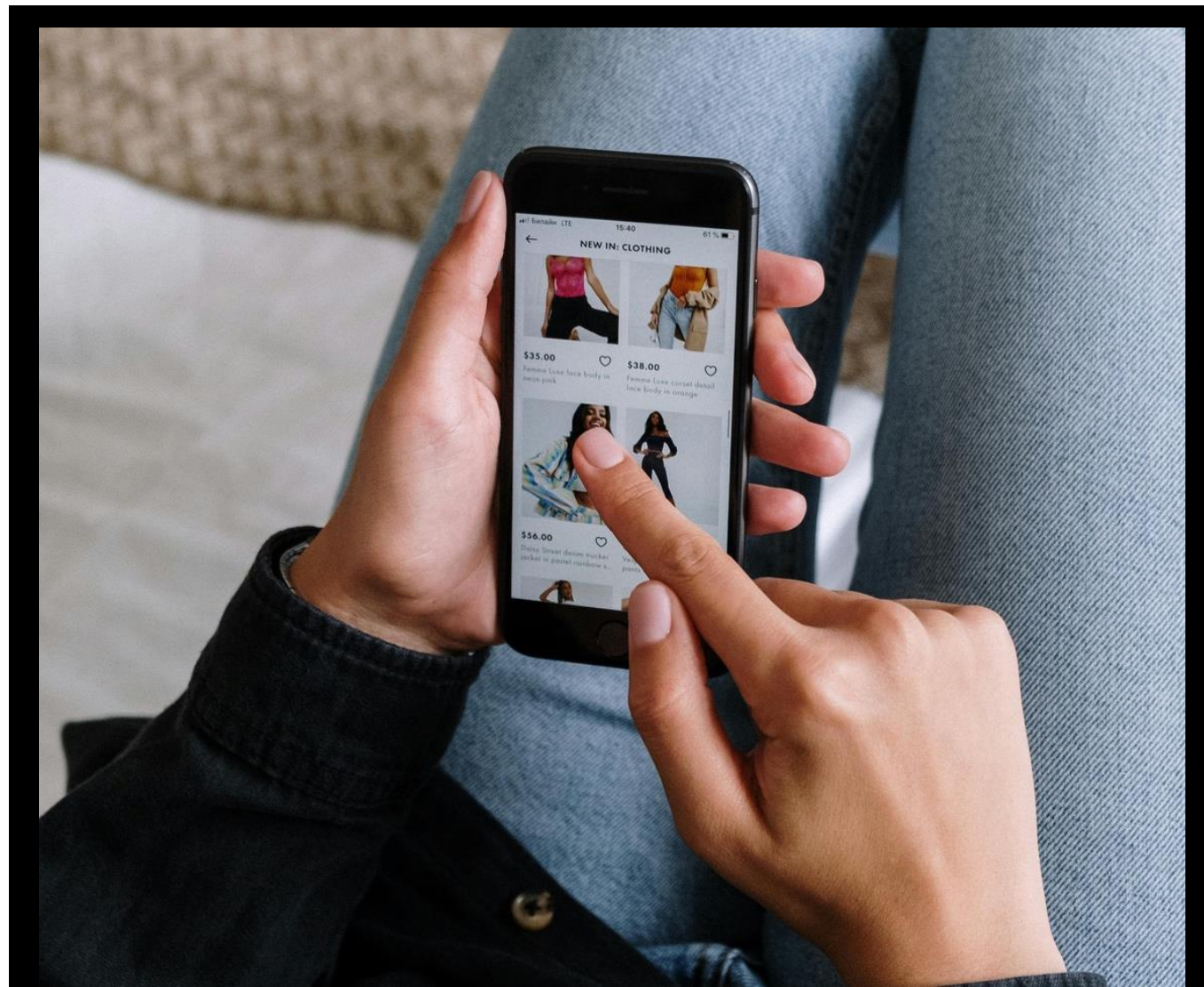


Step 2: Layer Organic and Paid Content

- **Organic:** Share authentic behind-the-scenes videos, customer testimonials, before/after.
- **Paid:** Use small test budgets (\$10–\$20/day) with AI-driven campaigns like Meta Advantage+.
- Think of organic content as the trust builder and paid as the amplifier.



Step 3: Use Social Commerce Features



- Add Shop tabs on Facebook, Instagram, and TikTok.
- Enable one-click checkout for less friction.
- Example: A boutique can tag products in reels so viewers purchase without leaving the app.
- The fewer clicks to checkout, the higher your sales conversion.

Step 4: Build Revenue Around Short-Form Video

- Repurpose 15-second clips into multiple platforms.
- Use AI tools like Pictory or Opus Clip to automate video editing.
- Short-form video isn't optional in 2025—it's the fastest way to drive sales.



"It's not just a fleeting trend: it's a powerful testament to changing consumer behaviors and the effectiveness of concise, engaging content."

Don Dodds, founder
at M16 Marketing

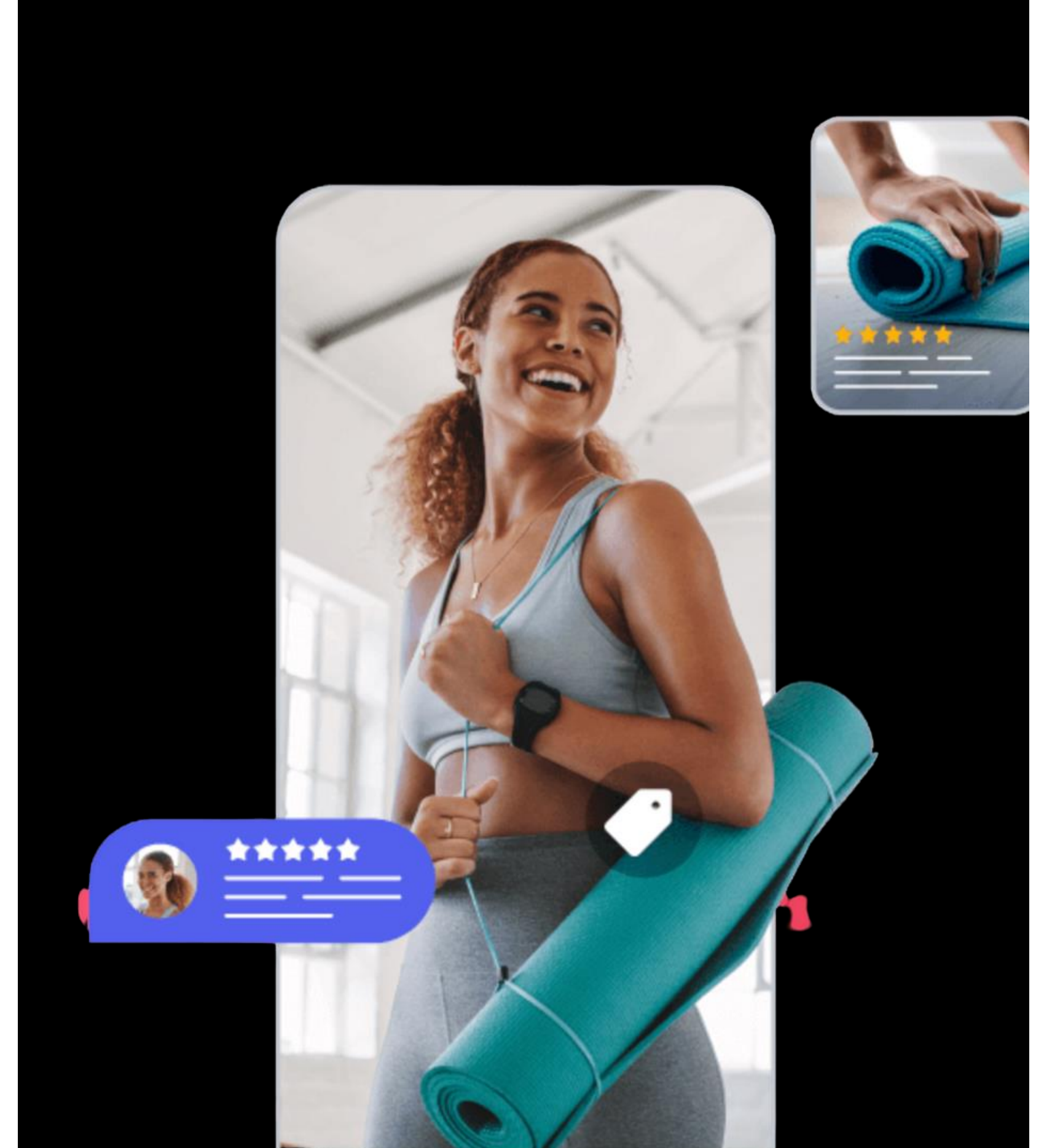
Step 5: Engage Through Micro-Communities



- Start or participate in niche groups (local Facebook groups, Reddit threads, Discord servers).
- Share helpful advice instead of just promoting.
- During a downturn, trust-based micro-communities outperform broad reach.

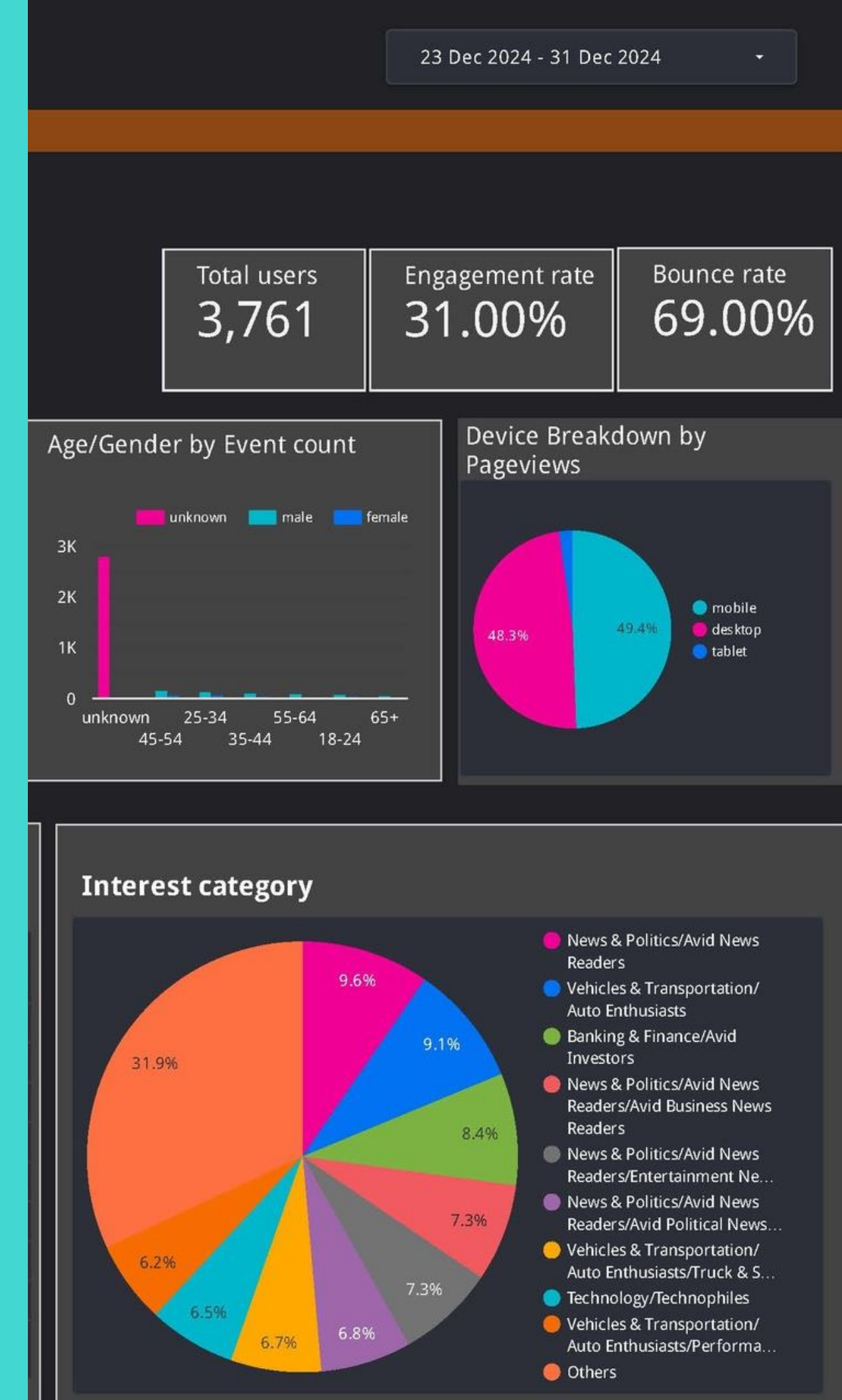
Step 6: Repurpose UGC for Paid Ads

- Run contests or offer small discounts for customer-created content.
- Use these real testimonials in ad campaigns.
- UGC reduces ad costs and improves authenticity—customers sell better than brands.



Step 7: Measure and Optimize

- ✓ Use in-platform sales tracking dashboards
- ✓ Monitor KPIs: CTR (click-through rate), ROAS (return on ad spend), CAC (customer acquisition cost).
- ✓ Adjust campaigns weekly, not monthly.
- ✓ In 2025, SMBs can access enterprise-level reporting for free—leverage it.



Case Study

A small skincare brand in Toronto struggled during the 2024 economic slowdown. Traditional ads on Google were too expensive, so they pivoted to TikTok Shop.

They invested just \$500/month in short-form videos showing their founders testing products on camera. Instead of paying influencers, they encouraged real customers to post reviews in exchange for discount codes.

Using TikTok's AI-driven campaign optimization, they saw a 6x return on ad spend within three months.

Notice they didn't rely on expensive celebrity endorsements or high production value. Authenticity, short-form video, and shoppable features did the heavy lifting.



To Recap

- Focus on the right platforms, not all platforms.
- Combine authentic organic storytelling with AI-powered paid campaigns.
- Use shoppable features to reduce friction.
- Repurpose UGC and short-form content to keep costs low.



Any Questions?