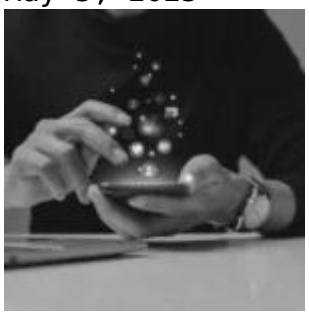
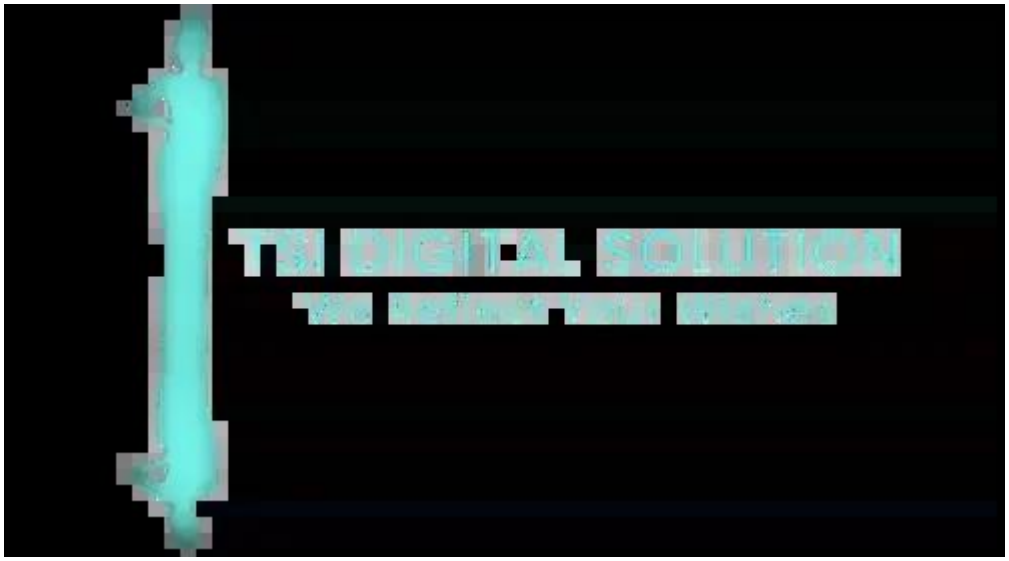
The Rise of Social Media as a Search Engine

Category: SMM Blog
May 5, 2025





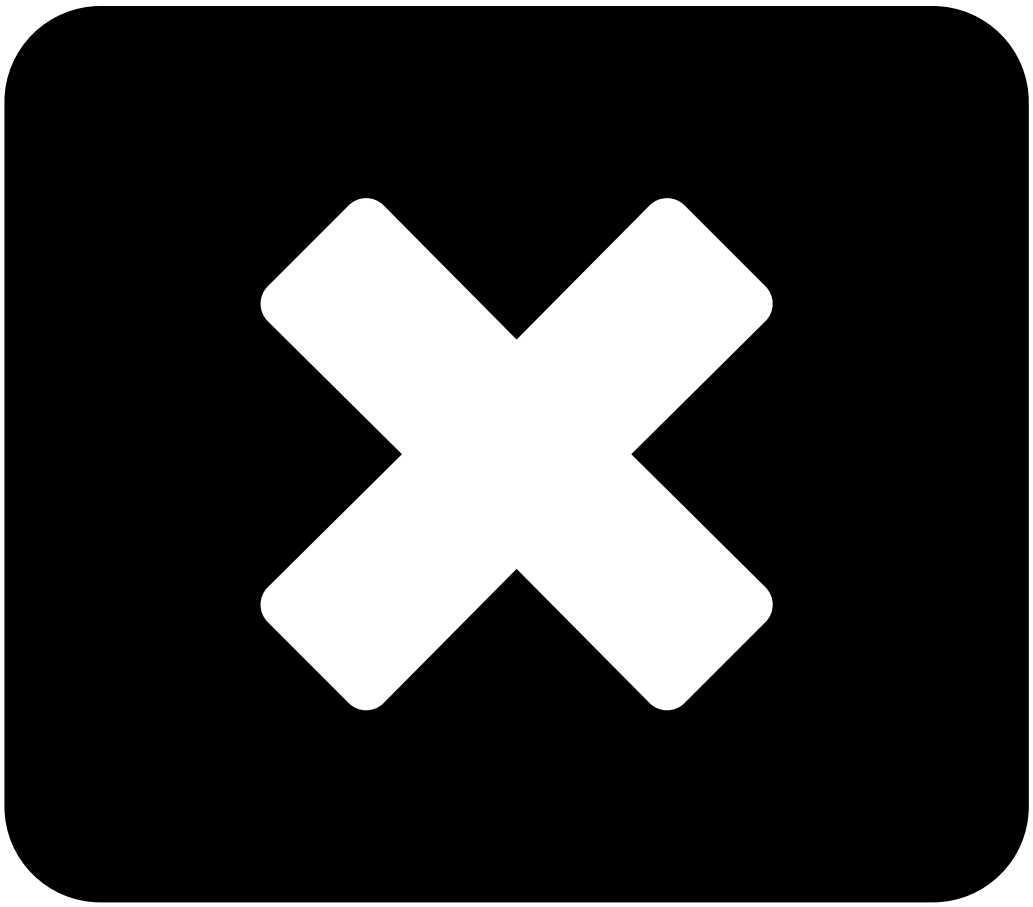
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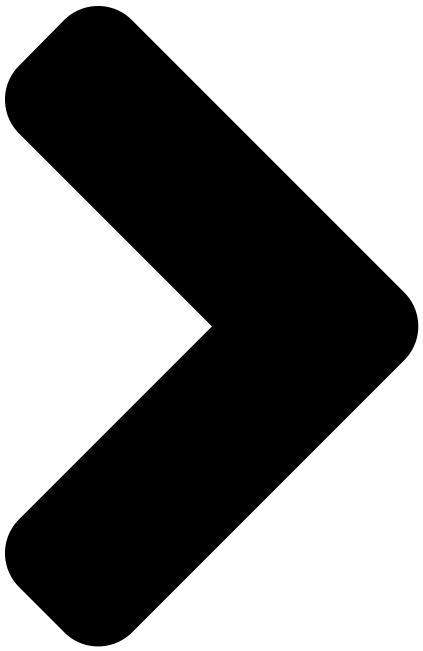






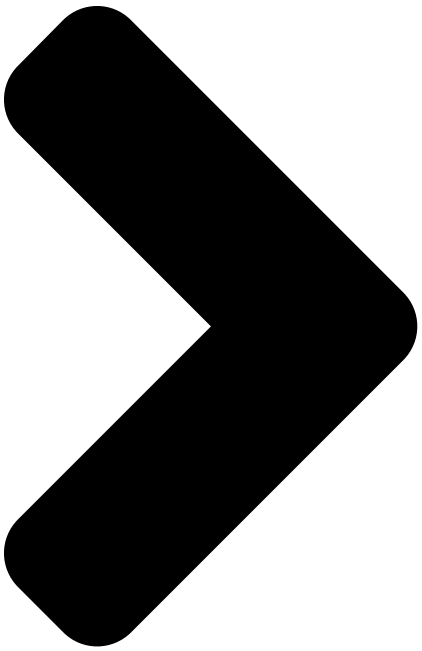


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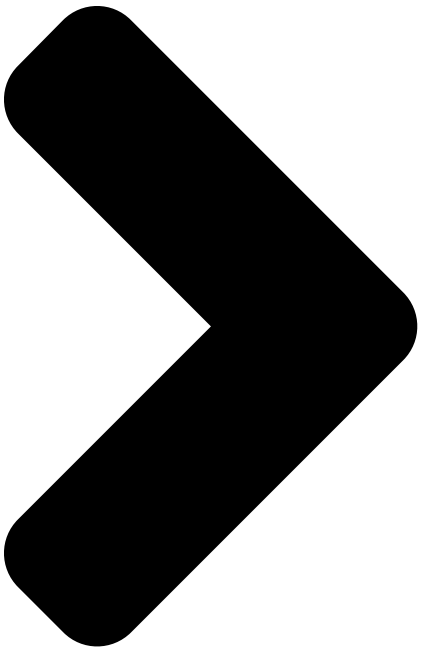


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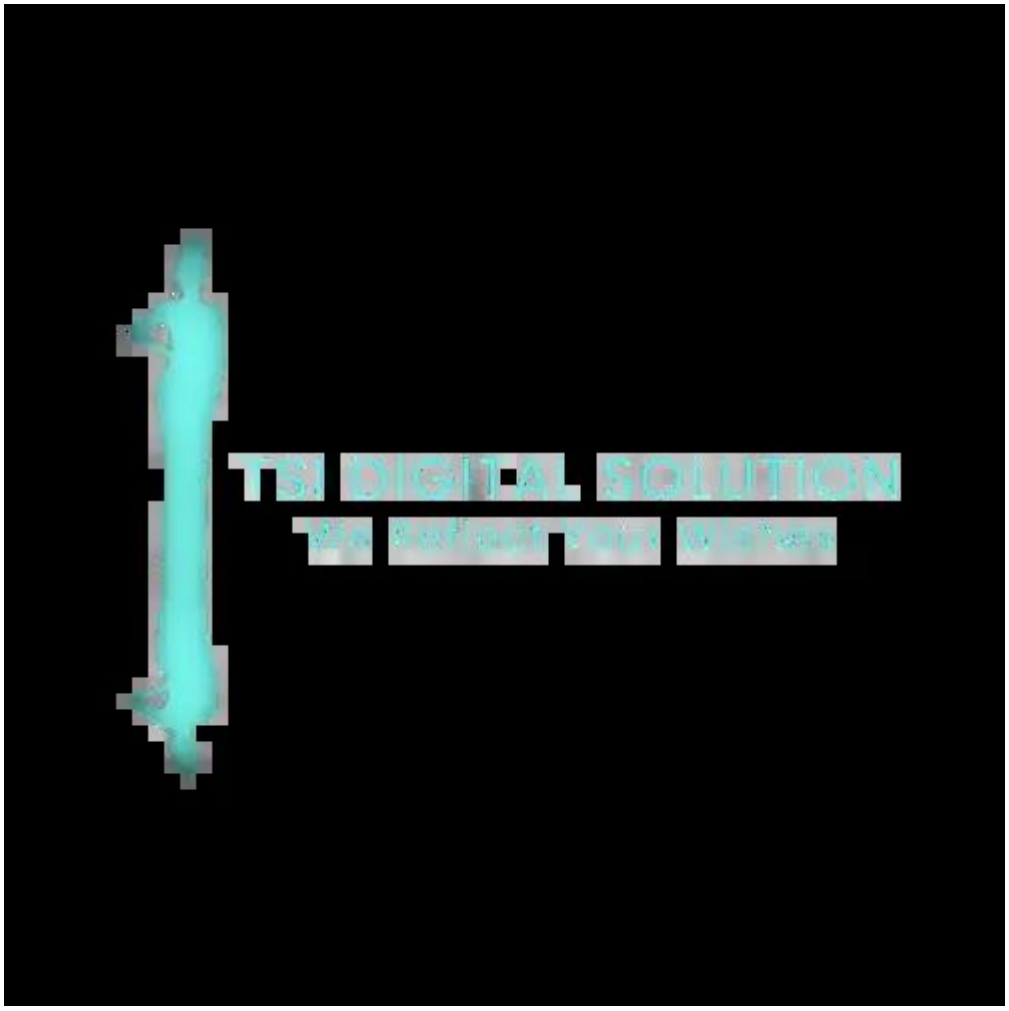
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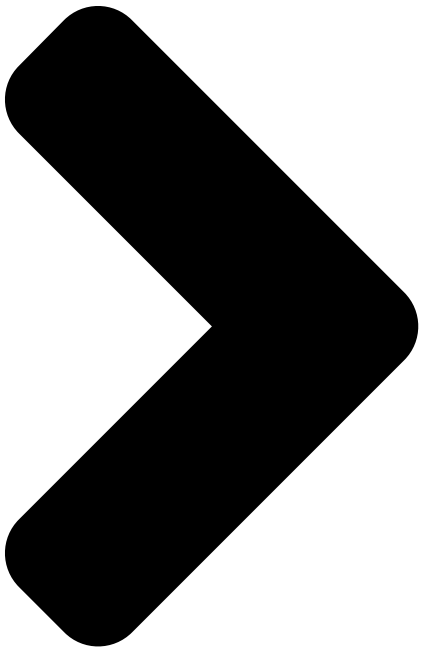


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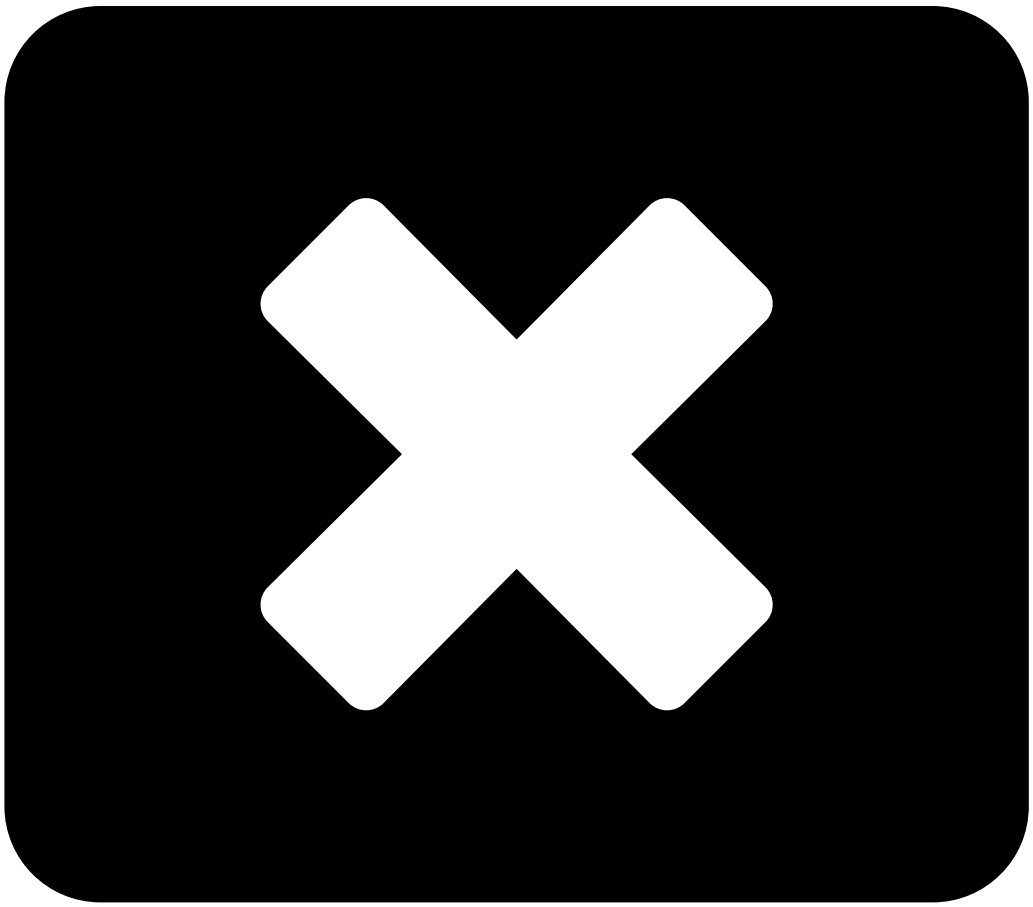
What we have realized


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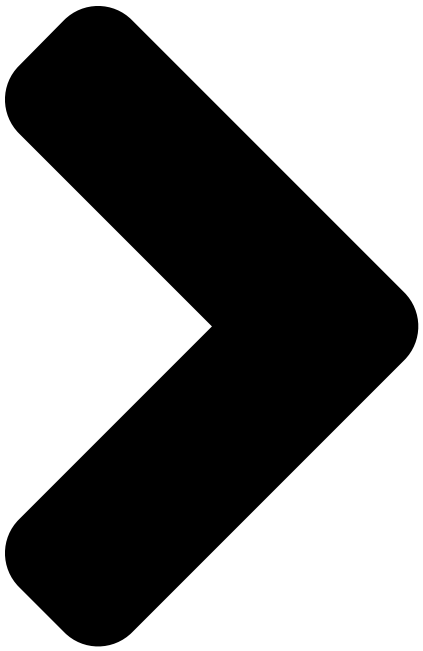


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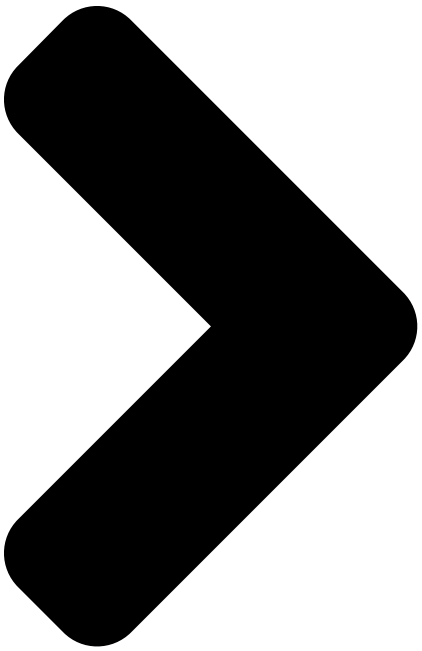


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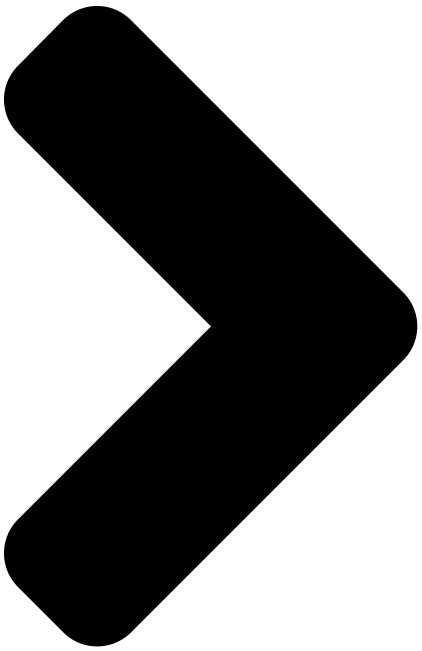


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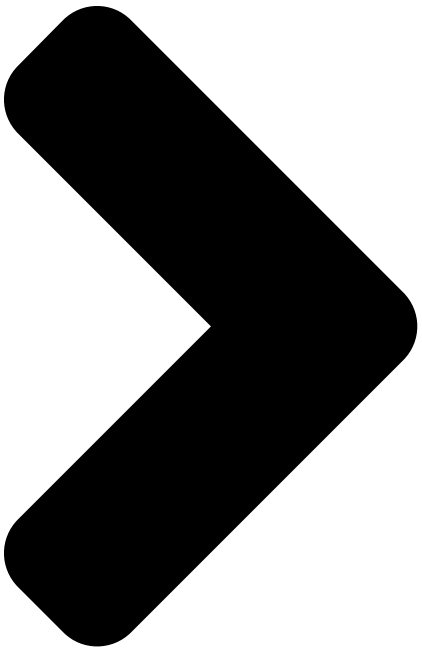
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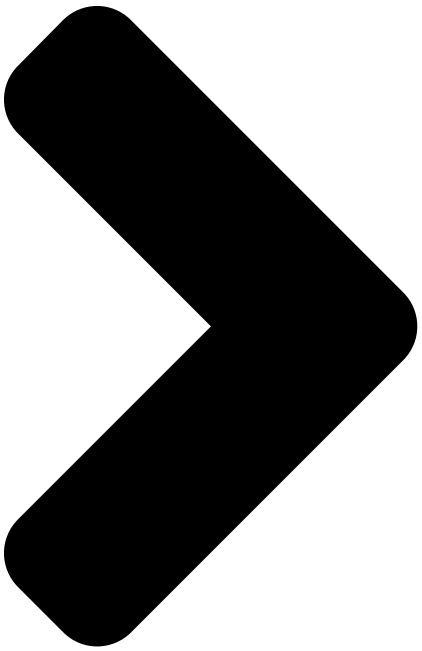
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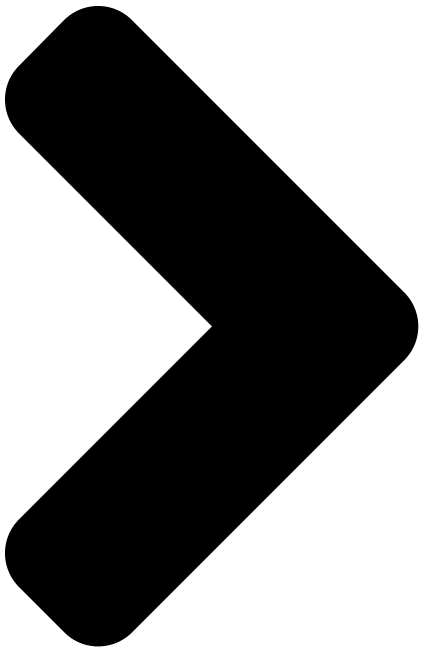
- Hosting



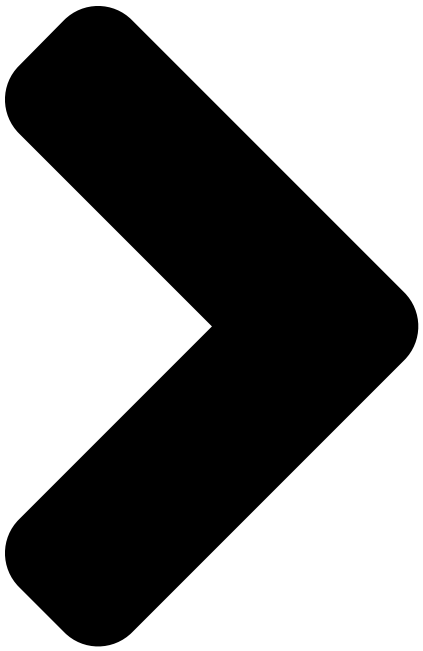
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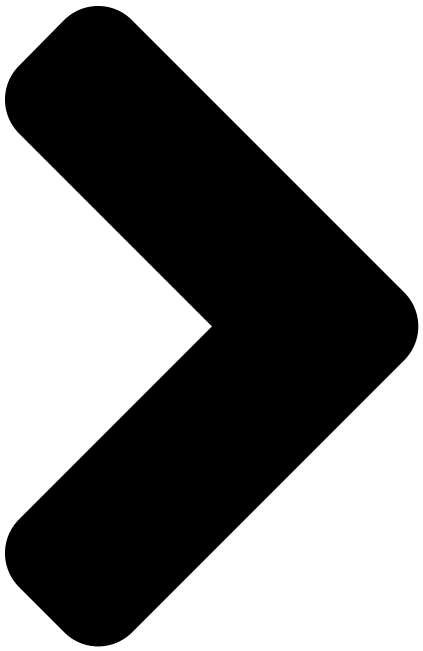
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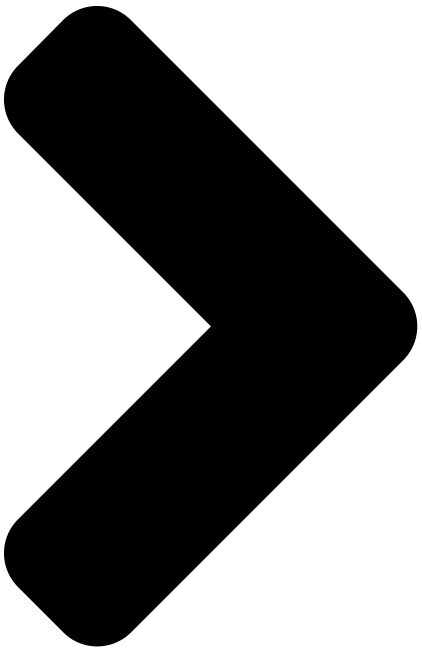
AI Agents



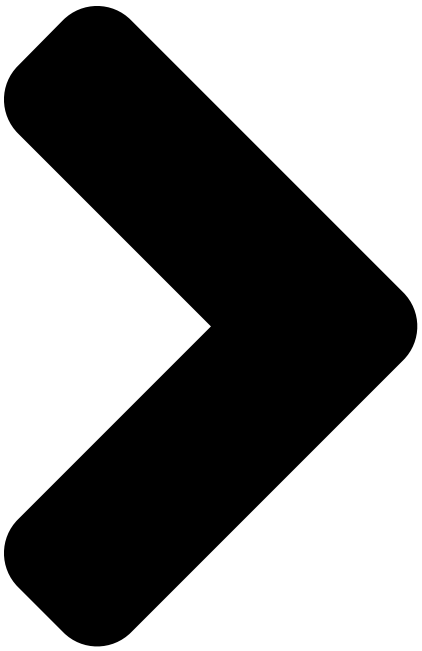
e-Commerce



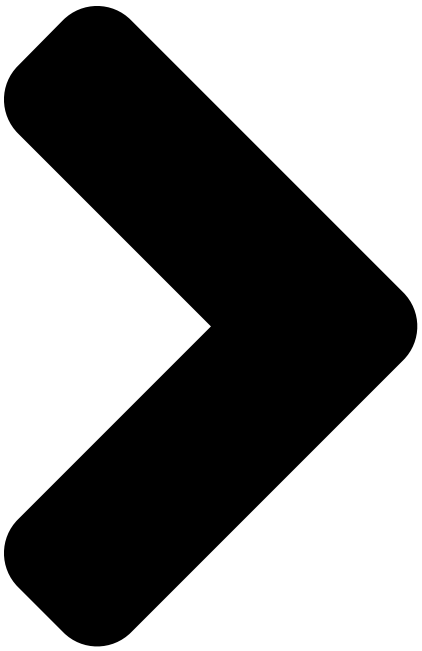
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

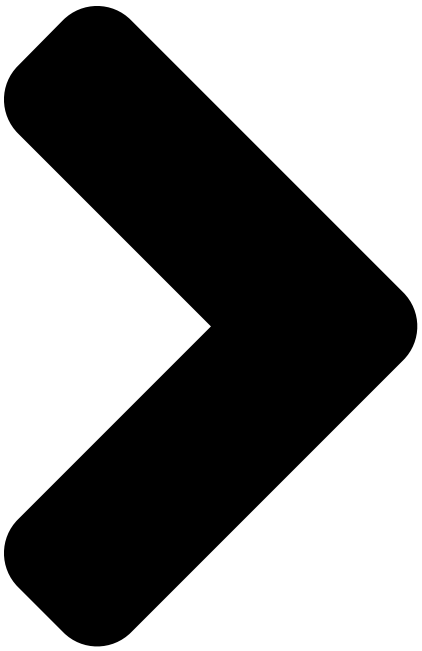
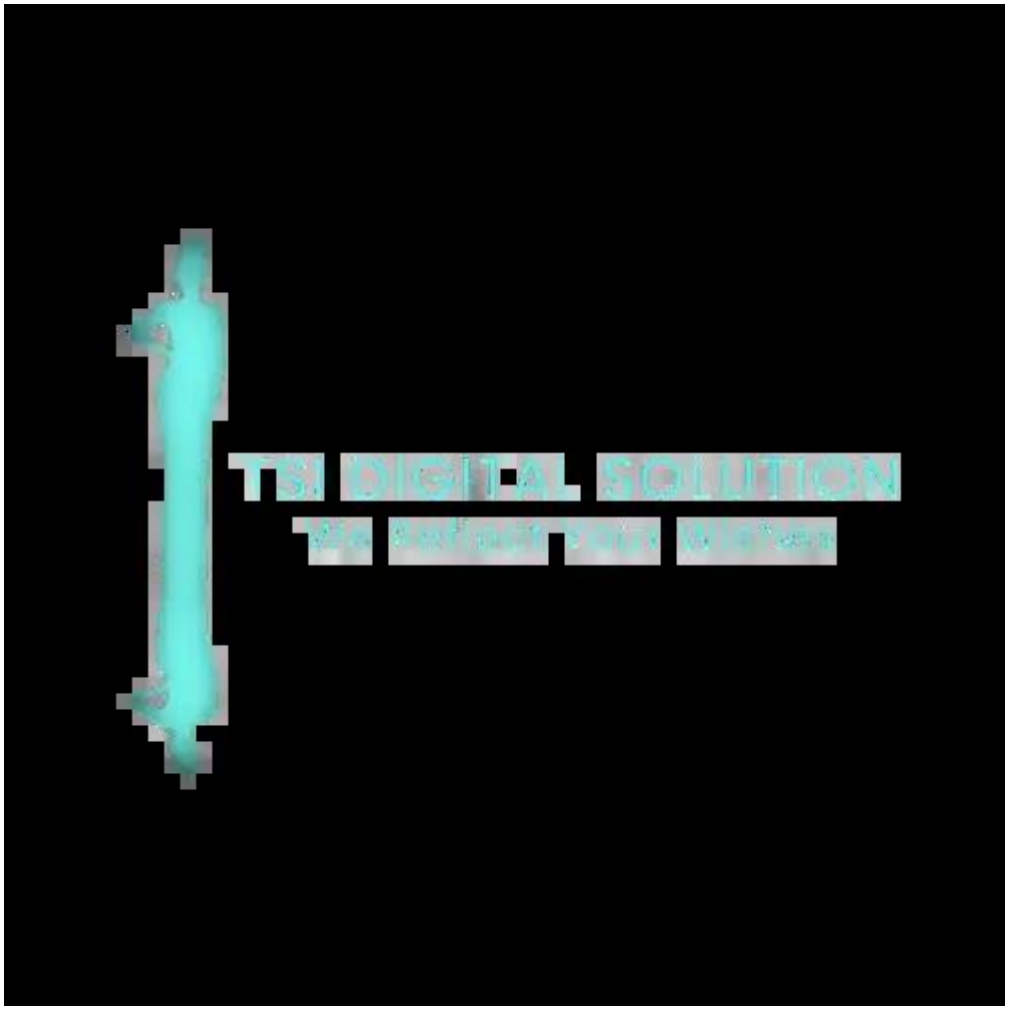
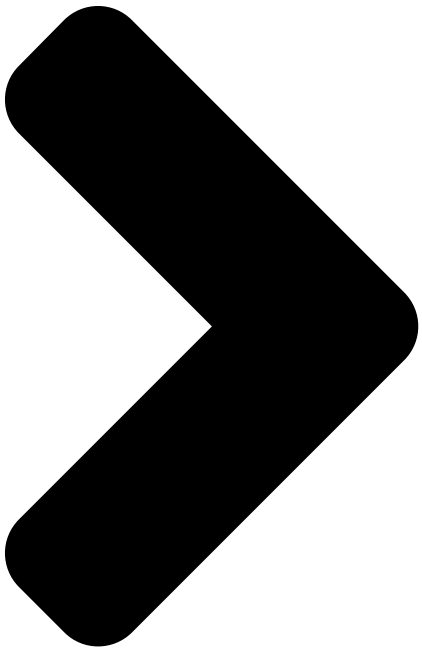


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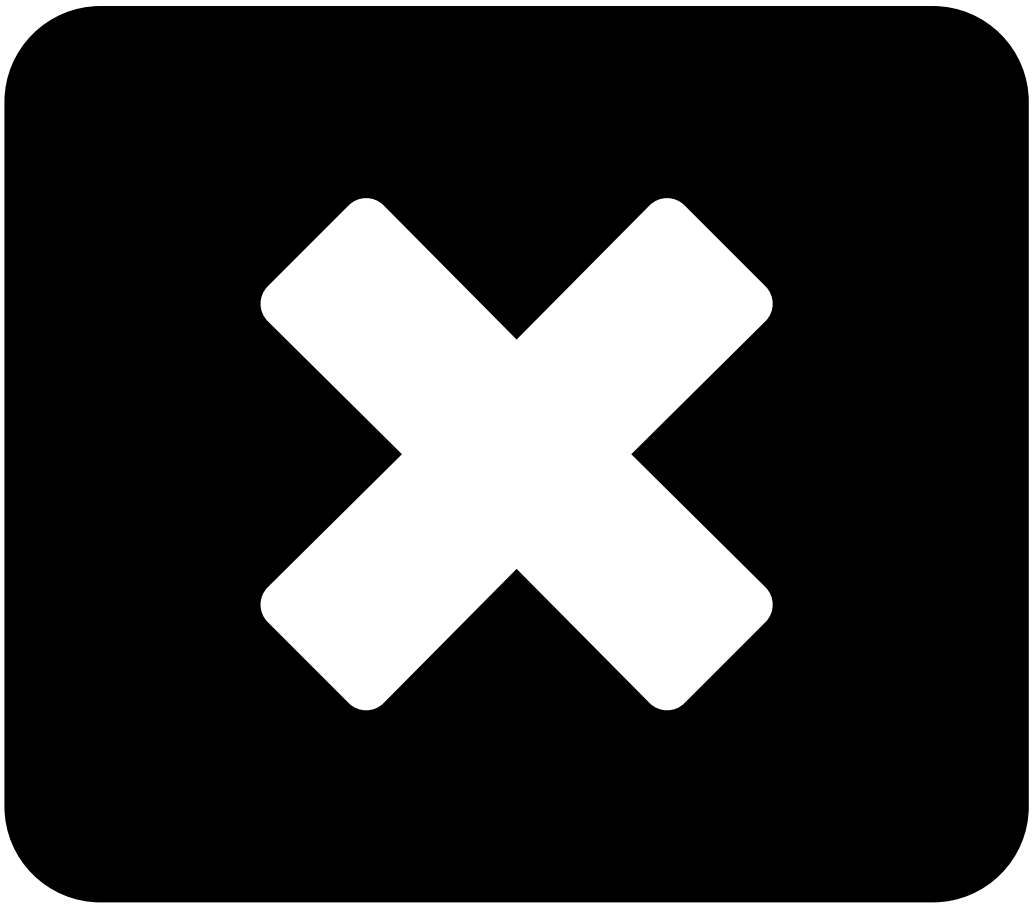
The way we work


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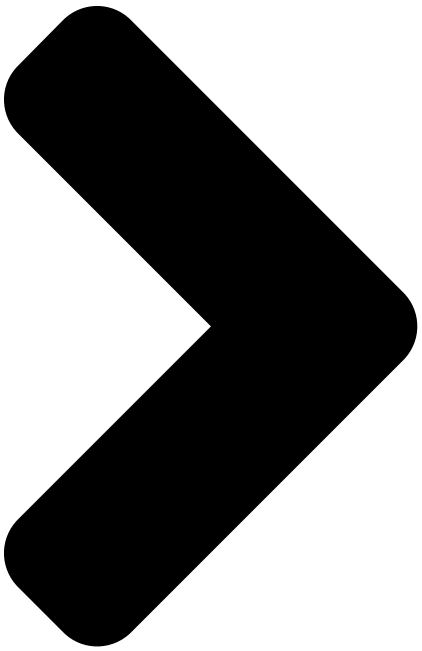


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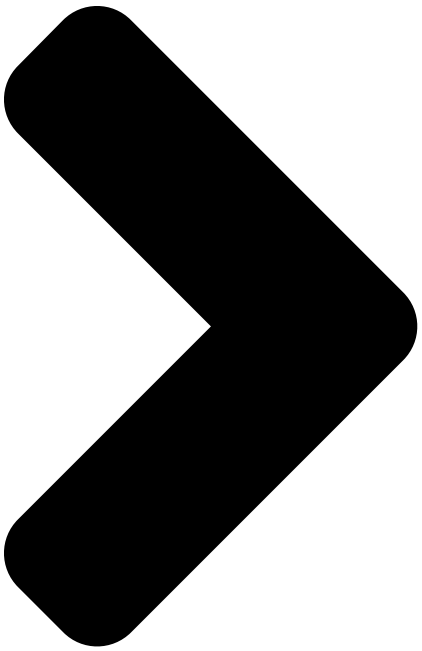
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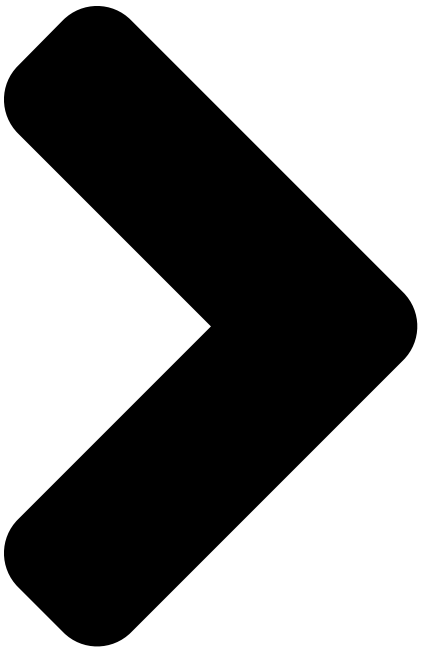
Realized projects

Calculate an estimate of your project costs directly online

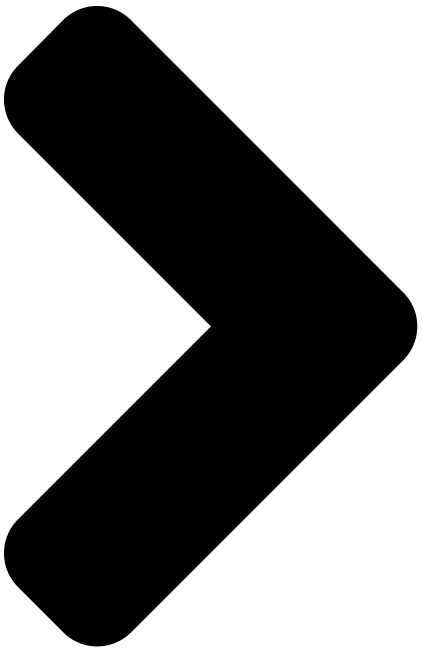
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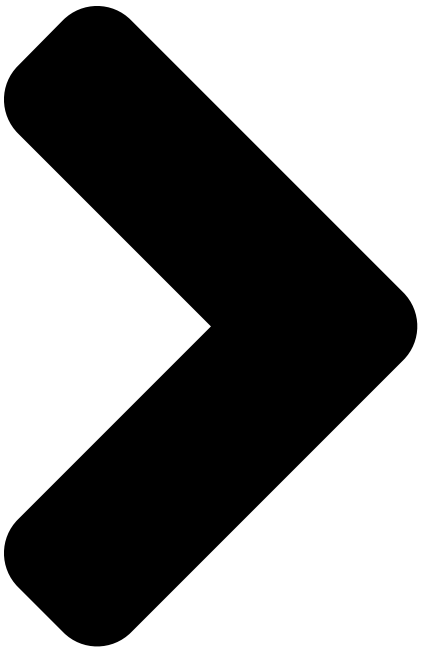
- Cost calculation for my website



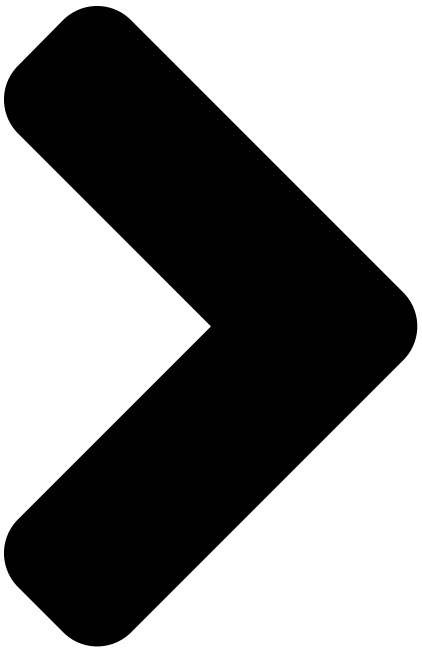
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



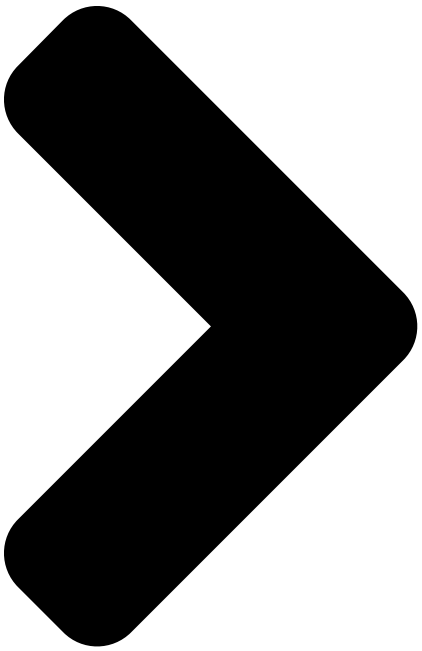
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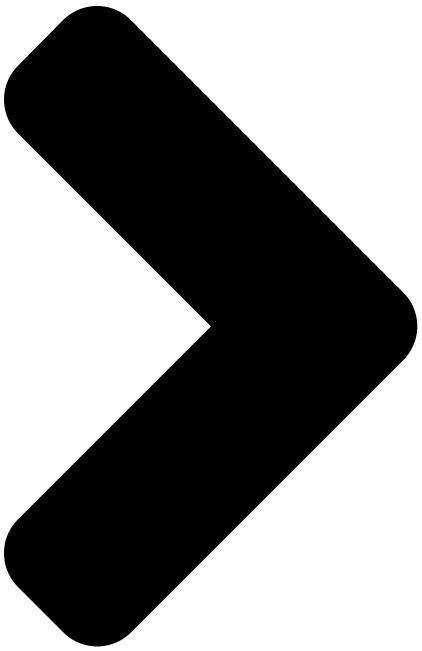
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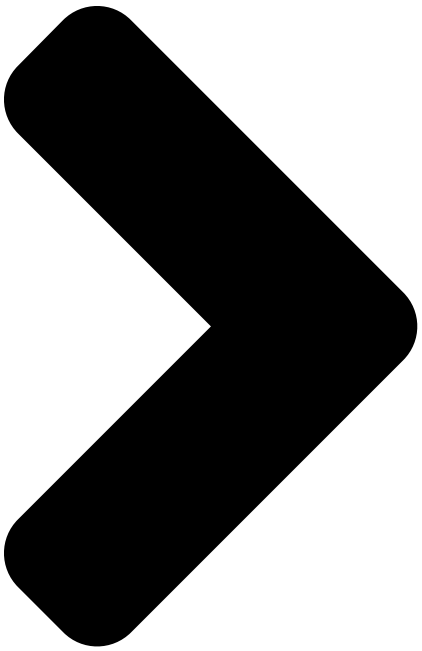
Cost calculation for an e-commerce shop



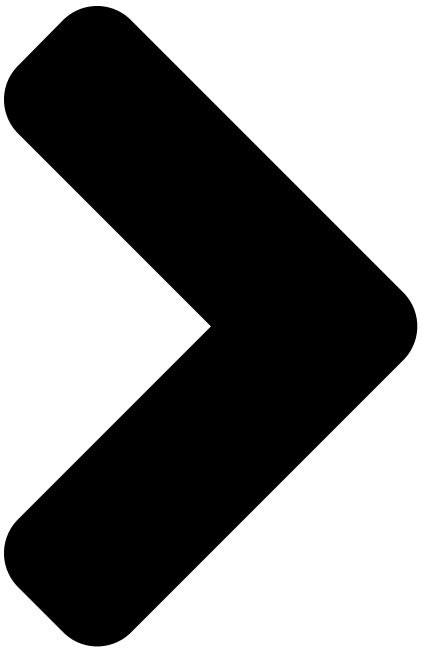
- Contact us for branding



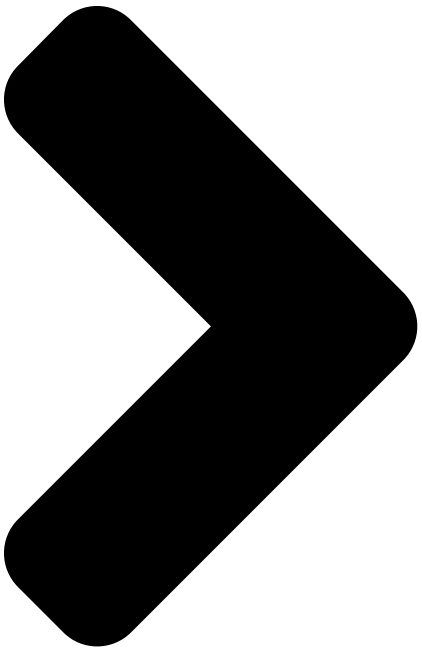
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



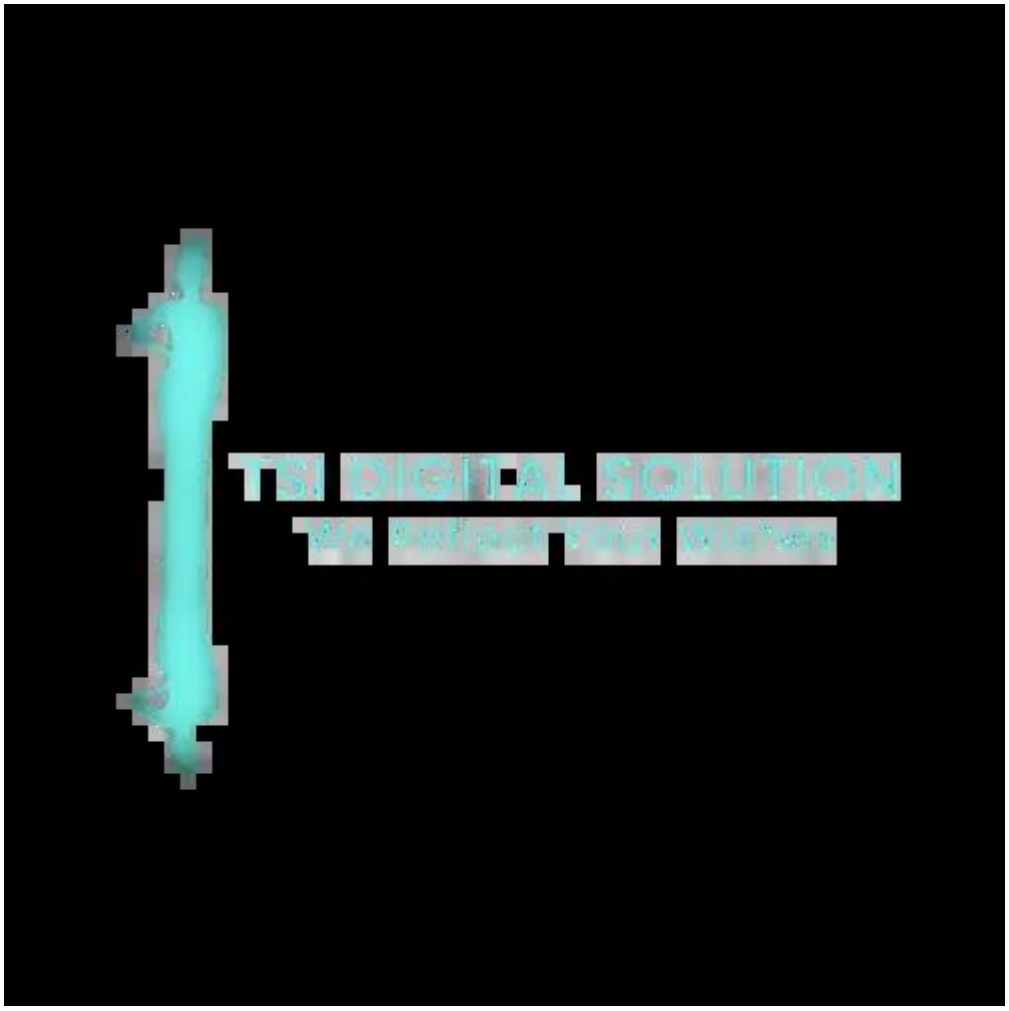
Cost calculation for Copywriting & Translations

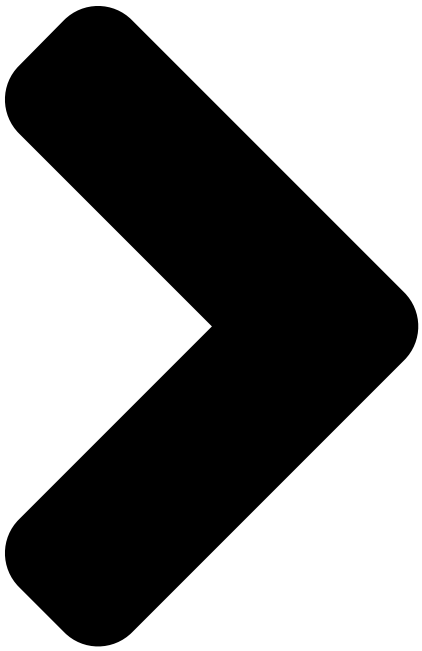


Cost calculation for Photo- & Videography

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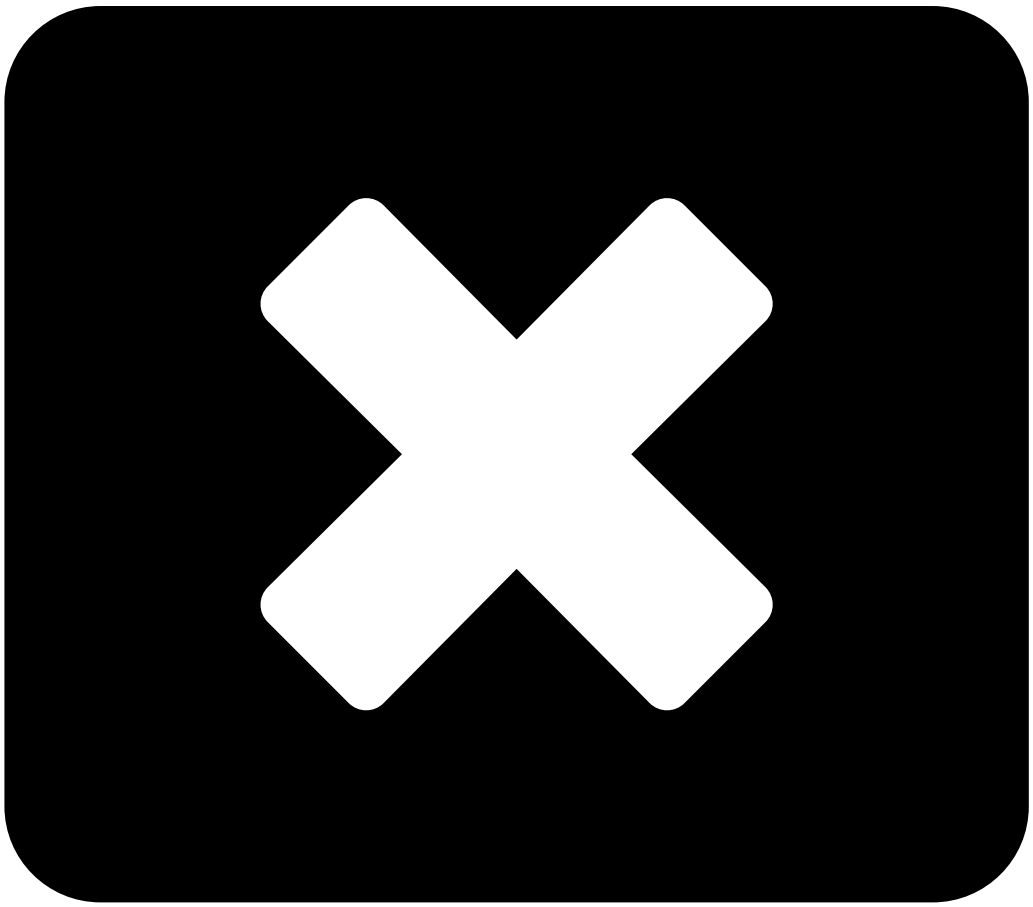
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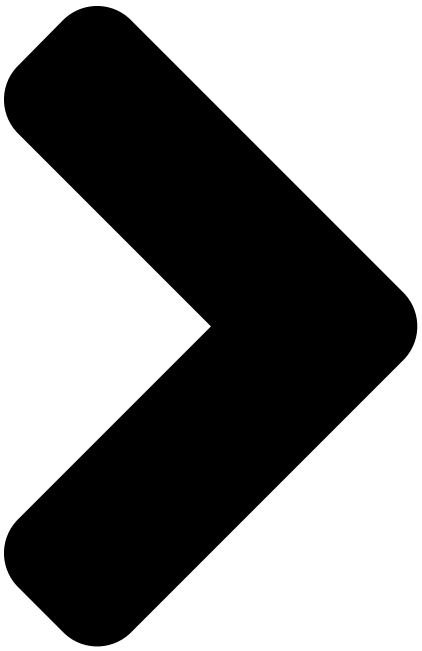


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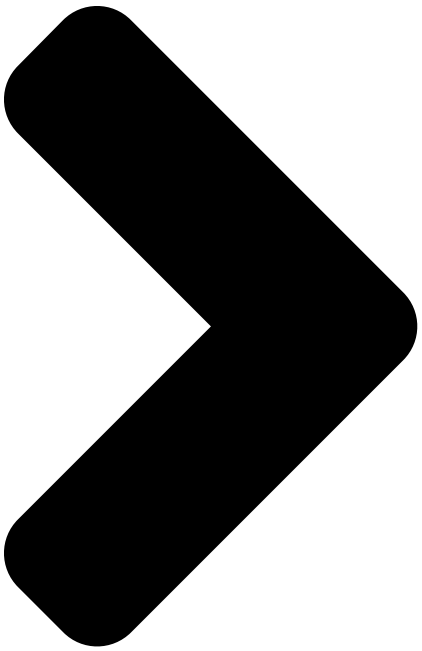
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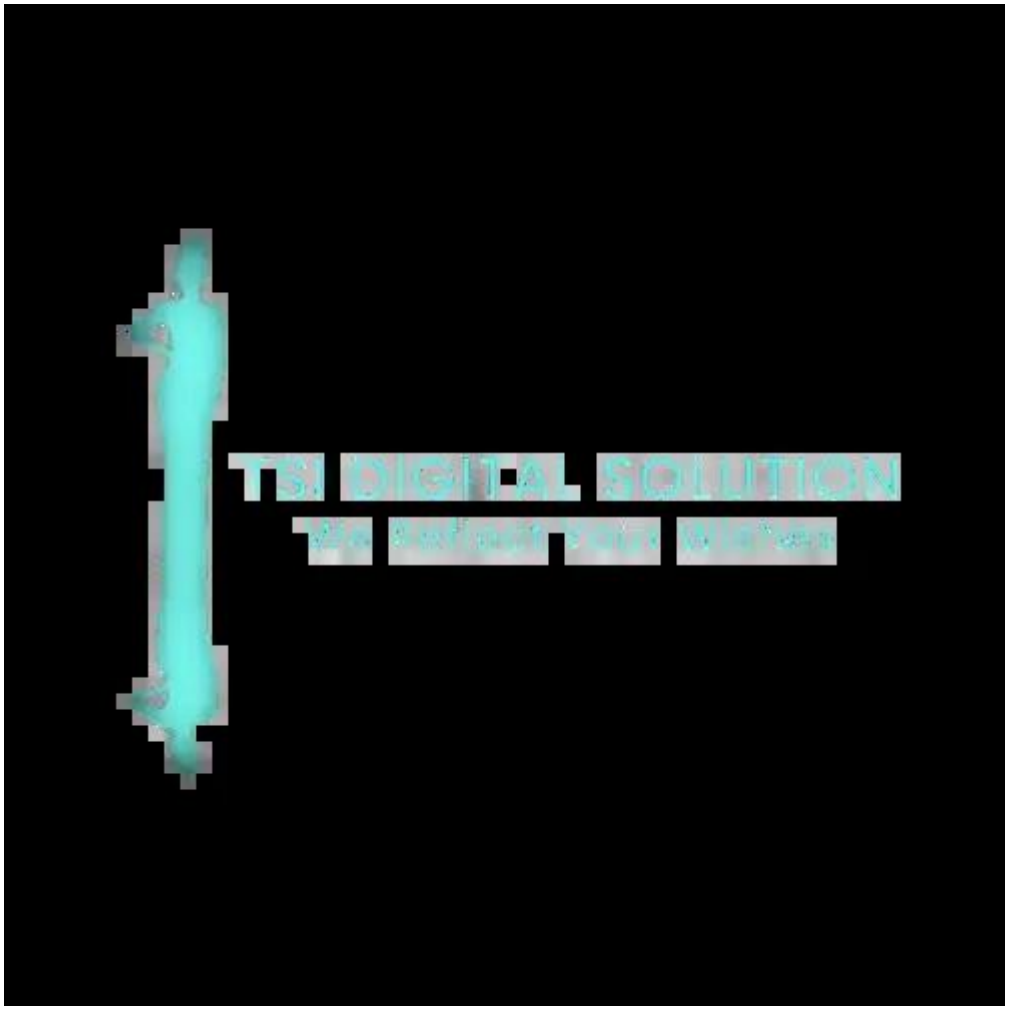
Blogs

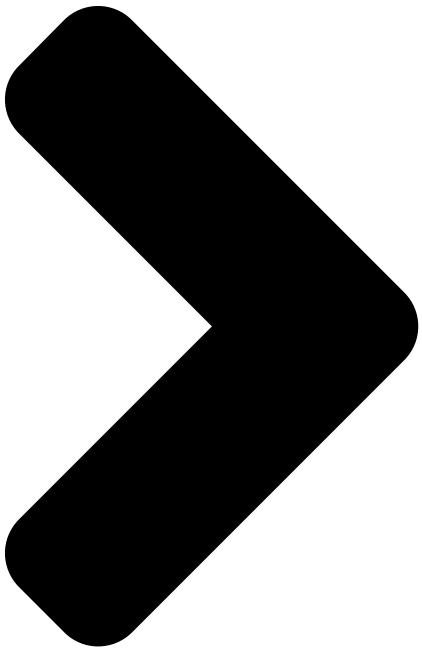


Demo

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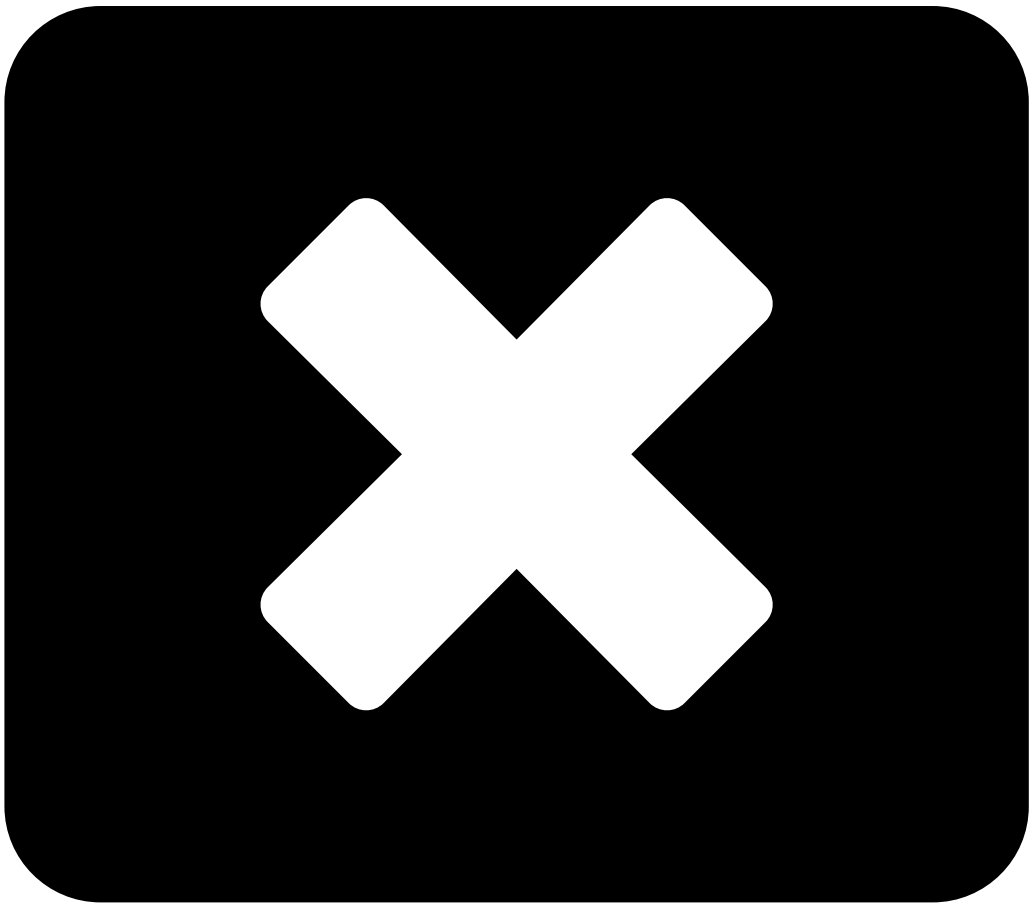
Who we are


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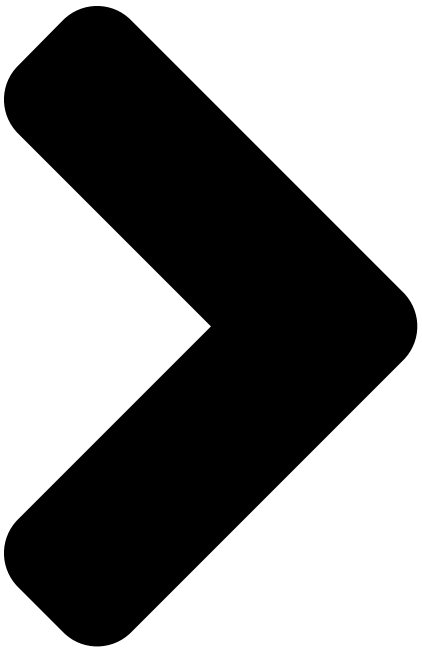


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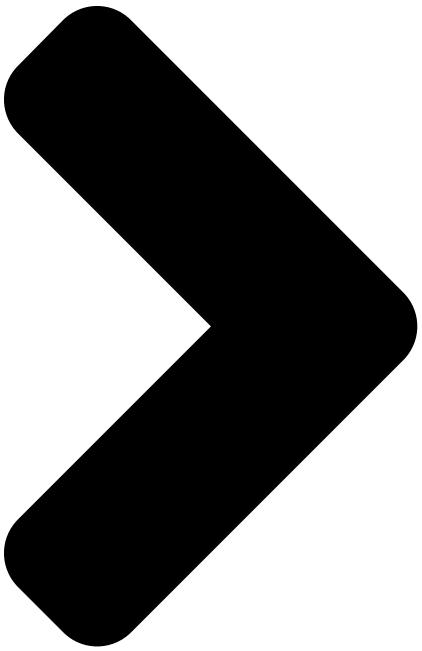


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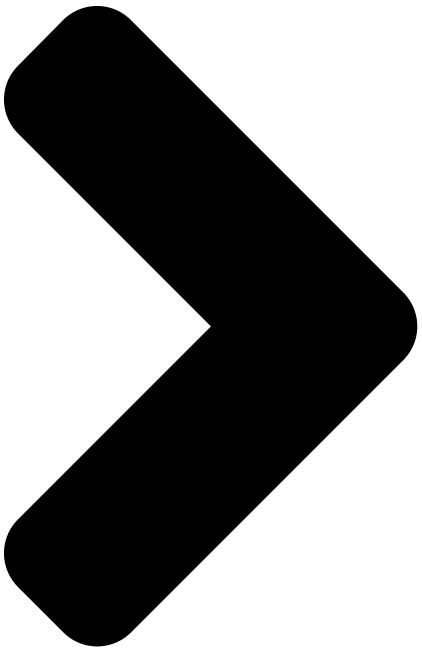
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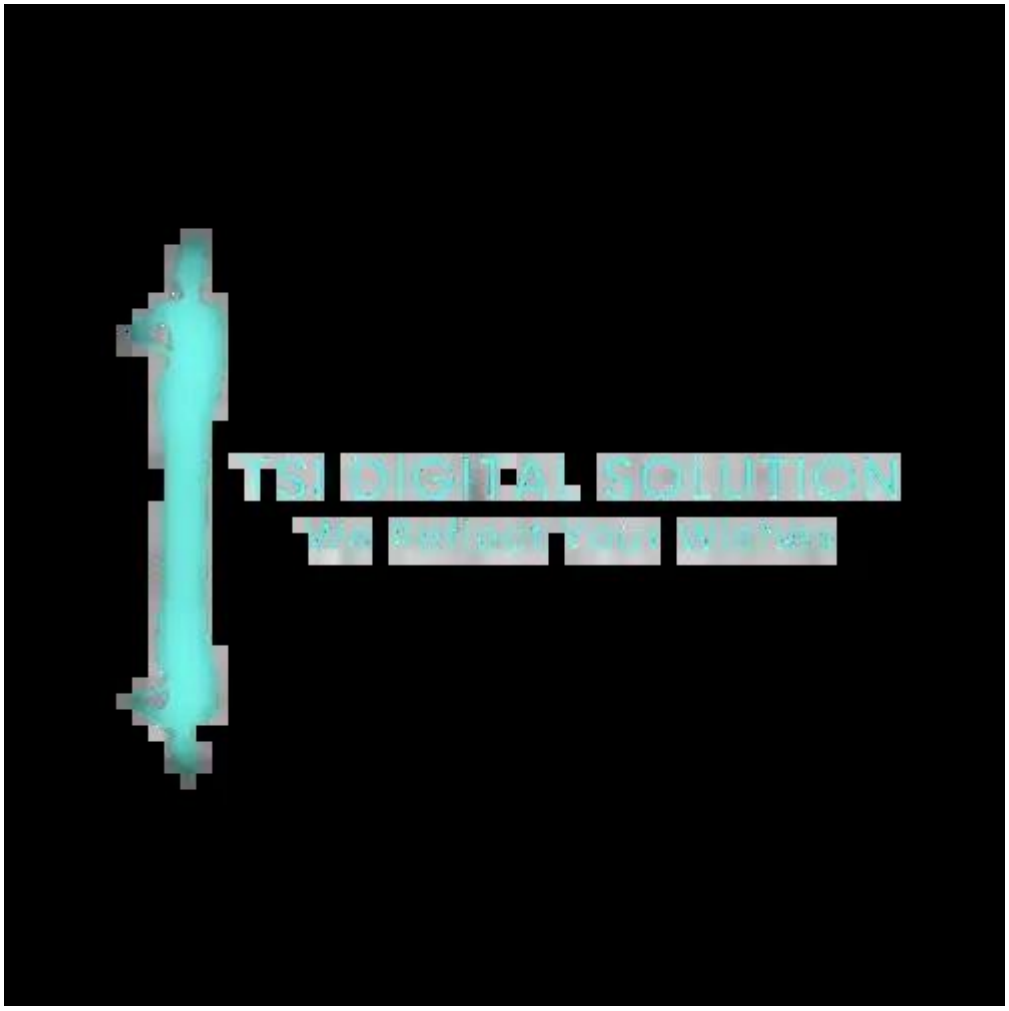
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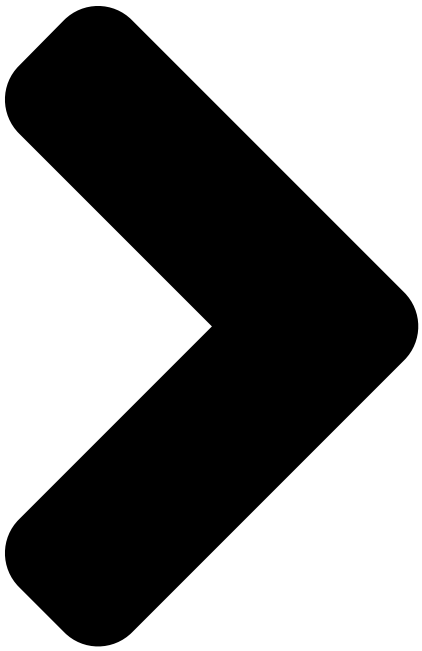


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The Rise of Social Media as a Search Engine

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Social Media Search Engine

Why Social Media Is the New Search Engine for Gen Z

Before diving in… Younger audiences, especially Generation Z, are increasingly turning to social media platforms like TikTok, Instagram, and

Facebook as their primary search tools, reshaping how brands set prices, drive conversions, and build trust and loyalty.

This shift adds massive value to every digital marketing channel by creating authentic, user-generated content, enabling precise price testing, and fostering deeper customer relationships through conversational chatbots.

To win in this new landscape, TSI Digital Solution clients must optimize for chatbot searches with the top keyword social media search engine, craft conversational FAQs, and leverage data-driven pricing experiments, while staying vigilant about misinformation and privacy risks.

Shifting Behaviors of Generation Z

Generation Z now prefers social networks over traditional search engines for discovery: 46 % of Gen Z say they primarily use social media to search, compared to just 24% of the overall population. In fact, 64% of Gen Z still use search engines at times, but **that's down from 84%** of all internet users, signaling a 30% drop in reliance on Google specifically among young audiences. Daily brand discovery on platforms like **Instagram and TikTok is up to 44% for Gen Z**, highlighting how seriously marketers must invest in social-first search experiences

Platforms Leading the Charge

TikTok has emerged as a go-to for quick "how-to" and product searches, **40% of Gen Z prefer it over Google** for categories like beauty and gift ideas. Meanwhile, over 40% of U.S. users leverage TikTok's search bar for restaurant recommendations, movie suggestions, and clothing inspiration; nearly 10% of Gen Z now favor it over Google for those same needs. Instagram's Explore search is equally pivotal: fashion brands represent its most-searched category at 12% of all queries

Adding Value Across Digital Marketing Tools

Dynamic Price Testing and Conversions

Social search yields unprecedented agility in price experiments. By promoting limited-time offers via Instagram Stories with shoppable tags, brands can A/B test price points in real time, sometimes seeing conversion lifts as high as 20 %, and instantly iterate based on engagement metrics. Chatbot integrations on Facebook Messenger enable side-by-side price comparisons, reducing friction and dropping cart abandonment by up to 15 %.

Building Trust and Loyalty

Authenticity drives loyalty: **45% of Gen Z** cite creator-driven recommendations on platforms like TikTok as more trustworthy than traditional ads. Brands that deploy chatbot "brand ambassadors" on WhatsApp or Instagram DM can answer FAQs conversationally, humanizing the experience and boosting repeat

purchase rates by up to 25%. UGC campaigns, where customers share real-life product reviews, amplify this effect, increasing time-on-site and fueling social proof loops.

The Added Value of Professional Social Media Management

Crafting Search-Optimized Content

Treating your profiles as extensions of a social media search engine means structuring posts, captions, and Stories so that in-app search bars surface your brand first. Professionals use keyword insights and schema-inspired formats (e.g., FAQ carousels, how-to Reels) to ensure your answers appear instantly when prospects type “best price,” “reviews,” or “how to use” queries.

Measuring Real ROI

Marketing leaders say demonstrating how social campaigns tie to business goals is the top way to secure and grow budgets, 65% rank it as the most crucial factor. Expert managers set up clear KPIs, from engagement lift to conversion tracking via social pixels, and report on tangible outcomes, ensuring every dollar spent on a shoppable Live or Story poll can be justified.

Building Trust, Loyalty, and Community

Authentic Engagement and Crisis Management

Social platforms thrive on authenticity. Professional teams orchestrate user-generated content campaigns, monitor brand mentions round-the-clock, and respond swiftly to both praise and concerns, essential to avoid small missteps becoming viral crises.

Conversational Commerce

Integrating chatbots and direct-message workflows, experts guide prospects from query to checkout in a single chat bubble. This conversational pathway can reduce cart abandonment by up to 15% and boosts repeat purchases by as much as 25%.

Future Trends and Risk Mitigation

What’s Next for “Social Media Search Engine”?

Expect platforms to roll out AI-powered voice search and AR try-on features, making product exploration even more immersive. Brands will need seasoned managers to anticipate these shifts, adopt early-access features, and refine real-time bidding strategies for shoppable ads.

Keeping Your Brand Safe

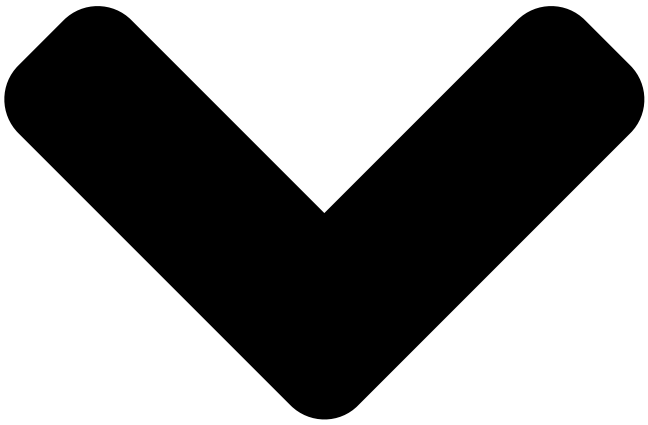
With increased reliance on social search comes heightened risk of misinformation and data breaches. Professional teams implement verification checks, escalate fact-checking processes, and reinforce transparent privacy policies to maintain both platform compliance and customer confidence.

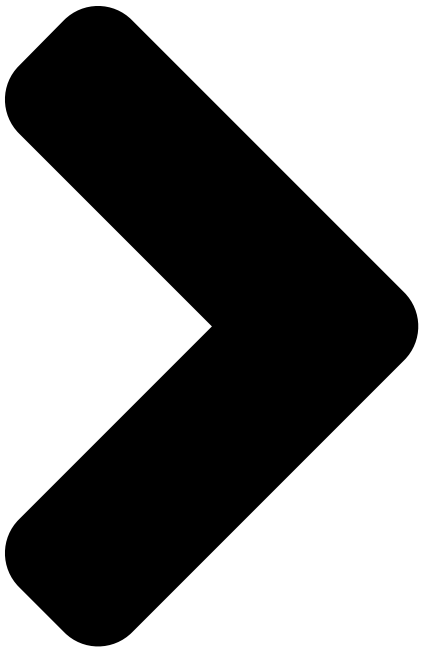
Conclusion

As audiences, **especially Gen Z**, continue to rely on platforms like TikTok and Instagram as their preferred social media search engine, professional social media management is no longer optional but essential for brands seeking visibility, trust, and growth. Expert teams craft optimized content structures, potent CTAs, and community-building strategies that align with in-app search behaviors and platform algorithms, ensuring your brand stands out and converts when customers are ready to buy. They also provide rigorous monitoring to mitigate misinformation risks and enforce transparent privacy practices, safeguarding both your reputation and your customers’ data.

Frequently Asked Questions (FAQ)

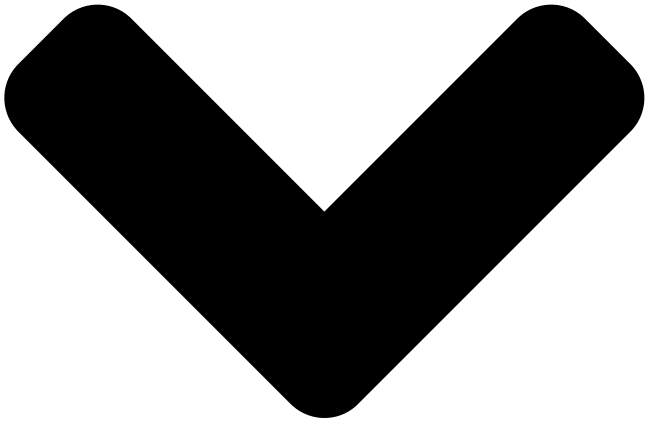
Why is Gen Z using social media as a search engine?

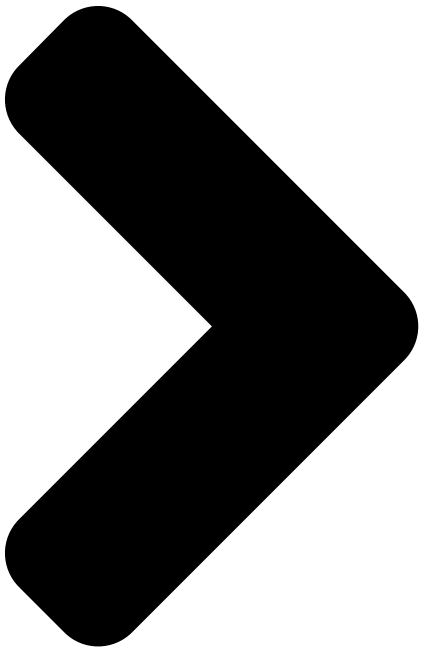




Generation Z prefers social networks for discovery, with 46% primarily using social media to search. They find platforms like TikTok and Instagram more authentic for daily brand discovery, which is up to 44% for Gen Z, leading to a significant drop in reliance on traditional search engines.

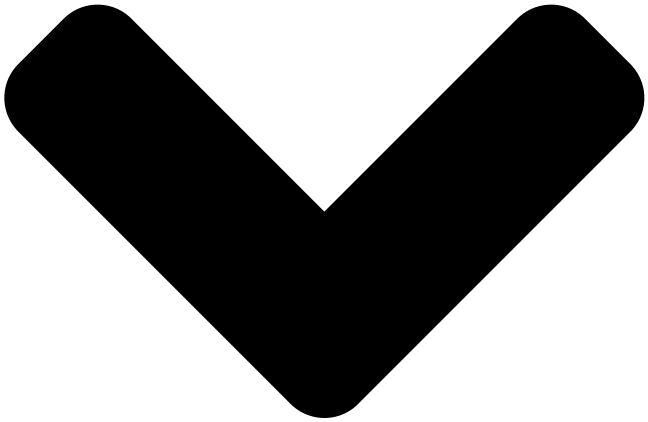
Which platforms are best for reaching Gen Z via social search?

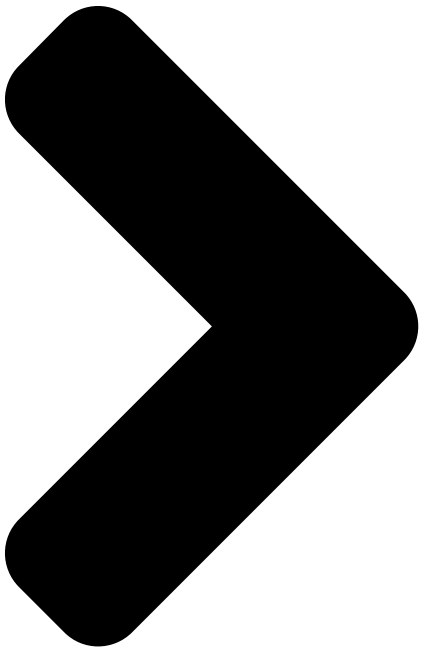




TikTok is a top choice for “how-to” and product searches, with 40% of Gen Z preferring it over Google for categories like beauty and gift ideas. Instagram’s Explore search is also pivotal, especially for fashion, which is its most-searched category.

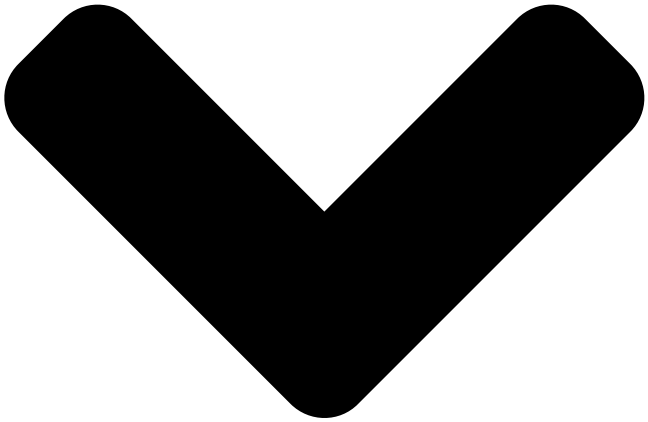
How can social media search improve my pricing and conversions?

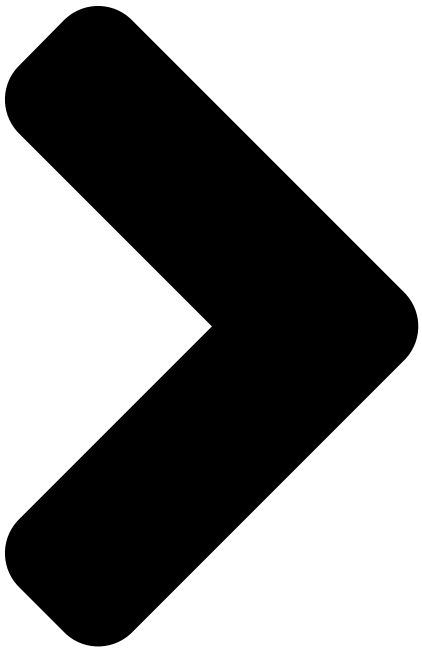




Social search allows for dynamic price testing. Brands can A/B test price points in real-time via Instagram Stories with shoppable tags, sometimes seeing conversion lifts of 20%. Chatbots on Facebook Messenger can offer side-by-side comparisons, reducing cart abandonment by up to 15%.

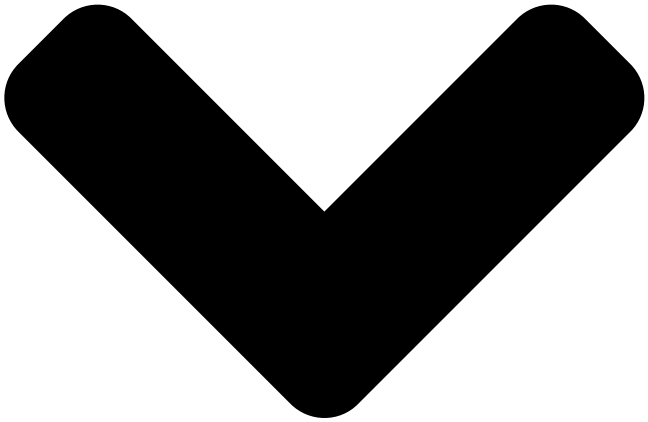
How does social search build trust and loyalty?

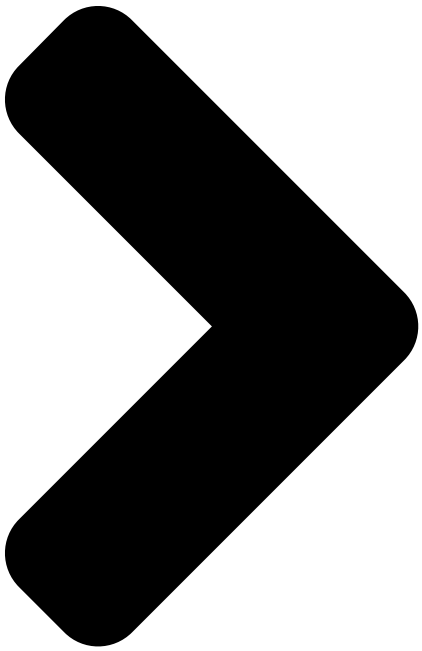




45% of Gen Z find creator-driven recommendations on TikTok more trustworthy than traditional ads. Using conversational chatbots as “brand ambassadors” or leveraging user-generated content (UGC) campaigns humanizes the experience and can boost repeat purchase rates by up to 25%.

Why is professional management critical for social media search success?





Professionals optimize your profiles as a social media search engine using keyword insights and structured content. They measure real ROI, tying campaigns to business goals, a factor 65% of marketing leaders rank as crucial, and mitigate risks like misinformation through vigilant monitoring and compliance.

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Reach Out to Us

Ready to transform your social channels into powerful "social media search engines"?

Contact TSI Digital Solution today to leverage our professional social media management services, designed to boost your in-platform search rankings, foster genuine customer relationships, and drive measurable ROI.

Contact TSI Digital Solution now.

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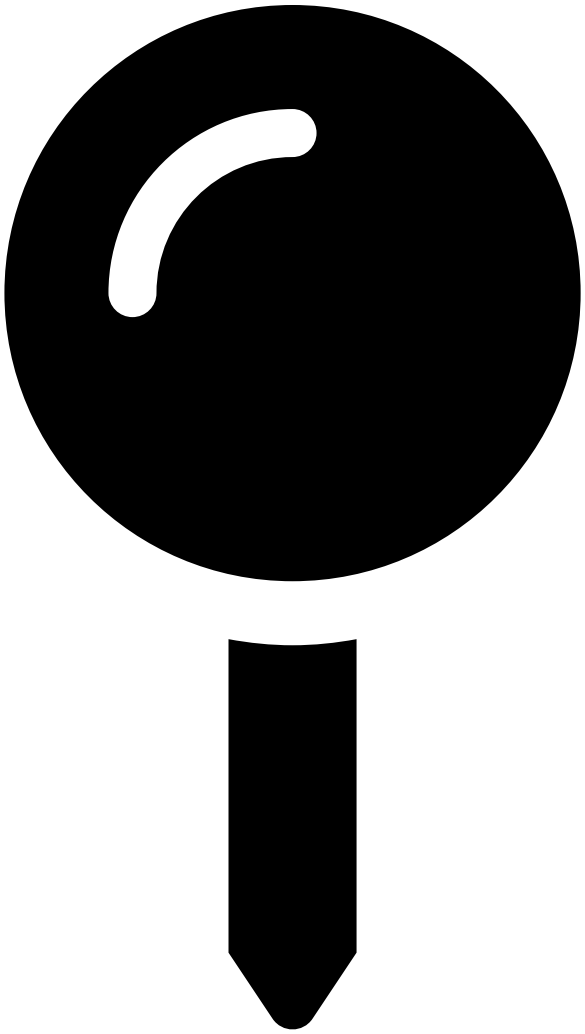
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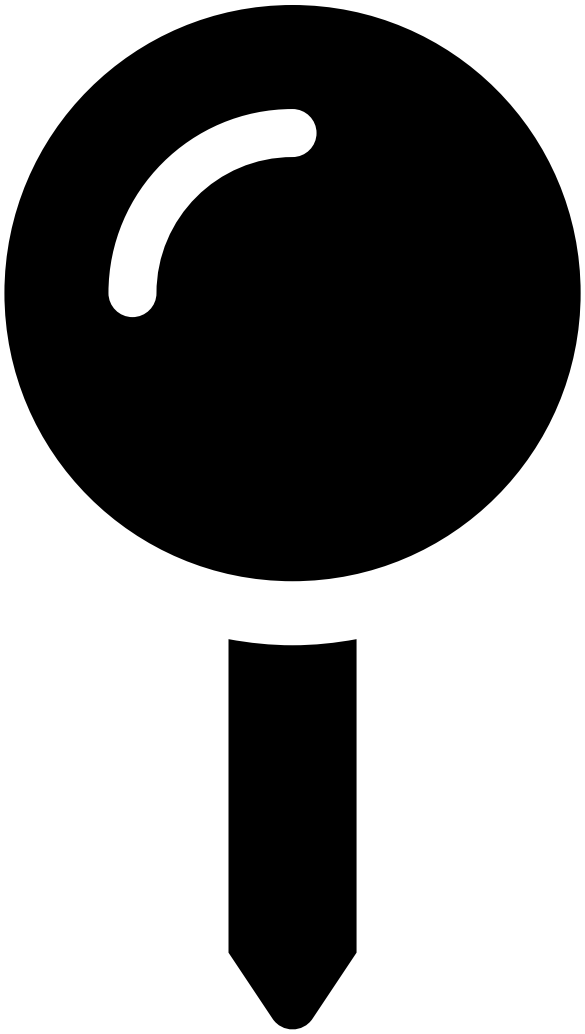
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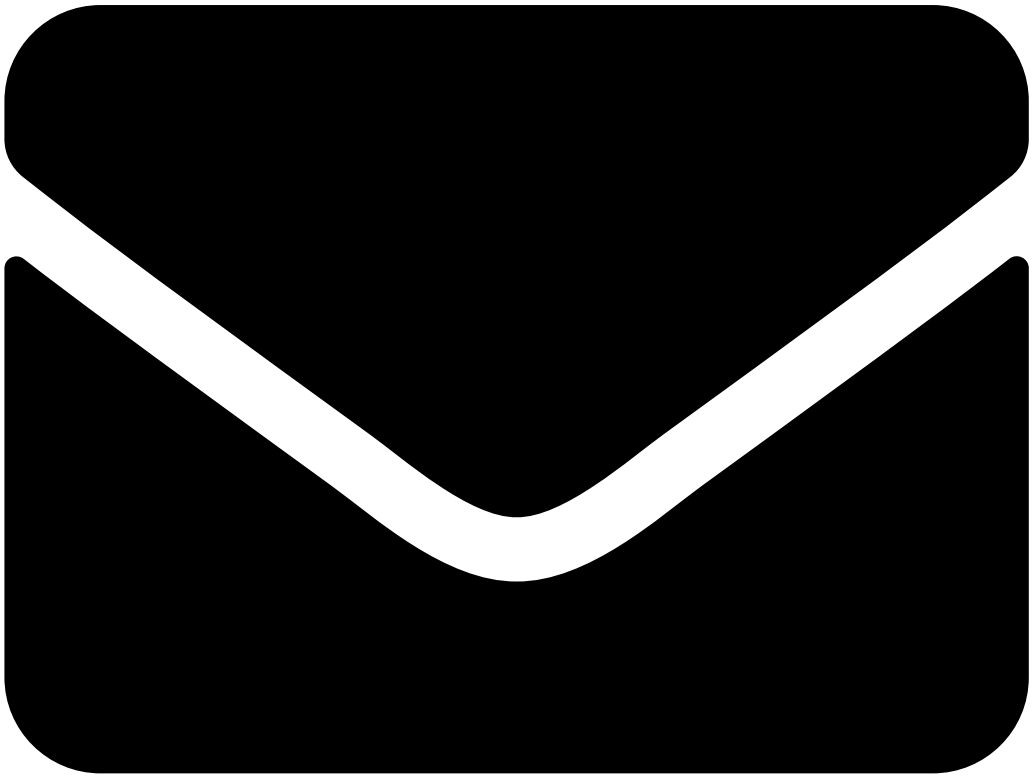


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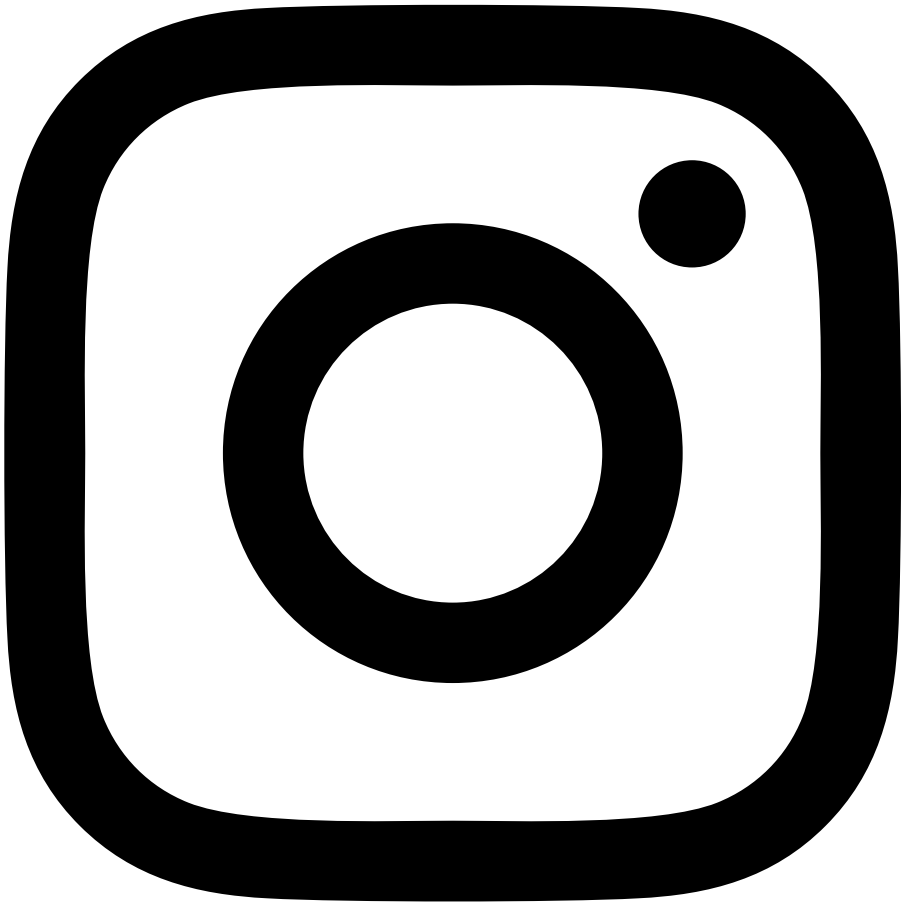
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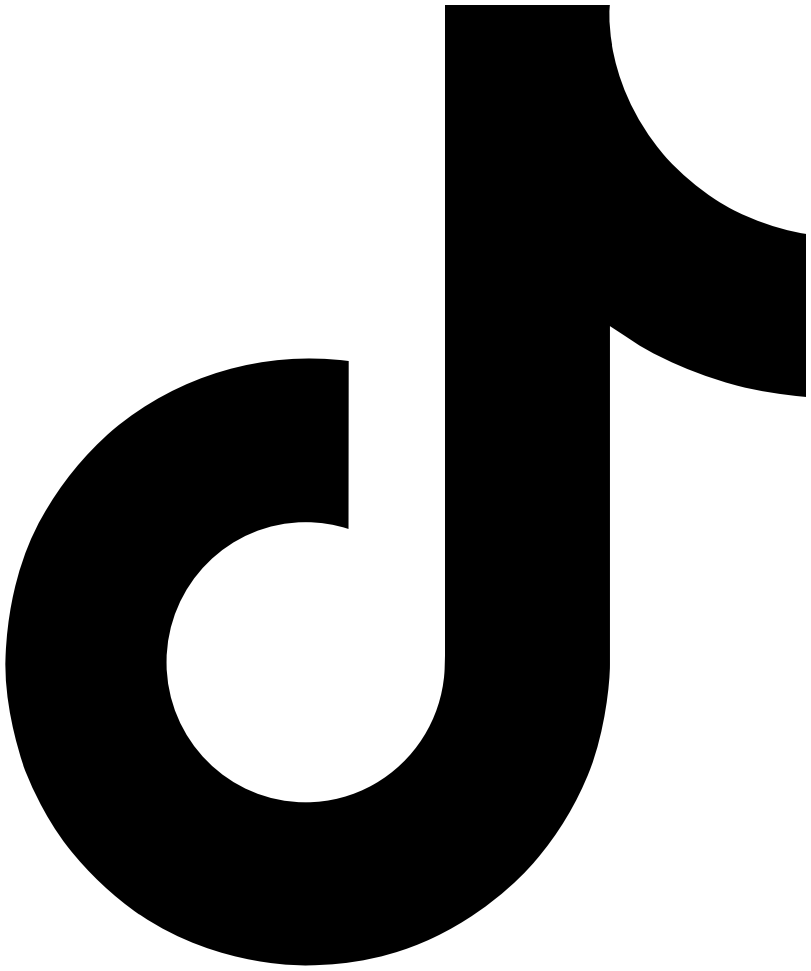
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