

FLUME

DIGITAL DIARY

Hey Digital Player

June is here, and the Digital Diary is back in the game with a fresh loadout of social media intel, cutting-edge AI insights, and everything you need to dominate your online strategy.

While the real world sometimes feels like you're stuck watching a slow download, the digital marketing scene is accelerating exponentially with minute-by-minute advancements.

We're still buzzing from our first birthday bash, and now we're ready to gift you some exclusive XP in the form of updates, insights and skills that will keep you on top of your "game".

So, grab your controller and get ready to dive deep and play hard in the world of digital marketing. This month's Digital Diary is packed with game-changing insights and future-proof strategies that'll leave you feeling empowered to conquer the digital realm's new maps (some of which are still in beta phase!).

START GAME



HIGHLIGHTS:

Your dose of digital: Demo edition

AI News Roundup: June 2024 – Top Stories

You Have Met Your Match, Brainstorming Block! It's GPT-4o 🚀

Instant Genius! 💡 Project Astra Analyses Your Marketing Ideas in a Flash! ⚡

AI Gets Supercharged! 📱 Forget Killer Robots, AI Is Killing It at Search 🏆

Social Media Tea Spills: June 2024

Meta Makes Major Moves: From Verified Business Tiers to Superior Search 📈

Level up Your **Insta Game** with Interactive Stories, Fairer Reach & Epic Carousels 📱

The **TikTok** Takeover Continues: Fight for Free Speech, Brand Bonanza & AI Voice Acting 🎤

X Gets a Quirky Companion and Goes Minimalist (Maybe?) 🖥️

Positivity Pays on **Threads** (But There's a Twist!) 🧵

**This demo is just the start! Learn how to Fight the Boss...
The full digital arsenal awaits.**

INSTAGRAM

X

THREADS

PINTEREST

WHATSAPP

GOOGLE

TIKTOK

REDDIT

LINKEDIN

YOUTUBE

BEREAL



LEVEL 1:
AI NEWS ROUNDUP
JUNE 2024 EDITION



AI POWER-UP UNLOCKED!

Get ready for a power-packed download of future-facing insights. •

Here are the latest AI headlines:

AI for Marketers: Your Secret Weapons

Yelp's chatty assistant (but for your brand!)

Yelp's AI chatbot uses fancy-schmancy tech to connect customers with the right businesses. The chatbot uses OpenAI's LLMs and Yelp's data to understand user problems and provide relevant professional suggestions. What if you had the same power on your website? An AI assistant like this could understand your visitors' needs and connect them with your products or services in real time. Pretty sweet, right?

Pinterest's power pins... level up

Pinterest's collages are undeniably popular. They leverage AI to automatically identify objects in photos, allowing users to create interactive content with clickable products. How cool would it be to have your product as a part of these engaging collages? We can help you harness the power of AI and design these eye-catching marketing materials that Gen Z adores.

GPT-5: Another AI Buddy coming soon •

The next big AI language model, GPT-5, is almost here and Flume can help you put it to work. Get ready for the next wave of creative content that will captivate your audience and boost your marketing efforts.



AI POWER-UP UNLOCKED!

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AI in Our Everyday Lives:

Love in the age of algorithms? Bumble is betting on AI as the ultimate wingman 💕

Bumble's founder predicts a future where AI uses virtual interactions to find your perfect match. Think personalised swiping – but so much more.

AI gets a job... as a customer service rep!?

Synthflow is allowing companies to build teams of AI support agents that work together to answer consumer questions. Never waiting on hold again? Yes please!

AI gets creative (and maybe a little risqué) 🤖

OpenAI is exploring letting users create, well, let's just say "spicy" content with AI. Meanwhile, TikTok is making sure creators label it clearly.

A peek into the future of healthcare 🏥

The exciting world of AI isn't just transforming marketing – it's also poised to revolutionise entire industries, including healthcare. Take Google's Med-Gemini for example. This AI whiz kid is already assisting doctors with complex tasks like deciphering patient records and keeping them up-to-speed on the latest medical advancements. While this might not directly impact your marketing strategy, it's a fascinating glimpse into a future where AI becomes an invaluable partner in healthcare, improving patient outcomes and pushing the boundaries of medical science. Pretty cool, right?



AI POWER-UP UNLOCKED!

Get ready for a power-packed download of future-facing insights. •

The Future of AI:

A search engine revolution 🤖

A new AI-powered search engine called Upend just burst onto the scene, and OpenAI might be joining the party with “SearchGPT”, available in the light version of GPT-4. Get ready for a whole new way to find exactly what you’re looking for online.

AI gets a power boost •

Apple’s new M4 chip is basically the Arnold Schwarzenegger of computer chips – pure AI muscle! Meanwhile, Google DeepMind is pushing the boundaries of what AI can do with their fancy “multimodal systems”. The bottom line? AI is getting way smarter and way faster, and that’s pretty darn exciting!

Beyond the Headlines:

1. Slack may be using your data to train its AI. Opt-out, not opt-in, is the default, so be sure to check your settings.
2. Open Gemini is now just an “@” away in Chrome. Marketers, rejoice!
3. OpenAI’s SuperAlignment team has been disbanded. We are focused on keeping AI safe, so we’ll be updating you on future developments.
4. Autodesk introduces an AI tool that transforms text or images into 3D models.
5. Microsoft Copilot gets an upgrade with new features to enhance AI prompting.



STUCK IN “MARKETING MEH”? WE GOT YOU.

You know you're in a rut with outdated marketing, but you feel like a noob in the new marketing tactics game... We get it, modern marketing can be confusing AF. But chill – your digital copilot (Flume!) is here to help you decode it all.

Meet the Updated AI Squad:

GPT-4o, your AI brainstorming back-up

Gone are the days of staring at a blank page, desperately searching for that next marketing spark. Enter GPT-4o, an AI brainstorming partner, throwing out fresh content ideas faster than you can say “content calendar”. Need a catchy tagline for a new campaign? No problem for GPT-4o. This tool can help generate tons of options, ensuring your marketing stays ahead of the trends. Plus, GPT-4o can even translate languages on the fly, so reaching a global audience is now a breeze.

Project Astra, your instant feedback machine •

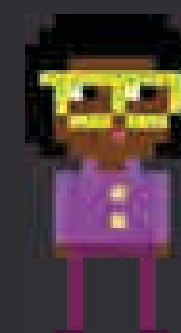
Project Astra is an AI-powered critic, analysing marketing ideas instantly. Project Astra gives real-time feedback on how clear and effective an idea is. Project Astra understands the power of language and culture, so it can also help tailor messaging to resonate with any audience, anywhere in the world. The possibilities...



Flume Focus:

Flume steps in to be your strategic partner, taking the insights from GPT-4o and Project Astra to develop comprehensive, competitive marketing strategies. We can refine brainstorm sessions into clear and achievable marketing goals that drive real results for your marketing efforts.

LEVEL UP WITH GPT-4O AND PROJECT ASTRA'S BRILLIANT BRAINSTORMING STRATS.



STUCK IN “MARKETING MEH”? WE GOT YOU.

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Forget Killer Robots, AI Search is Killing It •

Gone are the days of staring at a blank page, desperately searching for that next marketing spark. Enter GPT-4o, an AI brainstorming partner, throwing out fresh content ideas faster than you can say “content calendar”. Need a catchy tagline for a new campaign? No problem for GPT-4o. This tool can help generate tons of options, ensuring your marketing stays ahead of the trends. Plus, GPT-4o can even translate languages on the fly, so reaching a global audience is now a breeze.

Flume Focus:

This new landscape means one thing for marketers: your content needs to be top-notch. Flume can be your secret weapon in this brave new world by decoding AI search trends so your content is discoverable – optimising it for maximum visibility in these spaces.

Marketing Just Got an Epic AI Power-Up

Forget the marketing grind, this AI upgrade is a total game-changer. Don't worry, it's not Terminator-style Skynet – it's your chance to upgrade with some seriously awesome tools •

So, ditch the marketing meh and join the AI revolution. Let's unlock its potential together and watch your brand dominate the leaderboard.

DON'T GET “PWNED”: KILLER SEARCH CAPABILITIES MEAN YOUR CONTENT NEEDS TO BE KILLER TOO.





LEVEL 2: SOCIAL MEDIA
BATTLE ROYALE
JUNE 2024 EDITION •

LAWSUITS, WINS, AND GAME-CHANGING UPDATES.
THIS MONTH'S SOCIAL MEDIA UPDATE IS A FULL-ON BATTLE
ROYALE. WE'VE GOT LAWSUITS FLYING LIKE GRENADES,
CREATORS CLAIMING EPIC VICTORIES, AND PLATFORM
EXPERIMENTS THAT COULD BE RADICAL GROUNDBREAKERS.
GEAR UP WITH YOUR FAVOURITE DRINK - ENERGY POTIONS
ENCOURAGED 🍷 - BECAUSE WE'RE ABOUT TO DROP THIS
MONTH'S HOTTEST SOCIAL MEDIA UPDATES.



INSTAGRAM

X

THREADS

PINTEREST

WHATSAPP

GOOGLE

TIKTOK

REDDIT

LINKEDIN

YOUTUBE

BEREAL

META

Meta Takes Centre Stage (paparazzi welcome at what some might even call the Meta Gala •)

Meta, Insta, and Threads: BFFs? •

Meta is testing a new “Share to Threads” toggle located above “Share to Facebook” on Instagram. This feature could encourage more content sharing between Instagram and Threads. Kinda like when your mom tells you to take your brother with you. Stay tuned to see if this feature rolls out to all users.

Meta Verified Business on Steroids 🏆

Meta has given its verification programme for businesses a glow-up, expanding their Meta Verified Business programme by adding new tiers. Meta is now offering a range of benefits, from basic impersonation protection to priority support and even the ability to share multiple links in your Reels, there’s a package for every brand. These packages range from R300 - R3 000 per month with the following benefits:

Business Standard: Get verified with basic benefits like impersonation protection and enhanced profile features.

Business Plus: Includes priority support, featured account status, and limited link sharing in Reels.

Business Premium: Offers more features like employee impersonation protection and additional link sharing in Reels.

Business Max: This top tier provides extensive benefits, including account review and the highest link sharing limit in Reels.

Flume Focus:

Not sure if Meta Verified Business is your cup of tea? No worries, we can help you decide if it aligns with your brand’s goals. We can recommend the perfect fit to build trust and establish your brand as a force to be reckoned with.

LIFE DOESN'T NEED TO BE SINGLE-PLAYER... LET'S WORK TOGETHER TO CHOOSE WHAT'S BEST FOR YOU.



META

Meta Takes Centre Stage (paparazzi welcome at what some might even call the Meta Gala •)

Search Gets a Brainy Boost 🧠

Meta AI is taking search by storm! It's integrated its AI tech into the search experience across Instagram, WhatsApp, and Facebook. This means users can find real-time web results without ever leaving the app. Faster searches and more informed users – that's the name of the game!

Flume Focus:

Flume stays ahead of the curve to help you adapt your content strategy and leverage the latest search functionalities. Get ready to see your content soar in the new Meta search environment.



INSTAGRAM

Unleash Interactive Stories, Fairer Reach, and Epic Carousels

Storytelling Revolution •

Instagram just dropped a treasure trove of new story features to make your content pop:

Add Yours Music: Jump on trending tunes and spark viral challenges with the “Add Yours Music” sticker.

🎧 Share your fave song, a hot new discovery, or a mood-setting melody, and invite your followers to add their own picks.

Frames: Add a touch of vintage magic to your Stories with the “Frames” sticker. 🖼️ Turn photos into classic prints that your followers can reveal with a shake.

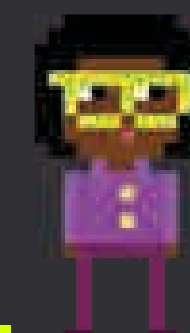
Reveal: Intrigue your audience with the “Reveal” sticker. • Post hidden or blurred Stories that your followers can unlock by sending you a direct message, fostering a sense of exclusivity.

Cutouts: Breathe new life into your everyday moments with the “Cutouts” sticker. Transform any part of a video or photo into a reusable sticker, adding a playful touch to your Stories and Reels. ✂️

Flume Focus:

Flume helps you master these new features strategically. We can show you how to create engaging Stories with killer music integration, fun interactive elements, and a creative use of frames and cutouts.

LEVEL UP YOUR INVENTORY WITH KICKASS GEAR FROM INSTA'S NEW FEATURES.



INSTAGRAM

Unleash Interactive Stories, Fairer Reach, and Epic Carousels

Algorithm Shake-up 🤖

A fairer playing field:

Instagram just shook things up with a new algorithm. The playing field has been levelled. This means awesome content wins over follower count, giving everyone a shot at getting seen.

Ready to dominate the feed? This is how to crack the code:

Quality is King: Create high-quality, eye-catching, and informative content that keeps people engaged.

Be Original!: Stand out from the crowd with unique and authentic content.

Story Time: Captivate your audience with the new interactive Story features.

Follower Fluctuation Frenzy (Don't Panic!) 📉

We see you squinting at your follower count. There was a recent glitch in the system that caused some temporary dips, but don't worry! Your loyal fans are still there, and Instagram has already squashed the bug. Phew!



INSTAGRAM

Unleash Interactive Stories, Fairer Reach, and Epic Carousels

Taking Reels to the Next Level 🚀

Instagram Reels is about to get even more reel-volutionary (see what we did there?) with some hot new features in testing:

Clear Mode (Testing): Long press a Reel and it might go incognito (like TikTok's Clear Display), hiding text and buttons for a totally immersive viewing experience.

Experiment Mode (Testing): This lets you show your Reels to brand-new audiences first before sharing them on your profile. Hello, potential mega-fans! (We can only hope it rolls out in South Africa soon.)

Flume Focus:

We can help you craft Reels that dominate Clear Mode and reach new audiences with Experiment Mode (if it arrives).



INSTAGRAM

Unleash Interactive Stories, Fairer Reach, and Epic Carousels

Carousel Craze – Instagram Just Upped the Storyteller Game •

Attention storytellers! Get ready to carousel your way to content creation glory with Instagram's epic upgrades:

Extended storytelling: Unleash your inner novelist. We can now pack up to 15-20 photos or videos into a single carousel, perfect for longer narratives and intricate Stories.

Precise tagging: Tag specific slides within your carousel like magic. Direct viewers exactly where they need to go for the info they crave.

Stop-motion magic: Feeling creative? Experiment with the new "hold and scroll" feature and create eye-catching stop-motion animations that'll wow your audience.

Flume Focus:

Flume can help plan and organise your carousels for maximum impact, utilise precise tagging to direct viewers to relevant information and explore the "hold and scroll" feature for unique stop-motion storytelling.



INSTAGRAM

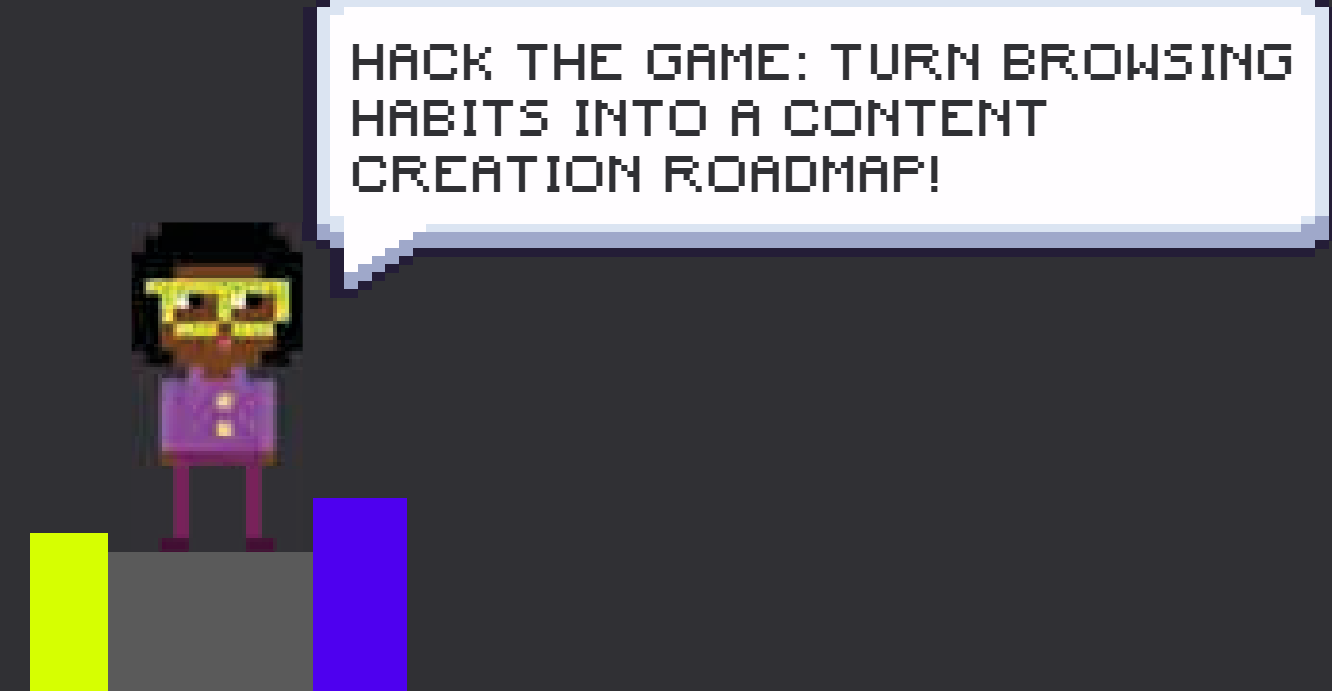
Unleash Interactive Stories, Fairer Reach, and Epic Carousels

Link History: Tracking Your Online Journey •

Ever wonder where those late-night Insta browsing sessions take you? Now you can find out. Instagram's new "link history" feature lets you see exactly where you've clicked within the app over the past 30 days.

Flume Focus:

We can help you analyse what kind of content grabs your audience's attention, discover new areas to explore, and identify topics that resonate with a wider range of interests.



HACK THE GAME: TURN BROWSING HABITS INTO A CONTENT CREATION ROADMAP!



TIKTOK

The Creative Revolution Keeps Rolling

Free Speech Showdown: Creators Fight the Power •

Hold onto your lightsabers, TikTok creators. A lawsuit is challenging the potential US ban, arguing it stifles free expression. This fight highlights TikTok's role as a vibrant platform for creativity and connection. (Think epic dance moves, not evil empires!)

Flume Focus:

Flume can help you navigate the evolving legal landscape and ensure your voice is heard on the platform.

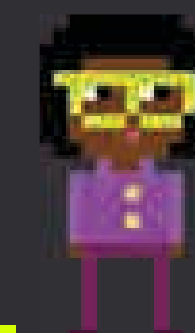
Discovery Domination, Brands Take Note •

Attention, marketers! A study revealed 61% of TikTok users discover new brands on the platform – that's 1.5 times higher than anywhere else! Plus, half actively research brands there, and a whopping 91% take action after being inspired by a TikTok search. Talk about purchase power!

Flume Focus:

Flume can craft engaging TikTok content that resonates with your audience, partners with the right influencers, and leverages new advertising tools to reach new customers.

TURN SCROLLERS
INTO BUYERS.



TIKTOK

The Creative Revolution Keeps Rolling

Music Industry Magic, Artists & Labels Find Harmony •

Great news for music lovers (and creators) – TikTok and Universal Music Group have struck a deal, ensuring fair compensation for artists and songwriters. This paves the way for exciting new promotional opportunities and cutting-edge AI protection for their work.

Flume Focus:

This deal is a game-changer for the TikTok creator economy. We can help you understand how it might impact you and explore new ways to make money on the platform.

Shop 'Til You Drop – E-commerce Explodes •

TikTok Shop is on fire. • They onboarded a whopping 6 million sellers in just six months. Early birds benefitted from a less competitive landscape and sweet seller incentives. But there's still plenty of room for growth.

Flume Focus:

Flume can help you set up a thriving TikTok shop, create product content that gets noticed, and optimises your listings to drive sales. Let's turn every view into revenue!

The Rise of AI Voice Acting •

Get ready for a new wave of creative possibilities. TikTok might soon introduce a text-to-speech AI feature that allows users to clone their own voices. This feature will enable users to record text, and the AI will generate a synthetic version of their voice for voice overs and other creative applications.

Flume Focus:

Flume can help creators explore the possibilities of AI voice acting and develop innovative content strategies that leverage this new technology.





X Gets a Chatty Companion •

Get ready to say hello to Grok, X's brand new AI chatbot, now live in the UK. This innovative feature offers a whole new way to interact with the platform, potentially leading to a more personalised and quirky user experience.

Flume Focus:

Flume can help you stay informed about Grok's functionalities and explore potential applications for your brand or content strategy.

A Streamlined Interface, X Goes Minimalist (Maybe?) 🚨

X is getting a makeover, and it's a doozy... Elon Musk is proposing a radical change: hiding the like, share, and reply buttons by default. You'd have to tap and hold on a post to interact with it. While some people are digging the "cleaner" look, others are worried it's just not user-friendly.

Flume Focus:

Flume can help you navigate the potential changes to the X interface. Whether the hidden buttons become permanent or not, we can assist you with optimising your content for maximum visibility in the new feed and developing new strategies to encourage user engagement despite the hidden buttons.



THREADS

Is Threads the New Twitter?

Data suggests Threads might be eclipsing X (formerly Twitter) in terms of daily active users (DAU). Apptopia estimates Threads averages 28 million DAUs, while X trails behind with 22 million DAUs. This unexpected growth indicates a potential shift in user preferences towards more intimate and private communication.

Flume Focus:

Flume can help you analyse this trend and determine if Threads aligns with your brand's communication strategy. We can assist with understanding the unique demographics of Threads users, developing engaging content formats for the platform and measuring the effectiveness of your Threads presence.

Positivity Pays (But There's a Twist) •

Threads are incentivising creators to spread positivity! Here's the deal: Creators can participate in a challenge where they post positive content daily for ten days using #GoodVibesonThreads. Ten lucky winners will receive up to \$500 each.



WRAPPING UP: THE LATEST ON OTHER PLATFORMS

PINTEREST

Inspiration Station 📖

Pinterest continues its impressive growth, boasting 518 million monthly active users, representing a 12% year-over-year increase.

Flume Focus:

Want to tap into this visual goldmine? Flume can help you create captivating Pinterest content that connects with your target audience and drives traffic to your website or landing pages.

YOUTUBE

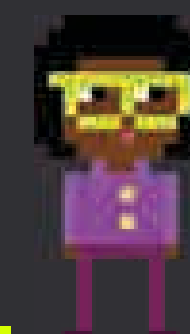
Short & Sweet Success 🎬

YouTube Shorts continues its meteoric rise, surpassing 70 billion daily views, solidifying its position as a major video platform.

Flume Focus:

Flume can help you craft engaging YouTube Shorts that capitalise on trending topics and leverage YouTube Shorts alongside your existing video strategy for cross-promotion.

GET MORE XP:
CAPITALISE ON
THE POPULARITY
OF YOUTUBE SHORTS.



WRAPPING UP: THE LATEST ON OTHER PLATFORMS

LINKEDIN

Embracing Video and Newsletters •

LinkedIn is catering to the evolving content consumption landscape by offering new features:

Customisable Newsletter Button: LinkedIn profiles can now feature a “subscribe to newsletter” button, allowing creators to expand their reach beyond the platform.

Dedicated Video Feed (Testing): A select group of users is testing a dedicated vertical video feed, similar to TikTok’s FYP. This highlights LinkedIn’s focus on video content.

Flume Focus:

Flume can help you develop a compelling LinkedIn Newsletter strategy that crafts engaging vertical video content specifically for the LinkedIn feed and optimises video content for increased discoverability in the new feed.

Quest Completed. You’ve Conquered the Latest Social Media Update. •

That’s a wrap on June’s social media updates. The digital landscape might be more chaotic than a boss battle on the highest difficulty, but fear not, we’re your ultimate guide. We’ll decode the latest news, translate marketing jargon into player-friendly language, and help you craft data-driven strategies that lead to epic social media wins.

Keep reaching new, bigger and better levels in your marketing game! Stay tuned for next month’s update, where we’ll continue your social media journey 🏹



LEVEL 3:
LEVEL UP YOUR
MARKETING WITH
FLUME GAMING • THE
JUNE FLUME FAVOURITE



INSTAGRAM

X

THREADS

PINTEREST

WHATSAPP

GOOGLE

TIKTOK

REDDIT

LINKEDIN

YOUTUBE

BEREAL

We're the ultimate power-up for your digital strategy, specialising in hyper-casual games that supercharge customer engagement.

Attention spans shorter than a tweet? •

No worries, Flume Gaming crafts insanely fun, ridiculously easy-to-play games that seamlessly integrate with your marketing campaigns. Think swipe-to-win challenges, epic trivia battles, and mind-bending puzzles. These bite-sized bursts of engagement are gold for brand awareness, loyalty, and turning customers into straight-up fans 🎮

Ready to unleash the ultimate marketing power-up? •

We're talking Augmented Reality (AR) filters. These bad boys are like the cheat codes of marketing engagement, just way cooler • Think your customers wouldn't trade their thumbs for some epic in-real-life action? Think again! With AR filters, they can become the heroes (or villains) of their own stories. We can create filters that react to your audience's movements, like tilting their head to steer a virtual spaceship through a meteor shower. This is just a taste of what's possible... Flume Gaming designs AR filters for every quest, from quick wins to full-fledged interactive adventures.

Around here, we're marketing masters known for mastering gamification •

Flume Gaming combines award-winning game development with strategic marketing muscle. Imagine customers unlocking exclusive rewards for interacting with your brand. Our gamification strategies transform boring campaigns into epic adventures that leave a lasting impression.

Gamification isn't just about fun, it's about connection •

We understand the power of forging real bonds between brands and consumers. By infusing your marketing with gamified elements, we create memorable interactions that keep your audience coming back for more.

Ready to give your brand image MAJOR XP? •

Join the Flume Gaming revolution and discover the transformative power of gamified engagement. Watch your customer engagement soar and brand loyalty reach new heights with our hyper-casual games.



A pixelated cityscape at night with a character on a tall building and a speech bubble.

LET'S PLAY •

Don't Let **Your Digital Strategy Reach Game Over!**

The **Digital Diary** is your ultimate power-up for navigating the reactive world of digital marketing. We'll keep you informed, inspired, and equipped to dominate online.

Ready to level up your marketing and celebrate epic wins?

Let's chat. We're your allies in this digital game, helping you craft a winning digital strategy that gets real results.

VISIT OUR SITE

