

MAY 2024 ISSUE

FLUME

DIGITAL DIARY

ONE-YEAR EDITION!

Hey Digital Darlings

Can you believe it? **Our Digital Diary just turned one!**

Forget the sad desk-cake, we're popping virtual champagne to celebrate a year of keeping you woke on the digital game.

And the party just got started... Settle in because it's time for the hottest AI, social media, and who-knows-(we-do)-what-else news that'll keep your digital strategy fire AF.



**FLUME DIGITAL DIARY
TURNS 1 & DELIVERS YOUR
DIGITAL DIGEST FOR MAY 2024**



INSTAGRAM X THREADS PINTEREST WHATSAPP GOOGLE TIKTOK REDDIT LINKEDIN YOUTUBE BEREAL

AI News Roundup: May 2024 – Top Stories

LLM Mania! Get Ready for Content Creation on Steroids (Seriously, these AI tools are about to blow your mind.)

AI Creation & Editing Tools Explode (From text to video before you can say “duuuuude”.)

The Future of Influence? **AI Steps up** (Don’t worry, humans. You won’t lose your influencer crowns just yet, but things are about to be shaken, not just stirred.)

Social Media Tea Spills: May 2024

Is **TikTok** about to Steal Instagram’s Throne? Notes on the Horizon! (Spoiler alert: Things are getting spicy.)

Instagram Gets Reel with New Features: Discounts, Longer Reels, and More! (Time to level up your content game, fam.)

YouTube Makes Shopping a Streamlined Experience: Short Videos and In-Stream Shopping (Get ready to impulse buy like never before.)

Threads Finally Unveils Post Analytics (Hallelujah! It’s about time – now we can actually see what’s working.)

Snapchat Ups the Video Game with AR Filters and Longer Videos (Get ready to unleash your inner director... with some trippy filters.)

LinkedIn Levels up with New Features and Insights: Track Campaigns, Use DMs, and Explore a Potential TikTok-Style Feed (Is LinkedIn about to become the new TikTok? Things are about to get weird.)

This is just a taste of May’s digital tea.
Settle in for the grande! ☕



AI TRIP GONE WRONG?
NAH, NOT IF YOU KNOW
WHAT YOU'RE DOING



INSTAGRAM

X

THREADS

PINTEREST

WHATSAPP

GOOGLE

TIKTOK

REDDIT

LINKEDIN

YOUTUBE

BEREAL

AI'S CAPABILITIES ARE INCREASINGLY OUT OF THIS WORLD. LITERALLY.

Here's a glimpse into some of the most mind-bending developments that took place in May:

(PS If you feel like you don't know what you're doing, and AI is just a bad trip you want to get off of, then consider using a knowledgeable guide – a "trip-sitter", if you will. Yes, us.)

It's Everywhere:

AI is infiltrating everything. From your Aunty's Google Photos' free AI-edited pics to masterful video creation tools to Adobe's use of AI to build a text-to-video model, it's making its presence felt.

Flume Focus:

Take our hand: We'll show you how to leverage AI to enhance customer experience and grow their mental availability. If your Aunty's embracing it, you can too!

The Machines Take Over (Sort Of):

Remember that time the self-driving Tesla Cyber-Trucks decided to play bumper cars on the freeway? Despite its growing capabilities, AI still has some kinks to work out. Regardless, everyone's trying to figure out if robots are gonna steal our jobs or, worse yet, become our robot overlords.

Flume Focus:

Don't worry, we're here to guide you through the good, the bad, and the (hopefully not) ugly robotic uprising. Navigate this terrain like a sane self-driving truck. Let's channel the growth mindset of that US congressman who went back to college to learn machine learning... at the age of 73.

The Future Is Now:

Sci-fis where robots write poetry and code symphonies? Not quite, but nearly there. GPT-4 Turbo can write, solve maths problems, and code like nobody's business.

Flume Focus:

Don't get left behind, feeling dazed and confused. We'll help you master the GPTs and dominate your social media game. Think killer content, targeted advertising, and significant time saved.



AI NEWS ROUNDUP: MAY 2024 EDITION

Expand your consciousness! Learn more about recent breakthroughs that impact digital marketing strategies.

LLM Mania

Writer's block, be gone!

GPT-4 Turbo is here to supercharge your content creation. This next-level AI can write like a seasoned pro, crafting engaging blog posts, product descriptions, and social media captions that resonate with your target audience. Imagine never having to stare at a blank page again! Flume can leverage GPT-4 Turbo's superpowers to create data-driven content that gets results. Think high-performing ad copy that drives clicks and social media posts that spark conversation. Let Flume help you unlock the full potential of GPT-4 Turbo and take your content marketing to the next level.

AI Can Talk Now!

Move over boring voice-overs, AI is here to narrate your life. Hugging Face released a new text-to-speech model, and Flume can use it to create engaging audio content for your marketing campaigns.

Google's Got Infinite Context (Whoa!)

Feeling lost in the content creation jungle? Google's new LLM technique is like a compass for your marketing strategy. It considers the BIG picture – your brand, your audience, the whole shebang – to create content that seamlessly blends with your existing efforts. Think of it as the ultimate content-creation bestie.



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AI is Making Videos Too

Adobe's text-to-video AI model

Who needs fancy video editors when you have AI? Adobe's text-to-video model is still under construction, but it has MAJOR potential. Flume can use it to create product demos, explainer videos, and social media content that'll grab your audience's attention faster than you can say "viral!"

Google Photos Got Even Smarter

Google Photos' free AI editing tools

Level up your social media game with free AI editing tools! ✨ We can use Google Photos' magic to optimise your existing images and videos for better performance and engagement. Think sharper visuals, brighter colours, and all the good stuff that makes people double-tap.

AI Influencers? The Future is Weird (and Maybe Wonderful?)

TikTok's exploration of AI-generated influencers.

TikTok might be testing robot influencers! This raises some eyebrow-raising questions about the future of influencer marketing. Things are getting freaky, man, but we're here to guide you through this strange new world. We'll help you develop strategies that leverage both human and AI influencers to maximise your reach and impact.

With all these developments, digital marketing's more "changeable" (it's a word, we promise) than it's ever been before. But you don't have to navigate its changes (and opportunities) alone. We're here to make sure you're in the loop and guide you – that way, you're able to execute data-driven strategies. Ready to crush the competition?



SOCIAL MEDIA SPILLS: MAY 2024 EDITION



GET READY FOR A STEAMING CUP OF SOCIAL MEDIA UPDATES!

May saw a bunch of new features, some platform power-plays, and a sprinkle of controversy. Let's dive in.

FACEBOOK Facebook Ads Get Granular (and We Love It!)

Say goodbye to wasted ad spend:

Facebook is giving out more control than ever with granular audience-targeting options. Time to focus on your ideal customers!

Flume Focus:

Flume can help define laser-focused audience segments based on demographics, interests, and behaviours – ensuring the message reaches the exact right people, maximising return on investment (ROI).

Meta's new Opportunity Score is like a crystal ball for your ads!:

It helps you identify areas for improvement and boost your campaign performance. More leads, conversions, and sales – hello ROI dreams.

Flume Focus:

Everything's finally organised into one easy-to-find spot. We'll guide you in navigating the new settings to ensure your ads are optimised for maximum impact.

Finding ad settings on Facebook used to be a treasure hunt. Not anymore:

Finding ad settings is now a breeze with a dedicated section in Ads Manager.

Flume Focus:

Stop guessing and start leveraging data-driven insights. Flume can analyse Opportunity Scores and recommend actionable strategies to improve ad performance. More leads, more conversions, more sales.



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INSTAGRAM

Instagram Gets Reel with New Features 🌟

Get ready to boost sales and blow up your engagement! Instagram just dropped some fire features for creators and businesses alike.

Promo code power:

Run ads with built-in promo codes and watch conversions skyrocket.

Flume Focus:

Flume can help you craft killer campaigns that incentivise purchases and get those followers clicking "buy".

Reel it in (for longer):

Upload longer Reels (up to 3 minutes!), translate content with AI-powered features, and collaborate with friends, fans, and followers on private Reel feeds.

Flume Focus:

With these new features, we can help you craft captivating Reels, while keeping content strategy and collaborations top-of-mind. Maximise engagement with your brand with viral-worthy content that's created with friends, fans, and followers!

Search savvy & beyond the follower count:

Finding your brand just got easier with Instagram's streamlined search experience.

Flume Focus:

We'll optimise your profile and content for discoverability, making sure your target audience stumbles upon your awesomeness.



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INSTAGRAM Instagram Gets Reel with New Features 🌟

Remember, engagement is king according to Instagram itself (thanks Adam Mosseri!):

Forget chasing follower counts and focus on creating valuable content that sparks conversations with your audience.

Flume Focus:

Flume can execute a data-driven content strategy that prioritises engagement and builds you an active, loyal community.

Keeping up with the ever-evolving landscape:

Political pushback:

The social media world moves fast. Instagram's facing some heat for limiting political content. Stay informed about platform policies to avoid any snags with your content.

Flume Focus:

We'll help you navigate these changes and ensure your brand messaging aligns with the latest guidelines.

Respond to specific content in Instagram Carousels (finally) ➡

Carousel conversations (Hallelujah!):

Say goodbye to comment confusion in carousels! Instagram is testing the ability to respond to specific content within carousel posts.

Flume Focus:

With our help, create interactive carousel content that sparks user engagement and leverages this new reply feature once it officially launches.



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THREADS

Threads Finally Gives Us the Data We Deserve!

Insights into your success:

June brings the long-awaited arrival of post analytics on the platform. This means you can finally track your performance and see what's resonating with your audience.

Flume Focus:

Don't get lost in the data sea! Flume can help you analyse your Threads insights and develop winning strategies to maximise reach and engagement.

SNAPCHAT

Snapchat Ups the Video Game (And Privacy Focus!)

Snapchat's got two big updates: First, they're doubling down on privacy, which is always a good thing.

Second, they're making video creation and uploads way more flexible.

AR filters take centre stage in ads:

Get creative with Snapchat's new AR filter advertising option to grab your audience's attention.

Flume Focus:

Flume can help you develop eye-catching AR filter campaigns that will stop your target audience in their scrolling tracks.

Lights, camera, longer videos!:

Express yourself with extended video creation and upload limits (up to 3 minutes for creation and 5 minutes for uploads).



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TIKTOK Is TikTok about to Become the New Instagram?

The crystal ball says:

Whispers on the internet suggest TikTok Notes might be the next big thing. A potential Instagram competitor?!

Flume Focus:

We're keeping our ear to the ground to monitor how this unfolds. No matter what TikTok throws your way, we'll be ready to adapt your social media strategy and stay ahead of the curve.

Shadow Banished? Not on Our Watch!

Breaking the rules means no views:

Rule breakers beware... TikTok is cracking down on bad actors with shadow banning. Play by the rules to keep those views rolling.

Flume Focus:

Flume stays on top of TikTok's community guidelines to ensure your content stays safe and gets those views rolling. Plus, we can help you develop engaging content that resonates with your audience. Win-win!



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TIKTOK Is TikTok about to Become the New Instagram?

Monetisation Magic on TikTok

Search is king:

Great news, creators! Search value now plays a bigger role in how much you can earn through TikTok's Creator Rewards programme.

Flume Focus:

We'll equip you in optimising your TikTok content for search by including relevant keywords and trending hashtags. More discoverability means more engagement means more earning potential!

YOUTUBE From Short & Sweet to Shop 'Til You Drop!

YouTube's got a bag of tricks this month, and Flume can help you unlock its full potential.

Short and sweet on YouTube?:

Yep, Google's joining the short-form video party with Shorts testing right in the search bar.

Flume Focus:

Flume can help you create bite-sized video content that grabs attention in search results and drives viewers to your website or landing pages. Think of it as a mini-ad that keeps viewers hooked.



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YOUTUBE From Short & Sweet to Shop 'Til You Drop!

Shop 'til you drop (without leaving YouTube):

Hold onto your wallets! YouTube's launched new in-stream shopping features like Shopping Collections and an Affiliate Hub. This means viewers can seamlessly purchase products without ever leaving the platform.

Flume Focus:

Flume can help you develop a winning YouTube shopping strategy that leverages these features and turns viewers into paying customers.

AI skip button? Not so fast!:

While YouTube's testing an AI-powered feature to skip to the "best" parts of a video, don't underestimate the power of a well-crafted narrative.

Flume Focus:

Produce compelling videos that keep viewers engaged from start to finish – no AI shortcuts needed.



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YOUTUBE From Short & Sweet to Shop 'Til You Drop!

YouTube's got a bag of tricks this month, and Flume can help you unlock its full potential.

Don't hit delete!:

YouTube says hold off on deleting those old videos. They can still add value to your content library.

Flume Focus:

We'll guide you in developing a long-term YouTube strategy that maximises the value of your entire video collection.

Transparency is key:

YouTube wants creators to be upfront about "Altered Content" to maintain viewer trust.

Flume Focus:

Flume can advise you on best practices for video editing and ensure your content complies with YouTube's guidelines.



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LINKEDIN

LinkedIn Levels up Your B2B Game (And We're Here to Help!)

Big news for LinkedIn users: New features and insights just dropped, and Flume's here to decode them and help you leverage them for B2B success.

Track your ads like a pro:

Gone are the days of campaign performance guesswork; LinkedIn's new dynamic UTM parameters give you the data you need to optimise your ad campaigns and see what's really working.

Flume Focus:

We'll help you unleash the power of UTMs and ensure your LinkedIn ads are laser-focused on driving results.

DMs open for business:

The gates are open! Company page DMs are now available to all businesses, giving you a direct line to potential customers and leads.

Flume Focus:

With our expertise, develop a winning social-selling strategy that utilises LinkedIn DMs to build relationships, nurture leads, and close deals.

LinkedIn gets short & sweet (maybe):

Shhh... It's still under wraps, but LinkedIn might be testing a TikTok-style feed. Stay tuned!

Flume Focus:

Flume will keep a close eye on this development and provide insights on how to adapt your content strategy to take advantage of this possible new feature.



A STEAMING CUP OF SOCIAL MEDIA UPDATES

May saw a bunch of new features, some platform power-plays, and a sprinkle of controversy. Let's dive in.

This is just a taste of what's brewing in the digital world. We'll keep you updated on all the latest social media trends, platform updates, and anything else that can impact your digital strategy.

Beyond the Headlines: Your Flume Advantage

The social media world moves faster than a Kardashian gossip cycle (trust us – we keep up with both!). We're here to be your social media sherpa! We'll decode the latest updates, translate marketing jargon into plain English, and help you develop data-driven strategies that crush your social media goals.

This Digital Diary is your one-stop shop for all things digital. We'll keep you informed and empowered to make decisions that get real results.

Ready to ditch the guesswork and celebrate social media wins? Let's chat!



FLUME FAVOURITE



WEBSITE MAKEOVER: FROM MEH TO MAGIC WITH PERSONALISATION

This month, we're ditching the snooze-fest websites and unlocking hidden potential with website personalisation!

Because let's face it, generic websites are about as thrilling as watching paint dry.

Attention spans shorter than a TikTok scroll?

We get it. That's why you need to grab eyeballs and keep visitors glued to your site.

Enter personalisation – your secret weapon!

Think about it. Have you ever felt like websites read your mind? Like those eerie product recommendations on shopping sites, or the dark theme that suddenly feels perfect for your late-night browsing? That's personalisation in action! Social media platforms take it a step further, crafting feeds based on your past behaviour to keep you endlessly scrolling. (We see you, Instagram!)

The Netflix Effect: Binge-worthy websites? Yes please!

Netflix is the king of personalisation, creating an addictive experience with its dynamic thumbnail system.

Imagine horror movie previews tailored to scare you, or comedies that make you laugh out loud just from the image.

It's all about grabbing attention with visuals that resonate, ultimately leading to more clicks and satisfied viewers.

Beyond one-size-fits-all: The future is now!

Personalisation goes way beyond fancy visuals. The average website visit lasts a shockingly short 4-6 minutes.

Yikes! So how do we use personalisation to maximise engagement in that tiny window?

Imagine two visitors landing on your site. One sees a personalised experience, tailored to their needs and interests.

The other gets the generic treatment. Who do you think will convert and become a loyal customer? This is the power of personalisation. It fosters deeper connections with your audience, builds brand loyalty, and makes your website unforgettable.



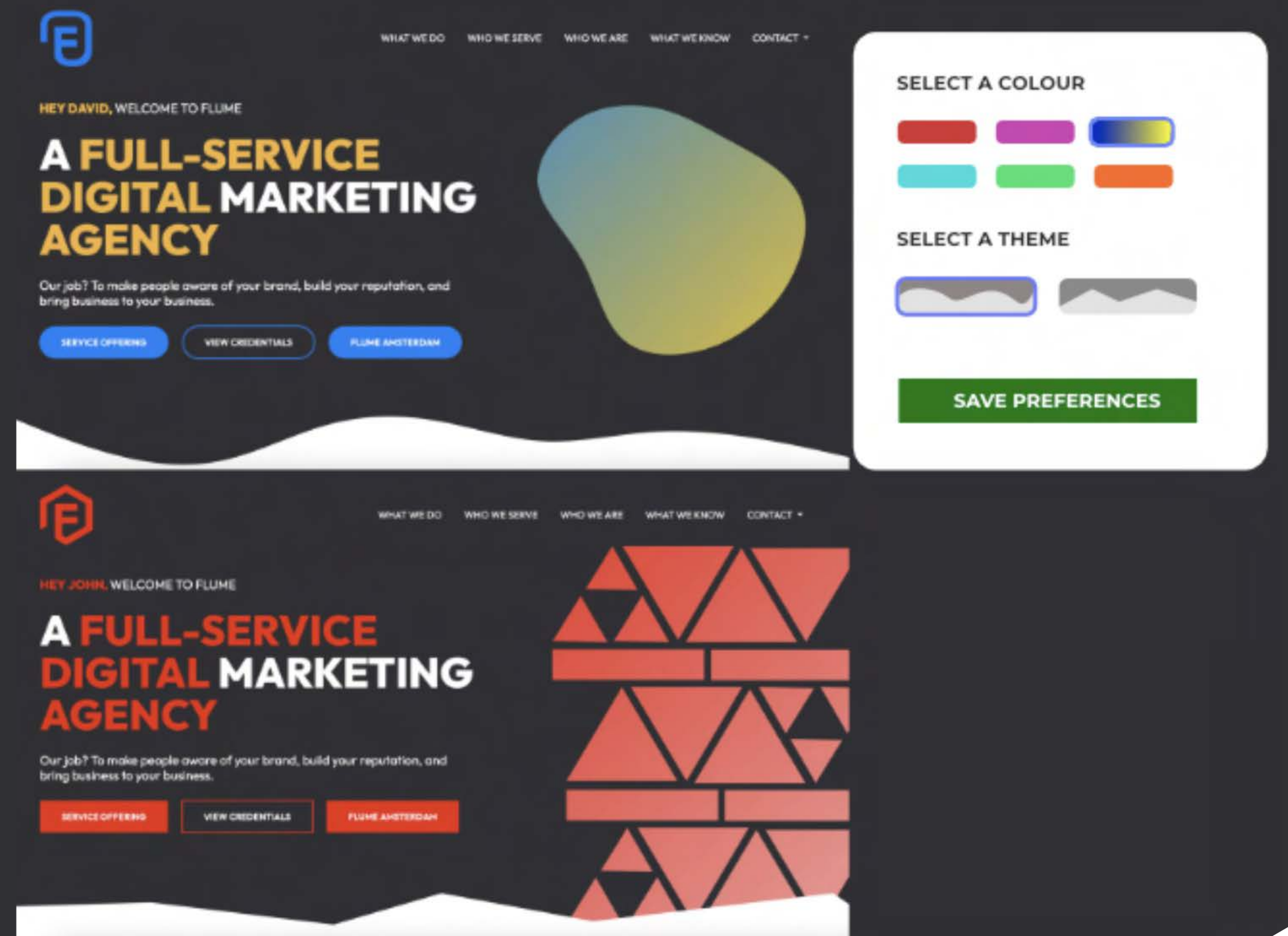
WEBSITE MAKEOVER: FROM MEH TO MAGIC WITH PERSONALISATION

Static content? Let's smash that button!

Just like dark themes dethroned the blinding white web pages of the past, personalisation is revolutionising the online experience. By leveraging user data and preferences, we can create dynamic content that's not just informative, it's captivating. This shift from generic to personalised experiences builds stronger brand connections and paves the way for a more interactive, responsive, and, ultimately, human-centric digital world.

Flume: Your Personalisation Sidekick

Flume is at the forefront of personalisation technology, helping brands craft unique and engaging experiences that leave generic websites in the dust! Ready to ditch the meh and embrace the magic? Let's chat and create a website that keeps visitors coming back for more.



Stay Ahead of the Curve with Flume

The digital world moves fast, but don't sweat it. The Flume Digital Diary's got you covered on all the latest trends and innovations.

Let's navigate the exciting world of digital marketing together and achieve results that are nothing short of remarkable.

VISIT OUR SITE

