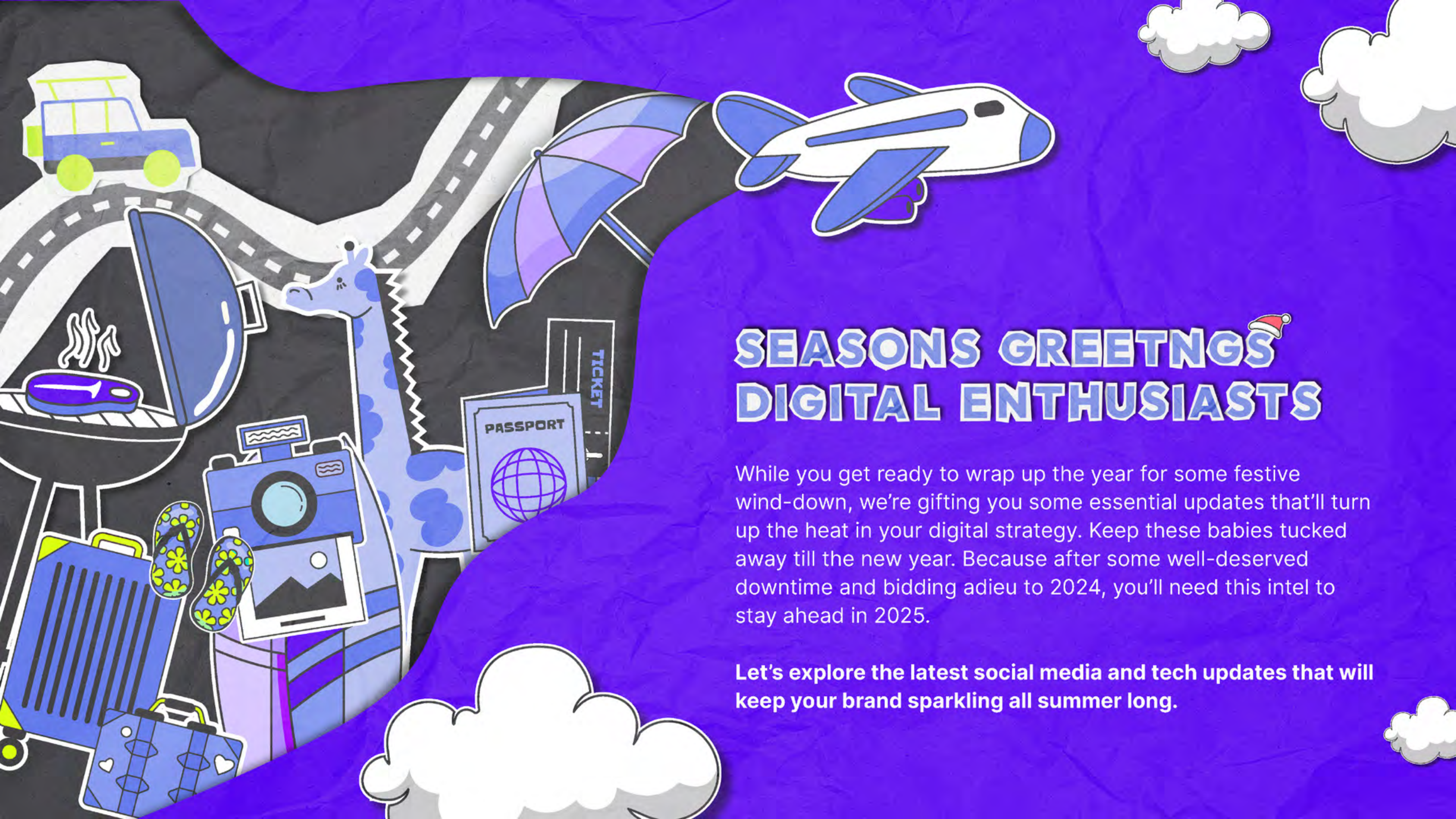


FLUME DIGITAL DIARY



2024 year-end issue



SEASONS GREETINGS[🎅] DIGITAL ENTHUSIASTS

While you get ready to wrap up the year for some festive wind-down, we're gifting you some essential updates that'll turn up the heat in your digital strategy. Keep these babies tucked away till the new year. Because after some well-deserved downtime and bidding adieu to 2024, you'll need this intel to stay ahead in 2025.

Let's explore the latest social media and tech updates that will keep your brand sparkling all summer long.



AI NEWS ROUNDUP: 2024 YEAR-END – HOLIDAY TECH TIDINGS

FLIGHT

DESTINATION

GATE

Exciting summer holiday plans? We've got updates that rival even that first New Year's Eve kiss. It's time to take your AI-powered digital strategy to the next level. Here's what's fresh this season:

709

Meta's Llama AI Receives a Major Upgrade 🤖

Shifting from Llama 3.1 to 3.2, the AI tool will now have multimodal capabilities, meaning it can process text, audio, and images – making it more versatile than ever!

A2

454

Google Expands Its Virtual Try-On AI Tool 🕶️🌞

Google upgrades virtual try-on tools to include dresses. With the power of AI, you can see how items look on different body types, including realistic details like shadows and drapes.

G10

655

Several AI Updates for Google Ads 🦖

New AI-led Google Ad updates are on the way, featuring advanced AI creation assistance, AI asset generation, new AI parameter controls, improved reporting, and more!

655

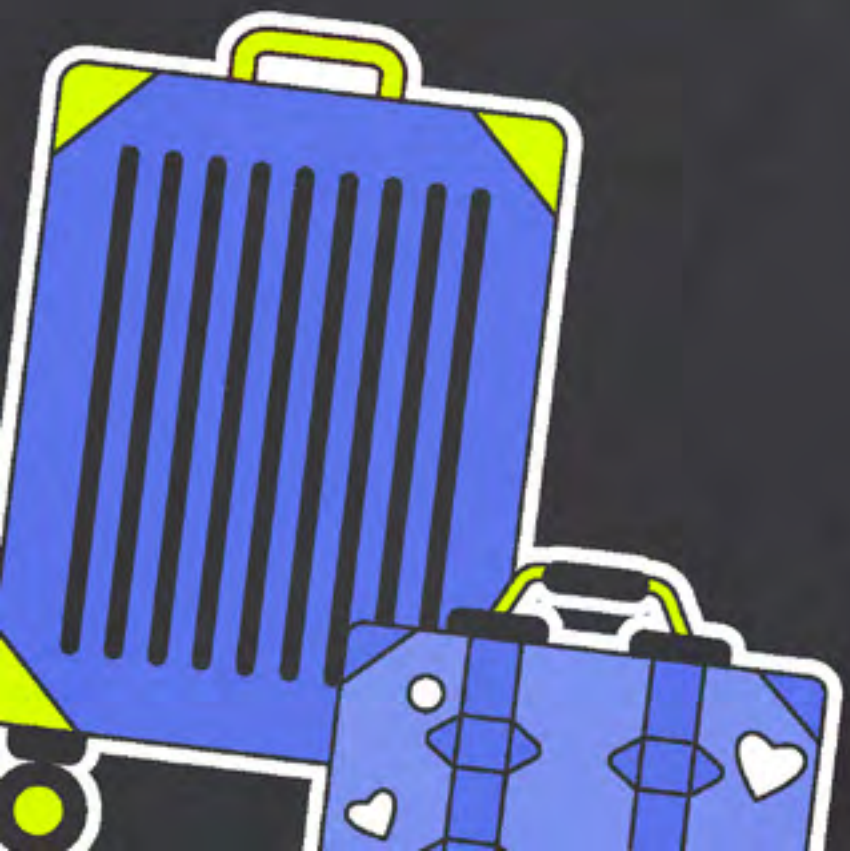




SOCIAL SPILLS: 2024 YEAR-END – SUN-SOAKED SOCIAL UPDATES

FLIGHT	DESTINATION	GATE
102	Meta-Threads Crossposting 🔄 Share Instagram & Facebook Posts Directly to Threads	F1
354	YouTube & AI-Generated Content ✍️ Video Creation Transformed	C6
720	Pinterest's New Remix Sharing Options 🎨 Edit & Share Existing Collages	B4
921	Meta to Drive Seasonal Sales 🛍️ Improved Discount Code Promos, Revamped Reminder Ads & More	G10

This season's AI innovations and social updates are set to sleigh your digital experience, making it more engaging and efficient. 🎅 ✨
Get ready for some festive tech magic that'll light the fire in your digital efforts – and maybe even your braai 🧑🏻‍🍳 🍖





**AI
NEWS
BLAST**



THIS TECH IS ON FIRE AI NEWS UPDATE: 2024 YEAR-END EDITION



Welcome to this month's festive update, where we're splashing out and giving you all the latest AI intel you need to know 🌊
Grab a boerie roll (or a braaibroodjie, if the vibe is vegetarian) as we deck the digital halls and deliver all the latest updates sure to affect your marketing strategy – from advanced ad automation to creative tools that will captivate your audience this season!



AI NEWS BLAST

LLAMA AI GETS A SIZZLING UPGRADE 🌊🖼️

Meta has decorated Llama AI with an upgrade from version 3.1 to 3.2, bringing in a cooler box full of new features, including multimodal capabilities. It can now process text, audio, and images. For example, it will now interpret images and provide information about landmarks from photos. Plus, with its image edit features, it can sprinkle some summer magic onto your pictures, adding elements like sunsets or changing backgrounds.

Flume Focus: With our help, this upgrade could enable more personalised content for your brand – and new ways for your users to engage!

GOOGLE'S VIRTUAL TRY-ON TOOL EXPANDED 👗👤

Updates mean the virtual try-on tool now includes dresses, where AI is used to show how they fit various body types with realistic details like shadows and fabric draping. This aims to make online shopping more intuitive and enhance the virtual retail experience beyond tops.

Flume Focus: This tool will enable us to enhance product discovery and create a more seamless shopping experience for your customers.

GOOGLE ADS MAKEOVER 📌💋

Exciting new AI features for Google Ads were announced during Google's DMEXCO presentation! Key updates include expanded language support for the AI ad-building tool, enhanced AI image editing for more campaign types (like Demand Gen), new AI parameter controls, and improved reporting features. These enhancements aim to elevate the overall advertising experience.

Flume Focus: With more ad optimisation tools being created through AI, let's work together to maximise the effectiveness of your ads using these tools!



AI NEWS BLAST

HO, HO, HO? MORE LIKE “YOH, YOH, YOH!”
HERE ARE SOME MORE AI TREATS 🧑🏻‍🍳 MILK OPTIONAL



META OUTLINES AI, VR, AND AR ADVANCEMENTS AT CONNECT 2024 ..

Meta has announced significant updates to its AI, VR, and AR projects. Key enhancements include new AI features for Ray-Ban Meta Glass, which now offers voice command capabilities and a more affordable Quest 3S model.

The standout announcement though, is the Orion AR glasses, which have been in the pipeline for over five years. They claim the largest field of view in the smallest design yet. They will feature immersive experiences like multitasking windows, big-screen entertainment, and life-size holograms. Unfortunately, they won't be available in South Africa for a while, unless you're willing to pay high shipping fees, but they promise innovative interactions in the digital world.

Flume Focus: As AR and VR technology evolve with AI, there are new ways to enhance digital experiences and engage consumers. We can help you stay informed on these innovations so you can leverage them for cutting-edge digital strategies.

GOOGLE AI RELEASES 2 PRODUCTION-READY GEMINI MODELS ⚡

The upgraded models, Gemini-1.5-Pro-002 and Gemini-1.5-Flash-002, offer production-ready versions with lower costs and higher rate limits. These updates are said to improve performance across various tasks, making AI more accessible and practical for businesses and developers.



AI NEWS BLAST

OPENAI'S O1 – FIRST MODEL WITH “REASONING” ABILITIES ⚡🧐

In the same vein, OpenAI released its new model o1, dubbed “Strawberry” aka “Q-Star”, which is said to represent a major leap in AI capabilities, solving complex problems faster and more accurately than humans. These models use reinforcement learning, where rewards and penalties improve its problem-solving.

Flume Focus: AI is increasingly becoming more accessible and with more capabilities – and impressive updates like these – we can help make your marketing processes more efficient.

GOOGLE'S NEW AI GAMING ENGINE 🎮

This new AI-powered gaming engine is capable of recreating classic games like Doom, along with a broad range of other popular titles. The engine aims to simplify the development process, making it more accessible for creators to bring nostalgic games back to life or create new gaming experiences.

Flume Focus: Stay tuned on how this update will change and influence gamer development and develop enhanced gaming experiences.



THIS DEZEMBA
IS FRESH!



🌟 AI CONTINUES TO TRANSFORM THE DIGITAL LANDSCAPE! STAY TUNED FOR MORE EXCITING INNOVATIONS IN 2025. TOGETHER, WE'LL HELP YOU MAKE THE MOST OF THEM! ✨





SOCIAL

UPDATES

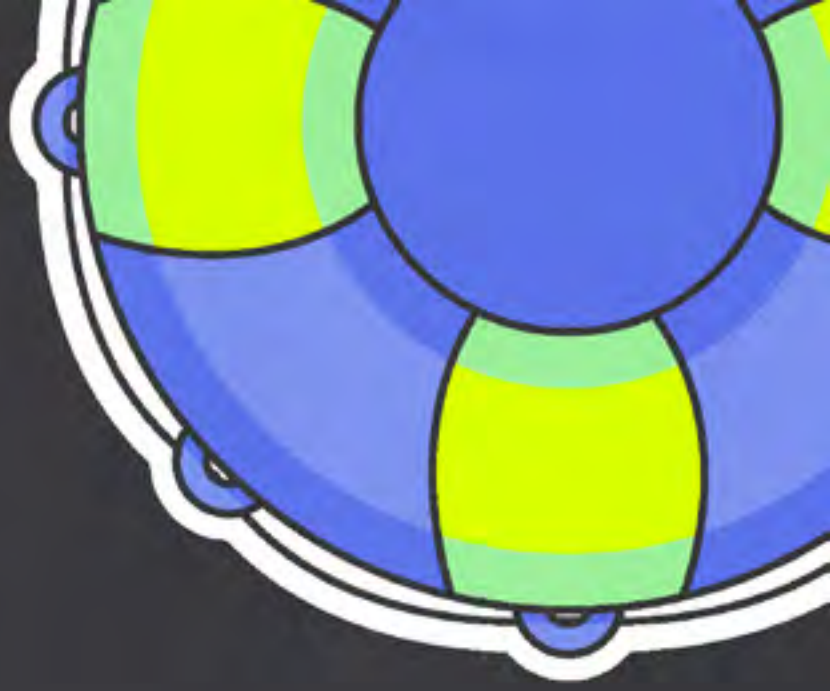


☀️☀️ SUMMER'S SOCIAL, FESTIVE WONDERS 2024 YEAR-END EDITION 🏖️

The festive season is upon us, bringing beach vibes, cocktails, cozzies... and a host of social updates! From new social ad platform tools to upgraded DM features, these updates present fun opportunities to enhance your strategy and engagement with your audience. Think tjop 'n dop – without the babbelas 🤔



SOCIAL UPDATES



ON THE 1ST DAY OF FESTIVE, META GAVE TO ME 🎁

UPDATED AD OPTIONS FOR THE HOLIDAYS 🎄🎁

Meta is bringing some holiday magic with new ad updates just in time for the festive season! From easier-to-use discount codes to update reminder ads and in-store shopping promotions, these tools will help you sleigh your holiday sales and spread cheer by reaching the perfect audience with the right message at the right moment.

Flume Focus: This update means there are more ad formats available to your business. Let's utilise them effectively and reach your holiday marketing goals!

EXPANDED REMINDER ADS VIA API 🎄✅🎁

Meta's updated marketing application programming interface (API) allows businesses to create Instagram reminder ads via third-party apps, with features like Instagram Reels placement, optimised reminder timings, and event additions. This enhances accessibility, improves ad performance, and streamlines campaign management for more effective user engagement.

Flume Focus: Learn how to use this API integration, which is helping brands stay at the forefront of consumer minds by reminding them of campaigns, events, promotions, holiday product launches, and exclusive content.



SOCIAL UPDATES

THREADS CROSSPOSTING FROM FACEBOOK & INSTAGRAM 🎄🎁👉

Meta has enabled cross-posting between Threads, Facebook, and Instagram, simplifying content sharing across these platforms. This aims to increase visibility and engagement, encouraging more use of Threads by tapping into Facebook and Instagram's user base for seamless content distribution, making it easier to spread the holiday fun!

Flume Focus: While this update makes it easier to share and integrate content across the Meta ecosystem, reducing the need for new content creation, this does not take away from bespoke content. At Flume, we can help you maintain a consistent presence while ensuring your content is platform-fit.



SOCIAL UPDATES

ON THE 2ND DAY OF FESTIVE, TIKTOK GAVE TO ME

AUTOMATED AD TARGETING OPTIONS (SBWL X1 🎁)

TikTok has introduced new ad automation packages, including the fully automated Smart+ solution, which handles ad creation, placement, and bidding. This simplifies the ad process for brands, letting TikTok manage everything during the busy holiday season. How's that for a Christmas miracle?

Flume Focus: This update allows us to streamline ad management through automated creation, placement, and bidding, enabling a more focused and creative strategy that can boost efficiency and ROI.

SEARCH AD CAMPAIGNS WITH UPDATED KEYWORD TARGETING (SBWL X2 🎁🤖)

According to TikTok, 23% of users search for something within 30 seconds of opening the app and 57% regularly use the search function. TikTok has enhanced its search ads campaigns, allowing advertisers to target specific keywords for traffic and web conversion objectives 🤖 This update gives more control over ad placement based on user search queries, with TikTok also recommending relevant keywords. The change improves campaign precision and provides brands with better opportunities to reach users actively searching on the platform.

Flume Focus: This update enables us to tailor ads to what consumers are actively searching for, enhancing ad relevance, engagement, and ROI. Let's optimise your campaigns by leveraging TikTok's keyword recommendations to drive more relevant traffic.



SOCIAL UPDATES

DELETE & RE-EDIT UPLOADED CLIPS 🤔🤗🤩

TikTok is testing a Delete and Re-Edit feature that lets users undo edits and start over on their videos directly within the app. This simplifies content revision for users who edit in TikTok rather than third-party apps like CapCut, making it easier to explore new ideas and approaches without needing to delete and re-upload.

Flume Focus: This feature offers creative flexibility by allowing quick revisions and optimisation of video content without starting from scratch. With our help, let's lower production barriers and streamline your content creation for more efficient campaigns.

IG NOTES-LIKE FEATURE 🗣️👁️

TikTok Thoughts is a new feature for sharing short, text-based messages in a speech bubble on users' Stories bubbles at the top of their inbox. Similar to Instagram Notes, it offers a quick way to share brief updates with followers.

Flume Focus: This feature offers our clients a simple way to drive engagement through short, text-based updates that boost brand visibility and encourage direct interactions. This quick testing of messages could optimise your engagement strategies!



SOCIAL UPDATES

🎵 ON THE 3RD DAY OF FESTIVE, INSTA GAVE TO ME 🎁

NEW DM ENGAGEMENT OPTIONS 📺👉

It's time to brighten your DMs with some festive vibes! People are sliding into private chats from feeds and Stories when interacting on Instagram. That's why new features, like stickers and drawing tools to customise chats with themes and cutouts, come at the back of the rise of DM usage.

Flume Focus: We can help you use these features to boost holiday marketing by creating customised, themed DM experiences that foster deeper connections, increase engagement, and provide personalised interactions.

BROADCAST CHANNEL REPLIES 📺👉👤🎄

Like we said, two-way interactions in Insta DMs are increasingly where user engagement is at. That's why Instagram now allows creators to enable replies in broadcast channels, letting subscribers comment on specific posts without those replies appearing in the main feed. This feature helps brands and influencers maintain the channel's broadcast focus while encouraging topical conversations among fans, enhancing direct engagement.

Flume Focus: Find out more about how this feature allows brands to create personalised spaces for subscribers, enhancing engagement and facilitating meaningful conversations.



SOCIAL UPDATES

NEW STICKERS & UPDATED EMOJI PONG 🎁🎮👥

Instagram has introduced 38 new stickers, including classics like hearts and days of the week, for Stories and Reels, offering users more ways to personalise their content. Additionally, the “emoji pong” game has been updated with an improved UI and more options for interaction, allowing users to challenge friends to a game by sending an emoji through DMs.

Flume Focus: Boost client engagement with these new stickers and updated games, and connect with younger audiences. These tools are ideal for creating shareable content, so why not tap into the app’s playful nature as the holiday season approaches?

“FOLLOWING” FEED OPTION A NO-GO 🙄💔

Instagram’s head, Adam Mosseri, confirmed that a “Following-only” feed will not be introduced due to low user engagement in tests. The platform will continue using algorithm-based recommendations to enhance engagement and ad exposure, but it’s exploring options for users wanting content only from their connections.

Flume Focus: Brands can now reach a wider audience, but to enhance visibility, they need to create content that resonates with their target audiences. We have the expertise to help you leverage the platform’s algorithm to promote your content more effectively in your users’ feeds.



SOCIAL UPDATES

🎵 ON THE 4TH DAY OF FESTIVE,
X (FKA TWITTER) GAVE TO ME 🎁

OFFICIALLY LAUNCHED BETA VERSION OF X TV 📺💖

X has launched the beta version of X TV, a connected TV app designed to prioritise video content. Similar to YouTube TV, it offers a big-screen experience with AI-curated trending videos. While ad options are coming soon, there are none yet, and the lack of exclusive content may limit its initial appeal.

Flume Focus: Content delivery is going beyond traditional text and image posts. We can help you use this new avenue to produce video content in multiple formats.



SOCIAL UPDATES

🎵 ON THE 5TH DAY OF FESTIVE, THREADS GAVE TO ME 🎁

POTENTIAL FEDIVERSE INTEGRATION 🗨️🧑

What the 🧐 is a 'Fediverse'?

The Fediverse is a decentralised network of social media platforms that communicate with each other. Instead of being controlled by a single company, each platform is independent – but users can connect across different sites. If you have an account on one site, you can still interact with friends on another site. This means users have more control over their information and online interactions, promoting privacy and community. This update is currently being tested in the US.

Threads is enhancing its Fediverse sharing capabilities. Users can see likes and replies from other servers in the app, allowing content sharing across networks like Mastodon. A simple process, using Diverse sharing (by linking a URL), aims at making connections with decentralised platforms better. However, adoption remains slow due to the update's technical complexity.

Flume Focus: This update allows brands to explore cross-platform content strategies, engaging users on both centralised (Threads) and decentralised (Fediverse) platforms. By connecting with niche communities, your brand can drive organic engagement in less saturated spaces and position itself as being an innovator in the evolving landscape of privacy and user control.



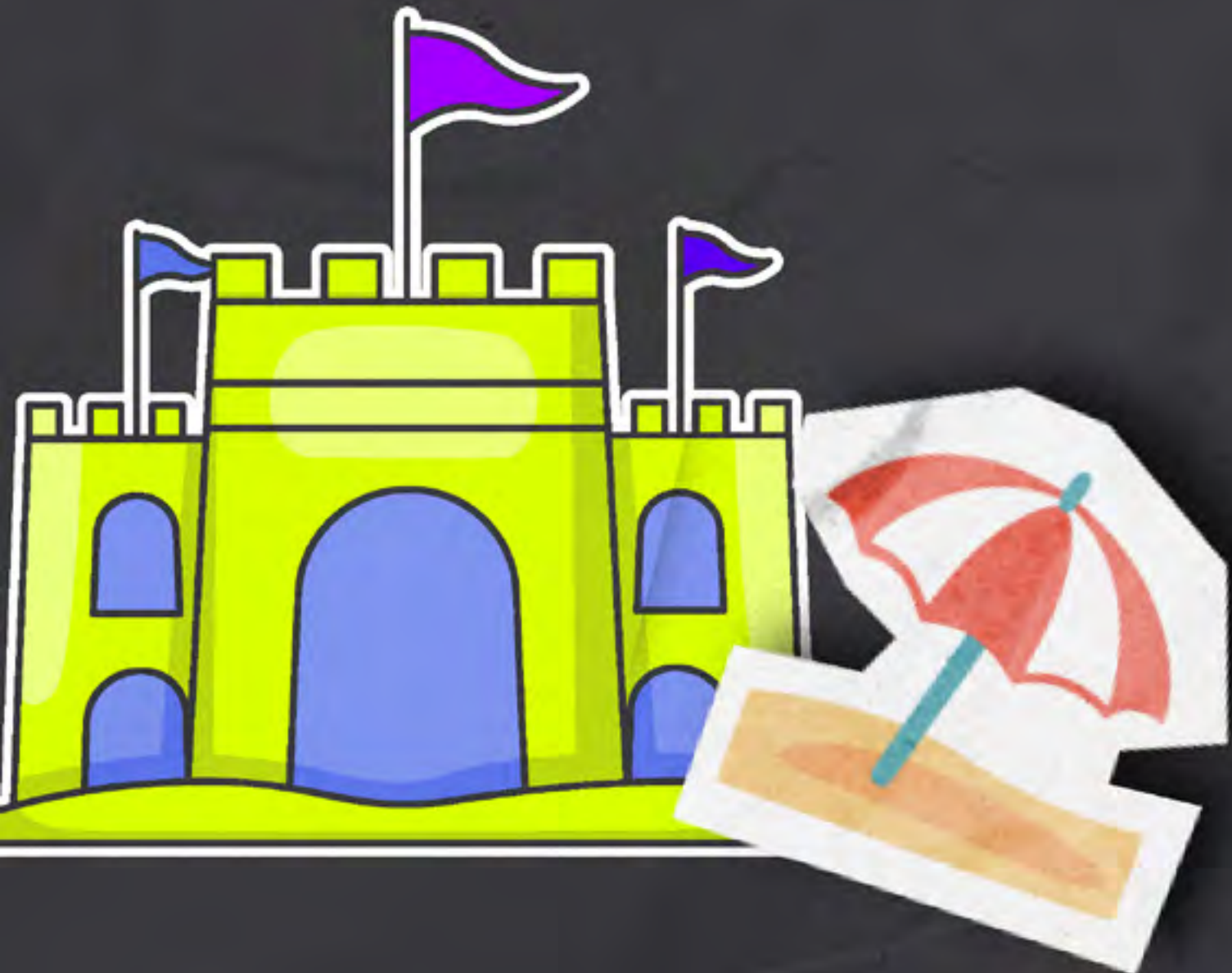
SOCIAL UPDATES



CUSTOM FEEDS & MEDIA TAB ON PROFILES 📸🔔🌸

Threads has introduced new features inspired by X/Twitter, including a media tab on user profiles to view only image and video posts, and the ability to create custom feeds based on keywords or profiles. These updates aim to enhance the user experience by making it easier to access specific content and follow topics of interest.

Flume Focus: By implementing SEO keyword targeting strategies, we can help you feature relevant content under users' custom feeds based on key brand topics and online conversations, as well as help you leverage the media tab for rich media display.



SOCIAL UPDATES



ON THE 6TH DAY OF FESTIVE, YOUTUBE GAVE TO ME 🎁

AUTO-DUBBING TO MORE CREATORS & LANGUAGES 🌍

YouTube has expanded its auto-dubbing feature, allowing creators to translate video audio into more languages, increasing global reach. Initially limited to English-Spanish/Portuguese, the AI-powered tool Aloud will now support languages like French and Italian. The feature will automatically dub videos at upload, with an opt-out option for creators.

Flume Focus: We can help your brand reach a broader audience and engage with them more authentically by offering content in their native languages.

GOAL FOR PROMOTIONS: WEBSITE VISITS 🎯

YouTube has introduced a new goal for paid promotions within YouTube Studio: website visits. This allows creators and brands to directly target website traffic, offering an easier way to turn video views into site visitors! Yes, please 🙏 The new goal can be used across Shorts, main feed, and skippable in-stream ads. It simplifies the process of driving traffic to websites without needing advanced Google Ads campaigns.

Flume Focus: Leverage this new feature to drive targeted and cost-effective traffic, enhance site engagement, and increase conversions through YouTube video content – all while easily tracking results in YouTube Studio.



SOCIAL UPDATES

EXPANDED ACCESS TO PAUSE SCREEN ADS 🎁👤

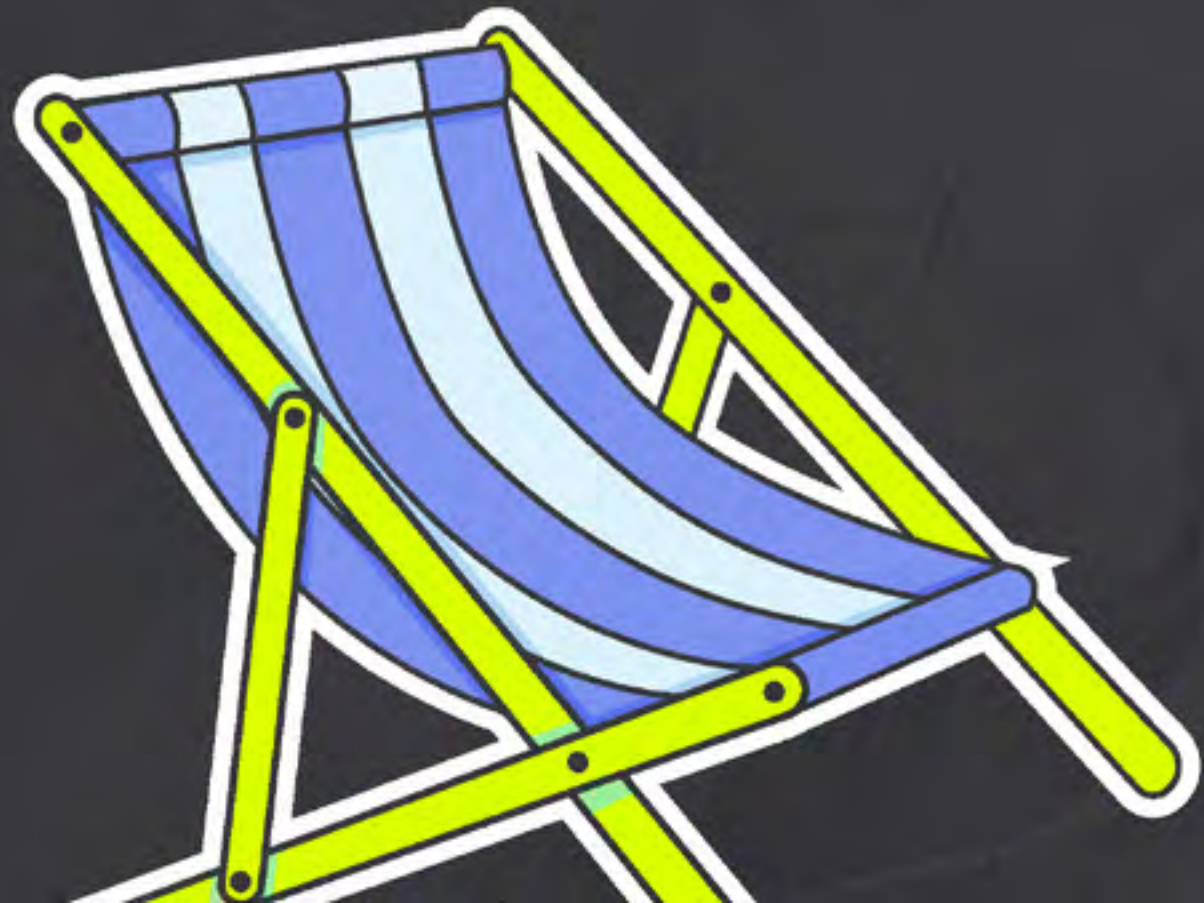
YouTube has rolled out a feature to all advertisers that allows brands to show ads when users pause videos on Connected TV (CTV). This ad format is less intrusive, appearing alongside paused content in a smaller window, making it a good option for capturing attention during longer pauses without disrupting the viewing experience.

Flume Focus: The pause screen ads are ideal for increasing brand visibility or promoting special offers. Learn how to use them to command more focus from your users and drive engagement.

"ADD YOURS" STICKER FOR SHORTS 🏃🔥

This feature, inspired by Instagram and TikTok, encourages participatory video content creation by inviting users to respond to prompts or themes, leading to a chain of user-generated content.

Flume Focus: Let's boost engagement with your brand and possibly even spark viral trends at no additional cost. We can help you leverage this tactic to foster more interactive audience engagement and build community.



SOCIAL UPDATES

🎵 **ON THE 7TH DAY OF FESTIVE, SNAPCHAT GAVE TO ME** 🎁

SPONSORED SNAPS = AD OPPORTUNITIES 💰

Snapchat is expanding ad options with Sponsored Snaps, which appear in users' chat inboxes without notifications, and Promoted Places, which allows businesses to highlight locations on Snap Map. These updates help brands engage users more subtly while tracking visits with privacy-safe data. Enhanced analytics also provide deeper insights into user interactions with Lenses, Stories, and Snap Map.

Flume Focus: Using Sponsored Snaps could mean high engagement rates in conversion-driven campaigns, while Promoted Places may help location-based businesses drive foot traffic via the Snap Map.



SOCIAL UPDATES

🎵 **ON THE 8TH DAY OF FESTIVE, REDDIT GAVE TO ME** 🎁

ADS INSPO LIBRARY, AI COPY & IMAGE AUTO-CROPPER 🎁💻

Reddit's AI-powered ads inspiration library could help businesses craft ads suited to the platform's communities. It showcases top-performing ads, with filters for budget, format, and industry. New AI tools, including a copywriter and image auto-cropper, streamline ad creation by automating text and image formatting. These exciting features simplify the process of learning platform-specific ad strategies.

Flume Focus: Learn how to use these tools to adapt your messaging to Reddit's unique culture. With our help, you can streamline processes and improve your creative efficiency – ultimately boosting your ad engagement!



SOCIAL UPDATES

 **ON THE 9TH DAY OF FESTIVE, PINTEREST GAVE TO ME** 

EXPANDED PROMOTIONAL PUSH

Pinterest has launched the next phase of its promotional campaign to raise awareness and boost adoption of its ad tools among potential partners. This stage spotlights features like party planning, recipes, and shopping discovery, with vibrant animations that enhance its creative appeal.

Flume Focus: This expanded campaign could give our retail, food, and event clients a chance to engage high-intent users, especially during holiday shopping. Leveraging Pinterest's ad tools for seasonal promotions could maximise your audience's in-app engagement and spending.

COLLAGE REMIX & SHARING OPTIONS

Pinterest is enhancing its collage features with two new tools: collage remixing and collage sharing. Remixing allows users to edit existing collages and share their versions, while sharing enables users to download collages as videos, complete with Pinterest watermarks, for sharing on other platforms.

Flume Focus: These new tools offer fashion, home décor, and lifestyle brands a chance to engage creative audiences like Gen Z by encouraging collaboration and user-generated content.



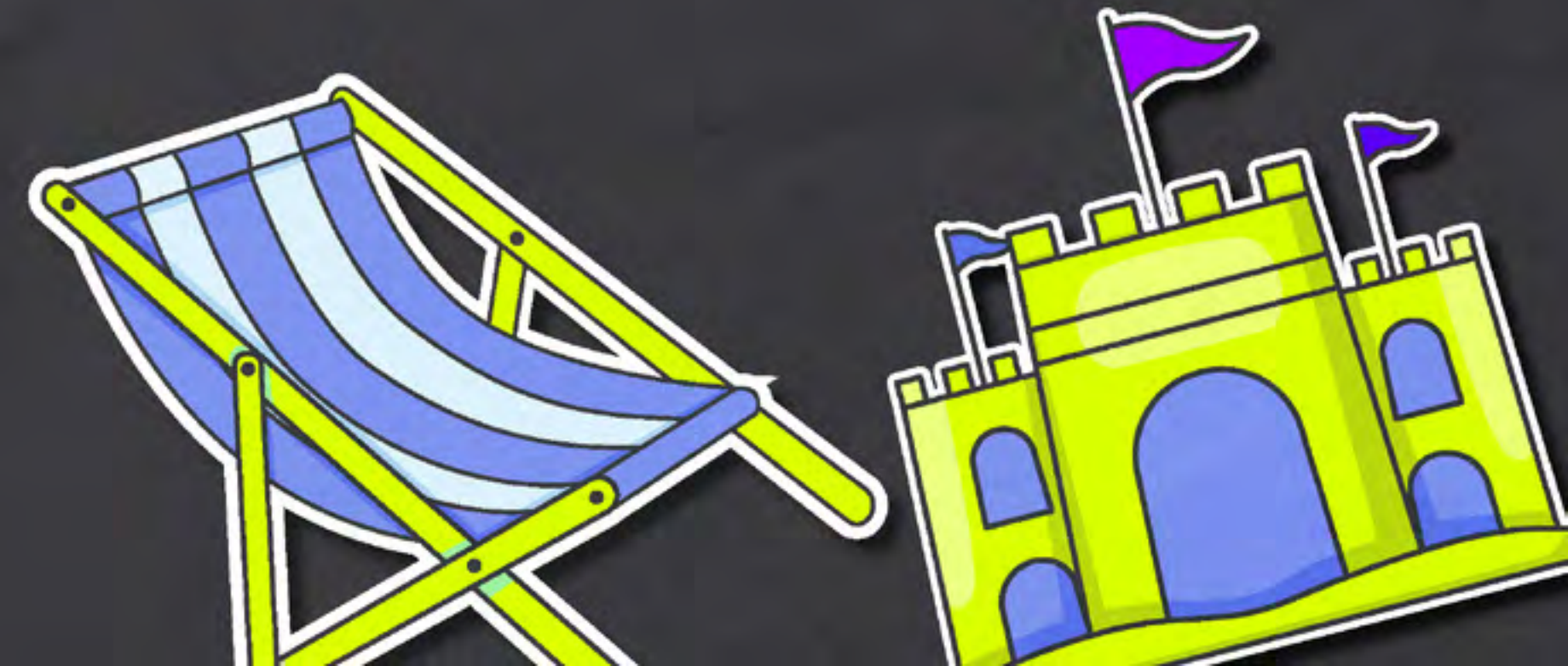
SOCIAL UPDATES

🎵 **ON THE 10TH DAY OF FESTIVE, LINKEDIN...**

GHOSTED ME?! 🎁

LINKEDIN REMOVES ITS TOP VOICE BADGES FOR COLLABORATIVE ARTICLES 🔍

Not all holiday cheer makes the cut! As from 8 October 2024, the platform has retired its Top Voice badges for contributors to Collaborative Articles. These badges were originally given to users who shared their thoughts on AI-generated prompts. However, because of the feedback on some of the recipients not being actual experts, questioning the credibility and quality of the programme, the feature got axed. Let's just say this is "Cancel Culture" put to good use!



SOCIAL UPDATES

🎵 ON THE 11TH DAY FESTIVE, SPOTTER GAVE TO ME 🎁

SPOTTER STUDIO 🤖

Spotter has launched Spotter Studio, an AI-powered tool for YouTube creators. By analysing a creator's video history and over two billion top-performing videos, the tool streamlines brainstorming, custom thumbnail creation, and project planning, boosting productivity and engagement. While promising enhanced content creation and engagement, it may raise concerns about originality, as it blurs the line between creative inspiration and replication 🤔

Flume Focus: Spotter Studio is a gamechanger for managing your brand's YouTube content. With its AI-driven insights, we can elevate your content by leveraging personalised recommendations based on video performance and industry trends. But we will remain mindful about keeping the balance between originality and inspiration, ensuring your content stands out without veering into creative replication.



SOCIAL UPDATES

🎵 ON THE 12TH DAY OF FESTIVE, INSTA GAVE TO ME 🎁

(AGAIN!)

NEW MUSIC SHARING VIA SPOTIFY 🎵

In its latest release of music-focused features in an attempt to level up its music offering and stand on par with TikTok, Instagram is exploring a new music sharing process with Spotify. The integration would enable Instagram users to continuously display the track they're listening to via the Instagram Notes indicator. This is huge as music plays a key role in user engagement. Not only does it significantly influence viewer engagement and the overall experience, but it also enhances and evokes positive emotions in viewers, facilitates trends, and enables brand recognition.

Flume Focus: With our help, you can incorporate carefully selected, trend-relevant music into your content strategy to boost audience connection, drive higher engagement rates, and create a memorable brand presence that resonates across platforms.

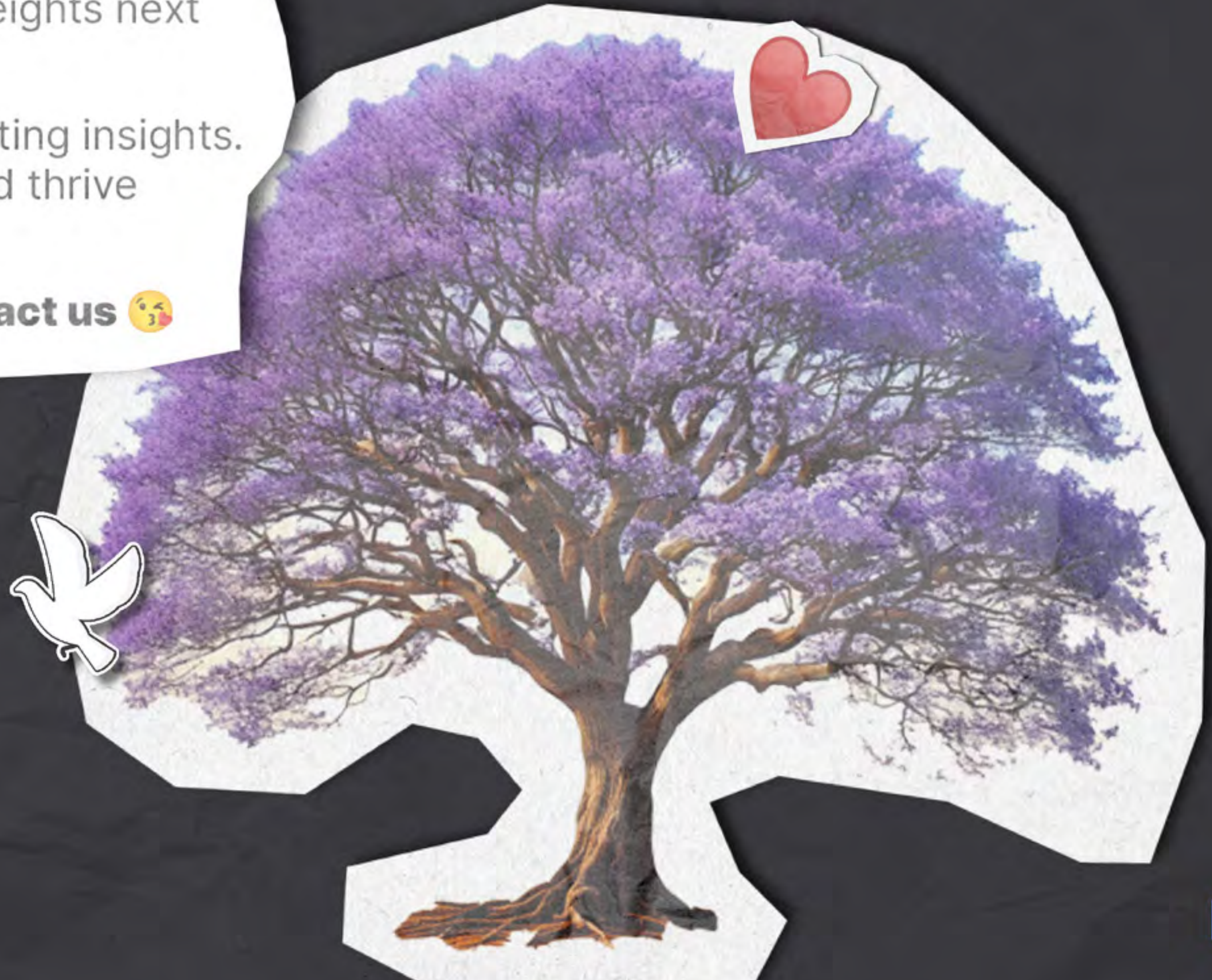


 **DASH YOUR WAY TO SUCCESS!**

This season's updates have been nothing short of amazing, and as we approach the big days, keep this intel in mind – it'll go a long way in driving your brand's digital marketing to new heights next year!

Stay tuned for more fresh updates and magical marketing insights. Let's keep unwrapping tactics sure to make your brand thrive through the holidays – and beyond! 🎁 ✨

Ready to meet under the jacaranda for a kiss? Contact us 😘
Let's make magic!





FLUME

FAVOURITE:

2024 YEAR-END

EDITION 🌞 🎉



FLUME FAVOURITE

SEO 2.0: KEEPING STEP WITH THE FRESHEST UPDATES 🔥

Search engine optimisation isn't just a lekker stocking filler anymore 🧑🏻‍🎄🌲

SEO's digital ride has taken some wild turns, with AI, mobile magic, voice search, and our ever-shrinking attention spans shaping its path – now and for the future. We're way past simply pleasing search engine elves. Now, it's all about delighting the real stars of the show – our users – with experiences as delish as that malva pudding! 😊

So, let's ask ourselves... **is SEO still just search engine optimisation?**

Maybe not.

Before we get into what it's become, let's look at the strides the industry has taken over the past year to shape it. (A lot has happened, it's been one turbulent year.)



FLUME FAVOURITE



5 MARCH 2024

CORE UPDATE? MORE LIKE SCORE UPDATE! 🎁

Prioritising user experience and high-quality content, this Core Update of Google targeted low-quality content and introduced stricter spam policies. The 45-day rollout from 5 March to 19 April was officially announced complete on 26 April.

6 MAY 2024

SITE REPUTATION ABUSE UPDATE 🎁

Google's Search Liaison announced a site reputation abuse update that started on 6 May. It involved a two-pronged approach: initial manual actions followed by algorithmic adjustments at a later date. The goal was to identify and penalise sites that employed manipulative tactics to improve their search rankings.

14 MAY 2024

GOOGLE: THE GIFT THAT KEEPS ON GIVING 🎁

Google integrated AI-generated summaries, powered by the new Gemini model, into US search results. Previously known as SGE, this feature aimed to provide concise and informative summaries of web pages.



FLUME FAVOURITE



20 JUNE 2024

31 JULY 2024

15 AUGUST 2024

CHRISTMAS HAM?

NOPE, UPDATE ON SPAM 🎁

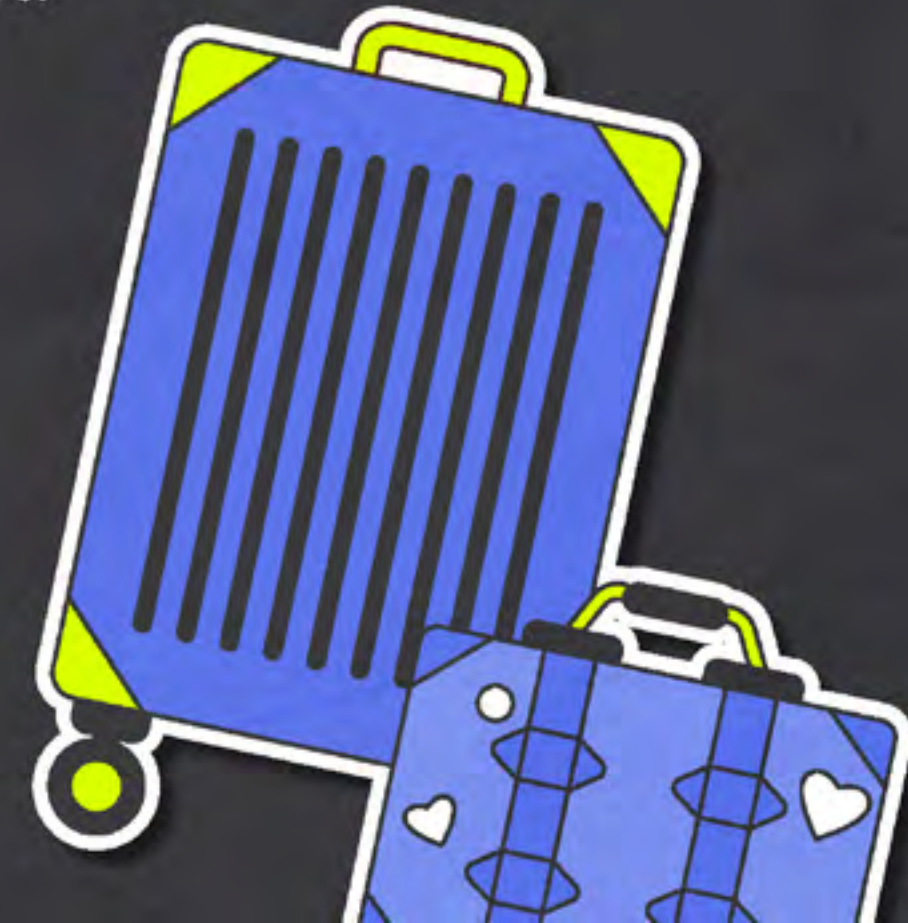
Google finished rolling out its June 2024 spam update, which aimed to improve search quality by penalising low-quality and/or spammy websites.

DEEP FAKES BUSTED! 🎁

Google updated its search algorithm to address non-consensual explicit content, specifically targeting artificially generated images and videos known as “deepfakes”.

CORE UPDATE NO. 2 🎁

This core update of Google promoted high-quality content while demoting low-value SEO content.



FLUME FAVOURITE

Updates galore! But why does it matter that Google released algorithm updates as fast and furious as that last-minute shop on 24 December? 🛒😱



EMBRACING THE ONLY CONSTANT IS ESSENTIAL 🏃

As SEO experts, we need to have our finger on the pulse. Things change fast, and we need to change faster. The saying “the only constant is change”? Yep.

Sure, we call ourselves search engine optimisation specialists, but at heart, we’re digital adaptation experts. We need to be able to adapt on the fly so that we’re more proactive than reactive. Because in the SEO space, proactivity keeps you ahead of the competition – and there is groot competition in SA.

If you’re not embracing the user at what’s arguably their most important touchpoint – the organic one – then you’re not maximising on opportunity.



FLUME FAVOURITE

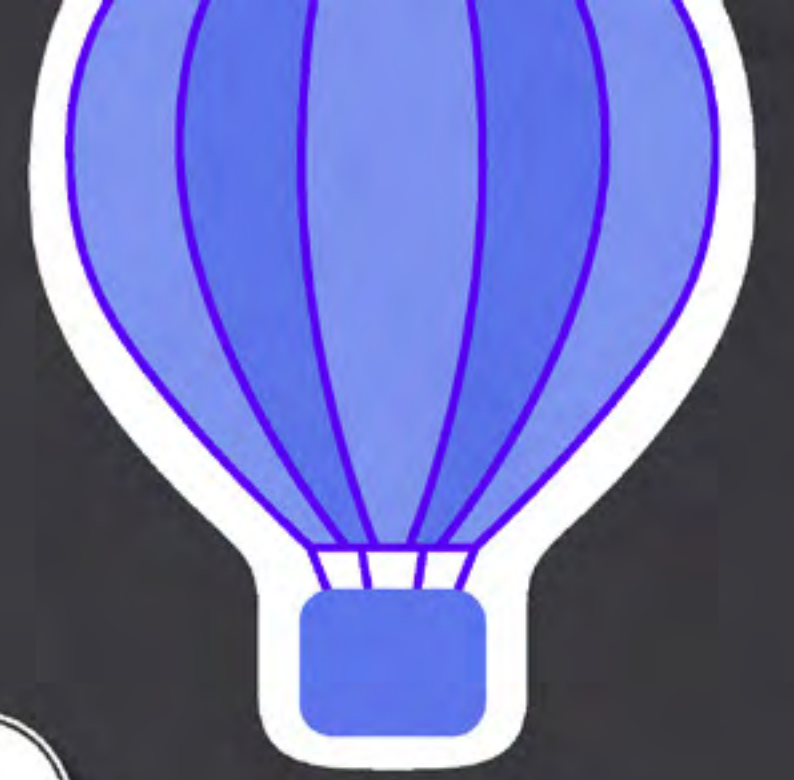
AN EXAMPLE IN ACTION 🤗

On a particular project, the Flume SEO team first created content based on search volume and trending topics. However, we noticed a drop in organic traffic. We started to hypothesise that maybe the approach was too broad and not focused enough on the users.

So, the team pivoted their content creation approach to a user-centric one. We did this by deeply understanding the site's users and their pain points, meaning we could create content that addressed their particular problems.

Fast forward a few months and the results were striking! The Client's best article in the first search-volume-focused phase got 1 503 clicks and 18 590 impressions.

With the user-centric approach, on the other hand, the best article soared to 14.8k clicks and 648k impressions – a **886% increase in clicks** and a **3 383% rise in impressions**.



SEO TEAM TAKES A BOW

This is exactly how we Flumers cut through the noise.

Our approach focuses on organic optimisations that lead to websites that users love while ticking the proverbial boxes stipulated by search engines.

So, is SEO still “search engine optimisation”?

At its very core – **yes**. But, with an ever-evolving focus on mastering the art and science of crafting digital experiences that delight users and are backed by data-driven insights.

When you’re ready to keep up – no, overtake – the competition, reach out to us.

Your SEO will thank you. 🐘



FESTIVE GOT FESTIVER

Turn up the heat on your 2025 digital marketing strategy with these sizzling insights and our help!

From AI innovations to social media updates, these tools will keep your brand shining all summer.

After your well-deserved break, why not dive in and make 2025 a year of growth? 🎉🔥



Merry merry and happy happy from us to you!!
Here's to
Lazy days 😌
Tasty things to sip 🍷
Gees that keeps giving 🎁

- And no beach sand in your cozzie! 🛁

