

digital
digest
VOLUME 1.0

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WHAT'S HAPPENING
IN THE WORLD OF
DIGITAL MARKETING



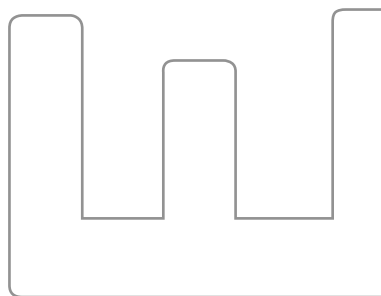
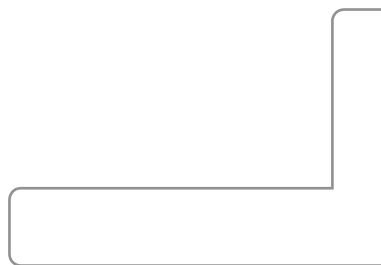
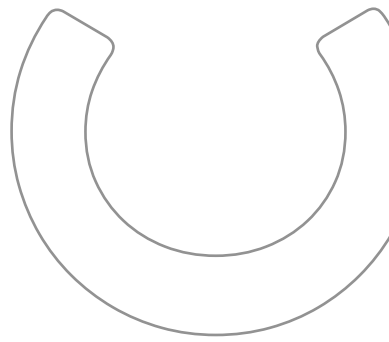
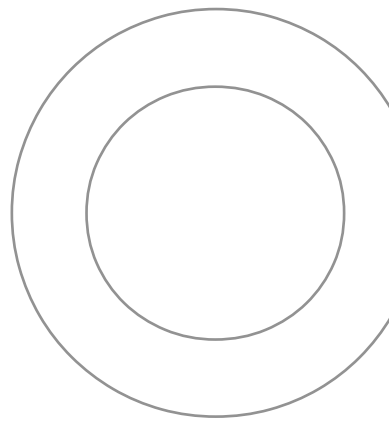
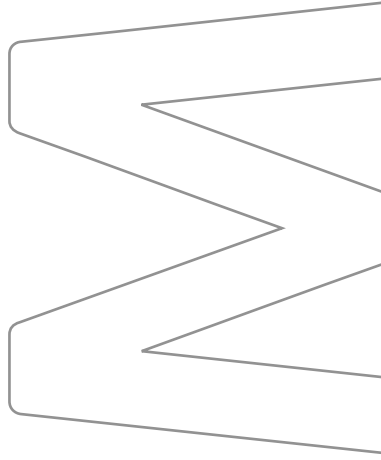
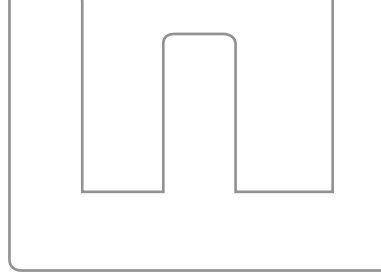
Welcome to our first publication of our Newsletter, Feb. 2024.

Like every digital-related product, we will keep enhancing, iterating, and optimizing our content to find your appeal. We will not spare any effort to do so, and we ask you not spare any idea or feedback to make a better version of what we do.

In each publication we will try to summarize what has been going on lately in the world digital marketing world. In our everyday operations we try new tools, and new techniques. We will share our findings with you whether a success or not. Like **Eric Schmidt** once said “Remember, we celebrate our failures. This is a company where it’s absolutely okay to try something that’s very hard, have it not be successful, and take the learning from that”

We also adopt this kind spirit in Snaptiks.

Happy reading



THE GOLD MINE You are missing out

As an avid marketer, you probably are on an ongoing endless journey fetching for data, information and trends. Many great tools are out there with fancy visualization tools. However, you might be missing out on big time on the amazing resourceful tool of Google Trends. When was your last time you checked out Google trends. You can use it for several tasks Daily in your operations.

Your next social media post to find out the latest trend in any of the fields you are working on
Keyword research for the top and rising keywords
The best locations to run your campaign
The most used spelling of a word or how users actually mention your name or acronym
Performance of your brand compared to the competition, when, where and why.

In short, you need to give it a try, and unearth this gold mine.

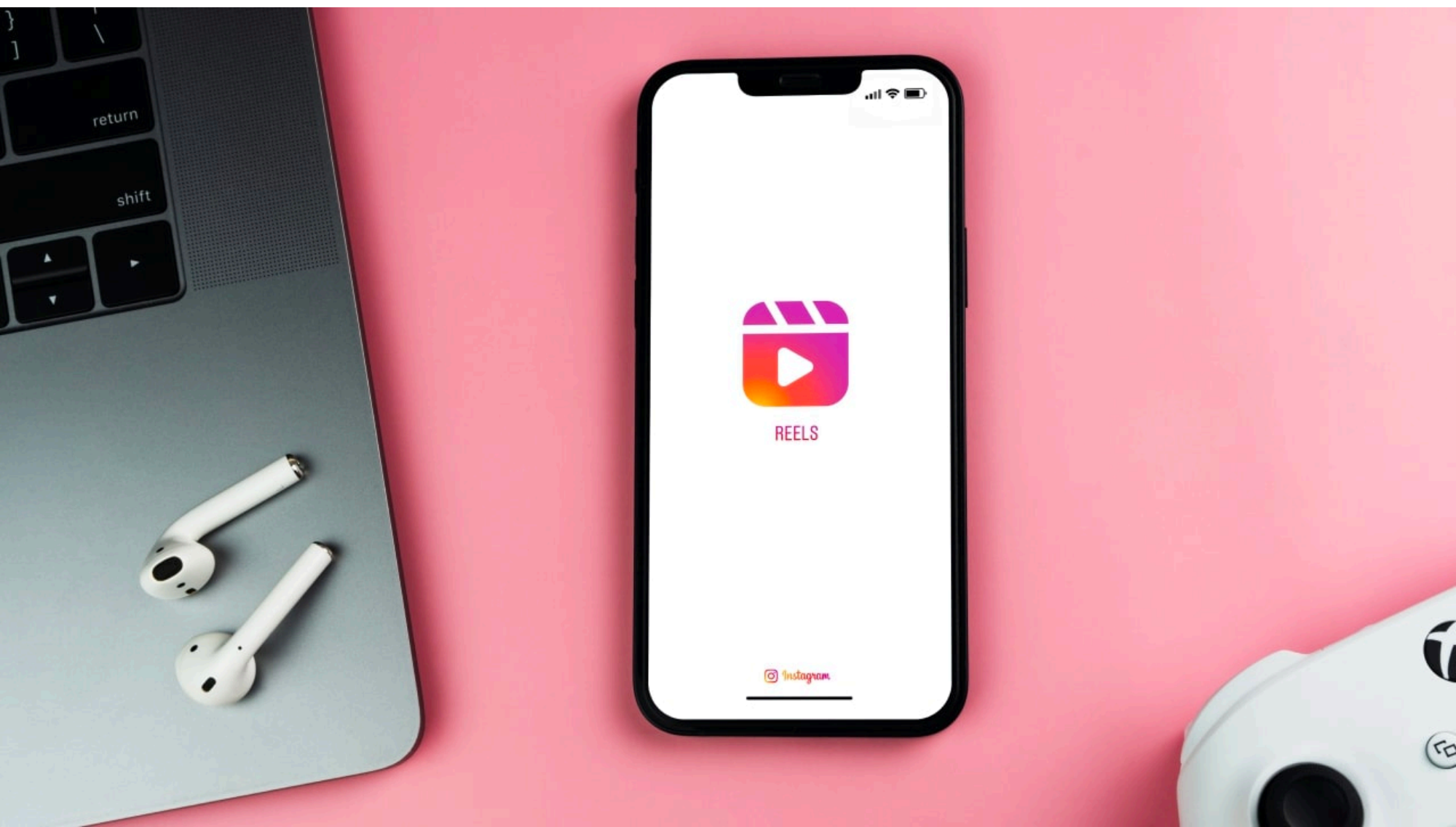
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Why Reels?

We have normal videos already!



There is history.

In 2016, ByteDance launched TikTok to grab the attention of Gen Z and millennials across the globe. This generation youth are glued to their mobile handsets, hungry to consume and engage with content. Vertical full-fledged videos are easier and make more sense to consume for those who spent most of their screen time on mobile devices.

In 2020 Instagram launched reels (followed by Facebook in 2021) to preserve their market share and retain their current user to spend more time on their platforms rather than on their rivals from China while mimicking a similar interface for the engagement as TikTok.

Meta made it even make more sense to content creators to make reels as their primary content type in their publishing strategy for the following reasons:

Reels are syndicated to users based on the AI algorithm, which goes beyond your followers and is leveraged with higher deliverability.

More features and playful tools are available on reels including stylish text options, poll tool,...etc.

Royalty free music and audio to give your videos more life with options of re-use audio and the engaging stuff you see and use on Instagram

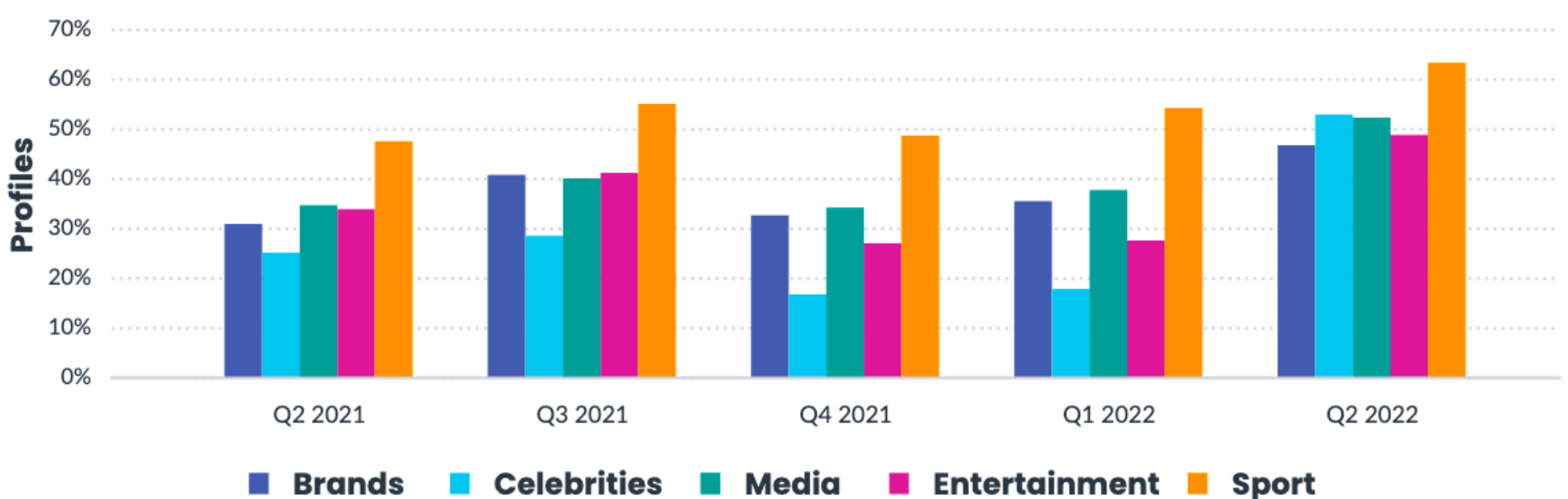
A very important feature is included in reels which is the follow button which in turn increase the chance of people following the account if they are not already. Something that is more tempting for racers in the followers frenzy race-track.

The link sticker is an important feature that you should leverage when creating your content piece (can only go to the link you add in your profile bio)

Tip: Stories can only reach and be watched by your followers, reels are their for everyone on the platform.

Evolution of Average Instagram Reels Usage

Profiles have adopted Reels format to their publishing strategies





A Threat or an Opportunity

Many marketers are concerned and feel that the AI technology is there to take their place. While Bard (now Gemini) the AI version from Google and ChatGPT of OpenAI do pretty good job in creating text work in general and MidJourney in creating graphics, The idea creation is still far beyond the AI territory. Many will claim that yes (for now) and time will come when this also will be part of the AI generative content job. Maybe, however as Gemini itself said when asked “how gemini can replace a marketing agency” it answered “Marketing often requires empathy, creativity, and strategic thinking, qualities that remain difficult for AI to replicate”

Don't get me wrong, we like the AI technology very much, use it everyday and love the way it is evolving and can see how this can even help more in the future, however, we use it as a leverage to deliver the quick repetitive tasks faster, then we tweak and humanize the output to our flavor and to accurately delivery the correct message.

We have seen companies heavily relying on all AI tools in their digital marketing. Here is what they do:

1- Gemini: Ask for an idea for a content series to cover 12 posts in a specific subject

2- Gemini: Generate the 12 posts captions

3- MidJourney: Create 12 visuals for the posts

5- Human: put the above in slides and give it to the publishing team to publish on social media.

The task took few minutes

The posts got no or mere engagements

The moral of the story is that: as a marketer, leverage the power of AI to your favor, the technology is yet to mature and deliver a fully reliable output but coupling machine learning with the human touch, will help you so much to nail what you do.

Hints:

Here are some good uses of AI tools:

Compare your website to the competitor's website to see where you lack optimization on your onsite SEO

Ask to write code (after all this is the machine native language, so you can imagine how good will it be)

Similarly, it can debug your code

Re-write your article with specific sophistication level (proofreading is essential) to validate the context.

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