



January 11th, 2024

Happy new year! (Is it too late in the year for that?)

In today's edition, I tease out some of the specific implications of the trends shaping our year ahead. But to start, my list:

## 2024

Out:

- AI-created content
- "AI-powered" feature bolt-ons
- Services platforms like Upwork and Design Pickle
- Session-based attribution
- Brand accounts
- Amazon-first brands

In:

- AI-first content workflows
- AI regulation
- Fractional leadership
- UIDs in GA4
- Parasocial relationships
- Email list building

In the spirit of the trend, I refuse to clarify any of my takes above.

Onto the issue.

- Mike



PS. Know a marketer looking to stay ahead of technical marketing trends? Help them out and forward them this email. [Use this link to subscribe.](#)

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## [ Top of Mind ]

*These are the tactics, strategies, and industry changes that our team is talking about the most.*

### Ad Creative Arms Race Continues 🥊



In the past month:

- Meta launched its [AI ad image creation tool](#). It's only a matter of time before it integrates into Ads Manager.
- TikTok shipped a huge Creative Center update, including the AI Creative Assistant (“draft me a high-performing product review script”) and an updated Top Ads Dashboard that covers all industries (for example of how niche it gets, [here's the top-CTR, conversion-centered ad for commercial banking in Canada](#) over the last 30 days. Shout out to Vancity!
- (A little older, but) YouTube launched [ads for Shorts](#) and [auto-auditing of video ads](#).

**Why this matters:** Creative remains the biggest lever for paid, and the platforms are going all out on tools to improve it. We're also seeing a new generation of third-party creative tools—[Motion](#) and [Genus](#) have been on our team's radar as well.

**What you can do:** Ads still don't create themselves, but ad ideas can. Try this free workflow:

1. Find a top-performing TikTok ad in your industry.
2. Ask the Creative Assistant to create a storyboard for a version for your business.

3. Ask Meta's Imagine tool to bring that storyboard to life.

## [ Quick Hits ]

*Breeze-through stories and takes, handpicked for the time-crunched marketer.*

🇪🇺 AI </3 EU: The EU reached a deal to establish [the world's most comprehensive AI legislation](#) to date, which includes strict regulations for managing AI systems like ChatGPT.

📦 Truly Classic Growth: [6 levers of True Classic's hyper-growth](#) that you can replicate in your business. Not included: they used the best hook of all time ("are you a big belly boy?")

🛍️ TikTok wants you to pay up: the platform drastically [increased fees](#) on its [Shop feature](#). TikTok Shop works well enough for some businesses in beauty and apparel (well enough to command the fee), but this will likely alienate prospective brands.

📱 Suit-and-tie app gets CAPI: LinkedIn announced [technical updates for its ad tools](#), including a new Conversions API. IMO, everybody's favourite place to humblebrag is becoming more viable as an advertiser daily—especially with Twitter [X flaming out](#).

## [ The Take: Golden Age of Commercial SEO? ]

*In The Take, I deep-dive into the parts of digital strategy that people often overlook.*

Good news if you're actively pursuing SEO for your brand:

Blogs and review sites are out.

Company pages are in.

When someone who is looking to buy something searches on Google, you would expect top search results populated by bloggers writing comparisons, listicles, and 'honest reviews.'

meal kits vancouver



Vancouver Mom

<https://www.vancouvermom.ca> › eats › meal-delivery-...

## 9 great Vancouver meal delivery services

Aug 24, 2023 — Meal delivery magic for Vancouver moms: 9 great options · 1. Fresh In Your Fridge · 2. Chef's Plate · 3. Real Meals · 4. Fresh Prep Vancouver · 5.



Vancouver Magazine

<https://www.vanmag.com> › Taste

## Comparing 9 Vancouver-Based Meal Prep Services

Dec 6, 2022 — From classic meal kits to \$400 personal chef creations - all delivered to your door.



Vancouver Is Awesome

<https://www.vancouverisawesome.com> › food-and-drink

## These Vancouver restaurants are making meal kits that let ...

Apr 13, 2020 — Tap & Barrel has launched a selection of Take-and-Make meal kits. Offerings include pizza kits, mac and cheese meals, burgers, sandwiches, and ...

However, in the last 3 months, we've seen top search results featuring the top options themselves:

meal kits toronto



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Eataly Toronto

<https://www.eataly.ca> › News

## Restaurant Meal Kits in Toronto at Eataly Toronto

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Goodfood

<https://www.makegoodfood.ca> ›

## Goodfood :: The #1 Canadian mealkit

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SERPs were dominated by roundup/affiliate pages and blogs. Now they're full of product/business pages.

If you're a product business, this is **great news!**

Before, it was nearly impossible to crack the top 3 spots for high-intent keywords. Now, it's much more realistic that your brand could own top organic spots for your niche.

So why is this happening now?

Like everything else, **it's about AI**. Google can't tell which reviews are AI-generated. But they do know that real businesses, with reviews, social media presences, and checkout/signup experiences, aren't AI-generated (or at least not all AI-generated)

So while they work towards AI screening, bloggers/affiliates get hit, and brands get a bump into a new golden age of commercial SEO.

So how can you win in this golden age?

1. Great on-page SEO fundamentals on your homepage and product page.
2. Time in market > market timing. Google looks at how long domains and individual pages are indexed.
3. Dialed in digital presence. Active social media pages and reviews (on-site and on Google).
4. White-hat backlink building. There's still a tight correlation between position and link profile. Link profiles aren't going anywhere until Google figures out how to moderate AI content.

## [ What's Flywheel about? ]

Our agency creates repeatable growth systems for digital-first consumer brands. We are deeply technical marketers with a holistic, strategic approach.

We work best with marketing leaders who are looking to level up their channel performance through SEO, Paid, and/or Analytics.

If you're interested in learning more, just respond to this email - they go right to my personal inbox.

- Michael and the Flywheel team



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Fine



Good

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