



February 22nd, 2024

Is marketing getting easier, or am I just getting older?

Sometimes, I joke about how I'm enough of a marketing greybeard to remember when we set our own CPC bids.

Soon, I may be laughing about how we used to have to shoot videos *by hand* and get keyword insights *one keyword* at a time.

After today's installment of Signals, you'll be checking your figurative beard for grey too.

- 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.](#)

[Top of Mind]

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

OpenAI's Sora: Stock Video's Paradigm Leap? 🤖



OpenAI just realized its text-to-video model, and it's 10x better than previous text-to-video tools like [Kaiber](#).

Just look at that adorable Sora-generated dog made from the following prompt:

"The camera directly faces colourful buildings in Burano, Italy. An adorable Dalmatian looks through a window on a building on the ground floor. Many people are walking and cycling along the canal streets in front of the buildings."



What this means: Unlimited stock footage is here. Need an aspirational B-roll for your ad? Done. Need background video for your site? Check. It won't do products, and its physics aren't perfect, but there are far fewer limitations than before. I am bullish on its marketing use cases.

What you can do: The feature isn't live to the public yet, but it will be soon. Until then, check Sam Altman's X for fun prompt examples (my favourite's the podcasting dogs) and reconsider your video capture plans.

Turning Reddit Trash into Marketing Treasure 🚩



Reddit is a landfill with untold billions of worthless comments, but there's treasure for those who know how to look. We're using it to supplement keyword/content research.

What this means: Reddit activity can tell you what interests are growing and help answer the question behind the question. For example, if you sell Mountain Bikes, [r/WhichBike](#) will help you get to the heart of what objections you need to address, common pain points you can speak to in your copy and appreciated features you should emphasize.

What you can do: There are a few ways to track Reddit insights. We used to be hot on [subredditstats.com](#) until Reddit killed the whole open ecosystem thing...So now we're experimenting with [GummySearch](#) (which has a free tier, despite how the landing page shows it). It will use AI to theme and capture trends automatically. For example, discussions about mountain biking through rivers are hot right now, apparently.

[Quick Hits]

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

🔗 **TikTok's got the sauce (or so TikTok says):** It published a [13-page guide](#) on maximizing the performance of your ads. Read it to learn best practices, but remember that some may not align with your goals (Think: "Get more conversion value by adjusting your budgets").

📄 **Roses are red. Violets are blue. Between content and paid, what should you choose?** This [short opinion piece by Simon Mac Odemba](#) presents a compelling answer. But more importantly, it provides a valuable framework for creating an effective long-term strategy.

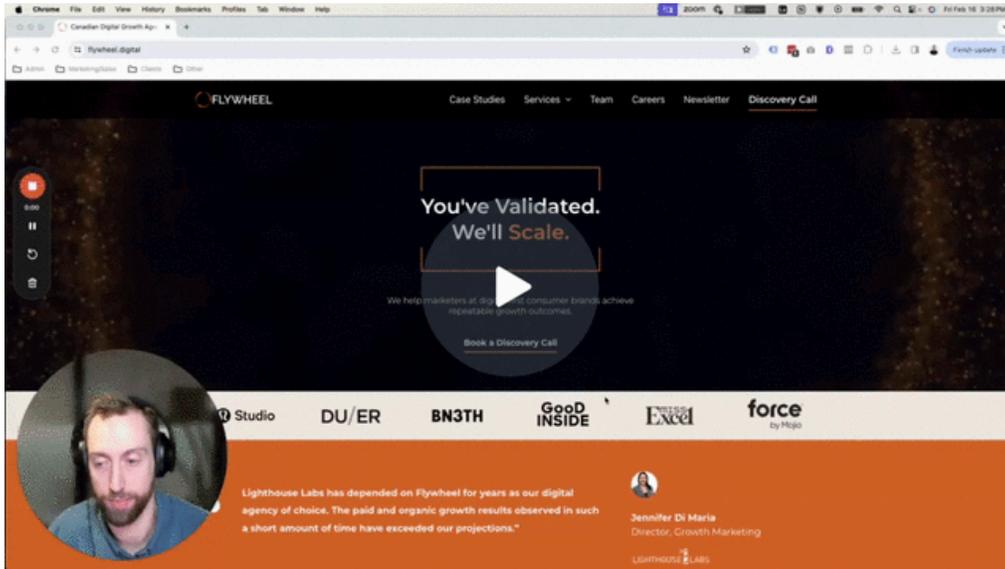
🔍 **How do you know if an SEO event is any good?** You check if Flywheel is speaking at it. Our Director of Organic Growth, Natasha, is speaking at [Women in Tech SEO](#) and [BrightonSEO](#) this year. Both have virtual options. Let us know if you're going!

[90-second Galaxy Brain: “See More” Rate]

One quick, actionable screen recording to make you a more technically-savvy marketer.

Using Inspect to edit live pages for mockups.

As a marketer, if you already know about this, it will seem almost too obvious to share. But if you don't, it's going to [save you plenty of time](#).



[What's Flywheel about?]

[Our agency](#) creates repeatable growth systems for digital-first 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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Not good



Fine



Good

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