Episode 400: Our 400th Episode: Inbound Recap and the Latest Trends

Ciaran Hello and welcome back to the Digital Marketing Podcast. My name is Ciaran Rogers.

Louise I'm Louise Crossley.

Daniel And I'm Daniel Rowles.

Ciaran And today we have a digital marketing trends and AI update for you.

Daniel Okay, so people probably won't be aware of this, but this is in fact the 400th episode of the Digital Writing Podcast, which is quite mind boggling that we've been doing this. When did we start? What year was it?

Ciaran Well, we only do one a year. That makes us both 400 and–

Daniel I think it was 2011, right?

Ciaran Yeah.

Louise If it helps, that means when you started the podcast, I was 11.

Daniel That doesn't help at all. It does quite the opposite, as you well know.

Ciaran I'm gonna go for a little lay down and a nap now, I think, I mean, it's exhausted me, this conversation already.

Daniel Well, bearing in mind, we used to do that one a month and then it's one a week now. It has, it's shifted. But anyway, some interesting things to talk about. So it's, it's felt a very, very, very good time because I've got a big

announcement about target internet. And then I have just come back from inbound 2024 in Boston, which I go to every year.

And there are so many announcements and so much news to kind of talk about that. It's, it's going to be really important. We kind of give a bit of an update on all of those things. So let's just start with that announcement first. So, as you know, targetinternet.com is our learning platform for everything digital marketing. But we do this other thing where we do these half day masterclasses every month. And it was like a kind of paid for additional thing. And we have decided because they go so well and people love them. And having that face to face interaction is such a nice thing. If you are now a six monthly or 12 monthly member of Target Internet, or if you've been a monthly member for six months, you now get those included every month.

So every month there will be at least one half day masterclass, different times of the day for different time zones. You can find the one that suits you and essentially get half day of interaction every month of doing these kinds of life courses and–

Ciaran So wait, so, so what you're saying is I get access to hundreds of top quality on demand training courses, and I get a live face-to-face session every single month, all for the same small monthly fee.

Daniel Yes. That didn't sound like advertising at all, Kieran. That was amazing.

Ciaran That is incredible.

Daniel That was very natural. Well done. You could get a job in this. I should say before we started the podcast, we said, this is the 400 episode and Kieran started it and promptly used completely the wrong title. So this isn't the 400 episode.

This is probably about the 600th and it's always the bit of the beginning that goes wrong.

Ciaran It's hardest part. That's why I have to do it Daniel. You wouldn't cope with the pressure, honestly.

Daniel it's the, we wouldn't have that level of enthusiasm required. I think that's the thing. Although that last recording did start with you yawning, which we would have had to edit out anyway.

Ciaran Did I yawn? It's because I was waiting. No, we won't go there. We won't go there.

Daniel let's, let's move on. Okay. So inbound 24, um, great conferences, HubSpot's conference and great speakers. So Neil Patel's all we there, Jay Swettleson from the do this, not that podcast and so on. So loads of great people. While Ryan Reynolds was the keynote, interestingly, he was, so that was very cool, but there's some stuff I think that's really, really key.

And I want to start with the Neil Patel stuff. Cause as ever, Neil came out with a lot of really interesting stats. And. His, his general thing. And there was a bit of doom and gloom because the keynote at the start of the

conference was a bit like this as well. So the CEO of HubSpot comes out and says, we're getting less traffic, less conversions, poorer retention.

Ciaran Yay! Let's throw a party!

Daniel Yeah, that's, that's, that's very positive. So we then, okay, so what do we do? And their angle. that we've got all these AI tools. We've got this new co pilot thing built into HubSpot. That's gonna help you streamline things, automate things, and then we can take things to the next stage.

So we can, we'll discuss that a bit more and how much we believe that. Um, in terms of what a great thing AI content is at the moment, Neil Patel came out and said, look, we've analyzed tens of thousands of social media posts, and, um, it was amazing. He said 59. 4 percent of them had zero engagement. Now our last episode we're saying is social media worth the effort.

Ciaran Not to add fuel to my fire, but I love that. Thanks, Neil.

Daniel I thought you'd like that. Now, what was interesting is that there was some really insightful talks about, look, if you look at how much time people are spending on social media, they're still there for hours every day. This is where they are consuming media, but we're just doing it wrong.

And, and actually, if you want to get engagement, I'm going to try and talk about that a little bit more in a moment, but that that's a real eye opener, you know, 60 percent of stuff does not get any engagement, complete waste of time. Now–

Ciaran it's worse than that because the stuff that is getting engagement is getting it from fake accounts potentially

Daniel Quite possible. It was interesting because he did the thing about how people are creating content. And there was three, three columns. One is written by humans. One was written by AI and one was AI assisted humans. And what was interesting, sadly, was that the AI column was by far the highest.

The AI assisted by humans was pretty small, which I thought was really desperately bad because that's going to trigger all the negative stuff from, from But what they showed in another chart you have was that. How much engagement and traffic basically this content was getting on the website from an SEO perspective. And, you know, the human written stuff generally was getting at the beginning, slightly more engagement, but what was really clear is as it went over five months, the human written content was ramping up in terms of the amount of traffic it was driving and that AI stuff was going down. So like month by month. So month one. The, the stuff that was written by humans did slightly better than the AI stuff. Month two, the human stuff got more traffic, the AI stuff went down slightly.

So it was like, it was thousands of data points. It was a pretty good study.

And what it kind of shows, I think, is that Google is getting better and better at working out what good quality content with all that eat stuff, you know, the experience, expertise, authoritiveness, and trust built into it is. So actually. You might get some initial results because I've seen a million Twitter accounts go, look, I've automated all my content, my website, and I've driven this much traffic, but it's not playing out in the longterm, which is as every single SEO strategy that you're using just to get SEO and tends to happen, it's not giving the long term benefit.

And I spoke to a couple of people from Google while I was there, and they're like, they're really, really happy for people to be using AI tools to generate content, but you have to add content. All that other good stuff in there to make it unique and make it really standalone and so on as well. Now I'm going to come to at this point while we're here, because I was going to come to it later when I talk about Google, my favorite stat.

From the entirety of inbound and bear in mind, three days, intensive talks. I was there from very early in the morning to the late night kind of sessions as well. I planned out on the app running between all these different stages. So I got an awful lot of talks. I was in two places at once, multiple times by accident.

Ciaran you were like Hermione Granger with a time turner.

Daniel I like being compared to Hermione Granger. That's quite, that's quite good. It's never, that's never happened to me before. Um, thanks for that. It's going to stick with me now. so I've totally lost my thread now, but I know the best stat of all those talks. Um, It was one from Google and I heard they, they must have kind of leaked this somewhere else before because someone else had mentioned it to me briefly. And they basically came out and went 15 percent all the searches that are done in Google every single month have never been searched before. Okay, well, you knew this. Okay. Well, that was a huge build up for you to go. Yeah.

Ciaran It was a real standout stat for me when I visited Google about five weeks ago. I spoke at Google. It was very fun. I was talking about using the latest data and extensions on AdWords.

Daniel Did you tell them it was called AdWords again?

Ciaran I didn’t.

Daniel For those not catching on, it hasn't been called AdWords in a decade.

Ciaran Google Ads. Google Ads. Everybody knows what I'm doing. Google knew what I was talking about. Yeah. I was their guest, so they couldn't say, Oh, actually, could you correct yourself?

Daniel One of the, one of my greatest moments on stage with Google was that I went on stage and it was a panel discussion and they said, Daniel, I was going to come to you first. Is growth hacking a thing? And I went, ah, just another one of those phrases where they've made up and, and it's just pinging search and social media, a few different things together.

And then they go to the person sitting next to me and say, Mr. Smith or whatever his name was, I'm head of growth hacking at Google.

So anyway, this 15 percent of all searches and you, I think is fascinating because what that tells me is that there is a huge opportunity still within search optimization all the time.

Cause I mean, a lot of this will be new TV shows. It will be new music artists, all that kind of

Its, its testimony to, um How in the moment Google is in our lives though, isn't it? Like how often do we turn to Google when we have a need and those needs are constantly changing. Like, look at what's going on in the news in any week, and that's going to massively influence the concepts and keyword landscapes that people are going to start bringing together in their, in their searches.

And I think, you know, you start taking a look at that. And actually it's not too hard to start brainstorming where the potential next niches are, right?

I'm going to talk in a minute about iOS 18, okay, new update to the Apple operating system. Do you know what there's going to be after that?

Ciaran 19, 20.

Daniel Yeah, so you can start creating these pages. And then you can, you'll, you'll be in a really good place to go through. Look at, look at a TV show. Look at a film that's going to come out next year. You know, there's a, there's a lot of stuff that you can start looking at and going, I think that could be a big thing and starting to try and work on that.

So I thought that was, that was my standout stat, which Ciaran already knew, but there you go. So I'll come back to Google, um, in just a moment. But the thing that came out for me a lot, was that everyone was saying social is getting harder. We've spoken about this a ton, still an opportunity LinkedIn at a huge presence, and I've got some really interesting stuff about their ads to, to speak about in a bit.

But there was a couple of things that really stood out to me. A couple of people said it Jay Sweddelson, um, who runs subjectline. com does the guru email conference. And, um, it's going to be coming on the podcast very soon as well. Um, biggest marketing podcast in the U S and we met up at the show and he's always been.

Really a big advocate as you have Kieran about email still being a huge opportunity. Um, also met the lovely people from Marketing Millennials. Um, and they, they, they focus their business really on having an email list. And having an event that they're running. So there's this refocus. And one of the things that I just like a little tactic that came out is that we've got this kind of obsession with taking people from social media to our website.

We know that's a problem with the algorithm sometimes, but actually rather than doing that, putting a whole piece of content into social media, that's really useful. And then to saying, sign up to our newsletter for more stuff like this is actually a really powerful use of social media and email,

because what you're doing is taking an audience that you don't control and don't own.

And then having that on your email list and being able to do with that. And I think increasingly for, I mean, that's definitely for a B2B audience. That's going to be a no brainer from LinkedIn and things like that as well. But I do think that's, we need to be thinking about how we own the audience a little bit more as well.

Ciaran do you know what I really love about that approach though, is it would be very measurable, wouldn't it? You know, you're really going to get signed up. So you're not, so I challenge everybody. You know what guys don't say it's necessarily a B2B only thing. Why don't you try it? You know, you could run experiments like that.

If the platform allows you to put longer form content in there, why not? It's very clear, clear call to action, isn't it? And actually, do you know what? I think people will be more likely to give you the thing you ask for because you've given them something of great value upfront without any requirements at all.

Daniel Yeah, I think that's the thesis. If you provide a great piece of content, that could be a carousel of information. It can be long form. It could be a video, but if you then say you want more like this, sign up to the email and you then got the opportunity to keep engaging and if they're not engaging, you can remove people from your list.

That's fine. So. Keeping that quality of this stuff is going to be important.

Ciaran Do you know what else is genius about that? You don't have to have to put the link in there. Especially if it's a video, just say it. Do you know what I

mean? Cause that's the thing. That's, that's what the algorithms will like start. Oh, they've put a link to something else. We'll, we'll downgrade it. We won't show it to as many people because we want to, we're greedy. We want to keep everybody on our platform all the time. No one's taking them off elsewhere. You just, you just direct them to your homepage where they can sign up.

Yeah. Or just, you know, if you've got a particular link or you just go search for the marketing download newsletter,

Way better than messing around going, check out our links in LinkedIn bio. No, don't, that's another step. It's taken straight through to the website. Give me, give me a domain name. Bish bash bosh done.

Louise And you only have to look at, say, everything about TikTok being banned in the US to know that it's so unsafe now to rely on one platform. And at least, like, with your audience and the whole community building and speaking directly to your customers, you've literally got them right in front of you.

Because anything can change.

Daniel It's not looking good to this TikTok thing at the moment, just to update people. So, um, TikTok are arguing a number of points that just don't really, don't know that they're going to stand up at the moment. And if it, if TikTok gets banned in the U S. It's very likely it will be Bandevra because the app stores are US based as well.

Um, so it's something to bear in mind if you're kind of going down that road. Now, while we're here at email marketing, probably the most important update for people to consider at the moment, iOS 18, um, is

coming out in the following days, which is the latest update to the Apple operating system for smartphones and tablets, and it has a completely new version of their email client.

Now, why this is so important is that 56%. Of all email clients are Apple mail. So it is by far the biggest because people have got it on their iPhones and they're using it a day by day. And if it's a business account, they've got their outlook stuff, maybe coming into, into there. It's got a load of AI stuff built into it.

Cause that's the way the operating system is going. Um, and there's lots of AI built in there, but it's been built in quite heavily into the email. And they're going to basically, when your emails come in, you know, you've got that thing within Outlook where it's got your primary and kind of like a secondary email box, which has to stick all your newsletters and things like that. With this, they are gonna have primary, which is your essential time sensitive type stuff. Transactions, which is like order confirmations, shipping confirmations, things like that. Promotions which is marketing and sales and updates, which is kind of newsletters and, and everything else. You do not want to be in transactions or promotions.

You wanna be in primary, ideally, or updates. Cause updates, people go, well, that's the newsletters I like. I'll go and check those sporadically. I'm probably not looking at the other folders at all. So one of the things that kind of came out, um, I need to credit credit Jay Swedelson for this as well, that he was talking about this a lot at the conference, his talk.

Um, and you're going to love him when it comes to the podcast, cause he's an absolute brilliant public speaker and podcaster. But essentially if you've got an email newsletter going out from your company and it's not from a person, as in it's like from newsletter app and the tone of voice is very corporate or just, you know, very brand.

You are not going to end up getting delivered a lot of time. You're going to end up in promotions and marketing messages. Now, thankfully, you

know, our marketing download is written by me and Lou, and it's from my email address. Okay. And the tone of voice is quite conversational. So what we're starting to see is that there's a lot of kind of AI trigger words.

So things like registration, confirmed, meeting invite, exclusive invitation, important updates, X days left, new features, subscription details, action required, all of these words. It's okay to include them, but if they're the main focus of an email, you're going to end up. In, in one of those folders, which is kind of okay, if you've got an event and you know, you are sending the event confirmation, people are going to actively seek that out and that's okay.

But if your newsletter is of that kind of tone, you're going to find yourself just not getting delivered in the first place. So now is maybe the opportunity to have a think about that.

Louise encourage replies within your emails as well. Because the more people that are replying to you, then obviously the inbox is going to recognise. That it's something of importance and people actually engaging with you. And I was, I'd, um, subscribed something the other day and I can't remember what it was for, but sometimes you get an email and it's just asking you to confirm your subscription and rather than clicking a button, they'd actually said, if you actually meant to do this, just reply to us and let us know what your biggest pain point is in marketing or something like that.

So straight away, you've confirmed that that's actually someone you're going to engage with.

Daniel And you've created a signal for the AI to say, Oh, that's a proper email. They're replying to each other as well. So this is RSAT piece is going to be important. I think email is going to be increasingly important because

social getting harder. Therefore focusing on this a little bit, it's going to be going to be huge.

So let's carry on. Um, I spoke about Google, the 15 percent of all searches new. That's great. A couple of things that they have announced and Kieran, you might know about these kinds of things as well. So. They've got, there's a new terminology that came out, but I hadn't come across. And it's basically within Google ads now, something called enhanced conversions.

And what they've done is separate out something in the settings called data manager. And what it's really allowing you to do is connect up more of your first party data, that stuff you've collected directly for your website into Google ads. So essentially I'll give you an example is that I can go in, log in there.

I can connect it to my CRM system in this particular case, and that was HubSpot in this case. It would import my contacts and it can take certain lists I've got. So I might have a list of B2B customers, right? Now those business to business customers, the conversion would have happened offline. It would, they would have come to the website, done something, and then spoken to someone at our end and ended up signing up. I can now use that data to help the AI optimize my ad campaigns within Google ads. That's a massive step forwards.

Ciaran So that that's what I was invited to Google to talk about

Daniel Well, there you go. So you probably know something about this.

Ciaran Yeah. And it makes a huge difference. Um, especially given we should still be preparing for the end of third party cookies, which is going to make it harder to use online platforms to reach people.

But you see, if you start using your own first party data, that's okay. Um, and that's what they've been able to do. So there is, there are a few hoops you have to jump through, um, to get this all up and running. I was very lucky in that. Or probably about a year ago, the team at Google who specializes in this helped me set up a whole bunch for one of the companies that I work with.

And we've been playing around with it ever since. And it's, it's phenomenal, especially when you start mixing it with performance max and you start playing around with things, you know, about. Your audience. So we were able to focus more on more valuable customers, for example, you know, how's that gonna help your, your return on ad spend?

Well, hugely . And actually what you can start to do is take your first party data and if you've got a broad enough kind of stream of it, that's, that's the key with this, you know. A couple of dozen people at a certain level, that's not going to help you much. You know, it's AI, it still needs, you know, a big pipeline of, of data to sort of make the right decisions on, but if you can use your own first party data to help direct, you know, platforms within Google, like using your performance max to the best advantage, it's hugely beneficial.

And we've seen. Yeah, definitely on the accounts where I've done this, I've seen a big improvement in terms of, you know, the cost per. Per lead and the profit that you get back from those leads as well. So you're sort of squeezing that. That kind of, efficiency at both ends is, it's very exciting and, and it's definitely the way, the way forward, you know, I can see why Google are doing it.

You know, in the absence of, you know, huge audience data from third party cookies, this is, this is the way to go. And that's why, you know, the

more you focus on your first part is, I suppose that's why I love email so much as a channel. I can see that it's, it's got the future written all over it because that's first party data.

You own, you own your email audience. You know, you push out to a whole bunch of people on any social media platform. You have no idea who those people are. Really. You certainly can't. you know, reach them with in any way through your own platforms and through your own data, you're reliant on, you know, the platform, you know, giving you that and they do, they do and will charge you more and more for that as the competition for those audiences gets more and more fierce.

We've seen that it's a marketplace, right? You don't have that with your, your email data. Yeah, it's a very, very different thing. And it, and it syncs up beautifully with this because actually every email, you're getting more and more first party data back from your email audiences. So you can begin to segment around that.

And it's a beautiful thing because it, it's makes it more profitable, but actually the reason why it makes it all more profitable is because actually enables you to do more things better for your customers.

Daniel More one to one targeting right? Totally. So I'm interested that they, they talk about the Google ads power pair. This was a big thing that kept talking about, which is basically to say it's the search ads. And it's the performance max. And just looking at how those two things kind of fit together, and going through and making sure that you're using those to the maximum ability.

And now everything they say is switch on asset creation, you know, new asset creates switch on broad match switch and all these things. What's

your experience of that? Because my experience of switching a broad match, I end up cannibalizing a load of my own traffic.

Ciaran So they advised me to do this and I was very skeptical. So we ran some nice tests to make sure. And sure enough, I mean, it flies in the face of everything. Every book about Google ads will say, no, don't use, don't, don't, don't use broad search.

But actually, you're dealing with a completely different beast here, right? Because actually, if you don't use broad search, what you're doing is you're reducing the amount of data that the algorithm has access to. And actually, these campaigns are much more sophisticated now. You know, you generally have return on ad spend targets that you're giving.

Google, rather than just piling in money on a keyword. Nobody does it like that anymore. That would, you know, that's not gonna, that's not gonna cut it. So actually what, in my experience, when you focus on the broad search, actually, when we open that out. We saw that suddenly the algorithm was able to do what we were asking it to do.

So it sounds counterintuitive. There's, there's another development coming very soon if it's not there already for some people, they do tend to roll these things out gradually, but they're actually enabling within Performance Max. You can actually now add negative keywords to that and that, I think that'll make people feel a lot better about this.

But like. everything you've learned in the past, this is the danger with this stuff. Stuff's moving at such a pace now, you know, we have these rough rules of thumb, the rules are changing all the time as well. And you have to reevaluate everything. So, you know, you, now you don't know what you don't know, but I can tell you, I've learned through this and actually when we AB tested it, actually the segment that we allowed to have broad keyword, it just worked better.

Cause actually it was able to learn. It wasn't manually excluding everybody, it was using a broad search keyword. And actually, it was, it was making decisions for us, as Performance Max does, based on the ROAS we were trying to make. So, like, don't clip its wings was, was my learning. And actually rethink that whole rule of, oh, because I, for years, I actually, I said this on stage, for years, everybody said it was just a tax for stupid people that Google applied to, to ad accounts, which is a bit harsh, a bit unfair.

But actually, well, it was back in the day, there was an element of that. If you didn't really know, you know, all the bells and whistles and knobs and twirls that you could twiddle, you know, you could come unstuck with that, but actually now performance max takes care of a lot of that stuff. So like more data is, is good and allow, get out of the way and allow the AI to do what you've asked it to do.

The more you clip its wings and restrict it might seem clever. But actually, you're sort of shooting yourself in the foot.

Daniel So I want to ask you one more question on this. Cause I mean, I've had a fresh razor with performance max before was that if you haven't got much conversion data. Like you, you aren't getting that many conversions. It just doesn't, it doesn't, it's not getting traction.

Do you think that that by plugging it into your CRM makes a difference with that? Or is it, that they're not going to work for low volume stuff?

Ciaran So it's, it all depends how you've got it, set up we've, I've, I've got it working with relatively low volume stuff. So I'm working on campaigns where, oh, I don't know. We might get 10 to 20 conversions a day. That's fairly, fairly low levels of traffic. What, what you can do though, is you.

You can broaden the time scale, you know, you can go up to 180 days, can't you? So that actually builds up to quite a sizable audience, if you like. And you've also always got the option of lookalike audiences to broaden

these things out as well. You know, it gets complicated, basically, is what I'm saying.

But there are certainly are ways of doing it. One example, particularly that I'm thinking of was they, as an organization, grade their customers by the amount of money that they're looking to spend. And actually they, for the purpose, because they've got very low volumes of things for the purposes of this experiment.

What they did was they said, well, look, if they're worth below this value, then we'll, we'll, we'll kind of actively exclude them from the campaigns. But if they're worth more than this value, so as an organization, they, break people down into six or seven different silos, right? But actually that wouldn't necessarily work.

So they kept it simple to begin with and that's, that's working, working well. But the more, the more you get into this, the more you want to push it a little bit further and see, you know, how, how, how hard can we get it to get it to work? And you know, the thing to do is to work with your Google account manager.

Everybody has one, and you know, make use of them, you know, ask them best ways to approach this because they'll have a better understanding of how you've got your campaign set up. I think that's, that's the thing with this. There's so many different little levels that you can set and tweak that there's no kind of one rule for everybody.

But I've certainly seen you definitely can make it work. And you know, there's just, just improve results off the back of it. If you, once you do get it working, it's well worth the effort of experimenting and trying it. You know, it's, it's that whole adage, isn't it, of the man that goes to the doctor poking himself repeatedly in the eye, and it says, Doctor, it hurts when I do this.

And the doctor says, well, just don't do it then. And that's the thing. Like, you know, we all very, it's very easy to complain and moan, but actually

maybe you need to try doing something a bit, bit of a different way to find a better way of doing it.

Daniel that's, that's a very good point to, to kind of move us on. Cause I think I want to, we're going to split this over two episodes because we've got so much stuff to go through, but I just wanted to go through one more thing for this episode, which was, One of the big keynotes is always inbound Dharmesh.

Dharmesh was one of the co founders and he was the CTO, the chief technical officer. So he is, he would say he's the geeky one. He's just like the introverted one. He's public speaking is actually, if someone doesn't like public speaking, he's excellent because he dropped loads of dad jokes in the whole way through.

And they're excellent. They're really, really good.

Ciaran You've got to love a dad joke.

Daniel Yeah. But he's. He's come up with this, this thing called agent dot AI. So to advise people to go and take a look at it. Basically what he's saying is the future of work is going to be a hybrid workforce where you have got people, but you've also got AI agents and AI agents.

The difference between like an, an AI and an AI agent is just that an AI agent can go through a multi step journey. So you can do a number of things in a kind of sequence, but then you can start putting these AI agents together. Like you can have numerous agents out there and you can bring them together.

This website agent. ai is an experiment basically, but it's him and lots of other people building agents that you can go in and use. You get loads of free credits when you sign up and they, they will do competitive analysis

for you, or they will generate images and put them into a document and generate a report of some description and things like that.

So it's, it's kind of like a custom GPT in that it's an AI created for a specific task. But the idea is that you can kind of sequence them together. Now his feeling is that is going to be the future of all this kind of AI stuff in that there'll be. Loads of different agents out there and you'll be able to sequence them together to do the particular tasks that you want.

And we'll see this in lots of different places, but it's, if you want to kind of see where this is going. With all the AI it's definitely worth taking a look at. I was a little bit at the beginning. Oh, here we go. Another AI thing. I'm not sure about this. Now I've played with it and sequenced a few of them.

I managed to do a complete competitive analysis report for a particular industry using three or four of these agents together to do a bit of social listening, to go off and summarize their websites and all those kinds of things. And it's, it's kind of important because as we're fragmenting our user journeys, It's not just search.

It's not the social media. It's not just email. You know, to understand what's being said about your brand. As we saw with that HubSpot AI grader that we looked at in a previous episode, trying to understand your brand from a conversational point of view becomes. I would take a look at it.

I think that's enough for today. We've got a ton more stuff to talk about in the next episode, but thank you for listening to the digital marketing podcast. If you haven't signed up the newsletter, targetinternet.com/newsletter and get on there. Cause that's, we're announcing all this new stuff that we're doing. We've got, we're launching an app in the very near future for exclusive podcasts and for the audio courses we're building. So if you enjoy the podcast, but you want to learn a complete subject and we're starting with SEO and we're doing a

certification and accredited certification That'll all be much easier to use via the apps.

We've got that coming up. As I said, we've got those audio courses, so we'll notify you there. So get over to subscribe to the newsletter and join the thousands of other people that subscribe as well. Thank you for listening. And, we'll speak to you again in the next episode with a continuation of these latest trends and AI updates.