



Episode 401: Our 400th Episode — Inbound Recap and Latest Trends (Part. 2)

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 are talking about the digital marketing trends and AI update part two.

So, this is a continuation from the previous episode where we were talking about all the amazing announcements that were kind of coming out at Inbound 24, the HubSpot conference. And I was just trying to summarize what was going on. Now, this is a good point to come into this because we're going through our coggle, our little mind map that we kind of go through. And I've got to the point where it says, HubSpot Co-Pilot Breeze. So the big announcement was HubSpot announced they've got this Co-Pilot within the tool now and it AI assists you with everything, including writing stuff, creating landing pages, planning podcasts, all that kind of stuff. Another lecture, the open AI people were there and they said, the number one use for chat GPT is for marketing. So everyone's like, yeah, AI marketing. It's going to be brilliant. We're going to get all this content. It's going to be easy. And we get to sit back and, by the way, you can't see, but Ciaran is shaking his head as we speak.

Then I went to see my favorite talk at HubSpot every year which is Jay Schwedelson who has Do This, Not That, the biggest kind of marketing podcast in the US, he runs subjectline.com. I will put these links in the show notes and he has the guru conference. And he is obsessed with reality TV. And so lots of parts of his talks were about reality TV. I was



amazed because it wasn't just US reality TV. Everyone's asked, what's your favorite reality TV at the moment? He said, Love is Blind UK. So he's watching the international editions of these.

Anyway, that's not the point. What was great is that there was all this enthusiasm for AI generated content. And you're going to have to beep this out Lou, because we don't have swearing on a podcast, but he walked on and went, it's going to be amazing. There's going to be a tsunami of XXXX. Basically saying there's going to be so much terrible content. So what's the solution? Well, he did a couple of different talks, one on the email side of things and how important email was. And we mentioned that in the previous podcast, he had this great talk and he's going to come onto the podcast and talk about it, about thriving in discomfort.

And what he's saying is in COVID, he was basically going bankrupt because his agency had no clients coming in and he was like, I need to meet as many people as possible. So he came up with this idea that he was going to do an event. Everyone was like that's a terrible idea, an online conference. No one needs another online conference.

And it's actually become really successful because the way he's done it was incredibly fun. And yeah, he has an email marketing agency. It's pretty serious. They have millions and millions of emails going out, but they had things like they were having like a chili eating competition and he was saying he nearly killed himself because he had one of these things, and they did it live stream as you can imagine it was kind of fun.

They had some amazing speakers, he got some people in for some reality TV shows that he liked just because he wanted to meet them, I think. He made a really key point, which really stands to the conversations we've been having recently about social media not working, just doing everything the same as everyone else.

This whole thing of just being unique, honest, and transparent, and trying to look at that and say, okay, if we do stuff the same as everyone else,



we're not going to get that, that kind of tension. And there was some stats that Neil Patel had come to about the best form of video at the moment is that real rough and ready, here's me holding my phone, doing a video, talking to the screen. We've seen LinkedIn video go crazy and they've gone to vertical videos, quite TikTok-ey, loads of people putting TikToks into LinkedIn, which isn't great. Now, let's bring all this together.

You've got Google talking about E.E.A.T, expertise, experience, authoritativeness and trust. We've said that social media is harder to penetrate. We've talked about the fact that getting an email list gives you ownership of that. And you've got the opportunity to have the conversation. But those emails that tend to work are the ones that are from a person and are quite conversational.

And Ciaran, you've sent me like two or three emails recently. And all of them have been of that style of just a, hi, this is what we've been up to. This is what's new. I didn't like this, but this was quite shocking. And the narrative kind of works.

Ciaran It's just because people like people.

Daniel That's it. And that's come up a lot.

Ciaran The brand sanitization that goes on removes that. And it's like, yeah, it's lovely that you're really consistent and that you're really on brand, but it's more bland than brand. And actually there is room in the word brand for personality.

And I think, if you look at any of those examples, that you were just talking about there. That's what I loved about them, is the person's personality really like zinged through. And very often, you know, when stuff's corporate, it really doesn't. You know, it's anything but that. It's had the life sucked out of it by loads of subcommittees and unnecessary meetings.



Daniel Well, my favorite thing was that one of the big things that Jay does at the conference each year is do a giveaway and he gives away t shirts, hoodies, hats, and stickers. People lose their minds for free stuff.

And we're all being very polite, but it was like, wow. And it was all loads of branded clothing and people like, yeah, I want some of that. But my favorite thing was they had these tables of stickers. And the stickers might have the podcast brand on them. There was one that said, I heart reality TV, right? Because this has become part of his brand.

And one was like, if loving Love Island is wrong, I don't want to be right. And all this kind of stuff. But the point being is that it, that stuff didn't even have the branding on it. But you remember vividly where you got that from. Cause it was a bit of fun and it had a bit of personality built into it.

Ciaran Here's the secret about really powerful brands. They say more about the person that loves the brand. You know, they're a way of expressing who I am. Like, if I take that, Love Island sticker, that says a million things about the person who who wears it.

And that's why people will be jumping at the chance to wear that. Just as, you know, when you whip out the latest iPhone, it says a million things about you. You know, people forget that with the whole obsession with brand that actually sometimes, allowing a bit of playfulness and fun and color into your brand, not literally color, but you know what I'm saying. A bit of fun in there can make that brand so much more desirable.

Louise Because people act on their emotions, don't they.

Ciaran We are emotional creatures. It's two things, story and emotion is our world. And that's my beef is that a lot of brands remove that, with their corporate cleansing, it all gets removed and it's such a shame, you know, let's bring that back.



Daniel Well, I've been pondering on this for the last six months and refocusing what we do at Target Internet. And what came out for me is like, what's the thing we do that's most popular? The podcast. Why is that? Because it's got some personality to it, hopefully, right?

That's why we've got over a hundred thousand people that listen every month because it helps them. So it's going to help them in what they want, right. Which is improve their career, make their business more successful. But hopefully there's a bit of a connection, to things as well, like in terms of the people involved.

And then there's a bit of disconnect because on the website, we've got this elearning, those are in my voice. It's me in very formal mode, teaching you something in a structured way. And it's like, oh, that's not how I teach in the classroom. So why is that?

And it's okay. I mean, if like, if you need to know a specific thing, that works great. Then there was like the thing where we went out in the email and said, if we did complete courses, as audio, like a podcast, you could listen on the go, the amount of emails replying saying yeah, that would be amazing, because I like the podcast. I don't really like elearning that much, but actually if I could listen, I had a way of doing that on an app or something when I was moving about and going to the gym and whatever, great, so that's what we do. Okay. So, we've got the audio courses coming up. We've got the app launching. So that makes a big difference.

And then it was like, okay, we do these masterclasses and we get, you know, 50 people onto these things, but it was like an additional cost and then you've got to go and get sign off from your boss to go to it. And it's like, well, if we talk about creating a culture of learning, let's just give those away as part of the membership, where else can you get a load of stuff and a half day course every month for 20 quid a month?



Nowhere. So there's good value obviously there as well, but it's that you can connect to us. You can connect to the team. It's human. You can ask questions and it's suddenly a bit of a game changer.

Ciaran And it's that thing we clocked a while ago, which was building community is the crucial thing. And actually that's what every marketer needs to be focused on doing. I think for years, we've been trying to crib off of communities on social media platforms and that's getting harder and harder to do because the algorithms are just turned against us.

They used to be all in our favor, right? Because we were the only people pushing out content, but now everyone's pushing it out, they can be a bit cheesy and it's very much structured around them just becoming more and more profitable. Algorithms are very, very good at doing that. You can just tweak the screws and make that happen.

But here's the satisfying truth. People are people and they like personality and they like that color in their lives. And that's why Jay loves reality TV so much because it's filled with that, right? It's like really, really good. So I think that in itself speaks volumes, but that's what everybody out there needs to be trying to do.

If they don't want to get wiped out by this tsunami. This is the only magic bullet that I can see that's gonna kind of fight against this, and I totally agree with Jay, you know, be unique, be honest, be transparent. That's absolutely key to this. You know, if you have that, these boil down in three words, all that I've been banging on about for the last two minutes.

Daniel I'd also say, like this transparency and uniqueness, be careful with this because you don't need to be absolutely transparent. Like, you know, people don't necessarily care what's going on in my life in personal stuff. It's not about that level of transparency.

It's about actually the personality that's me on the podcast. The personality that's me as a trainer is a particular part of my personality. I don't need to



bring on all the rubbish into it. It doesn't have to be this a hundred percent transparency type thing, which I think there's too much of in social media where I don't care about that stuff.

I'm not interested in the fact that you did this, did that. But saying that Jay did make an initial point, which was like, what did you have for breakfast? And it's like, that's actually interesting. Like why did you eat that breakfast? What, there's a story behind why you had that. Were you in a rush? Was it the fact that you're on a diet? Cause you're like, you know, and he was saying, I knew I was coming on stage. So I've been eating horrible food for months because I've been trying to lose some weight because I'm getting fat, okay, so that's some personality. Right. So you can make anything interesting if you just think about what's the human story behind it.

So I thought that was great. Let's move on because Jay's going to come on and we'll talk about all this stuff a lot more. The guru conference is actually coming up. So we'll put that link in. It's a free online conference. Amazing speakers as normal. Carrie Bradshaw, what's her name?

Ciaran Sarah Jessica Parker.

Daniel She's there. So we'll put it into the show notes as well. Well, there's two other kind of main topics or businesses I want to go to in this episode. One is open AI came on, spoke about some stuff that I thought, well, that I haven't really clocked that, that's really interesting.

So Chat GPT, one of the first things he said, and this made me on my brain kind of go, okay, is that the use of these generative AIs, the cost of using them is the fastest depreciating technology in history. And I'll show you what I mean by that.

It's got cheaper and cheaper and cheaper, quicker and quicker and quicker. So in March of 2023, just a year and a bit ago, to get a million tokens—



Now the way it works, if you're using the API, the programming interface to access this stuff, because you want to create a tool. That utilizes some of their functionality and very loosely, a token is a word, right? So you're sending back as affordably words.

And if you want to do a million words. That would cost you 36 or thereabouts. Okay. So it could get pretty expensive pretty quickly. So say you're giving somebody quite free, people are using this AI tool. Your bill is going to get pretty quick, pretty big, pretty quick. Now September 24, when they announced this, the current version of the large language model that kind of bind it.

So 4o mini, so it's 4-omni. So mini is the kind of faster version of this one was 25 cents for a million tokens. Okay. Okay. That's bonkers. Right? So what it means is the ability for people now to build things that utilize this technology has become infinitely easier and very, very much cheaper, which means you're going to see an explosion of AI tools and everything that you get is going to have AI baked into it to assist you.

So the reality is that yes, it's great that you've got a little chat thing. That's got AI, but actually. This will just be baked in to make loads of stuff useful as well. So I think that there's a great opportunity there. The other thing is that if people haven't kind of clocked onto it as well.

ChatGPT, the latest version at this kind of given time is 0.1. There's a preview of 01. 0.1 is light years ahead of all the other models from a reasoning point of view. And I love the context they gave for this. So if you want to do something quick, use the 4o-mini, like you want to write some five variations for a subject line.

If it's a five minute task, right? That's a good, good model to use. If you've got something, it's like an hour task that normally take you about an hour. So you're writing a report or you're writing an article or something like that. Then 4 omni is probably a good way to go with that stuff. Whereas if you



had a task that was only going to take you a day, you can write a strategy or something like that, then.

Then 1.O is the way to go. And it's brilliant. Cause what it will do, you give it a kind of challenge and it will come up with like six or seven different kind of solutions to doing it. And then it will reason through it and try and work out what's the best approach to doing it. So it can answer really challenging questions.

You can give it data and say, where should I focus my marketing budget? And it does some really incredible analysis, which we tested this six months ago, didn't work, didn't work at all. So if you haven't played with it, some people referring to it as strawberry was the kind of code name that for it as well.

Ciaran Cue a bunch of fruit names for you. I'd prefer that. I had a moment with Chat GPT this morning where I was asking it to do things and what it was coming out with, I wasn't happy with it at all. I'm like, what's going on here? And I actually hadn't logged into my paid account. I was on the free version and it just shows you how much its improved. It was quite shocking because I guess we're all getting used to its ability to do quite complex things and stream quite complex logic.

Daniel This is the thing, the newer models are so much better than the previous ones and its moving on so quick, so definitely worth playing around with. The other thing was that they talked a lot about SearchGPT. They are launching a search engine. Now the difference being, and I mentioned this briefly before, is that you go to Google and you get that search generative experience, but it gives you an answer.

There's AI generator, which is pretty good. The difference is with SearchGPT is you do a search and it gives you a result, but then the next search you do is in the context of that. So it remember what you last did. So if you said what's the best place to surf in this country. Then what's the



weather going to be like here on this week, and it knows what you're talking about. So you can have that interactive conversation with it.

Ciaran This whole business terrifies me. I think this is, should be the thing everybody's really worried about going into next year. What happens when AI search gives you the exact answer you need? What happens in the world for marketing when, you know, the search page result of 10 to 12 things becomes one thing.

And it was something that I asked the guys at Google about, and they're like actively exploring this at the moment. I think the good thing is that whole stat you gave where, you know, 15 percent of things have never been asked for before is new and the sheer volume of things that are being used.

But, you know, is there enough volume there to satisfy everybody, you know, how's that going to translate and work? You know, at the moment, you know, we've gone from really enjoying lots of, you know, potential links for SEO on that first page, potentially eight or nine plus, you know, three or four ads as potentially as well.

And I think, you know, how that space shapes out, we don't know yet, like no one's really released that, but how that space shapes out. And it's, it's going to be, it's going to be interesting. Like the, the, you know, any one of these platforms could come up with something that actually. You know, does it better than Google does?

Daniel Well, the difference being as well, that if, if you're using a pro account, a chat GPT, you're paying a subscription, right? Whereas with Google, they sell advertising and that that's become harder and harder because the lack of third party cookies, because, you know, people are potentially going to these, These AI search engines potentially, but, but also the fact that the cost of processing power for doing the AI stuff is costing them more money as well.



So I think it is interesting, but I think it's a use case thing, right? So if I want to explore a topic, like where I'm going to go on holiday, interactive and AI might make a sensible thing. If I'm trying to find the best place to do a course online. I probably want to go through a few different options and do it slightly differently.

Now the AI will certainly learn that and approach it slightly differently, but it probably means things like online reviews and community discussions and the stuff that's going on Reddit stuff becomes more important because that's what's feeding the AIs in the first place.

Ciaran That, for me, still the only life raft to this is your own first party data and email lists, because that whole landscape, again, Louise, you were saying how any one platform can like disappear on social media. So equally for any one strategy, so, you know, you might be dining out as I'm sure a lot of you are on, on search ads, but that could change maybe not for everybody, but for some portions, we've seen that.

You know, you've seen that happen in the travel industry, for example. You know, that changed overnight. Suddenly everything could be done through a search engine. You know, you didn't even need to visit the said website. So one to watch, I think, that's what's keeping me up at night, worrying about stuff like that.

Daniel So let's, let's move there. In the last, the first part of this and the previous episode, we talked a lot about Google ads. I just wanted to mention. LinkedIn ads, B2B specific, but what's interesting is they released a load of stuff at inbound that's trying to do very similar things that we talked about at Google ads with this first party data piece.

So they released their conversions API or CAPI as they're kind of calling it. And what that allows you to do is connect LinkedIn to first party data. So to your CRM system, to your website in some way, to lots of other systems.



You can bring those in and say, for example, what you can see is how are your ads.

Within LinkedIn, maybe not driving a sale directly. You can measure that, but is it may be moving people down your lead stages? So if you've got a complicated B2B and you've got like six different lead stages, you can say, well, actually the person that clicked on that content moved forward three stages.

You've also then got this thing called the revenue attribution report. RAR. And again, if you sync your CRM up. Into this now be careful of this because they'll say, well, you need this LinkedIn account. You need a sales navigator plus account. And then your CRM will say, well, yes, you need this particular version.

So it can all get quite expensive. And that was my other observation with HubSpot was that they released all this data, but you needed, like we use the marketing version of it, but then you needed the sales version as well, and you needed the content version. And it's something like tripling your costs.

So, be cautious of that, but it just interested me that they're doing exactly the same thing. And that they're bringing all that first party data in. So you can say, okay, how is the stuff that I'm doing in LinkedIn? Cause the comment that was made LinkedIn ads, what they basically says they cost bottom of the funnel.

As in, you know, you're, you're trying to get people that are just at the right point of time, but they act like top of the funnel. The people that click. So it's like, Oh, that's not good. Cause it's costing loads of money and it's not really converting because you can't really untangle it very easily.

Ciaran So do they think this new way of doing it solves that?



Daniel Well, what it should do is give you a much clearer view. Of what's happening to those people that click on your ads. What do they go on to do? Do they come back to the website multiple times? Do they change their lead state? You just, you haven't got that view. Otherwise, unless you're tying those two things together.

So I think LinkedIn have realized unless they can bring that CRM data together with it. People aren't going to spend the money on the advertising. So, yeah, I think that's really interesting. A couple of other things that came out that were brand new for me. There's something called LinkedIn marketing labs and LinkedIn marketing labs is loads of training and certification, all of this stuff.

They basically got a training portal, not the LinkedIn learning stuff that's on everything, but this is very specific to LinkedIn ads. So I'd, I'd go and take a look at that and we'll put that into the show notes as well. And then there was this thing called business manager. And I was like, well, I've got a business page.

And my business is listed and I've got an ad account. Is that not the same thing? It's not. So what you need to do, if you just search LinkedIn business manager, you register your company name. So it's probably a good time to do this now before everyone kind of gets your company name. And then what you could do is you connect various pages and various ad accounts into your business manager, and you can connect your staff into that as well, and that's where you get that revenue attribution report. So if you're connecting all this stuff up, you can get some spirit, but it does mean you can manage everything in one place, which is nice because what you can then do is you can create an audience. So maybe connect it to a CRM system. So these are all my paying customers at the moment, but you can then use that across multiple ad accounts.

And you could never do that kind of stuff before. So it's just allowing you to manage things. Well, yes, because it would be hard to be worse to use, wouldn't it? Because it's horrifically disjointed. This did feel a bit. Yeah. This



did feel really disjointed as well, to be honest. Cause it's like, I didn't know this existed.

Daniel So. If you are doing LinkedIn advertising, set your business manager up and start looking at this conversions API and the revenue attribution report, because it's the stuff like in Google ads has taken the first party data. It's allowing them to use AI to target stuff. And it means you can untangle, where your spend is, is going on a little bit more as well.

So that brings me to update end all my updates from, from kind of inbound, rather shockingly inbound is not in Boston next year. It's in San Francisco.

So anyway, thank you for listening to the digital marketing podcast. This was our 401st episode. So thank you for joining us. Couple of things as ever, if you're not in the newsletter, targetinternet.com forward slash newsletter. If you want the show notes, all the stuff that we've spoken about will be there targetinternet.com.

Ciaran So look, 401 episodes If you haven't already, please leave us a review. Please, please.

Daniel [targetinternet. com](https://targetinternet.com) forward slash review. And if you go through and screenshot it, good or bad, we will, if you want some merchandise, we'll send you some merchandise. As well, we've got mugs and memory sticks and stickers and all sorts of fun things. And the mugs are aces because they're like jumbo sized.

So, yeah, they're very, very good. So, I'm very pleased with those. So thank you as ever for listening, for sticking with us for 401 episodes, particularly if you've been listening, if you've been listening since the beginning,



Ciaran Some people have. Some people listen to every single back episode. Yeah.

Daniel That's the other thing. The only place that all available is on the target internet website.

So you get the last hundred in all of the platforms, but if you want to go beyond that, then we've got all that stuff as well. So thank you for listening. Thank you guys for being such a lovely co hosts and it will speak to you again on the digital marketing podcast.