

**SOME**  
**BOOSTER**  
report by neon shake

2024<sub>H2</sub>

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# TIME FOR

# SOME BOOSTING

## Another SoMe Booster Report is in your hands!

How is it created? Based on SoMe Boosters – our quarterly meetings at Neon Shake, during which we discuss trends and news in the social media world. We also take a close look at communication on our clients' profiles, analyze results, and look ahead. We recharge our batteries and gather ideas for the upcoming months.

This time, we focus on changes in social media that occurred in the first half of 2024. There are also predictions for the coming months. The report is available in two versions: a **premium** one for our clients and a **compact** version for anyone who needs a solid dose of social media news.

On the following pages, you'll find the insights from our team members, who share their observations on the most important trends and innovations in the social media world.

LET'S BEGIN!



TOMEK NAPIERAŁA

Partner // Business & Creative Director



The background is a collage of vibrant, futuristic images. The top left features a marbled pattern of pink, purple, and red. The top right shows a close-up of a person's face with a futuristic, glowing aesthetic. The bottom right shows a person in a white lab coat with a black zipper, looking down, set against a teal and purple glow.

# BIG

# TRENDS



# 1

## AUTHENTICITY

# IS CRUCIAL

Authenticity is becoming a certain standard in the social media world. Users, tired of perfect and staged content, crave real, raw, and honest messages. Influencers who show authentic stories win the hearts and trust of their audience. TikTok and Instagram are evolving towards more casual, improvised videos, promoting, for example, spontaneous films that resemble FaceTime calls. Creators focus on intimate content that makes viewers feel as if they were talking to a close friend.

**User-Generated Content (UGC)** also plays a key role in this trend. Content created by the users themselves is perceived as more trustworthy. Consumers are more likely to engage with natural, unfiltered content, so it's worth incorporating it into marketing strategies. Authenticity not only increases engagement but also builds lasting relationships between brands, influencers, and their audiences.



A major and still ongoing trend is short-form video, which is gaining increasing popularity in Poland. Short videos are ideal for modern audiences who prefer quick, engaging, and easy-to-consume content. Every day, an average of **5 billion** short videos are watched in Poland, and users spend an average of **43 minutes** a day watching them.

The most popular types of short videos include humorous, educational, and musical clips. More and more brands are choosing to use short videos to promote their products and services. The most popular platforms for watching and creating these videos are **YouTube Shorts, TikTok, and Instagram Reels**, where videos are typically shot in vertical format and last up to 60 seconds. The primary audience for short videos is young people aged 18-34. It is also worth noting that women make up **62%** of the audience for this content<sup>1</sup>.

It is definitely worth investing in this format!

<sup>1</sup> [https://www.iab.org.pl/wp-content/uploads/2024/05/Short\\_Social\\_Video\\_IAB\\_Polska\\_052024.pdf](https://www.iab.org.pl/wp-content/uploads/2024/05/Short_Social_Video_IAB_Polska_052024.pdf)

# 2

## SHORT VIDEO

## TOOK OVER SOME



# 3

# THE DEVELOPMENT OF

# ARTIFICIAL INTELLIGENCE

AI is still a key trend in social media. Tools using this technology are developing at a rapid pace and revolutionizing our work. Artificial intelligence not only helps in creating content for social media channels but also supports the optimization of paid campaigns. Thanks to AI, brands can precisely target their audience, increasing engagement and conversion. AI also allows real-time analysis and optimization of campaigns, identifying the best-performing elements.

The most popular social media platforms, such as Facebook, Instagram, X and Pinterest, are introducing advanced AI tools into their systems. In the following sections of the report, we will discuss what each platform offers and the benefits they provide to users. We will also look at programs that support us in our daily work.



WHAT'S NEW ON

# THE PLATFORMS



# META



SOME

# DATA



MARTA JAROSZ  
Social Media Manager

Meta, formerly known as Facebook Inc., owns several popular apps and platforms that have become a permanent part of the daily lives of millions of users worldwide. Among the most important are Instagram, Facebook, WhatsApp, and the newest platform, Threads.

Facebook leads the Polish ranking of the most popular services, achieving **85.4% reach** among Polish internet users. Users spend nearly **51 minutes per day** on it. Instagram also maintains a strong position with a reach of **50.85%**. According to the latest data from Sensor Tower, Instagram was the most downloaded app in the first quarter of 2024<sup>2</sup>.

<sup>2</sup> [https://gemius.com/documents/51/RAPORT\\_SOCIAL\\_MEDIA\\_2024.pdf](https://gemius.com/documents/51/RAPORT_SOCIAL_MEDIA_2024.pdf)



# DETAILED TARGETING

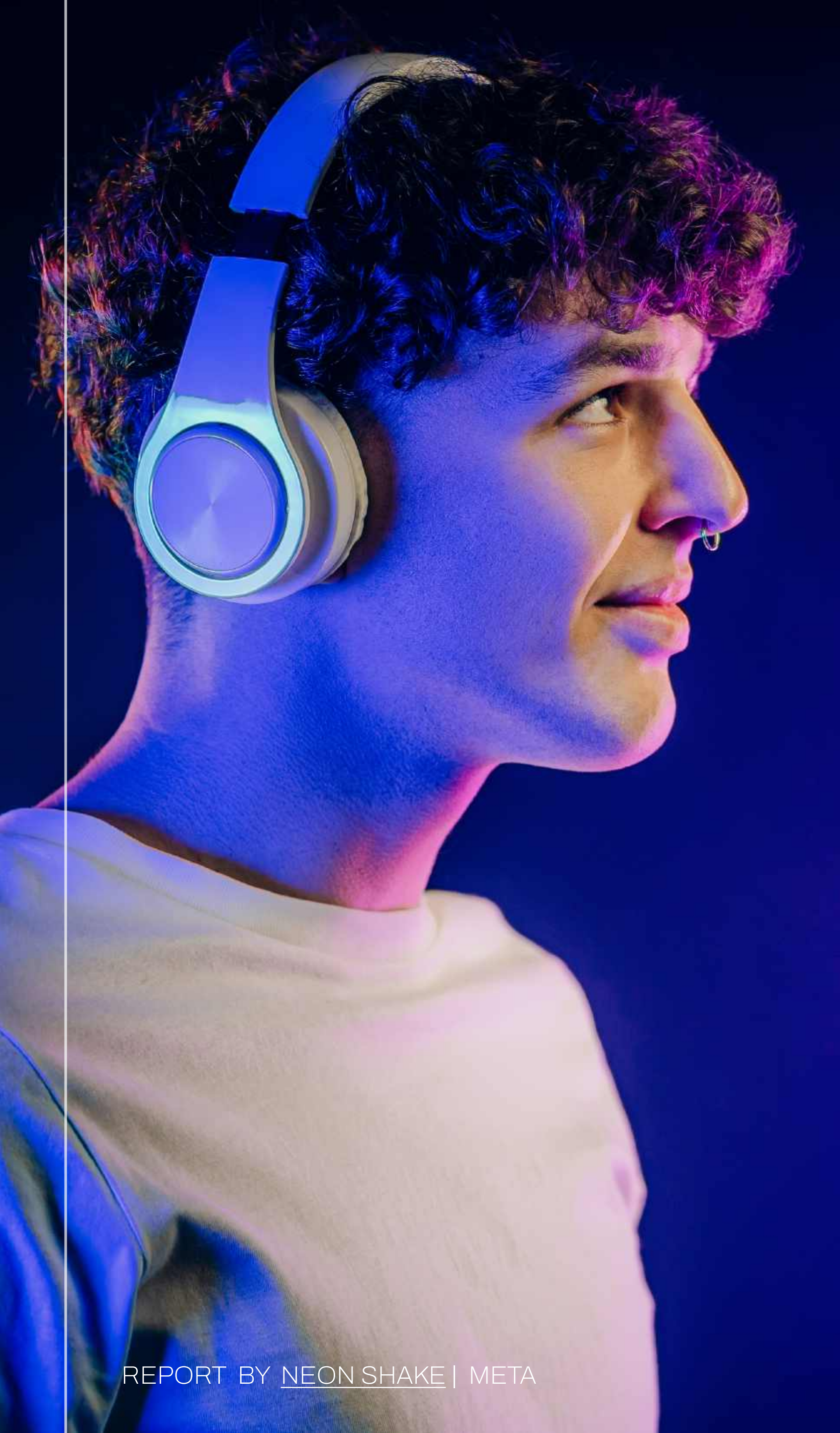
## CHANGES IN

**On July 15th, 2024**, Meta removed the ability to use detailed targeting exclusions. This means that new ad sets will no longer be able to exclude specific audience groups. Meta conducted tests showing that the lack of exclusions could reduce the average cost per conversion by up to 22.6%.

For current campaigns, nothing changes until **January 31st, 2025**. After this date, ads using detailed targeting exclusions will no longer be displayed. Advertisers will still be able to use alternative methods to narrow down their ad audiences if necessary for business reasons.

We encourage you to test various solutions. Regularly using different features will help us understand what truly works for a given target audience. You can read more about the changes on Meta's website.

[READ MORE](#)



# BROADCAST CHANNELS

AVAILABLE FOR BUSINESS ACCOUNTS

In June 2024, Meta introduced the option to create broadcast channels on Facebook and Messenger for all profiles with **over 10,000 followers**. Until now, business accounts did not have this capability. But that's not all - several new features have been introduced that could prove extremely helpful for creators.

- Synchronizing messages from broadcast channels became possible on Instagram to Facebook. Thanks to that, the creator may save time and energy by eliminating the need to repeat the same actions across different platforms.
- Additionally, creators can now publish posts on Facebook, first sharing them with channel members before making them available to a broader audience. This is a great way to gather valuable feedback from a smaller group of recipients before the content reaches a larger audience.
- Another new feature is the ability to share content from the broadcast channel in Facebook Stories. Both creators and channel members can use this to reach an even wider audience, thereby increasing engagement and reach.

We definitely like the new features. Let's remember that broadcast channels align well with current trends. They offer a more personal and direct way of communicating with audiences. This brings the brand closer to users and creates the impression of a more private dialogue.



## META PROMOTES INTEGRATION WITH GA4

# FOR BETTER CONVERSIONS

Meta is urging advertisers to integrate data from Google Analytics 4 with their ad accounts, promising an impressive **22% increase in conversions**. The integration process involves using UTM parameters. The goal is to better understand the effectiveness of ad campaigns, especially in the context of increasing user privacy restrictions and the declining effectiveness of traditional tracking methods like cookies.

We are already utilizing these capabilities. This way, we can examine how Meta ads impact website traffic and user behavior. We recommend it!



# SHORT VIDEO

## THE FOE OF COMMUNITY BUILDING

Although we mentioned that Generation Z quickly loses focus and prefers short-form videos, social media platforms are trying to take a different direction.

TikTok, known for its short, dynamic videos, now rewards creators who publish content longer than one minute. The new creator rewards program can potentially bring creators up to **20 times higher** earnings than before. This is a significant change aimed not only at increasing content quality but also at engaging users for a longer time.

Instagram has also decided to follow TikTok's lead by allowing the publication of **3-minute reels**. This change enables creators to have more elaborate narratives and deeper viewer engagement. Longer videos can be more valuable, providing more space for storytelling.

Both platforms recognize that while short-form videos are popular, longer content has the potential to attract a more engaged and loyal audience. For marketers, this means greater opportunities to create content that can not only capture attention but also build deeper relationships with audiences.

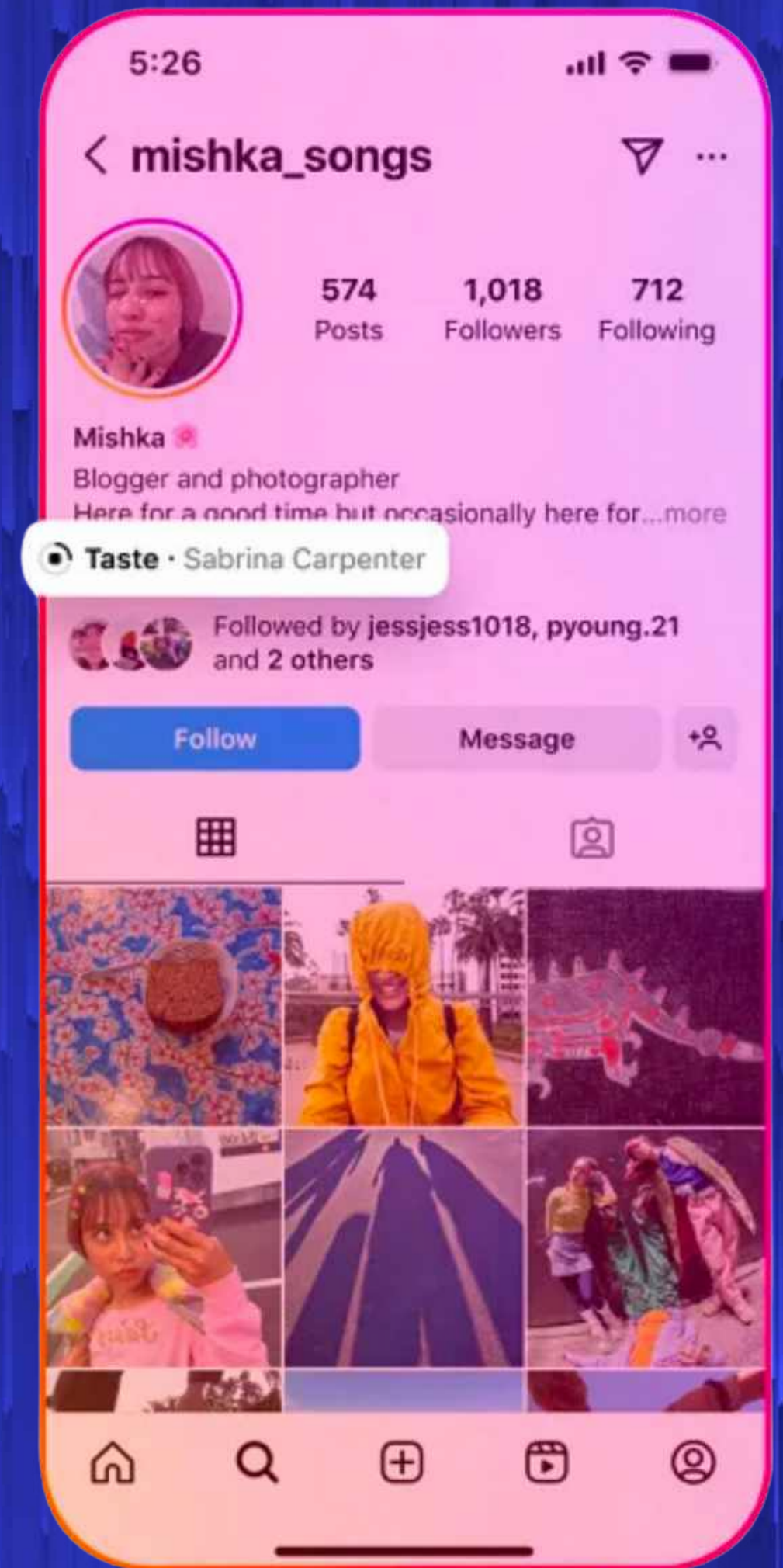


## NEW FEATURE

# MUSIC ON INSTAGRAM

Instagram has introduced a new feature that allows users to add a chosen song to their profile. Although this option is reminiscent of the feature known from MySpace, where songs played automatically upon visiting a profile, Instagram hasn't copied it entirely. The song will not play automatically. Music will remain on the user's profile until it is removed or changed, allowing for regular updates of this profile element.

For marketers, this feature opens up new possibilities for interesting brand presentation. Companies can use this option to enhance brand identity by selecting songs that resonate with their values, mission, or current marketing campaigns. Adding a well-chosen song to a brand's profile can attract users' attention, reinforce the campaign message, and create an emotional connection with the audience.





# INSTAGRAM INTRODUCES

## LONGER CAROUSELS

Instagram is expanding the carousel format, allowing users to add up to 15 photos or graphics in a single post, instead of the previous limit of 10. Additionally, Instagram is working on a feature that will enable users to respond to specific slides in the carousel, facilitating more precise communication and interaction with specific content in the post.

### WHY IS IT COOL?

- We can fit more content into a single post. This is particularly useful for marketing campaigns that require showcasing multiple aspects of a product, service, or event.
- The ability to add more slides allows us to better separate and organize information.





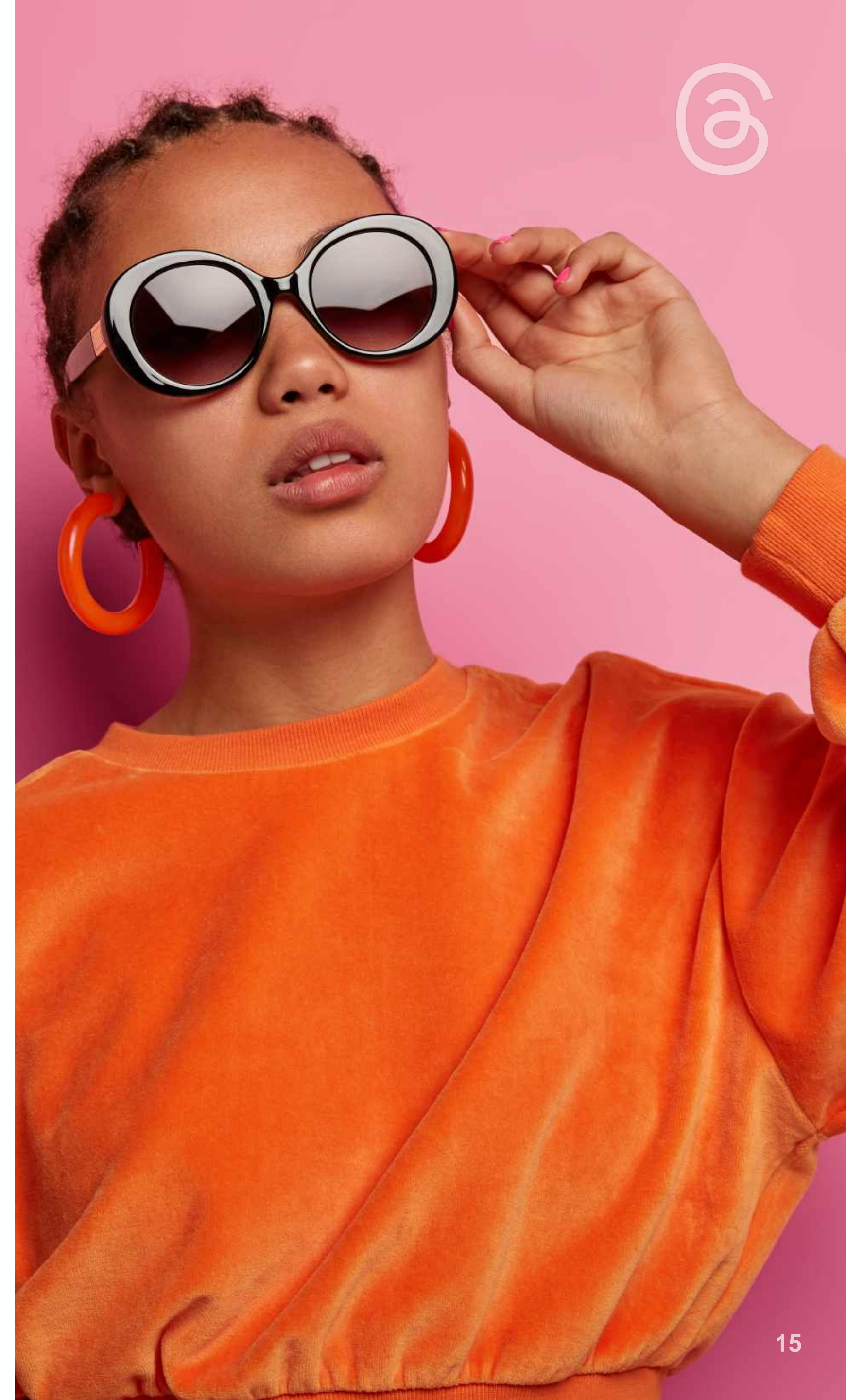
# DEVELOPMENT OF

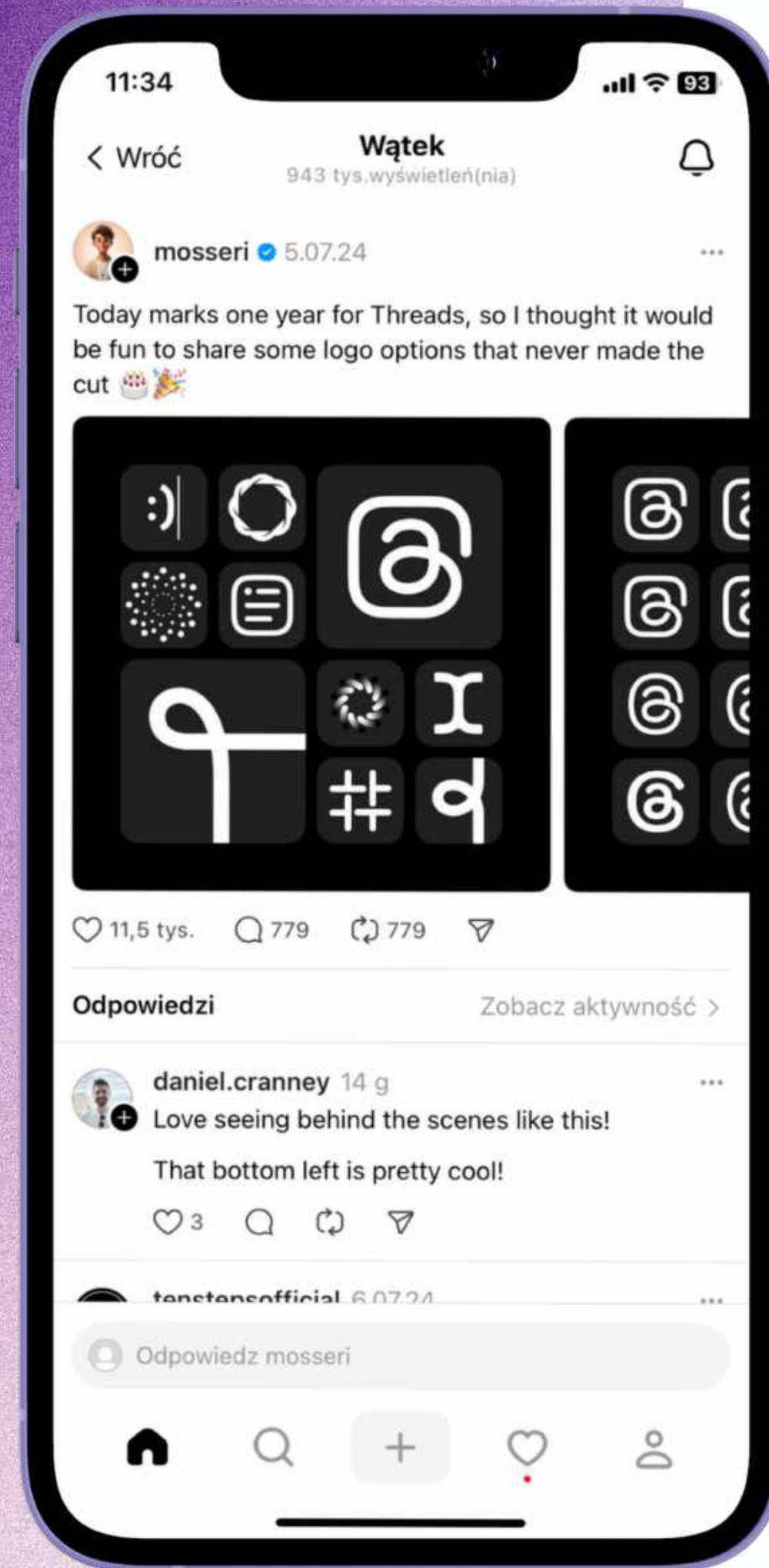
# THREADS

Threads boasts an impressive base of **over 175 million active users** per month. The platform claims that most people come to Threads for text rather than images, noting that 63% of all posts contain only written content. However, this does not mean that users are abandoning images - one in four posts includes at least one visual element.

Threads has become a place for a dynamic and engaged community that has already created over **50 million tags**. The most popular ones, such as **PhotographyThreads**, **BookThreads** and **GymThreads**, reflect the diverse interests of users.

In response to community needs, Threads has introduced a range of new features, including **trends** that allow users to quickly track popular topics and discussions. This is an invaluable tool, especially for marketers wanting to stay up-to-date with the latest trends.





# THE AMOUNT OF VIEWS

IS VISIBLE NOW

Recently, on Threads, we can check the number of views for a particular thread. As seen in the example, this thread has been viewed by over 940,000 users.

With the view count, creators can assess how effective their publishing strategy is and adjust content to meet audience expectations. This is also a huge advantage for marketers, who can better select influencers for campaigns and create more engaging content. Threads plans to make this feature available in the browser version as well, which will further enhance its usefulness.



# CROSS-POSTING CONTENT FROM

## INSTAGRAM



GOSIA OLSZOWY  
Social Media Manager

### INSTAGRAM → WHATSAPP

Instagram will soon enable cross-posting of Stories to WhatsApp, allowing us to easily extend the reach of our content. With this feature, users will be able to reach a broader audience across two popular apps simultaneously.

### INSTAGRAM → THREADS

Meta is also testing an option that will allow Instagram users to cross-post updates to Threads. When users share a post from Instagram to Threads, the post description will become the thread content, and hashtags will be converted to plain text. This feature will enable simple and efficient sharing of content between platforms, increasing reach and engagement.

### WHY IS CROSS-POSTING SO GREAT?

Cross-posting content across multiple platforms brings numerous benefits. First, it expands your reach by allowing you to connect with a larger audience. Second, it saves time - creating content once allows for quick sharing across different channels. Additionally, it ensures brand consistency by maintaining a unified marketing message across all platforms, which strengthens brand identity.

# LINKEDIN

# LINKEDIN

## TARGET AUDIENCE



ARIA HYRCZYK  
New Business Executive

According to an IAB report, LinkedIn users are primarily individuals with higher education who live in larger cities, highlighting its professional and career-oriented nature. People who spend time on the platform often look for jobs, information about potential employers, or industry news. The platform is most effective in reaching users aged 25 to 34. It offers unique opportunities for marketing activities targeted at experts from various fields, and is particularly effective in the B2B sector<sup>3</sup>.

The structure of LinkedIn facilitates establishing business relationships, sharing industry knowledge, and building professional networks. Therefore, it is an ideal medium for promoting job offers, training, or services aimed at individuals looking to develop their skills and careers.

<sup>3</sup> [https://gemius.com/documents/51/RAPORT\\_SOCIAL\\_MEDIA\\_2024.pdf](https://gemius.com/documents/51/RAPORT_SOCIAL_MEDIA_2024.pdf)

# MORE EFFECTIVE CAMPAIGNS

## ON LINKEDIN

LinkedIn has introduced a new feature that helps create even more effective campaigns on the platform. UTM parameters are added to the end of a URL to help track the source of traffic to a website. With UTM parameters, you can accurately monitor where website traffic comes from and assess the effectiveness of different marketing campaigns.

As LinkedIn explains, marketers will be able to add a UTM parameter only once per campaign. The platform will automatically include the account and campaign names in the target URL, making it easy to track data with analytics tools.

Dynamic UTMs, already available on many platforms and external tools, provide simple tracking of click sources, but their integration with LinkedIn is an important step forward. Additionally, LinkedIn will support both static and dynamic parameters, expanding data monitoring capabilities.

The new feature does not use cookies or IP addresses, ensuring compliance with privacy policies. This is an important improvement for LinkedIn campaigns, offering more ways to accurately measure campaign results.



**MACIEK DZIEDZIC**  
Senior Digital Strategist

# SHORT VIDEO

## ENTERS LINKEDIN

LinkedIn is introducing a new, dedicated video channel that displays content in a full-screen format, similar to TikTok. The company has confirmed that it is in the testing phase. As LinkedIn notes, video is becoming increasingly popular among users, and the new functionality aims to make discovering interesting content on the platform easier.

Tapping the video tab will take users to a full-screen channel where they can browse short videos. As on other platforms, users will be able to like, comment, and share content, as well as view the full post description with the 'See More' option.

We can't wait for the launch!



# LINKEDIN TESTS

## PREMIUM COMPANY PAGES

LinkedIn has started testing a new 'Premium Company Page' subscription aimed at small and medium-sized businesses. The service, which can cost up to \$99 per month, offers advanced features such as an AI content writing tool, tools to increase followers, and the ability to monitor page visitors. The new offering is designed to help businesses build their brand and attract customers, aligning with LinkedIn's broader strategy to diversify and enhance user experiences. It looks promising!



# TIKTOK

# TIKTOK



## THE FASTEST GROWING PLATFORM

TikTok, the fastest-growing social media platform in the world, outpaces its competitors not only in terms of new user growth but also in the rapid development of business tools dedicated to creators and brands. In Poland, nearly 14 million people are already using TikTok, and the data show that this number is steadily increasing year by year.

According to an IAB report, TikTok is an ideal place to reach young people under 24 years old, offering broad reach, precise targeting, and long time spent on the platform. Unlike Instagram, TikTok supports content dissemination by all creators, whether they are influencers or brands, making it a universal tool for organic reach, especially for those under 18, who are difficult to reach with traditional advertising due to EU restrictions.

In terms of average daily usage time, TikTok stands out among other platforms. Users spend an average of 1 hour and 27 minutes per day on TikTok, with even longer times for younger age groups—2 hours and 8 minutes for ages 7-14 and 1 hour and 46 minutes for users aged 15-24<sup>4</sup>.

A study conducted by Material in collaboration with TikTok found that 61% of TikTok users discover new brands and products on the platform, which is 1.5 times greater than on other platforms. This highlights TikTok's potential as an effective marketing tool capable of generating high engagement and effectively reaching a young, active audience.

<sup>4</sup> [https://gemius.com/documents/51/RAPORT\\_SOCIAL\\_MEDIA\\_2024.pdf](https://gemius.com/documents/51/RAPORT_SOCIAL_MEDIA_2024.pdf)



ZOSIA WIKTOROWICZ  
Social Media Manager

# TIKTOK

## AS A SEARCH ENGINE

Data shows that **41% of users** treat TikTok as a search tool<sup>5</sup>. In response to this need, the platform is implementing a new feature that suggests keywords related to the content being viewed.

Now, users will be able to see keyword recommendations not only directly below the video but also in the comments section. This will make it easier for TikTok users to discover related content and topics by tailoring suggestions to their interests. This move towards a more intuitive and personalized experience on the platform is likely to influence how users discover and engage with content.

<sup>5</sup> [https://gemius.com/documents/51/RAPORT\\_SOCIAL\\_MEDIA\\_2024.pdf](https://gemius.com/documents/51/RAPORT_SOCIAL_MEDIA_2024.pdf)





## COLLABORATIVE POSTS

# TIKTOK

We mentioned that Instagram is drawing inspiration from TikTok, but the influence goes both ways. Soon, TikTok will introduce a new feature that allows tagging co-creators in posts, which will link their profiles to the details of the publication. The new feature will introduce several significant changes:

- Creators will be able to invite up to five other users to collaborate on a single post.
- Co-creators will need to approve their participation, and there will also be an option to decline.
- Users will also have the option to remove themselves from the list of co-creators if they decide they no longer want to be part of the post.
- Posts with tagged co-creators will be visible both on the creator's profile and on the tagged profiles, though only the original creator will be able to edit the post.
- The ability to invite co-creators will be available up to four times per month.

This feature will certainly facilitate managing collaborative projects and may increase engagement on the platform. It will be especially useful for brand collaborations with influencers.



## A GUIDE FOR COMPANIES

# TIKTOK

TikTok has published a new 19-page marketing guide tailored for the consumer goods industry, aimed at small and medium-sized businesses. This will be particularly useful for brands looking to strengthen their presence on TikTok.

The guide is a comprehensive resource on TikTok marketing strategies for 2024. It includes a range of statistics showing the growing number and engagement of users. A key component of the guide is the detailed description of TikTok's advertising tools. Each tool is thoroughly explained, with a focus on how it can be used to maximize the impact of marketing campaigns.

Additionally, the guide provides numerous tips on creating engaging video content. TikTok emphasizes the importance of authenticity and innovation, encouraging brands to experiment with various forms of messaging that can capture user attention and increase brand interactions. We recommend it!

TIKTOK REPORT



# PINTEREST



# PINTEREST

## DATA

Pinterest is one of the leading social media platforms, particularly popular among young women under 34<sup>6</sup>. The platform serves as a rich source of inspiration across various aspects of life, from beauty and cooking to interior design and DIY projects. With the ability to create and share thematic boards, users can collect ideas and search for inspiration in an organized manner. Pinterest allows users to gather videos, photos, audio files, and GIFs, referred to as pins, without the need to save them to their computer. The platform has significant sales potential.

For Generation Z users, Pinterest is more than just a platform - it's a space for self-discovery and self-expression, where they shape their identity on their own terms, free from external pressures. This connection with introspection has driven an increase in the number of boards created by Generation Z users over the past year.

<sup>6</sup> [https://gemius.com/documents/51/RAPORT\\_SOCIAL\\_MEDIA\\_2024.pdf](https://gemius.com/documents/51/RAPORT_SOCIAL_MEDIA_2024.pdf)

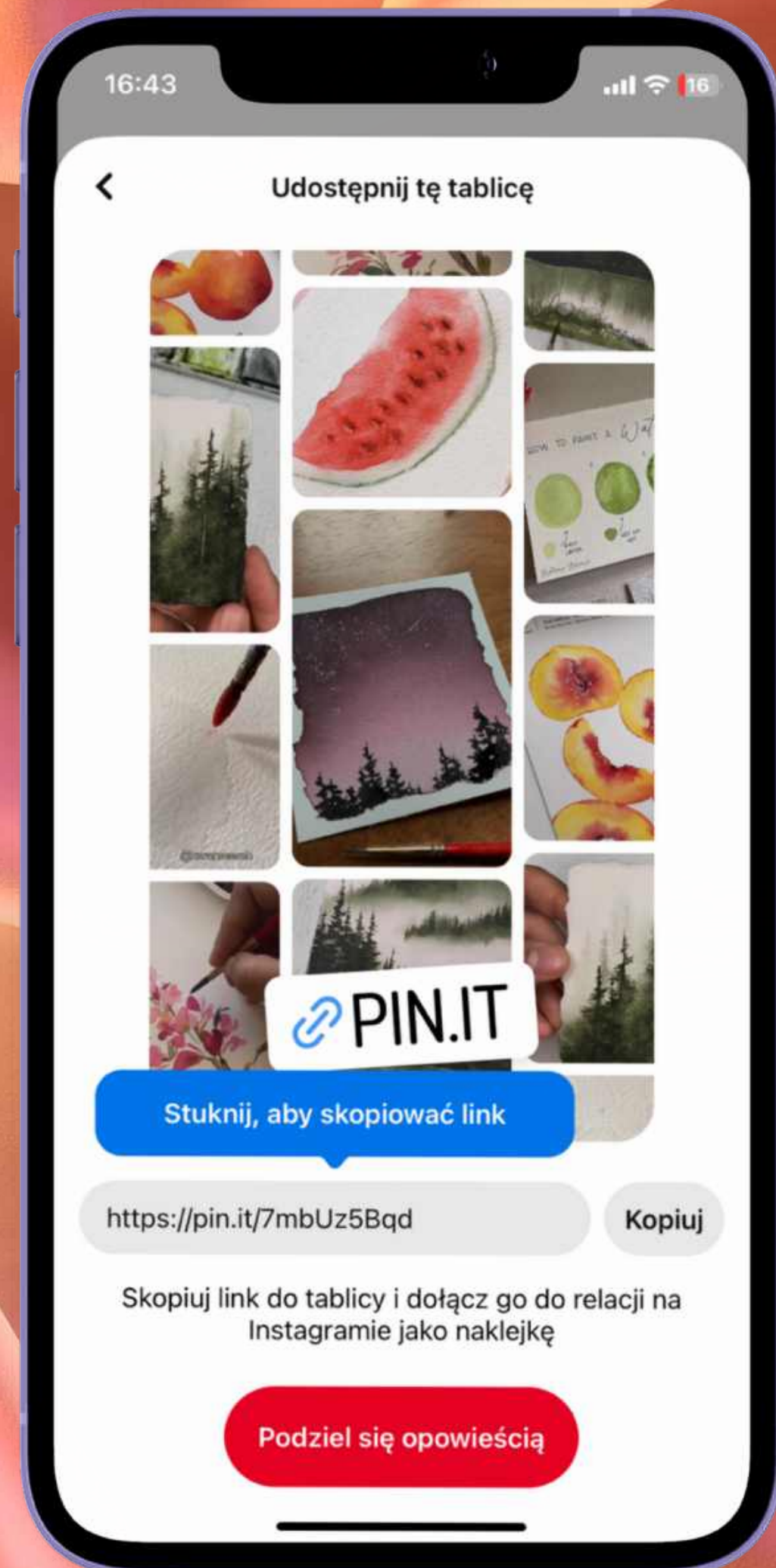


**BASIA ZARYCZAŃSKA**  
Marketing Specialist



## NEW BOARD SHARING FEATURE

PINTEREST



Pinterest has introduced a new feature - users can now share their boards on other social media platforms and present them in an attractive animation.

After selecting the board you want to share, click the "Share" icon in the upper right corner. You can either download the generated video or share it on your chosen platform. Importantly, the video will include a "Curated on Pinterest" tag, which might negatively impact its distribution on certain formats, such as Reels. The animation is more geared towards Stories.

Pinterest believes this feature will enable Generation Z users to share their inspirations on a broader scale, helping them to grow their channels. With over 500 million monthly visitors, the platform hopes that this new sharing option will attract and engage more young users.





# TRENDS ON PINTEREST

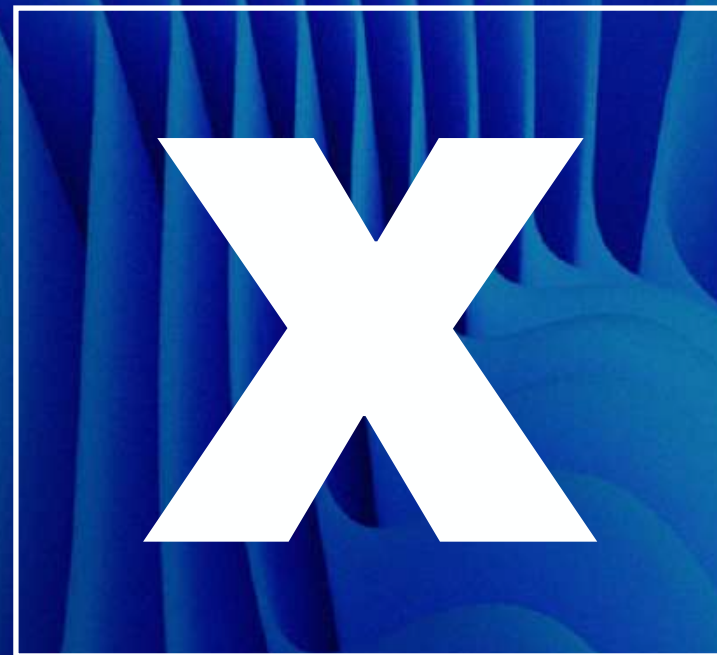
# GEN Z

Pinterest has published a report highlighting the key interests of Generation Z. Here are five top recommendations for marketers found in the report:

1. Gen Z is constantly searching for new trends. Update your campaigns according to the latest interests using Pinterest Trends.
2. Optimize your descriptions for search trends with Pinterest Trends.
3. Pinterest claims that people are 7 times more likely to purchase a product they've previously saved on Pinterest. Include CTAs to facilitate purchases.
4. Create content related to cultural events, such as movie premieres or festivals.
5. Remember that many purchases by Gen Z are made by parents and older family members.

**PINTEREST REPORT**







# DATA



ANIA MITRANKA  
Senior Copywriter

X is a popular platform among many politicians, journalists, and influencers. It is worth noting that it is one of the few social media services where men make up the majority (57%)<sup>7</sup>.

The platform has 250 million daily active users. However, it is facing a gradual loss of users and a decline in advertising revenue. This situation is driving significant changes in the service, and Elon Musk has already announced the introduction of a new app interface.

<sup>7</sup> [https://gemius.com/documents/51/RAPORT\\_SOCIAL\\_MEDIA\\_2024.pdf](https://gemius.com/documents/51/RAPORT_SOCIAL_MEDIA_2024.pdf)

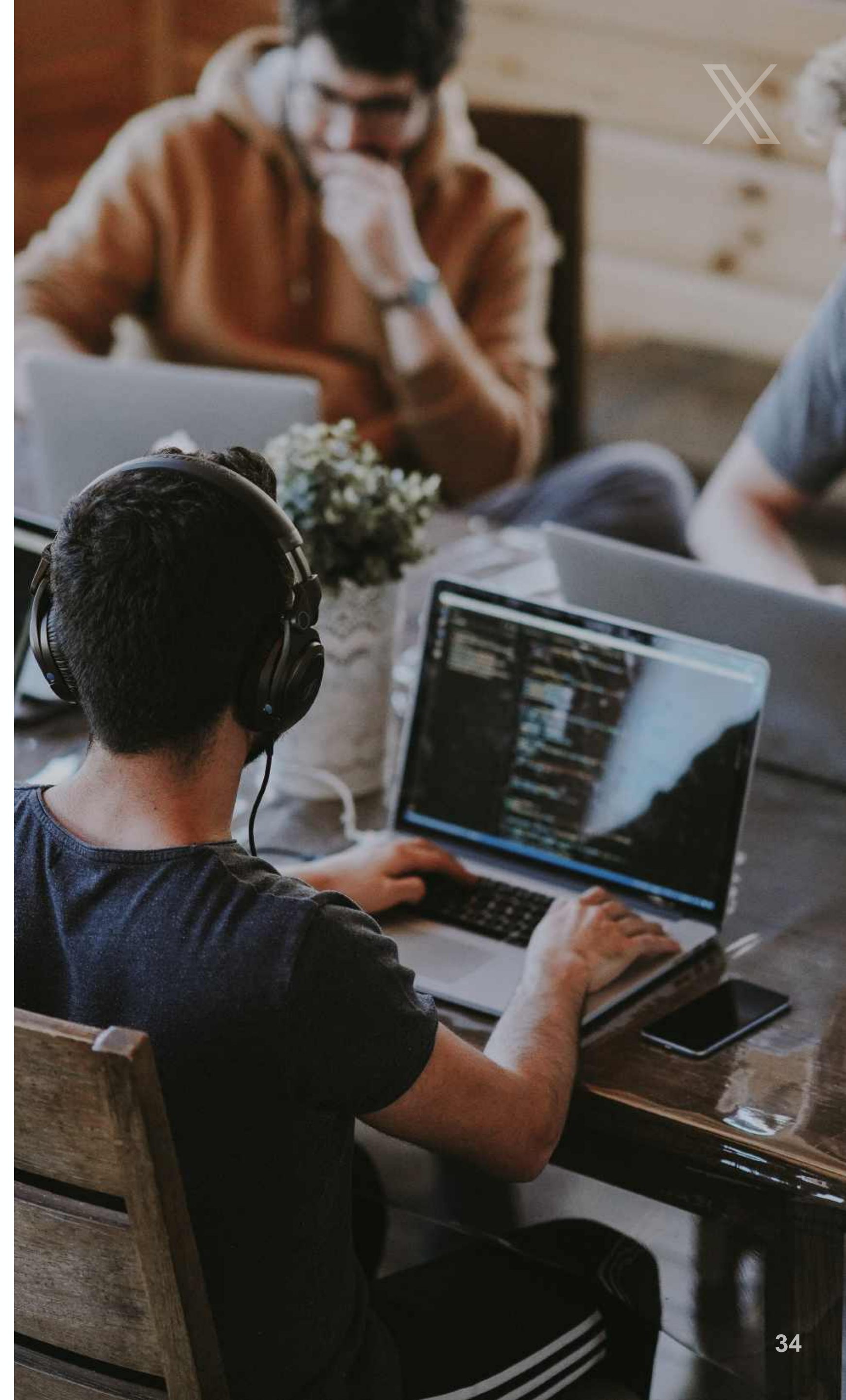
# LIKES ON X

## ARE PRIVATE NOW

Recently, the X platform has introduced a change that will certainly impact how users interact with content. All likes in the app are now private, meaning only the user will see the posts they have liked.

As explained by X engineer Haofei Wang, public likes often lead to inappropriate behaviors and discourage users from liking content that may be perceived as controversial. Private likes provide greater freedom to engage with bolder content without fear of negative reactions or loss of reputation.

From our perspective, this change brings significant benefits. Users are now more likely to like a wider range of content, which will increase overall interaction within the app. With more honest and courageous likes, marketers will gain more precise insights into user interests. This will allow for better content personalization, ultimately enhancing the effectiveness of marketing campaigns.





# X INTRODUCES

## ENHANCED AD CONFIGURATION

X has introduced a streamlined ad configuration process that simplifies campaign creation with AI-powered tools. The new interface allows for quick campaign setup by selecting a conversion event, budget, and basic demographic details. The platform explains: 'With the simplified interface, just choose a conversion event (like "purchase"), set a daily ad budget, and input desired demographic data such as gender, age, and location. That's it. The new process enables you to create and launch effective campaigns in just a few minutes'.

AI automatically optimizes targeting, resulting in average click-through rate increases of 10% and conversion rate boosts of 16%.

A new cost estimation feature has also been added, providing a projected CPM range for sales campaign.





# ELON MUSK CONFIRMS

## X WILL HAVE A NEW INTERFACE

X has announced a major user interface update. The reply, like, and re-share buttons will be removed from the main post view. Users will access these functions by tapping and holding on a post.

Elon Musk explains that the change aims to 'clean up' the feed and optimize space usage. He worries it might affect user engagement. Similar changes in the past, such as the removal of the retweet button, led to decreased activity. Will it be the same this time?

We're curious!



## X REMOVES

# ADS FOR PREMIUM PLUS

X has introduced changes for Premium+ subscribers by removing ads from the app. While users will enjoy an ad-free experience, X notes that they may occasionally still see sponsored content outside of the standard ad pool. For marketers, this means a reduction in the number of people to whom they can target campaigns. It's worth considering new ways to reach this user group, such as collaborations with creators



# NEW ANALYTICAL TOOL

## FOR VERIFIED ACCOUNTS

X has introduced updates to its analytics tools for verified organizations. The new feature includes keyword analysis and tracking the speed at which mentions appear. This allows marketers to better monitor changes and optimize the timing of their content publication. These advanced tools, previously available only in more expensive analytics applications, can significantly aid organizations in planning their activities on the platform. However, access to these features requires a costly subscription, making it an option mainly for companies with larger budgets that heavily use X in their marketing strategies. The subscription costs are \$200 per month for basic access and \$1,000 per month for full access.





# YOUTUBE

# NEW REQUIREMENTS

## FOR AFFILIATE PROGRAM

YouTube's Partner Program (YPP) gives creators access to more resources and monetization features on YouTube, as well as support teams for creators. It also enables revenue sharing from ads displayed in creators' content.

YouTube has announced changes to the eligibility requirements for joining YPP, making it easier to join the program by lowering the criteria for the number of subscribers and watch hours. The updates include a new tier of participation that does not include ad revenue but allows earnings through fan funding features.

New Requirements:

- 500 subscribers (previously 1,000);
- Three posts in the last 90 days;
- 3,000 public watch hours in the past 12 months (previously 4,000)

Currently, these new eligibility criteria apply in the United States, the United Kingdom, Canada, Taiwan, and South Korea. What about Poland? There's a good chance that the new rules will be introduced here soon!



# YOUTUBE TESTS

## NEW ADS ON LIVE BROADCASTS

YouTube is introducing a new ad format for live streams, testing Picture-in-Picture (PiP) ads. Small ad screens will appear at the top of ongoing streams, allowing creators to earn revenue without interrupting the stream. The goal of this format is to increase creator revenue while minimizing disruptions for viewers.

Although PiP ads have been used on YouTube before, this will be the first time they are tested during live broadcasts. Tests of this solution will begin in the coming months on selected devices. Initial results show that creators using automated PiP ads have seen an average increase of over 20% in ad revenue per hour, suggesting that the new format could be equally effective for live streams.



# WHAT'S IN THE WORLD OF INFLUENCER MARKETING



# INFLUENCERS

INCLUDE THEM IN YOUR STRATEGY!

The EY Future Consumer Index study highlights the growing importance of influencers in the purchasing process. As many as 61% of consumers admitted that they have made a purchase based on a recommendation or promotion from online creators. What's more, 74% of respondents consider influencers' content to be credible, increasing their influence on purchase decisions<sup>8</sup>.

Of particular importance is the growing interest in micro-influencers and niche experts, who are gaining prominence compared to celebrities. Consumers are increasingly looking for authentic and valuable content, and only 25% watch influencers primarily for their fame. Most of them prefer content, that is valuable or entertaining.

We know from experience that it is worth investing in influencer marketing. Collaboration with creators who have a close and authentic relationship with their community allows brands to build audience trust and increase conversions more effectively.

<sup>8</sup> [https://www.ey.com/pl\\_pl/news/2024/07/ey-future-consumer-index-2024-influencerzy](https://www.ey.com/pl_pl/news/2024/07/ey-future-consumer-index-2024-influencerzy)





## INFLUENCER ENGAGEMENT RATE

# CHECK IT OUT

The latest Social Media Benchmarks report from Rival IQ analyzes average engagement rates across industries on major social media platforms. The report shows that user engagement on social media is gradually declining<sup>9</sup>.

It is therefore necessary to adapt marketing strategies to changing trends and user behavior. It is also worth paying attention to their engagement when selecting influencers for campaigns. When selecting influencers for marketing efforts, we use the indaHash tool, which provides us with a handful of other useful information in addition to engagement metrics on a given profile. On the other hand, if you don't need a lot of data, but want to efficiently check the audience engagement of the selected influencer, we recommend using a tool such as the Instagram ER Calculator. The tool calculates the total number of likes and comments from the last 18 posts, divides them by 18 (to get the average per post), then divides by the account's current number of followers and multiplies by 100%. The calculator allows you to assess the actual engagement an influencer is able to generate, which is often crucial to the effectiveness of a campaign.

<sup>9</sup> <https://www.rivaliq.com/resources/download-social-media-industry-benchmark-report-2024/>

[CHECK THE CALCULATOR](#)

# AI IN ACTION

WHAT'S NEW

**THESE TOOLS ARE**

# FAIRYTALE

## CONTENT GENERATION

### CHAT GPT

This is a tool that everyone in the industry knows. However, not everyone realizes that you can create a version tailored to your needs. Such personalized ChatGPT will operate based on the instructions we previously uploaded. GPTs can not only behave in the way we specify but also utilize any additional knowledge we provide. An interesting application is uploading the brand's past social media posts. The chat will analyze the Tone of Voice, making its suggestions more aligned with our expectations and requiring less adjustment. Tested and recommended!

### VIDEO

#### OPUSCLIP

Short videos are now a must-have, but editing them can often be time-consuming... This is where Opus Clip comes in – a tool that identifies key moments in longer videos, automatically generates descriptions and catchy headlines. The platform uses a scoring system to assess the potential of a video, suggesting which segments are most likely to succeed. Additionally, you have the option to customize the generated clips, such as cutting at specific moments. Highly recommended!



# GRAPHICS GENERATION

## CANVA INTEGRATED WITH CHAT GPT

The integration allows ChatGPT users to generate visual content such as logos, banners, and flyers directly within Canva and ChatGPT. The ChatGPT plugin for Canva enables users to create visualizations based on natural language descriptions but does not allow for direct editing. To edit a project generated by ChatGPT, it must be imported into Canva, where users can utilize the available editing tools.

Once the plugin is installed, users can easily create projects by describing their needs in simple sentences. For example, a user might say, "Create a poster promoting my new café." ChatGPT will generate several poster options from which the user can choose the one that best fits their needs. This is particularly useful for marketers with limited budgets who handle graphic design themselves.

## KATALIST AI

Katalist AI is a tool designed to streamline the process of creating storyboards. It's ideal for any content creator. The platform transforms scripts into detailed storyboards with minimal effort. It automates the visualization of characters, scenes and actions, allowing users to quickly and efficiently create professional graphics. Various formats are available, making it useful for showcasing concepts like reels.



## AI IN META

# FOR ADVERTISERS

Meta continues to invest in AI, enhancing and introducing new tools aimed at facilitating the quick creation of more effective advertising campaigns:

- **Image Generation:** This feature has been around for some time, but it's now designed to perform even better. It allows users to create alternative versions of graphics based on original marketing materials. For example, it can change the background or the style of the original image.
- **Text Generation:** The updated AI function now enables the creation of content for Meta Ads. Users input their proposed headline and prompt, and the system suggests an alternative version based on formats that have worked for other brands.

Additionally, Meta has announced that it is testing a feature that would generate content reflecting the brand's voice and tone. The system would identify key elements that influenced sales in previous campaigns on the profile and implement them into new ones. Essentially, Meta is working to make its system more personalized to each profile. The platform also notes that these tools will soon be powered by the latest language model, Llama 3, which will further enhance their effectiveness. It looks promising!

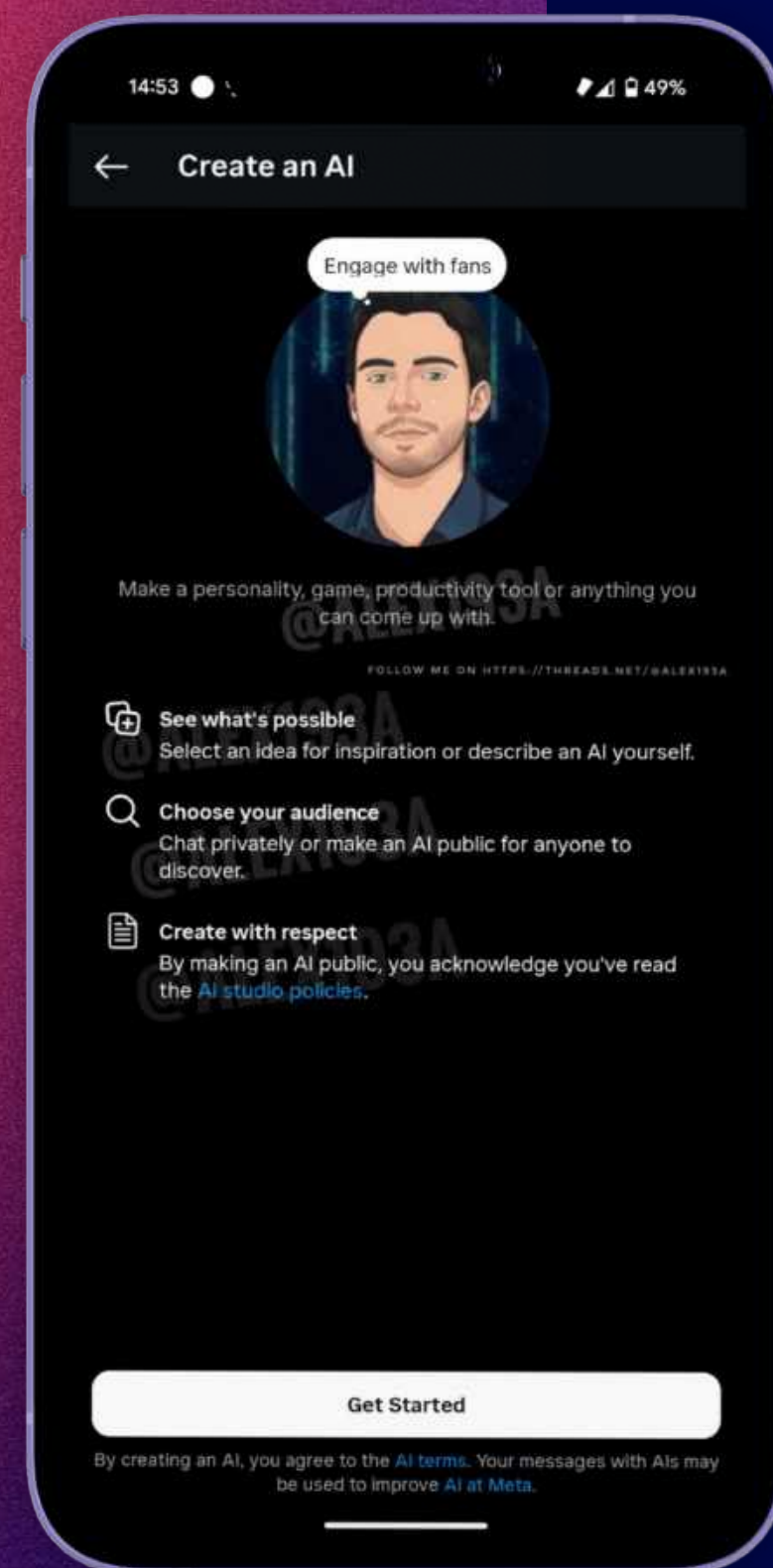
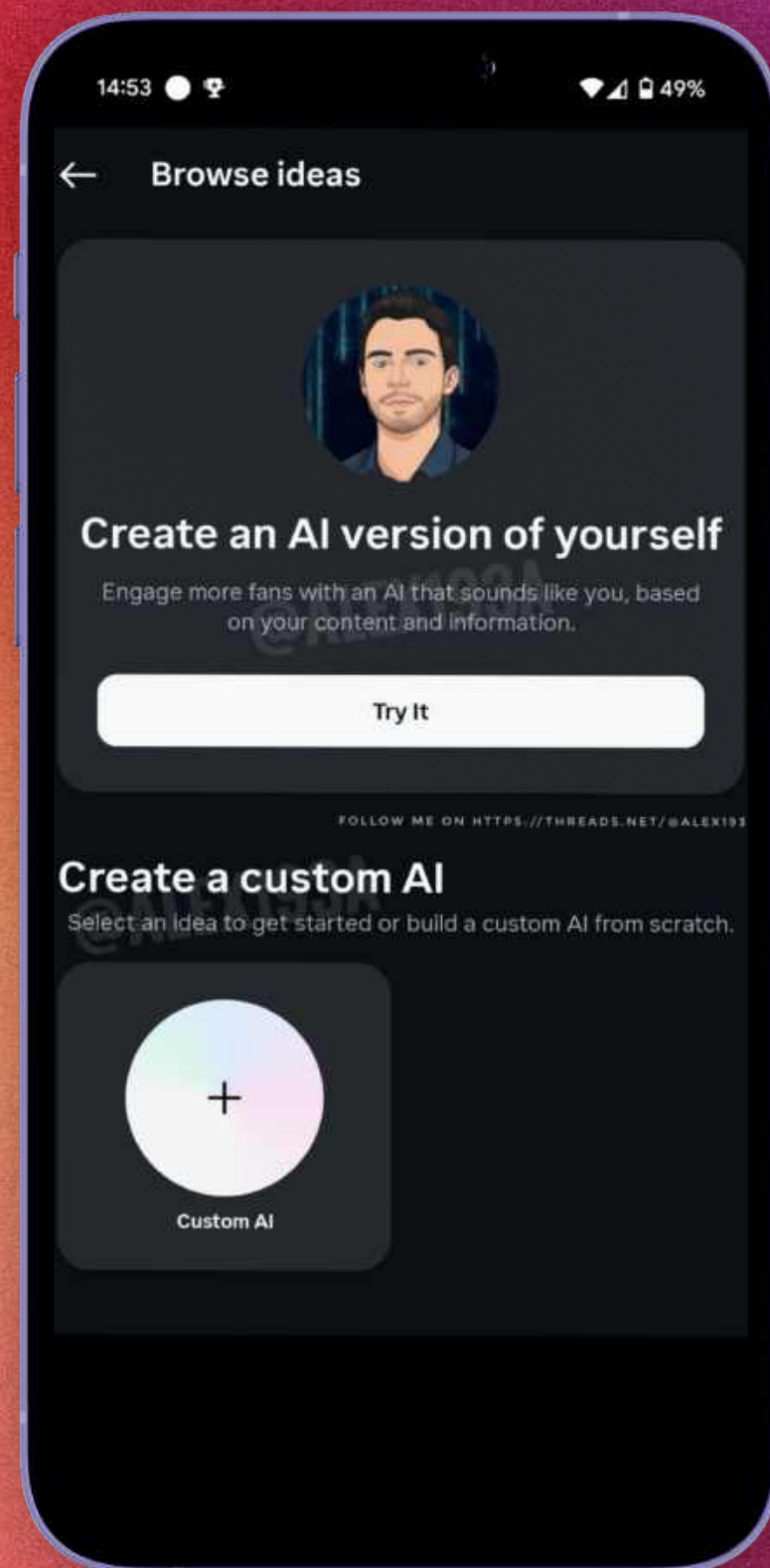


MACIEK DZIEDZIC  
Senior Digital Strategist



# AI CHATBOTS

## ON INSTAGRAM



Meta has announced tests for AI Studio on Instagram. The tool allows creators to create chatbots for communication with their audience. This model, which is based on Llama 3.1 - the largest AI model Meta has developed so far - is available to users in the US. These chatbots will enable influencers to engage in conversations with their followers on their behalf.

AI Studio allows creators to develop AI chatbots tailored to their published content on Instagram. When training the bot, users can suggest topics to avoid or links to share. The feature is in beta, and Meta plans to refine it quickly based on feedback from users and creators. The long-term goal is to enable every creator to design a personalized AI that responds to questions in line with their personality and communication style.

In the future, Meta plans to extend these tools to businesses, which could change the way brands interact with customers. Mark Zuckerberg emphasizes that Meta will continue to develop AI across various aspects of the platform to enhance communication and content sharing on Instagram.

# PINTEREST

## ENHANCED AI ADVERTISING TOOLS

Pinterest is also keeping up with the trend by introducing AI tools for advertisers.

### **Automated "Performance+" Campaigns:**

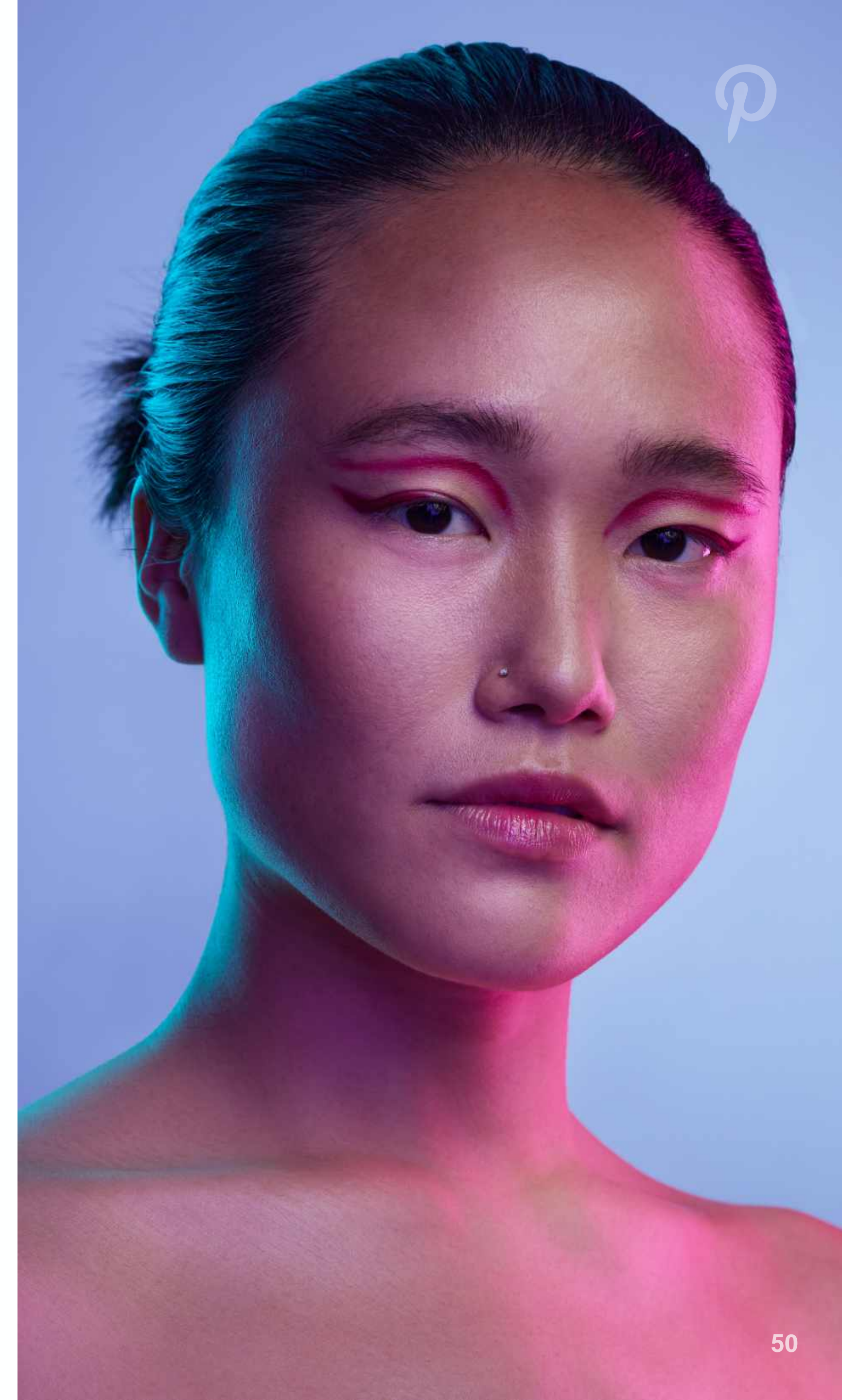
Pinterest is testing new AI-powered automated advertising campaigns called „Performance+". These campaigns allow for the optimization of all elements of promoted pins. Alpha tests showed a 10% improvement in cost per acquisition (CPA) and cost per click (CPC), as well as a 50% reduction in campaign creation time.

### **AI-Generated Custom Backgrounds:**

This feature allows for the personalization of product images based on users' preferred styles and trends. For example, users can create new backgrounds for products in various styles.

### **Creating Collages of Promoted Pins:**

The platform is also testing integrations with the "Shuffles" app, which allows users to create engaging collages with product lists. Selected advertisers can tag products in their collages and promote them on the platform as Showcase or Collection ads.





# YOUTUBE IMPROVES

## LIVE BROADCASTS WITH AI

YouTube is enhancing live streaming with expanded AI-generated chat summary tests. This feature, previously available only for regular videos, now allows viewers to quickly grasp key discussion topics, supporting user engagement in live streams.

Additionally, YouTube is introducing animated highlighting for the "Join" button. It has also expanded interaction options with Super Chats, allowing viewers to respond to and like them. These changes aim to boost viewer engagement and help creators build active communities during live streams. We're all for it!

# YOUTUBE

## INSPIRES

The platform is making changes to provide creators with more inspiration for content creation. In some countries, the "Inspiration" tab in YouTube Studio has been updated to now offer AI-generated recommendations for new video ideas.

The "Research" tab has been renamed to "Inspiration." In Poland, the new view now includes trending search lists and video clips from the "What Others Are Watching" section. According to YouTube, this section highlights videos from similar channels that have performed particularly well. The goal is to give creators a better understanding of similar channels and content that attracts their audience, as well as to provide inspiration.

In other countries, AI-generated suggestions have also been added. Creators can enter a topic in the search bar, and YouTube's AI system will propose ideas and insights based on the interests of the channel's viewers. Additionally, if a new video idea is lacking, a video outline can be generated to assist in content planning.

Like other platforms, YouTube is working towards extensive AI integration. It is also currently testing options for AI-generated backgrounds for video clips, AI-generated music for custom soundtracks in YouTube Music, and the ability to skip to the most relevant part of a video.





## LINKEDIN

# ACCELERATE WILL AUTOMATE CAMPAIGNS

LinkedIn is introducing an AI tool for creating paid campaigns called Accelerate. The tool is set for a global release in early fall 2024, so we can expect it soon. After testing since October 2023, Accelerate automates the creation and optimization of ad campaigns, reducing the time needed from 15 hours to just five minutes. The tool analyzes data from various sources, such as websites, LinkedIn profiles and previous ad campaigns, to recommend comprehensive optimizations. Advertisers can make adjustments to the generated campaigns according to their needs.

The tool is integrated with Microsoft Designer, which also allows creating ad designs and precise targeting.

Early tests in the USA have shown that Accelerate enhances campaign efficiency by reducing cost per action by 52% and shortening campaign creation time by 15%. Despite initial limitations such as a narrow range of objectives and targeting options, test results were promising, with many advertisers seeing significant improvements in their campaign performance.

# PREDICTIONS

second half of 2024



# WHAT THE NEXT MONTHS

## WILL BRING?



ŁUKASZ MAŚCIANICA  
Partner // Creative Director

In the second half of 2024, we will see a rise in the popularity of new platforms such as Clubhouse and Discord. These platforms are gaining traction due to their unique opportunities for interaction and community building. Clubhouse and Discord offer more intimate communication channels, allowing for direct, real-time conversations and discussions.

Marketers should pay attention to these channels as potential tools for engaging their audiences in a new, more personal way.

# MICROINFLUENCERS AND UGC

## AUTHENTICITY CONTINUES TO TRIUMPH

Authenticity remains a key element in marketing strategies and will continue to play a significant role in the second half of 2024. This trend, which gained importance a few years ago, is still strong and shows no signs of disappearing anytime soon.

**Micro-influencers**, or internet creators with smaller but often more engaged communities, continue to be preferred partners for many brands. They build deep and authentic relationships with their audiences, leading to greater trust and loyalty towards the promoted products.

Alongside micro-influencers, **user-generated content (UGC)** remains one of the key trends. UGC includes content such as reviews, photos, and videos that showcase how products are used in everyday life. Although the term "user-generated content" suggests it refers solely to materials created by customers, many brands choose to collaborate with freelancers who produce such content. This type of content is perceived as more authentic and trustworthy compared to traditional advertisements. Additionally, utilizing UGC does not require a large budget.



MARTA CZYKAŁO - PRUŚ  
Senior Account Manager

# CONSTANT DEVELOPMENT OF ARTIFICIAL INTELLIGENCE



**PAWEŁ BIELAK**  
Senior Account Manager

AI is continuously evolving and introducing innovative solutions that have a significant impact on our industry and how we work. In the second half of 2024, more content creators will begin using advanced AI tools for generating graphics, text, videos, and animations. These technologies are still being refined and allow us to optimize social media campaigns. With AI, marketers can more precisely manage their advertising budgets and achieve better results. This support is already evident, for example, in Meta's systems. Staying updated with technological advancements in this field is crucial to fully leveraging the potential of artificial intelligence in marketing efforts.

extra

# MATERIAL

# AI IN MARKETING

## REPORT 2024



If you are interested in the topic of artificial intelligence in marketing and would like to learn more, be sure to download our report! We provide a detailed summary of the state of AI in marketing for the first half of 2024. We reveal how to effectively implement artificial intelligence in your company and why it's worth doing. The report includes valuable information about tools that have significantly improved our work in areas such as copywriting, graphics, naming, logos, video, presentations, website design and sound generation. Download the report and discover how AI can revolutionize your marketing efforts!

[DOWNLOAD AI REPORT](#)

# THAT'S ALL FOR TODAY

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