



SEASON 2 / EPISODE 10

A LOOK AT MARKETING IN 2024, AND TEAM MARKETING TRIVIA

The Wander Creative Podcast, focused on digital marketing, welcomes listeners to its tenth episode. The episode features a larger crew than usual, and as the season two finale, it offers a recap of the year 2023 and a look ahead to 2024. The team reminisces about their favorite moments, including attending the Social Media Marketing World event in San Diego, working on various projects, and the importance of in-person interactions in the post-COVID era. They also discuss the rise of AI in marketing and the need to stay updated with trends. The episode concludes with a fun trivia segment.

The podcast emphasizes the importance of staying updated with the latest trends in digital marketing. The team highlights their experiences from attending events, working with clients, and the significance of in-person interactions, especially after the challenges posed by the COVID-19 pandemic. The episode also touches upon the increasing role of AI in marketing and the need for marketers to adapt and learn continuously. The trivia segment adds a light-hearted touch, testing the participants' knowledge on various marketing-related topics.

TAKEAWAYS

- 01 Wander Creative Podcast Overview:** The Wander Creative Podcast focuses on digital marketing, covering topics like organic social strategies, paid advertising, and content creation trends. The episode in the transcript is the finale of their second season.
- 02 Team Dynamics:** The podcast team has grown over the season, and they often use both YouTube and audio platforms for their content. They emphasize the importance of in-person interactions, even in a digital age, and have made efforts to meet face-to-face, both among themselves and with their clients.
- 03 Highlights from 2023:** The team attended the Social Media Marketing World event, which was a significant bonding and learning experience. They also worked on various projects, including an album release show for an artist named Fleury and capturing content for the Dove Awards.
- 04 Trends and Takeaways:** AI is becoming an increasingly important tool in digital marketing, but it's essential to balance it with the human element. Platforms like Facebook reward users for adopting their new features. The importance of staying updated with trends and continuous learning in the digital marketing space was emphasized.
- 05 Looking Forward:** As they look ahead to 2024, the team anticipates further growth in AI's role in marketing. They also discussed the importance of personal connection in social media content, emphasizing authenticity over high production value.