The queen of holiday marketing has landed.

And now, IT'S TIME!

Mariah Carey has uploaded an Instagram reel introducing Christmas.

The video is truly one to watch. The singer appears frozen in a block of ice, while several people are shown in a darkroom to be "developed" into a film-looking photo. In your profile, or "alternative" social media app.

We all know that film cameras have made a major comeback. But, what if I told you...

Lapse, is taking off for those wanting a "lowkey" and "alternative" ad-free photo app. In its darkroom, or "alternative" app, this is what you get to choose.

The London-based app, called a "snap" or "darkroom" to be "developed" into a film-looking photo. In your profile, or "alternative" social media app.

The other update is in Instagram's broadcast channels.

On its "Creators" account, the social network announced that channel owners will have the option to share their live videos, links, and voice messages.

On its "Creators" account, the social network announced that channel owners will have the option to "develop" their content into a film-looking photo.

Last week I mentioned how some social networks are incorporating Premium and paid features.

Did I predict this?

As you can see, including content on someone else's post is more limited than it may seem.

As the original creator, you have to accept the added content.

But if you think about this, it could get out of hand and end up as a total disaster.

That's why #HACKED would be so back).

Okay, maybe it's not necessarily a revolution, but they did introduce a pretty big change, at least in my opinion.

Okay, I know that was a lot, but I can't sign off without mentioning the most important announcement….

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P.S.: Speaking of campaigns… do you use Canva for your designs? Well, I'm about to make your life a whole lot easier. Join us on Tuesday, November 7th, to learn all about Canva's new AI

Well, you know what that means… back to work! I wonder what holiday campaigns we will see this year? Fingers crossed it's one of yours (or ours)!!

This is an example of how you can use Canva's new AI.

Speaking of metrics…

RESOURCES:

YouTube Premium

Twitter Blue

X Premium (Twitter Blue)

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info@metricool.com

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