



Apple Might Not Be “Getting The Message”,? Google

Description

Although social media platforms like Instagram and Snapchat might be used for a lot of your communication, text messages are still a vital part of connecting with people.

If you're an iPhone user... then you might be all too familiar with the dreaded green text bubble, usually indicating you're texting with someone (GASP) on a non-Apple phone.

The Apple vs. Android feud has existed for a while. but here's a fresh perspective: it might not be your friend's fault for owning an Android.

Android has launched an [entire campaign](#) to combat the green bubble shame. @Apple “Get the Message.” Google is encouraging Apple to adopt the industry standard for texting known as RCS.

Without RCS, images sent from Android to Apple end up pixelated, you can't send videos over 15 seconds, texts are less secure, and of course, the green...all of these significant inconveniences.

But a rather genius marketing ploy from Apple. Making iMessage and its perks only available to Apple users creates a sense of exclusivity or a “blue-texter club” that some will pay to be a part of. Apple has convinced its user base to blame Android users for a problem when it's technically Apple's “fault” for refusing to switch over.

Only time will tell whether Apple will take Google's advice, but knowing Apple, I can't imagine it'll change any time soon.

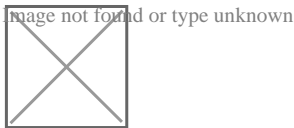
What side are you on? Let me know.

Anna Klawitter
Editor | [The SAUCE](#)

the socialverse

The latest social media stories and updates we're keeping a pulse on.

Is LinkedIn Finally Giving Us the Option to Optimize Links?



Screenshot LinkedIn Creators

For as long as I can remember, LinkedIn has greedily pushed your posts with links down in the algorithm, hogging users in the hopes of keeping them on LinkedIn for longer. But, it looks like they're finally making it easier to share resources and drive traffic to your site with a clickable link sticker for posts, similar to Instagram's.

This feature just rolled out worldwide for users, so you should see it in your feed, but it'll slowly roll out to certain creators. Once you have it, you'll be able to use it for posts with still images and videos. It's only available through mobile posting, so check there before getting depressed about not having it. I think this new feature will spark conversation on if posts with or without links get better reach and engagement.

[READ MORE](#)

Drive Customers to Your Physical Location On Twitter

Location Spotlight on Twitter allows professionals to add a physical location in their profile to display their business address, hours of operation, and additional contact info.

Twitter will also give professionals the option to use Google Maps to add a map of their business location on Twitter, giving customers easy access to click on the map and navigate from their location. A smart move on Twitter's part, assuring their users they're helping to drive customers further down the path to purchase.

[READ MORE](#)

Vital TikTok Content Strategies

Ok, we might be giving TikTok a little too much space in The Sauce, but with TikTok crowned the [most downloaded app](#) in July, I think it deserves it, as well as a spot in your content marketing strategy.

You've heard it all here before:

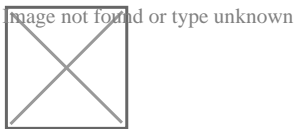
- It shaped the future of vertical video, with Instagram and YouTube quickly copying the short-form vertical video format.
- It's the future of social media, offering the most organic reach in the shortest period of time.
- It's the future of SEO; with a search function smart enough to handle long-tail keywords, Google might not forever hold its spot as the top search engine.

This guide to TikTok Content Strategies is your latest go-to for your marketing strategy.

[READ MORE](#)

what we're keeping a pulse on

Coca-Cola Gets in on Futurism With a Nostalgic Nod



Coca-Cola Dreamworld Image

Growing up, I never reached for a Vanilla or Cherry coke. A plain old coke was good enough for me. But...we're seeing new flavor variations like Starlight, Byte, and musician Marshmello's strawberry and watermelon coke.

These flavors are part of a new series called "Coca-Cola Creations." The latest flavor, Dreamworld, launching today (August 15th), is the strangest. According to [Coke](#), it "bottles up the technicolor and tastes surrealism of the subconscious," we're guessing Coke is giving you a taste of your dreams...just hopefully not nightmares.

Since Dreamworld's flavor is based on a concept as opposed to food, it is unclear what the soda tastes like from the labeling. And, it seems, that's precisely what Coca-Cola intends.

Not only does the strangeness of the campaign spark a lot of conversation, but there is also debate about what these flavors taste like. Starlight's flavor was marketed as a taste of outer space, and Byte's flavor was reportedly gaming-inspired and described as "the first-ever Coca-Cola flavor born in the metaverse."

Nostalgia will prevail, IMO, but this is proof that big brands are trying old tactics with new trends.

[READ MORE](#)

Sorry Tesla... the new robot is terrifying

Image not found or type unknown



Teslas AI

While Tesla might be best known for its cars, it's no surprise they're venturing further into robots.

If self-driving cars and colonizing Mars isn't dystopian enough, at Tesla's annual shareholder's meeting, Elon gave the world its first glimpse of Optimus: Tesla's upcoming humanoid robot. And it looks, well, creepy.

So far, we've only been graced with a visual of the robot's hands in the shape of a heart. (Even creepier). Considering how the Amazon robot was received (badly), we're not entirely convinced this is Elon's next best move. But maybe the moment wasn't right for Amazon, or it wasn't marketed correctly.

This, on top of more and more people learning how to use DALL-E 2, the world is all starting to get Black Mirror-esque. We'll keep you posted.

[READ MORE](#)

You Can Now Sell Your DALL-E Art?

OpenAI has promised to give one million subscribers on the DALL-E 2 waitlist access to the AI art generator, including the options to sell the images their prompts create.

Entrepreneur [Reid Hoffman](#) is an example of someone selling DALL-E creations in a series of NFTs. The collection is called Untranslatable Words. The final bid on one 'painting,' mǎngata, sold for 697.97 Solana, or \$24,000.

AI tech has consistently raised concerns, not least because it could threaten the jobs of, you know, actual human artists. Of course, AI-created images can be creative and interesting and perhaps even serve to generate inspiration for artists, so I'm open to seeing how the world embraces this new tech.

But the question becomes: Is each image really a unique original asset? DALL-E 2 and other AI art generators create images from millions of artworks fed into the processor — artwork owned and copyrighted by others. Who owns the art created from someone else's work, style, and vision?

On the other hand, as a writer, I acknowledge that "everything's been said before." And after all, humans are not complete, siloed, unique beings... we're all pulling from experiences to create identity.

Perhaps robots and AI can actually be human, after all. (Or maybe I've been watching too much West World.)

[READ MORE](#)

Category

1. #howto

2. #insights
3. #thesauce
4. #thesocialverse

Tags

1. 3d ads
2. advertisement
3. branding
4. Creative strategy
5. gif
6. gif story
7. instagram reels
8. linkedin
9. linkedin branding
10. linkedin profile
11. linkedin updates
12. meta 3d ads
13. meta inks
14. metaverse
15. the sauce
16. tiktok
17. twitter dms
18. vertical videos
19. visual branding

Date Created

August 2022

Author

anna